



NSW Ambulance GoodSAM Partner Launch Toolkit

Version 3.4
November 2023



Introduction

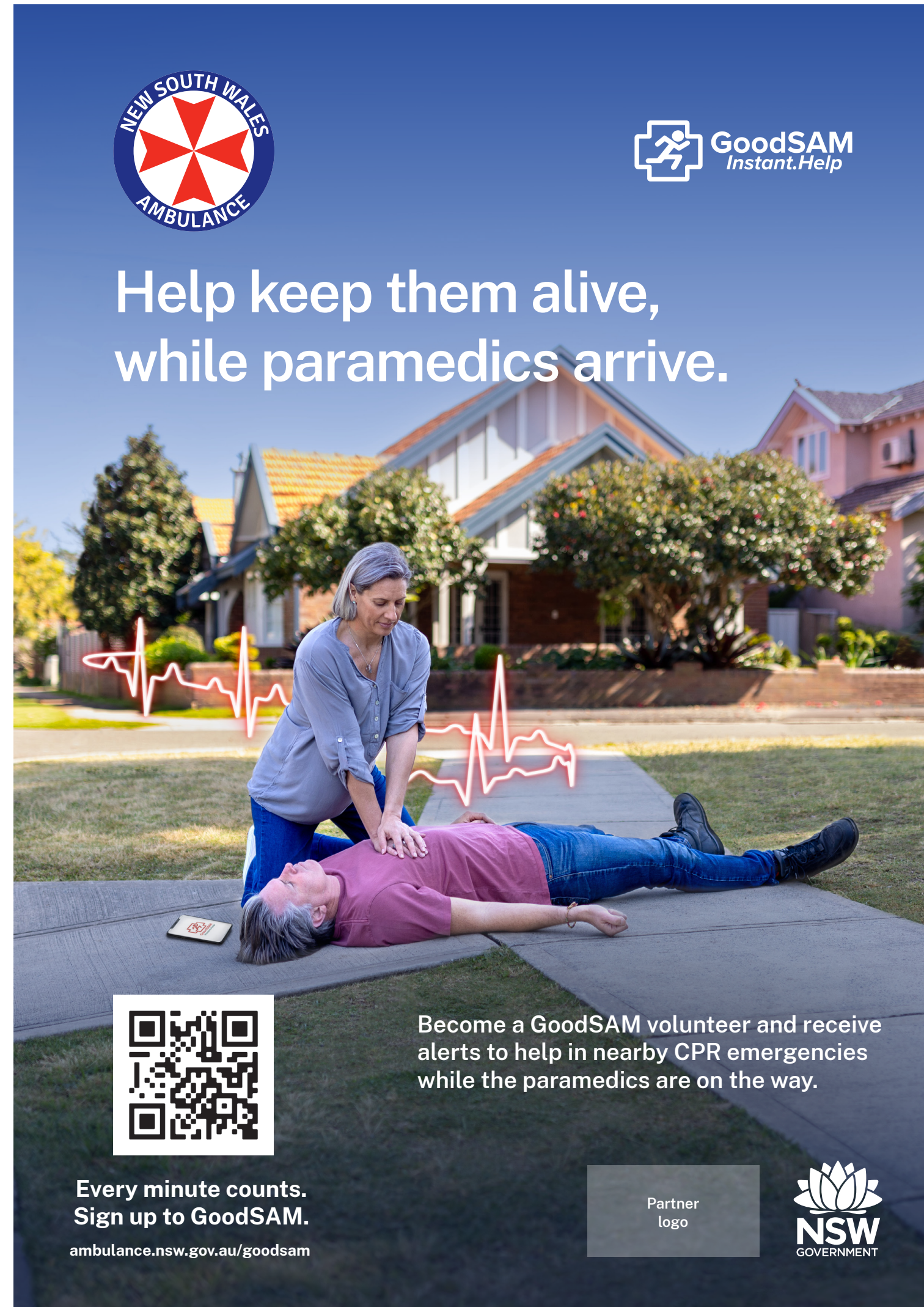
Cardiac arrest is often unexpected.



Did you know, for every minute a patient doesn't get CPR, their chances of survival fall by 7-10%. That's where GoodSAM comes in, an app that connects volunteers to patients in those first critical minutes of cardiac arrest while NSW paramedics arrive.

NSW Ambulance, together with our partners are launching a campaign to help encourage sign-ups to GoodSAM.

Campaign Guidelines

Key Visual (A)



Help keep them alive,
while paramedics arrive.




Become a GoodSAM volunteer and receive alerts to help in nearby CPR emergencies while the paramedics are on the way.

Every minute counts.
Sign up to GoodSAM.
ambulance.nsw.gov.au/goodsam

Partner logo 

Key Visual (B)



Help keep
them alive, while
paramedics arrive.

Become a GoodSAM volunteer and receive alerts to help in nearby CPR emergencies while the paramedics are on the way.



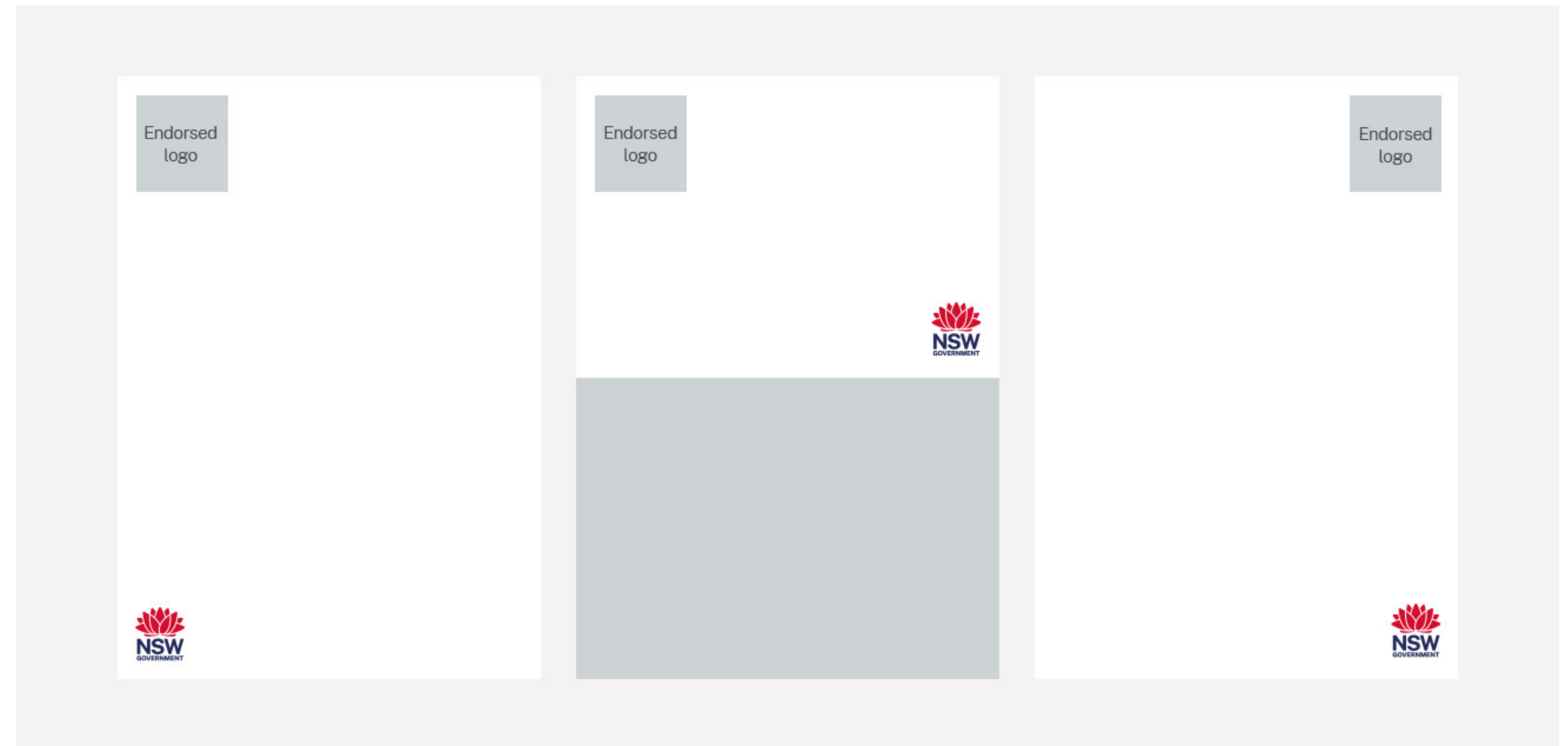
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Partner logo 

Brand Hierarchy

De-coupled Relationship

The NSW Ambulance logo and NSW Government logo both appear on all endorsed applications. In the majority of circumstances these two logos are decoupled, meaning they are not locked up together. The endorsed logo should always appear first in the hierarchy, at a larger scale. In this category the endorsed brand is the prominent logo so the waratah plays a supporting role. Reasons for this logo hierarchy can be found on nsw.gov.au/branding



Partnership Co-branding

Size Relationship

The Partner logo and NSW Government logo should appear with equal optical weighting (matching height where possible). For Partner logos that are much wider in format, the sizing should be adjusted so that it is scaled down smaller than the NSW Government logo to give an optically balanced relationship.



Partnership Co-branding Clearance Zones

As a guide, the minimum clearance zone on all sides is equal to the height of the 'N' in the NSW logo.



Colour Palette

Pantone 2748 C
C100 M95 Y2 K10
R0 G24 B113
#001871

Pantone 485 C
C0 M81 Y87 K15
R218 G41 B28
#DA291C

Dark Blue
C98 M89 Y45 K58
R10 G23 B56
#0A1738

NSW Ambulance Logos

(1) Full Colour Roundel



(2) Black Roundel



(3) Reversed Roundel



GoodSAM Logos

(1) Full Colour Horizontal Logo



(2) Full Colour Stacked Logo



(3) Reversed Horizontal Logo



(4) Reversed Stacked Logo



NSW Government Logo

(1) Full Colour Logo



(2) Mono Logo



(3) Reversed Logo



Brand Voice and Messaging

Brand Voice Definition

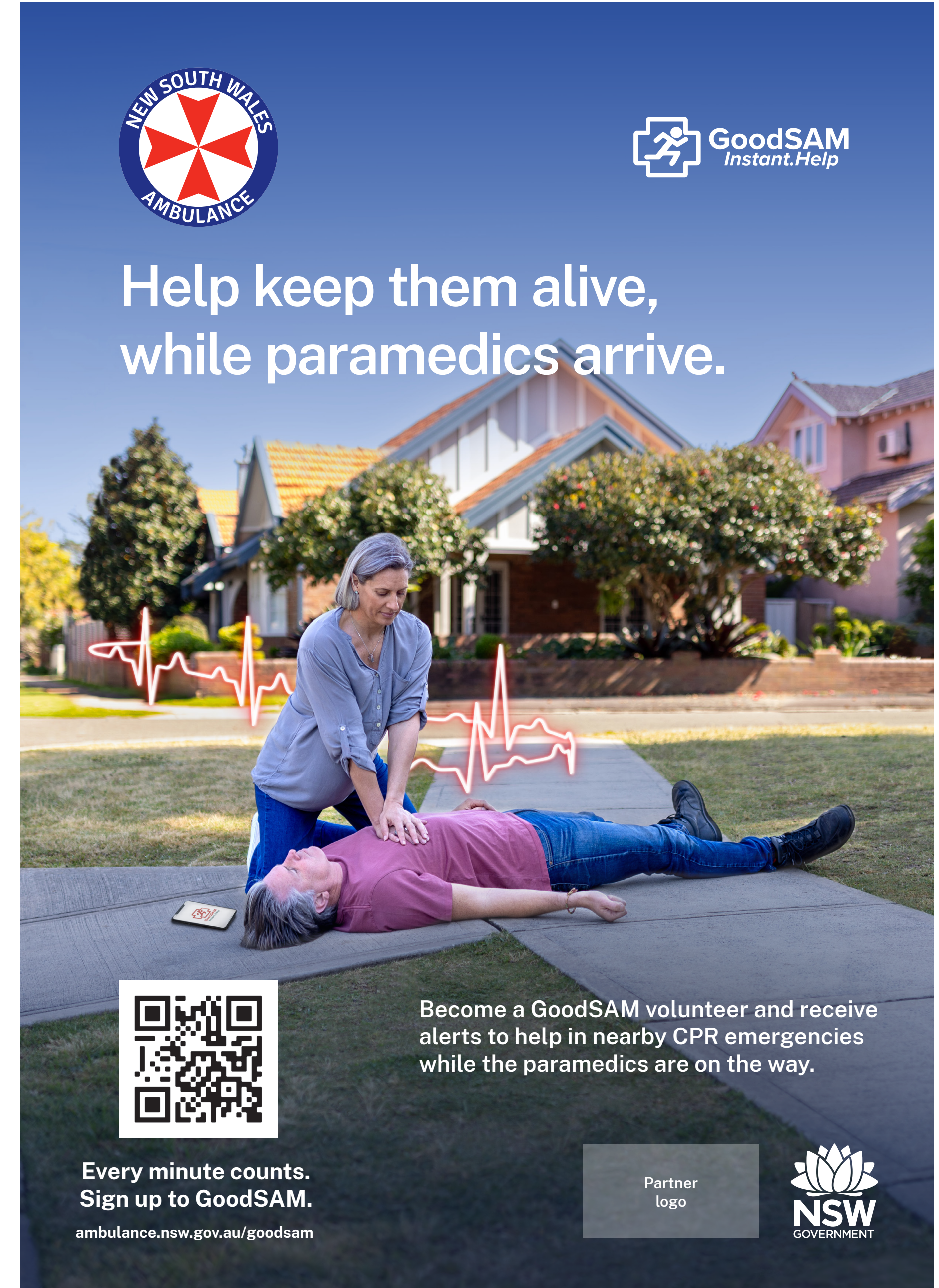
Our brand voice is the personality we take on in all our communications. It's what the public hears and reads when they encounter our content. Our own unique and ownable style of writing that reflects our values and attributes.



How We Talk

Our brand voice is one of authenticity. We're a role model to our community. We lead by example, delivering a positive, active, and encouraging voice that creates a sense of urgency. Our language is clear, concise, and straight-to-the-point which helps to encourage action and participation rather than observation.

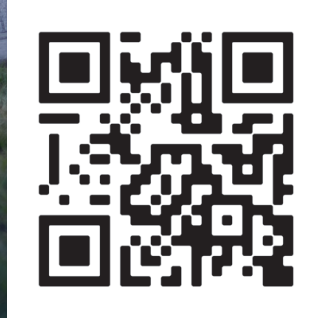
Messaging Matrix and Hierarchy

- (1) **Headline:**
**Help keep them alive,
while paramedics arrive.**
Creates a sense of urgency with a pressing yet positive tone. Plus, it's a call to action that encourages participation, not observation.
- (2) **Supporting Copy:**
**Become a GoodSAM volunteer and
receive alerts to help in nearby CPR
emergencies while the paramedics
are on the way.**
Clear, concise, and to-the-point.
Tells our audience exactly what this is and
does so in an encouraging and active tone.
- (3) **CTA:**
**Every minute counts.
Sign up to GoodSam.**
Again, a short and sharp message that
uses a compelling tone that creates a
sense of urgency.




 

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ambulance.nsw.gov.au/goodsam

Partner logo 

Typography

(1)

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890()?!“”-:;,.
abcdefghijklmn
opqrstuvwxyz**

(2)

The quick brown fox jumps over the lazy dogs. Net quisimusam nobit dolesciam vellaci alit omnimodite nietur modiam, voloremodi sit landerum vitiorione et omnitatatet es rae.

(3)

ambulance.nsw.gov.au/goodsam

- (1) Headings:
Public Sans
Semi Bold
Leading 120%
Tracking -20
Optical Kerning
- (2) Body copy:
Public Sans
Semi Bold
Auto Leading
Metric Kerning
- (3) URL:
Public Sans
Bold
Auto Leading
Metric Kerning

Digital and Social Banners

Digital Banners

(A)

**NEW SOUTH WALES
AMBULANCE**

**GoodSAM
Instant.Help**

**Help keep them alive,
while paramedics arrive.**

Every minute counts.
Sign up to GoodSAM.

SIGN UP

Partner logo **NSW
GOVERNMENT**

(B)

**NEW SOUTH WALES
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SIGN UP

Partner logo **NSW
GOVERNMENT**

- (A) Halfpage
- (B) MREC
- (C) Mobile Banner
- (D) Leaderboard

(C)

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Partner logo **NSW
GOVERNMENT**

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SIGN UP

Partner logo **NSW
GOVERNMENT**

(D)

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SIGN UP

Partner logo **NSW
GOVERNMENT**

Social Posts (1:1)



(A) Partnership



(B) Sign-up

Social Posts (9:16)



(C) Partnership



(D) Sign-up

E-Newsletter Banner



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SIGN UP

Partner
logo

NSW
GOVERNMENT

Thank you

The GoodSAM Project Team
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