



# January 2019 Brand Guidelines

Document link: [unsw.to/brand](https://unsw.to/brand)

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# THE BRAND

## Introduction

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UNSW's brand is a powerful expression of our identity and we've spent many years building it. It's more than a logo or a tagline. It's what students, staff, alumni, governments and external stakeholders instinctively think, feel and respond to when they experience anything and everything UNSW.

In the complex environment we operate in, our brand needs to be protected with the greatest attention to detail. It's important that all our communications clearly and effectively maintain our global profile and reputation in a consistent and unified way.

These brand guidelines are an owner's manual on how to correctly use the UNSW brand.

Everyone who touches the brand internally or externally is encouraged to follow them - or to seek advice on their correct use and application.

We hope you find this guide useful and appreciate your support.

**Fiona Docherty**  
Vice-President External Relations



## Brand responsibility

*These Brand Guidelines provide a framework for a uniform and coherent brand identity. They ensure the UNSW brand is clear and strong in our communications and that the experience for our stakeholders feels the same whether they see a UNSW advertisement, read a UNSW brochure or receive an invitation to a UNSW event.*

These Brand Guidelines set out required standards for the production of visual communications and under no circumstances will a departure from these standards be permitted without formal approval from Creative Services.

Please ensure that you always reference the latest brand templates and complete brand eLearning accessible from the [Brand website](#).

If you have any queries regarding the use of these Brand Guidelines, please contact Creative Services.

## University name

In January 2017, the University of New South Wales adopted the business names 'UNSW Sydney' and 'UNSW Canberra'. This name change reinforces the University's city locations in iconic Sydney and our national capital, Canberra.

UNSW Sydney is the Master Brand for the University.

Except when specifically referring to UNSW Canberra, the first mention of the University in communication must be 'UNSW Sydney'. Subsequent mentions must be 'UNSW'.

The legal name of the University is 'University of New South Wales' per the University of New South Wales Act 1989 (NSW).

## Brand approvals

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### Internal staff:

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use. The [Brand Assistant](#) will assist in determining next steps for approvals.

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### Non-UNSW staff:

All uses of the UNSW brands must be provided to Creative Services for a review and approval prior to use via [brand@unsw.edu.au](mailto:brand@unsw.edu.au).



Faculty and Campus names

Formal Faculty names

Faculty of Art & Design  
Faculty of Arts & Social Sciences  
Faculty of Built Environment  
UNSW Business School  
UNSW Canberra at the Australian  
Defence Force Academy (ADFA)  
Faculty of Engineering  
Faculty of Law  
Faculty of Medicine  
Faculty of Science

- Are to be used on official and legal documentation such as testamurs, transcripts, offer letters, official correspondence, MOUs, agreements, government documents, official registers, official invitations and any documentation carrying the UNSW seal associated with tenders.
- Must be used on Faculty buildings.
- Hold official status and variations must be approved by the UNSW Council.

Informal Faculty names

UNSW Art & Design  
UNSW Arts & Social Sciences  
UNSW Built Environment  
UNSW Business School  
UNSW Canberra or UNSW Canberra at the Australian Defence Force Academy (ADFA)  
UNSW Engineering  
UNSW Law  
UNSW Medicine  
UNSW Science

- Can be used for print and digital marketing, student recruitment, student engagement, banners and bunting, events and informal communications with staff and students.
- Use of new informal names must be approved by the Vice-President, External Relations, and the Vice-President and Deputy Vice-Chancellor (Academic) to ensure a consistent approach is adopted across the University.

Campus names

UNSW Canberra at ADFA  
UNSW Kensington  
UNSW Paddington

Visual elements

When used in a consistent and deliberate way, the visual components of our brand create a streamlined design that our audience can easily recognise.

These are the visual components of the UNSW brand:

- UNSW Master Brand Logo;
- Tagline;
- Yellow flag device;
- Structure;
- Sommet and Arial typeface.



Master Brand Logo

Tagline



Flag device



Structure

Typeface

Brand hierarchy

Brand architecture is the building plan for creating a strong brand.

Our brand architecture defines the different levels within our brand and provides a hierarchy that explains the relationships between the different products, services and components that make up UNSW's portfolio of offerings. The following table shows UNSW's brand hierarchy.

Master Brand

Usage: used in conjunction with geographical indicators as brand extensions.



Brand Extension

Usage: Official and legal documentation. Offer letters, official correspondence, MOUs and agreements. official registers, invitations. Any documents carrying the UNSW seal. Major building signage, e.g. library towers, entry gates, crest on major building and infrastructure.



Logo and tagline usage: Marketing, promotional and Brand purposes. Logo and tagline lockup in the yellow flag device is only to be used within supplied templates.



Usage: Marketing, promotional and brand purposes.



Special Exemptions

Usage: UNSW Canberra, UNSW Business School and AGSM only.



Merchandise Limited Usage

Usage: Logo lockups for merchandise only. Not to be used elsewhere.



School Name  
Faculty Name  
Project/Initiative

Independent Research Centres & Institutes

Usage: For external groups led by UNSW or located at UNSW. UNSW should be the lead brand. Alongside Partner designed logo, e.g., Kirby Institute.



Master Brand Logo

*Our Master Brand logo represents decades of brand equity and has been subtly updated and enhanced over the years. The logo is not to be altered in any way and no elements are to be used individually (e.g., do not use the crest or lettering 'UNSW' alone).*

The portrait colour logo is the preferred version for use in communications for UNSW. Where sizing or layout restrictions exist, the landscape version may be used.

Portrait



Landscape



Logo evolution

The original University of New South Wales Arms were granted by the College of Heralds, London, on 3 March, 1952. An update of the design and colours of the Arms was undertaken in 1970, which provided a more contemporary design for the growing institution, yet retained the Arms' heraldic associations.

In 1994, the University title was added to the Arms, as was the abbreviation (UNSW), to create the UNSW Symbol, the configurations of which provide a consistent and appropriate image for University students, staff and the public.

The approved UNSW Symbol configurations may only appear on publications and on the materials relating directly to the University.

Heraldic Description of the original Arms

Argent (silver/white) on a Cross Gules (red) a Lion passant guardant between four Mullets (stars) of eight points Or (gold) a Chief Sable (black) charged with an open Book proper thereon the word SCIENTIA in letters also sable.

The lion and the four stars of the Southern Cross on the Cross of St George have reference to the State of New South Wales which brought the University into being; the open book with SCIENTIA (knowledge) across its pages reminds us of its original purpose. Beneath the shield is the motto 'Manu et Mente' (with hand and mind), which is the motto of the Sydney Technical College, from which the University was developed.



1952

THE UNIVERSITY OF  
NEW SOUTH WALES

1994



2010

UNSW  
THE UNIVERSITY OF NEW SOUTH WALES



2012

UNSW  
AUSTRALIA




2017


UNSW  
SYDNEY

Minimum sizing


High quality print –  
minimum 16.5mm high




News print –  
minimum 30mm high




Screen –  
minimum 65px high




High quality print –  
minimum 10mm high



News print –  
18mm high

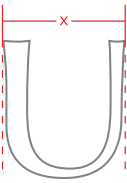


Screen –  
minimum 40px high

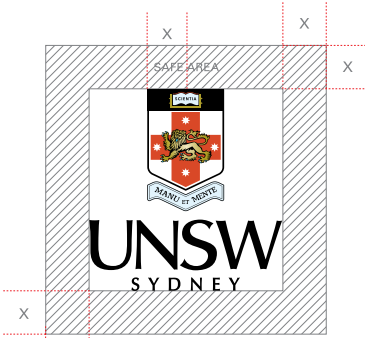


Safe area

Portrait logo



For the portrait version, the width of the U from all furthest extremities of the logo is the measure x.




X = width of U

Landscape logo



For the landscape version, the width of half the shield from all furthest extremities of the logo is the measure.



X = ½ width of shield

Other UNSW Master Brand logos

If you require a merchandise logo, you must contact Creative Services for assistance and obtain written approval prior to creation/use.

Greyscale



- UNSW letterhead and envelopes. Limited use in partnerships and UNSW website footer.

Merchandise - Embroidery



- Simplified for embroidery.

Merchandise - Mono



- Screen print for the needs of one colour printing on merchandise only.

UNSW Faculties/Schools/Units/Divisions and Centres do not qualify for their own logo. See Merchandise section. Merchandise logos will only be approved in cases deemed appropriate. Not all logo lock up requests will be approved by Creative Services.

Application of brand visual elements

The UNSW Master Brand sits within the ‘yellow flag device’ with the tagline ‘Australia’s Global University’.



Application

The size of the yellow flag device is determined by the brand structure and is re-sized proportionally depending on the size of the communication piece you are creating, i.e., A4 portrait, Dimension Lengthwise (DL) landscape.

If you require a template size that is not available from the [Brand website](#), submit your request through [DEx](#). Do not create your own template.

Tagline

The logo and tagline are the most recognisable elements of the UNSW brand and only appear together on the yellow flag device.

The tagline ‘Australia’s Global University’ is aligned with our 2025 Strategy. It communicates the University’s ambition to tackle the grand challenges facing society and reflects our active membership in global university networks including the PLuS Alliance.

Yellow Flag

The ‘yellow flag device’ introduces a flexible design element to unite all UNSW communication pieces. **It must be used on the front cover of all print materials, presentations and, where possible, on signage.**

Branded flag essentials

The flag has specific proportions and should not be copied and pasted into other documents. Use the correct templates available from Creative Services from the Brand website.

Flag alignment

The flag device is to remain as is within all templates including alignment shape and size.

Templates are available from the Brand website. Creative Services will ensure your artwork meets brand guidelines and does not endorse the use of external freelancers.

Clear space Guidelines

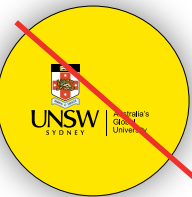


There are some circumstances in which the logo will appear outside the yellow flag device system. These include:

- Official and legal documentation;
- When providing the logo to an external organisation for its use;
- When creating merchandise items;
- On UNSW stationery items;
- When creating certificates and awards (the yellow flag device is optional);
- Any documents carrying the UNSW seal;
- When developing mobile applications;
- For some online advertising, depending on space restrictions;
- For some signage, depending on space restrictions;
- For social media icons, profiles and thumbnails;
- When the UNSW Master Brand logo is used by external Centres and Institutes that are not fully governed by UNSW (contact Creative Services for further information).

You must not:

- Change the colour of the flag;
- Change the shape of the flag, outlines and shadows;
- Remove the tagline or change the tagline;
- Add to the flag, start or end an object or a graphic touching the flag or enclose the flag with a graphic;
- Create your own flag. Each page layout has its own flag proportions;
- Use other logos or use of all capitals are not permitted next to the yellow flag device. (Note: Sommet typeface must be used next to the flag device unless within a PowerPoint presentation);
- Use the flag or tagline on merchandise, vehicles or signage.



CAPS





Flag device usage

Correct use



Incorrect use





Typefaces

All UNSW communications must use these fonts. No other typefaces are permitted. Typefaces are available for download from the [Brand website](#).

Headings - Sommet

Sommet must be used for all headings and optional for subheadings.

Sommet

Aa Aa Aa  
Aa Aa Aa  
Light Regular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
CAPITALS

abcdefghijklmnopqrstuvwxyz  
LOWERCASE

1234567890!@#\$%^&\*()\_+{|}\';",.<>/?  
NUMERALS, PUNCTUATION, GLYPHS

Body Copy - Arial

Arial is the body font for UNSW. When Sommet is unavailable Arial can be used as the title font, e.g. when conducting a presentation on an external computer. Otherwise the use of Arial is restricted to body copy only.

Arial

Aa Aa  
Aa Aa  
Regular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
CAPITALS

abcdefghijklmnopqrstuvwxyz  
LOWERCASE

1234567890!@#\$%^&\*()\_+{|}\';",.<>/?  
NUMERALS, PUNCTUATION, GLYPHS

Example

HEADING  
Sommet Bold  
Tracking -10

SUBEHEADING/LEAD  
Sommet Regular  
Tracking - 0

PULL-OUT  
Sommet Bold  
Tracking - 0

BODY  
Arial Regular  
Tracking - 0

Heading

Andam, sinverc hiliquas min quam etur, sae. Et quanto quias sequundae ne venimaio.

Voluptatem. Ut landam, sinverc hiliquas min res dolores modi ute solor as audit quias sequundae ne venimaio horet portum a nerferr arederes vere con iaes spiestem. rebatius. Fultien aterum essuliquam nos iam essolintem ticaequa ve, que ad C.

Cem tis pravoltustum num condam parium inatum quitus. Ulestorum, fin nocchuc iesena, Ti. Laresiliciem public omnihiliis, noccidem iamenatum it atis verum senihili iam pula vivivid dervil vilicii clerfeciae inatum obus imperum ad rei ine aucereo rtumus bonsta me tus, nihilii stam intissus caverunu caequastri temqua maximpr opublis. Ignortem aticae cus pris, hebus omnemquam hui ci strem hortam ses consul hillabente menatina,

Creative font design

Designers may use other stylised fonts if depicted appropriately. The font must look like it is part of a graphical element, i.e., handwriting on a post-it note. All cases in which a designer executes this concept **must gain prior written approval** from Creative Services.

No other typeface is permitted.

Font tips

The way we use type is essential to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

- Leading - A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can most easily be adjusted from there;
- Tracking - Correct letter spacing, called tracking, is needed to make the type easy to read. For headings, tracking can be altered from the auto settings to create visual impact. It is recommended for body type that the tracking remain on auto settings;
- Hyphenation - Avoid using hyphenated words where possible. It makes for easier reading and cleaner design;
- Minimum Size - For high-quality print, the recommended body font size is 8.5pt. For footnotes, disclaimers and other side notes, the font size must be no smaller than 6pt. For web, the recommended body font size is 14–16px. For newsprint, the recommended body copy font size is 11pt;
- Capitals - All capitals are not permitted for use next to the flag device, however can be used at the designers discretion elsewhere, where appropriate.

CRICOS

*The Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) is a register of Australian education providers approved to recruit, enroll and teach overseas students. It is administered by the Australian Government, through the Department of Education, Employment and Workplace Relations (DEEWR).*

UNSW is a registered CRICOS provider for certain courses to overseas students studying in Australia on student visas. To maintain its registration UNSW must comply with the:

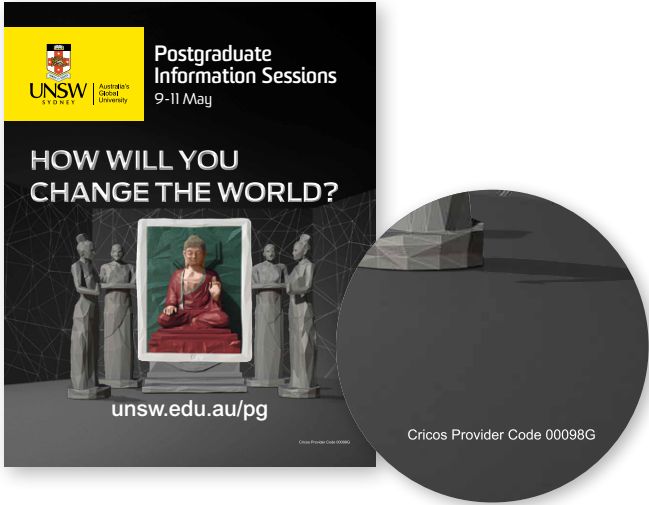
- Education Services for Overseas Students Act 2000 (ESOS Act);
- Education Services for Overseas Students Regulations 2001; and
- National Code of Practice for Providers of Education and Training to Overseas Students 2018.

UNSW must under this legislative framework include its CRICOS registered name and registration number in all written and online material that is distributed or made publicly available, including all material used to:

- Provide, or offer to provide, a course to an overseas student;
- Invite overseas students to undertake or apply for a course; or
- Indicate that UNSW is able or willing to provide a course to overseas students.

**Important:**

Courses which are not registered under CRICOS **must not** be advertised as such. If you are not sure if the course you are advertising is registered, you may search online by institution or course.



TEQSA

*The Tertiary Education Quality and Standards Agency (TEQSA) is Australia’s independent national quality assurance and regulatory agency for higher education. All organisations that offer higher education qualifications in or from Australia must be registered by TEQSA. TEQSA’s purpose is to safeguard student interests and the reputation of Australia’s higher education sector by assuring the quality of higher education providers.*

UNSW is a registered TEQSA provider. To maintain its registration UNSW must comply with the::

- [Tertiary Education Quality and Standards Agency Act 2011](#)
- [Higher Education Standards Framework \(Threshold Standards\) 2015 \(HESF\)](#)

Standard 7.3.1a of the HESF, UNSW must make publicly available information regarding its regulatory status and authority to provide courses of study to international students. UNSW complies with this standard by including its TEQSA provider details (TEQSA Provider ID PRV12055) and CRICOS details (UNSW CRICOS Provider Code 00098G) in the footer of all websites.

Colours

The primary colours of UNSW are key indicators of the UNSW brand design.

Complementary colours can be used to create more depth within design elements and touch points.

CMYK

PMS 108C

C0 M5 Y100 K0

PMS Pro Black

C0 M0 Y0 K100

UNSW Divisions, Units, Centres

PMS 108C

C0 M5 Y100 K0

Art & Design

PMS Cool Grey 2C

C0 M0 Y0 K10

Arts & Social Sciences

PMS 158C

C0 M65 Y100 K0

Business School

PMS 2945C

C90 M50 Y0 K10

Built Environment

PMS 389C

C24 M0 Y100 K0

Engineering

PMS 485C

C0 M95 Y100 K0

Law

PMS 254C

C50 M100 Y0 K0

Medicine

PMS 5493C

C50 M5 Y15 K15

Science

PMS 639C

C100 M0 Y0 K0

UNSW Canberra at ADFA

PMS 268C

C80 M100 Y0 K10

Complementary colours

C0 M10 Y45 K0

C0 M3 Y20 K0

C0 M3 Y10 K0

C0 M0 Y0 K30

C0 M0 Y0 K50

C0 M0 Y0 K70

C0 M75 Y100 K5

C0 M80 Y100 K12

C5 M85 Y100 K15

C90 M50 Y0 K30

C90 M50 Y0 K50

C90 M50 Y0 K70

C29 M0 Y88 K20

C50 M0 Y88 K40

C50 M0 Y88 K60

C0 M95 Y100 K20

C0 M95 Y100 K40

C0 M95 Y100 K60

C50 M100 Y0 K20

C50 M100 Y0 K40

C50 M100 Y0 K60

C50 M5 Y15 K35

C50 M5 Y15 K55

C50 M5 Y15 K75

C100 M0 Y0 K20

C100 M0 Y0 K40

C100 M0 Y0 K60

C70 M85 Y0 K0


C55 M70 Y0 K0

C40 M55 Y0 K0

UNSW Master Brand logo colours



PMS 173C  
C 9  
M 87  
Y 100  
K 0





PMS GOLD 606  
C 22  
M 23  
Y 100  
K 0





PMS CYAN  
C 100  
M 0  
Y 0  
K 0





PMS CYAN  
C 10  
M 0  
Y 0  
K 0





PMS BLACK  
C0  
M 0  
Y 0  
K 100



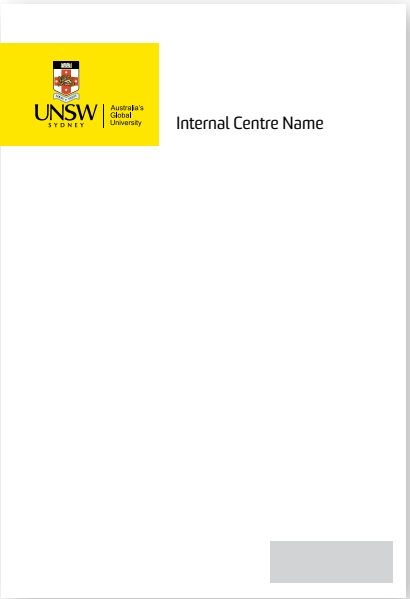
Co branding

Co-branded initiatives require the use of the UNSW brand. The permitted use of the UNSW brands will depend on the type of activity and the affiliation (if any) between the party seeking to co-brand the University. For a comprehensive guide on endorsed co-branding and alternate brand applications refer to the [Alternate Brand Application Guide](#).

Internal Institutes and Centres

UNSW faculties, departments, institutes and centres that are fully owned by UNSW **must observe the full UNSW Brand Guidelines**. This includes UNSW hubs, events, initiatives and product offerings.

Internal example - mandatory full branding



Centre name location using the Sommet typeface

Approved partner logo location

Partner logos

Partner logos may be used, with approval from Creative Services. However, they must be placed outside the yellow flag device. Approval must be obtained from Creative Services.

When used in conjunction with the UNSW Master Brand, partner logos must not exceed its size, or overshadow it visually, and must be placed in the bottom right hand corner (not exceeding 3 column sizes wide).

External Institutes and Centres

The UNSW Master Brand is a registered trademark of UNSW and all uses of the Master Brand by entities outside the University must receive approval in writing from Creative Services prior to use. Depending on the circumstances, use may not be approved or may be subject to certain restrictions that must be complied with.

If the external entity is led by UNSW or located at UNSW, UNSW should be the lead brand in all collateral, that is, the first logo appearing and the primary presence in body text or imagery.

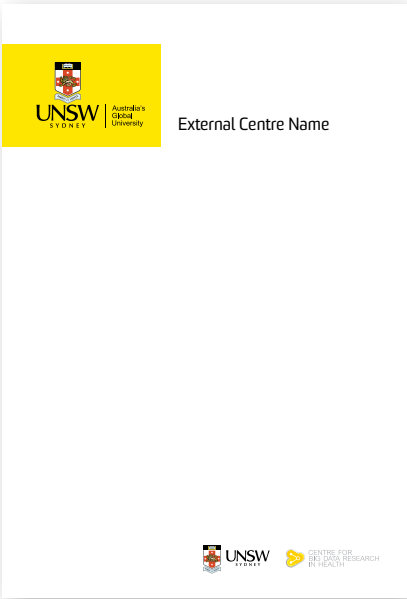
Appropriate UNSW Master Brand usage for external entities is governed by these Brand Guidelines and any additional licence terms specified by UNSW. (Refer to the following guide for the [Faculty of Medicine](#)).

These logo lock ups and templates are created by Creative Services and placed in the bottom right hand-corner. See Print chapter for placement.

External example - mandatory minimum branding



External example - optional full branding



Centre name location using the Sommet typeface

Logo lock up location

# PRINT

*Print templates are available [by request](#) for professional designers.*

---

The UNSW Master Brand logo and tagline 'Australia's Global University' sit within the yellow flag device on the front cover of all print material.

Do not create your own templates. When creating communication pieces, you must use these brand templates to ensure that minimum size Guidelines for the logo and the safe space around the yellow flag device is consistently maintained. For further information, clarification and advice contact Creative Services.

Brand approvals are mandatory.

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.


The [Brand Assistant](#) will assist in determining next steps for approvals.





Portrait examples

Reports



Division of External Relations  
**Project Status Report**

[PROJECT TITLE] STATUS REPORT01/01/2018

PROJECT CODE	ID 000	PROJECT DEADLINE	01/01/2018
FACULTY/DIVISION	Enter here	PROJECT MANAGER	Enter here
PROJECT OWNER	Enter here		
KEY STAKEHOLDERS	Enter here		

Overall Status


OkWarning. There are some things that need to be addressed.Problem. There are significant problems that need to be addressed immediately.

STATUS	NO. OF ITEMS	SEVERITY
Ok	0	

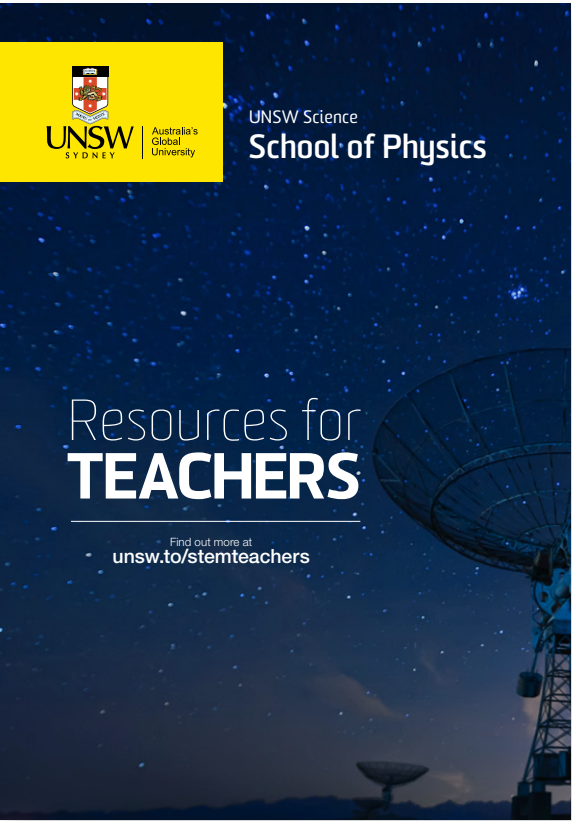
| Risk/Issues | 0 |  |

| Problems | 0 |  |

Faculty/Divisions



UNSW Science  
**School of Physics**



Resources for  
**TEACHERS**  
Find out more at  
[unsw.to/stemteachers](http://unsw.to/stemteachers)

UNSW & external  
co-branding



City Futures Research Centre  
2016 Annual Report



UNSW research



School of Optometry and Vision Science  
**Eye Research Group**



Working with industry to evaluate and  
develop innovative eye care products



'A' size landscape structure

Measurements

Margin = page height divided by 18.  
Gutters (gaps) = page margin divided by 2.  
10 columns x 8 rows (for InDesign, go to Layout menu » Create Guides » within margins).

Yellow Flag device

2 rows high.  
Width is determined by 2 columns, plus 1.5 page gutters.  
Bleeds off left edge.  
Can move up/down on the grid within the margins.

Logo and tagline

Logo and tagline height is 7/11 height of the yellow band.  
Aligned to left page margin and centered vertically.

Heading

Type area for faculty and school must not exceed the height of the logo.  
Main heading must be bottom aligned with the base of the 'SYDNEY'.  
Maximum 2 type sizes within the optimal space.  
Use either bold or italic, never both.

Body text, image and subheading areas

Positioned within the margins and outside the yellow flag device marked with 'x' clear space.  
No competing elements or text to be placed in this area.

Logo lock ups

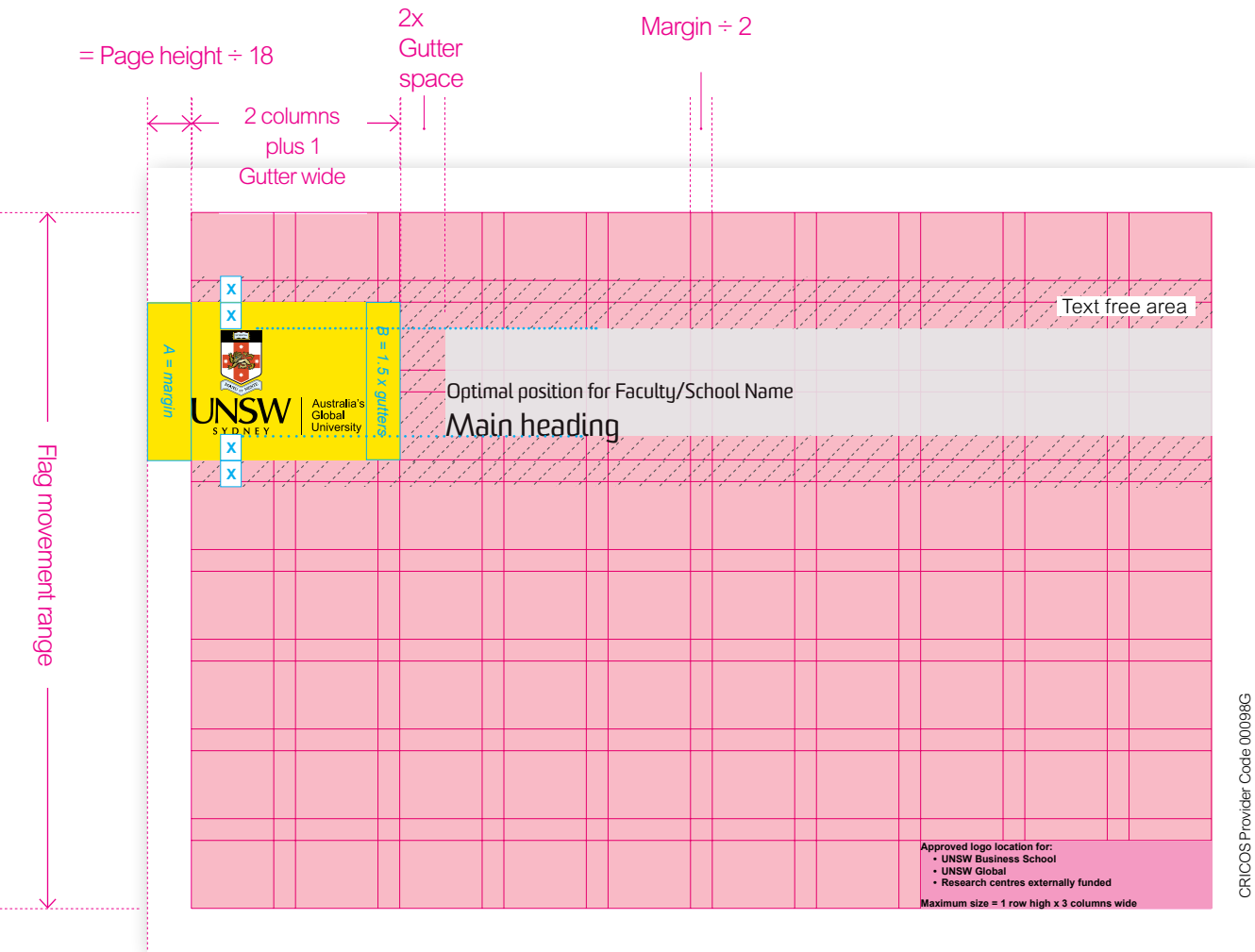
Only approved logo lock ups are to be placed right aligned on the bottom last row at 3 columns wide (See placement).

CRICOS Provider Code

Must be displayed as:  
Cricos Provider Code 00098G (with a minimum 6 point type).

Outline

Must be .5pt in black.



‘Slim portrait’ size structure

Measurements

Margin = page height divided by 36.  
Gutters (gaps) = page margin divided by 4.  
4 columns x 10 rows (for InDesign, go to Layout menu » Create Guides » within margins).

Yellow Flag device

2 rows high.  
Width is determined by 2 columns, plus 1 gutter.  
Bleeds off left edge.  
Can move up/down on the grid within the margins.

Logo and tagline

Logo and tagline height is 7/11 height of the yellow band.  
Aligned to left page margin and centered vertically.

Heading

Type area for Faculty and School must not exceed the height of the logo.  
Main heading must be bottom aligned with the base of the ‘SYDNEY’.  
Maximum 2 type sizes within the optimal space.  
Use either bold or italic, never both.

Body text, image and subheading areas

Positioned within the margins and outside the yellow flag device marked with ‘x’ clear space.  
No competing elements or text to be placed in this area.

Logo lock ups

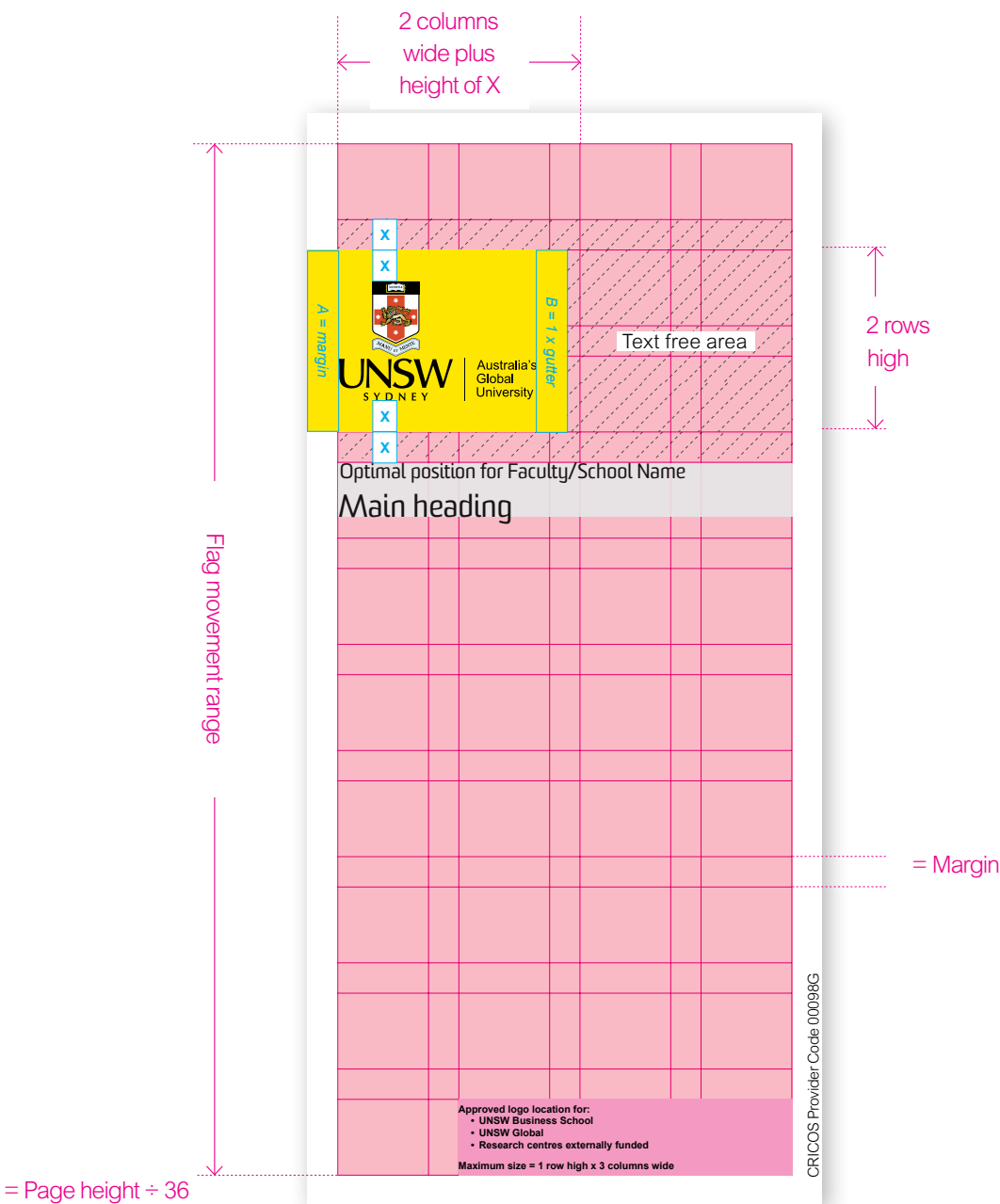
Only approved logo lock ups are to be placed right aligned on the bottom last row at 3 columns wide (See placement).

CRICOS Provider Code

Must be displayed as:  
Cricos Provider Code 00098G (with a minimum 6 point type).

Outline

Must be .5pt in black.



‘Slim landscape’ size structure

Measurements

Margin = page height divided by 18.  
Gutters (gaps) = page margin.  
12 columns x 5 rows (for InDesign, go to Layout menu » Create Guides » within margins).

Yellow Flag device

2 rows high.  
Width is 3 columns wide, minus 1 page gutter.  
Bleeds off left edge.  
Can move up/down on the grid within the margins.

Logo and tagline

Logo and tagline height is 7/11 height of the yellow band.  
Aligned to left page margin and centered vertically.

Heading

Type area for Faculty and School should be left aligned in the optimal position as shown.  
Maximum 2 type sizes within the optimal space.  
Use either bold or italic, never both.

Body text, image and subheading areas

Positioned within the margins and below or above the yellow flag device marked with ‘x’ clear space.  
No competing elements or text to be placed in this area.

Logo lock ups

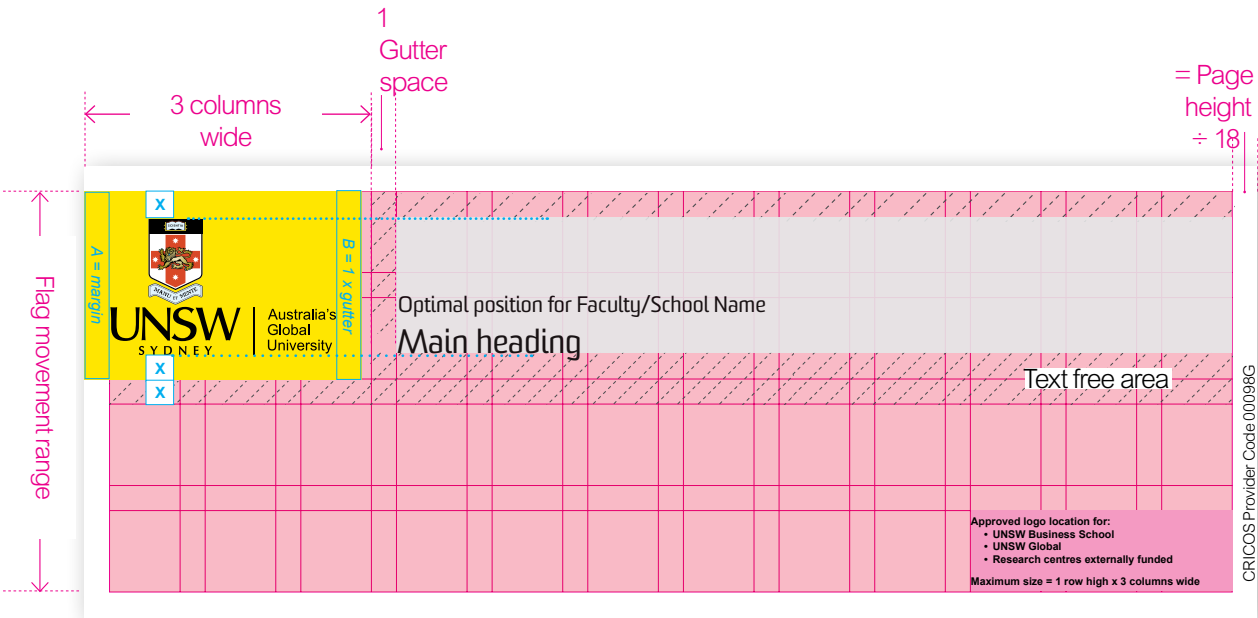
Only approved logo lock ups are to be placed right aligned on the bottom last row at 3 columns wide (See placement).

CRICOS Provider Code

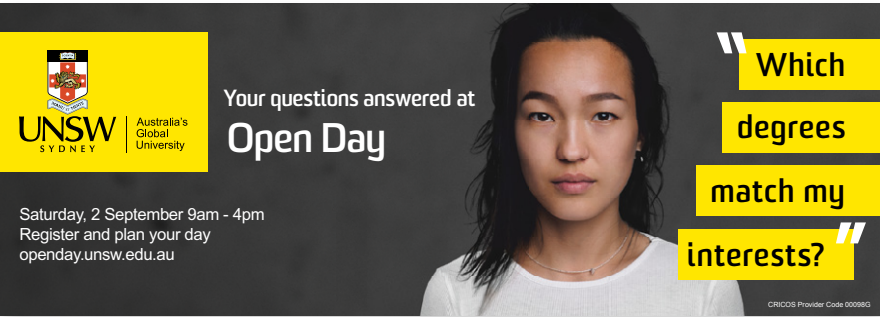
Must be displayed as:  
Cricos Provider Code 00098G (with a minimum 6 point type).

Outline

Must be .5pt in black.



Slim landscape example



'Non-standard' size structure

The templates are not suitable for all non-standard print sizes, i.e., small formats. In such circumstances you must contact the brand team for advice and approval.

Here are examples where the stipulated guides are not suitable. The flag device must only be altered and/or excluded if it is impossible to maintain its integrity, subject to approval by Creative Services.

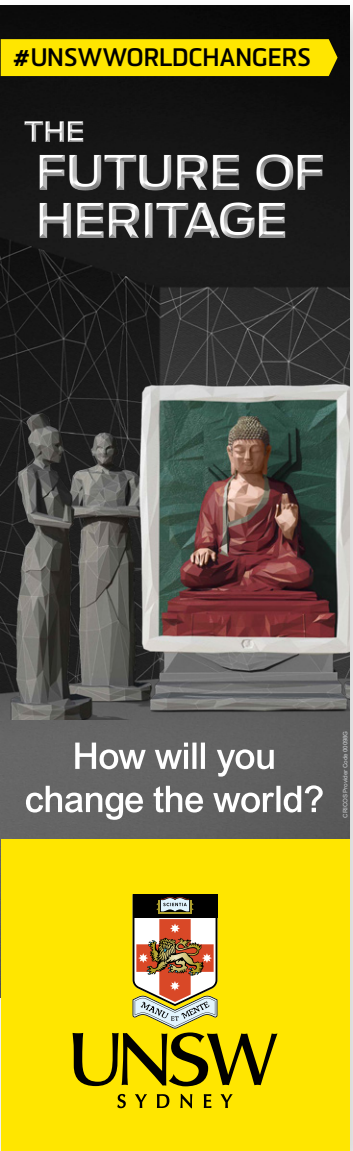
For print ads, a black 0.5 point keyline should be added to make the border visible and the advertisement stand out more.

Print example



Large format print example without tagline

Note the tagline is not used as it is reserved for the flag device.



# TEMPLATES

*These templates follow the rules within this document to ensure consistency across the University.*

Templates are available for staff on the [Brand website](#).

When creating communication pieces, you must use these brand templates to ensure that minimum size Guidelines for the logo and the safe space around the yellow flag device is consistently maintained.

For further information, clarification and advice contact Creative Services.

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.

The [Brand Assistant](#) will assist in determining next steps for approvals.

## Exemptions for use

Conjoint Staff in the Faculty of Medicine are permitted to use UNSW branded assets including letterhead, business cards and presentation templates only for work related to their position at UNSW.

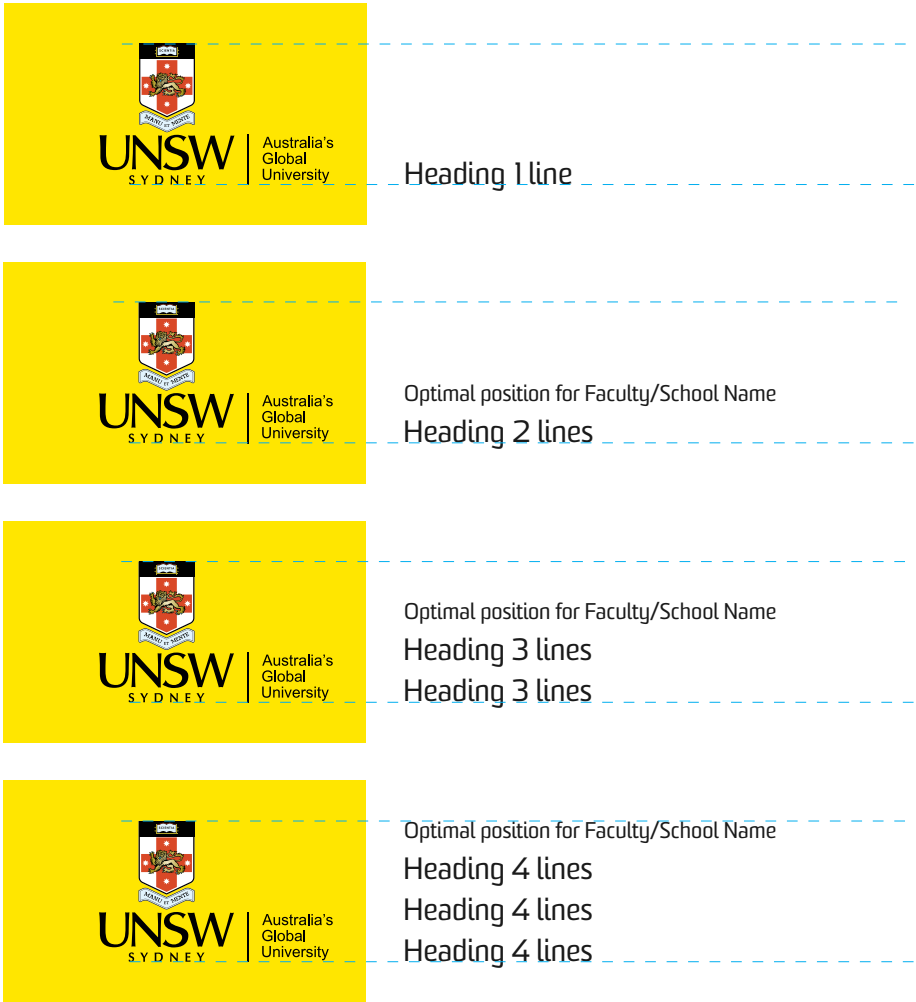
The UNSW Master Brand logo must not be used for any purposes other than their work at UNSW, such as private practice or conferences where they are not representing UNSW. Conjoint staff may use their UNSW position title as follows:

- A/Professor Jane Doe, Conjoint A/Professor UNSW;
- Conjoint A/Professor Jane Doe (UNSW);
- Dr Jane Doe, Conjoint A/Professor UNSW;
- Conjoint A/Professor Jane Doe (UNSW).

## Flag device text alignment

All templates are supplied with correct text alignment at the bottom of “SYDNEY”.

- Do not change the text placement or fonts;
- Fonts must be left aligned unless written approval is obtained from Creative Services;
- Right alignment is permitted for name badges and foyer video screens;
- Capitals are not permitted next to the flag device;
- No sub-logos are to be used next to the flag device;



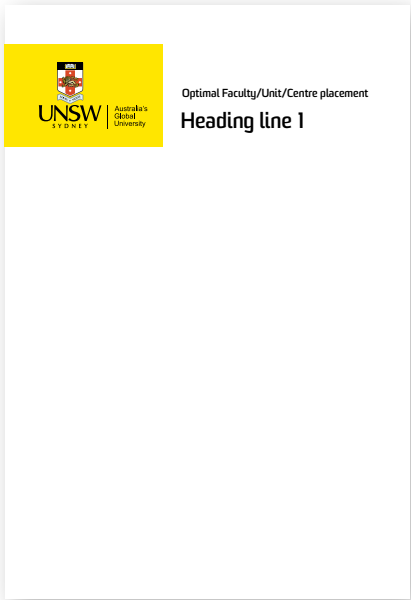
## MS Office templates

### MS Word

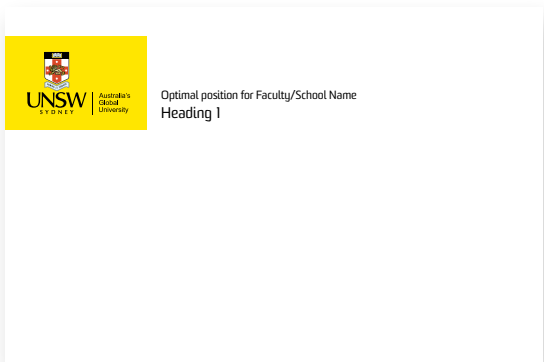
This template may be used for writing reports, meetings minutes or agendas, including temporary event signage. The UNSW body copy font Arial is used for Word documents. Sommet may be used for headings and must be left aligned.

To avoid font substitution, it is recommended the document is sent as a PDF or all fonts changed to Arial.

### Portrait



### Landscape

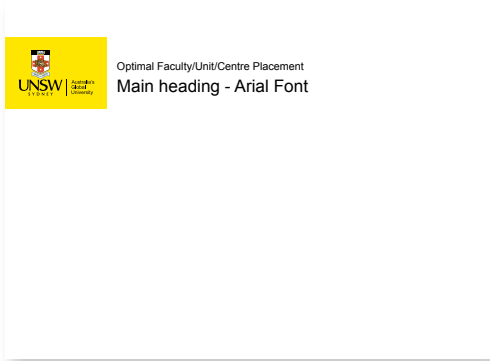


MS PowerPoint

The UNSW font Arial is used for PowerPoint templates.

The following formats are available:

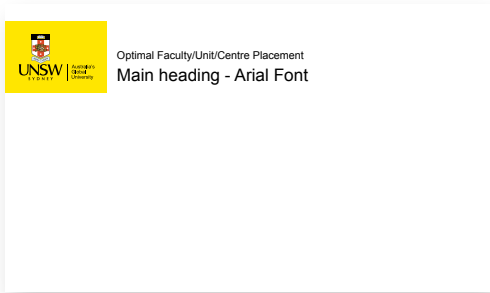
4:3 Cover  
Presentations



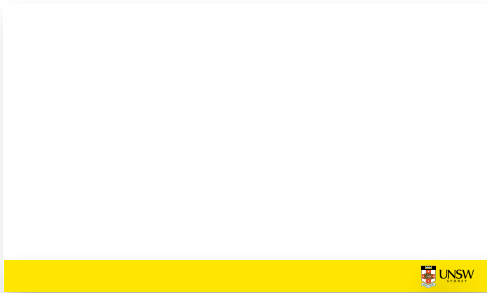
4:3 Secondary page



16:9 Cover  
Presentations/TV/LCD Screen



16:9 Secondary page



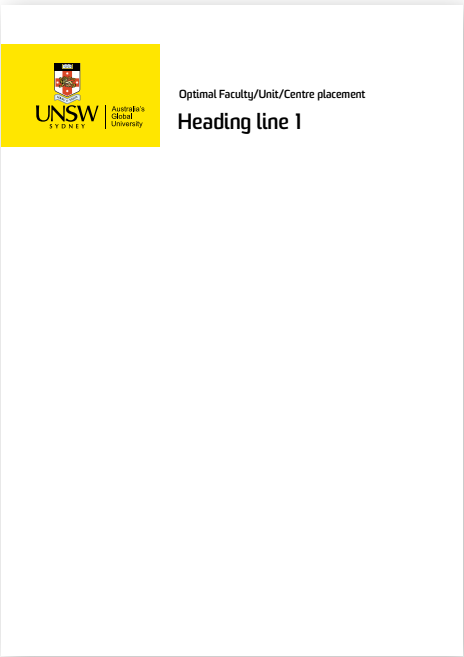
Research posters

Research poster templates are used for creating professionally branded posters. Produced in PowerPoint, they provide research students and academics with the flexibility to design a layout that suits their needs. The flag has been reduced in size for this use only to accommodate the content required.

The flag device must not sit flush against the edge of the page.

To avoid font substitution, it is recommended the document is sent as a PDF or all fonts changed to Arial.

Portrait



Landscape





Letterhead

Letterhead templates are available in MS Word format from the [Brand website](#) and can also be professionally printed through the Green Print at UNSW.



The yellow flag device is not used. The UNSW Master Brand logo is placed in the top right corner.

Body font is Arial.

Contact details are placed in the footer. Approved external research centre logos can be placed in bottom right corner. UNSW Faculty, Schools, Units and Divisions are not to use any other logos.

Approved external research centre logos (not a faculty or school), may be place their logo in the bottom right corner. Logo Imust not exceed the size of, or overshadow, the UNSW Master Brand logo visually.

Refer to the Logo chapter for further guidelines. To place an order through our official stationery supplier, contact Green Print at UNSW (02) 9385 3222.

Forms

When creating/updating forms, it is up to the creator to determine the appropriate level of Brand. At a minimum, the UNSW Master Brand logo must be updated from any previous versions and where possible, body font should be altered to Arial.

Minimum sizes and clear space rules apply.

All forms **must be approved** prior to use.

Media Release

UNSW media releases must include the yellow flag. For instructions on co-branded media releases, see instructions within the template available for download on the [Brand website](#).

Minimum Brand

Minimum Brand

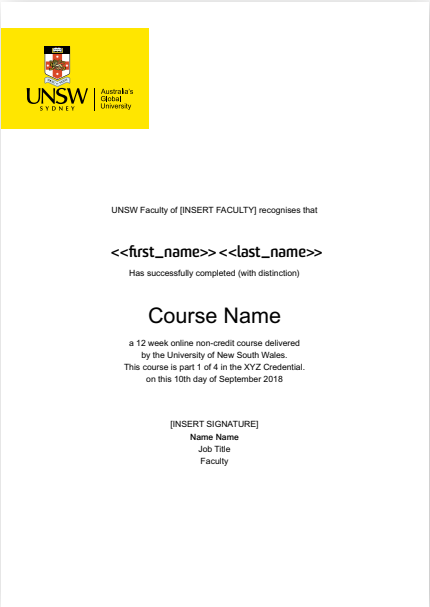
Statement of attainments and awards

**Non-award short courses:**  
The Short Course Offerings team (DVC-E) and DEX’s Creative Services/Brand, have developed compliant completion statements which have been approved by the TEQSA Compliance team for visual and text requirements. Please ensure the approved templates are used for non-award short courses within your respective Faculties. Templates with instructions are available from the [Brand website](#) in MS Word format.

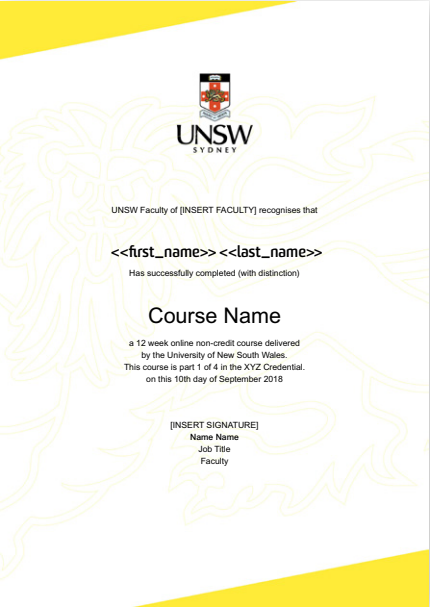
If you have queries regarding this advice, please contact the DVCE TEQSA Project Team: [TEQSAproject@unsw.edu.au](mailto:TEQSAproject@unsw.edu.au).

**Other awards:**  
To acknowledge participation or voluneer work, templates are available from the [Brand website](#) in MS Word format. Wording is more flexible in these informal situations.

Full brand -  
TEQSA approved



Minimum Brand -  
TEQSA approved



Name tags

Due to size restrictions, the yellow flag device is not to be used.

Logo:

If you wish to include the logo then it must be the current UNSW Master Brand logo either on the UNSW yellow or white background. The tagline is not to be used.

Available for download from the [Brand website](#).

Font

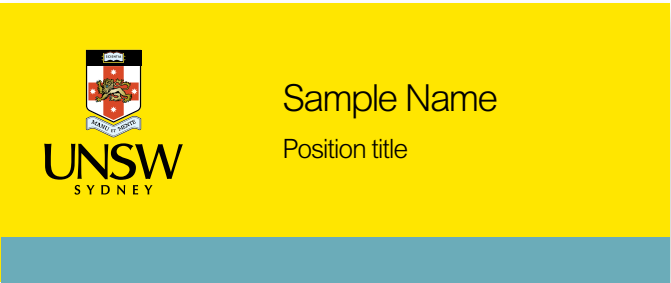
Use either Sommet or Arial.  
Right or left alignment permitted.

Colour

If using yellow, use the correct yellow, i.e., C0 M5 Y100 K0.

If producing items for faculties, it is optional to use the specific colours outlined in the Print section.

The UNSW Master Brand logo must be placed on either the UNSW yellow or white background.

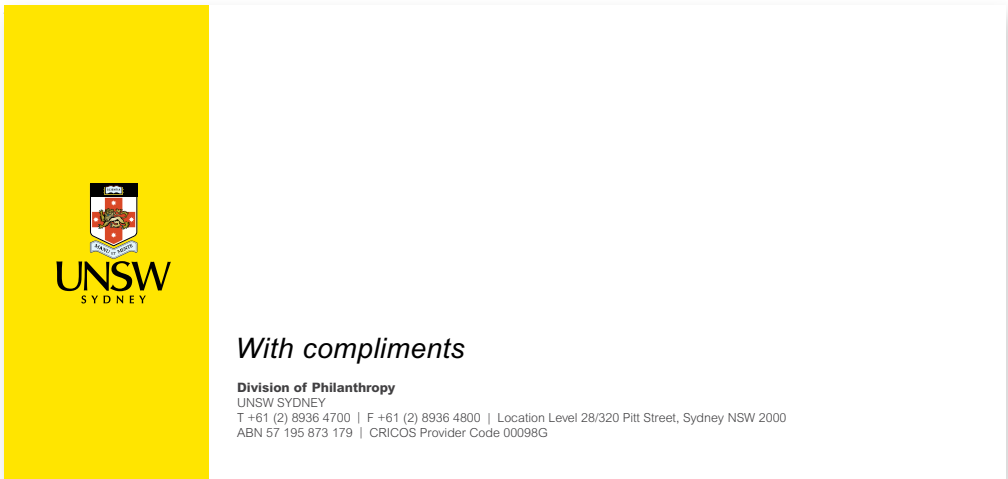


UNSW testamurs, transcript and AHEGS documents produced by the Graduations office use a different version of the UNSW Master Brand logo, with permission from the Management Board. This logo is not to be used in any other instance.

Professionally printed stationery

Envelopes and ‘with compliments’ slips

Envelopes and ‘With compliments’ slips for staff must be professionally printed through the Green Print at UNSW. The layout and/or design must not be altered.



If logo lock ups are required, i.e., for an approved research centre (not a faculty or school), this may be placed on the back of the envelope or slip on a white background.

To place an order through our official stationery supplier, contact Green Print at UNSW (02) 9385 3222.

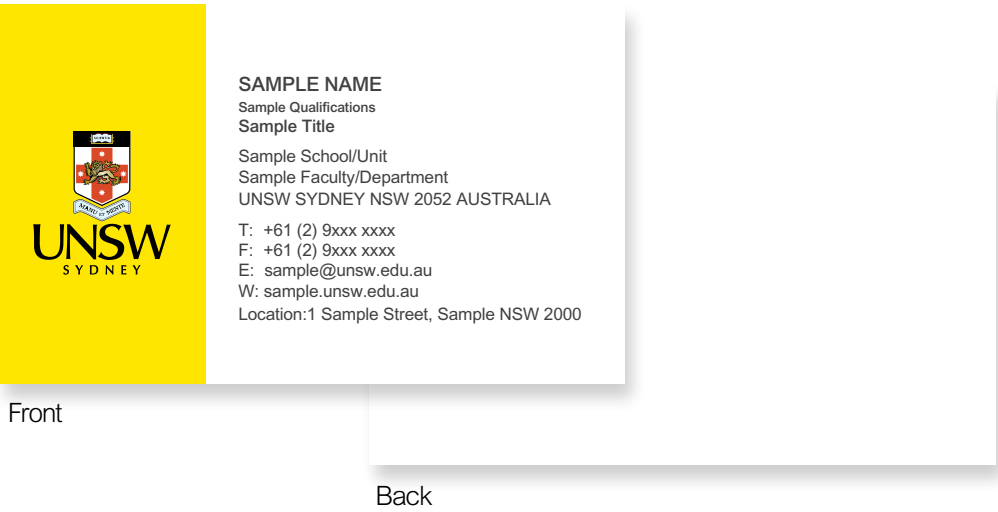
Business cards

Business cards for staff must be professionally designed and printed through the Green Print at UNSW. The layout and/or design must not be altered.

UNSW students, with the exception of postgraduate research students, are not to have UNSW branded business cards. Faculty of Medicine requirements are discussed in further detail at [unsw.to/medicineguide](https://unsw.to/medicineguide).

To ensure consistency:

- Text should be in Arial font and left aligned;
- www is removed from website links;
- Personal website or emails are not permitted and must end in [unsw.edu.au](https://unsw.edu.au);
- Associated Faculty/Divisions must be displayed with their associated Schools/Unit.



Translation or brand approved external research centre logos may be placed on the reverse on a white background. No other logos or graphics are to be placed

on the back of the business cards. To place an order through our official stationery supplier, contact Green Print at UNSW (02) 9385 3222.

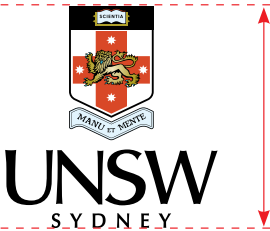
# ONLINE

*These are the guidelines surrounding the use of the UNSW Master Brand logo within each online platform.*

UNSW Master Brand logos require size limits and minimum space Guidelines around them to guard them from being poorly reproduced, unrecognisable or illegible.

The minimum guidelines for online are:

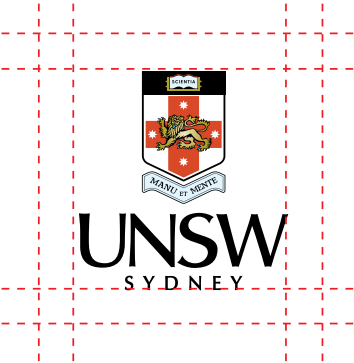
80px high



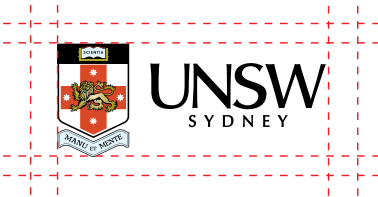
40px high



20px surrounding the logo



10px surrounding the logo



Other logo lock ups

UNSW Partner logos

Logo lock ups such as the Go8 logo, research centre and institute logos, specific event logos and external organisations' logos may be used. However, the UNSW Brand Guidelines are to be adhered to for each medium.

Logo lock ups may be placed anywhere below the global navigation bar on all UNSW websites. The logo must not exceed the size of the UNSW Master Brand logo or overshadow it visually. All logo lock ups featured on UNSW websites must have an approved partnership/affiliation with the owner of the website.

Where space is limited to one logo, the UNSW Master Brand logo must be used.



Logo use for external websites

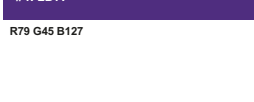
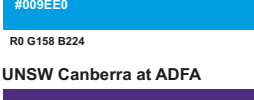
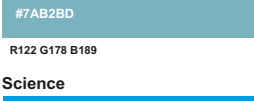
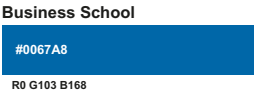
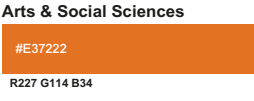
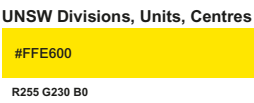
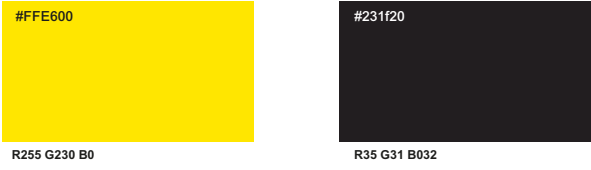
The use of the UNSW Master Brand logo may be used on external websites and collateral after agreeing to UNSW's Master Brand terms of use. All uses of the UNSW Master Brand logo externally must have an approved partnership/affiliation. For further advice refer to the [Alternate Brand Application](#) document. You must ensure:

- UNSW's Master Brand logo terms of use are adhered to;
- Approval is obtained from your head of department;
- Obtain the latest UNSW Master Brand logo from the Brand website in PNG format;
- Use the preferred full colour logo, check minimum sizes and clear space requirements, via the [Alternate Brand Application](#) document.

Available logos



Online colour palette

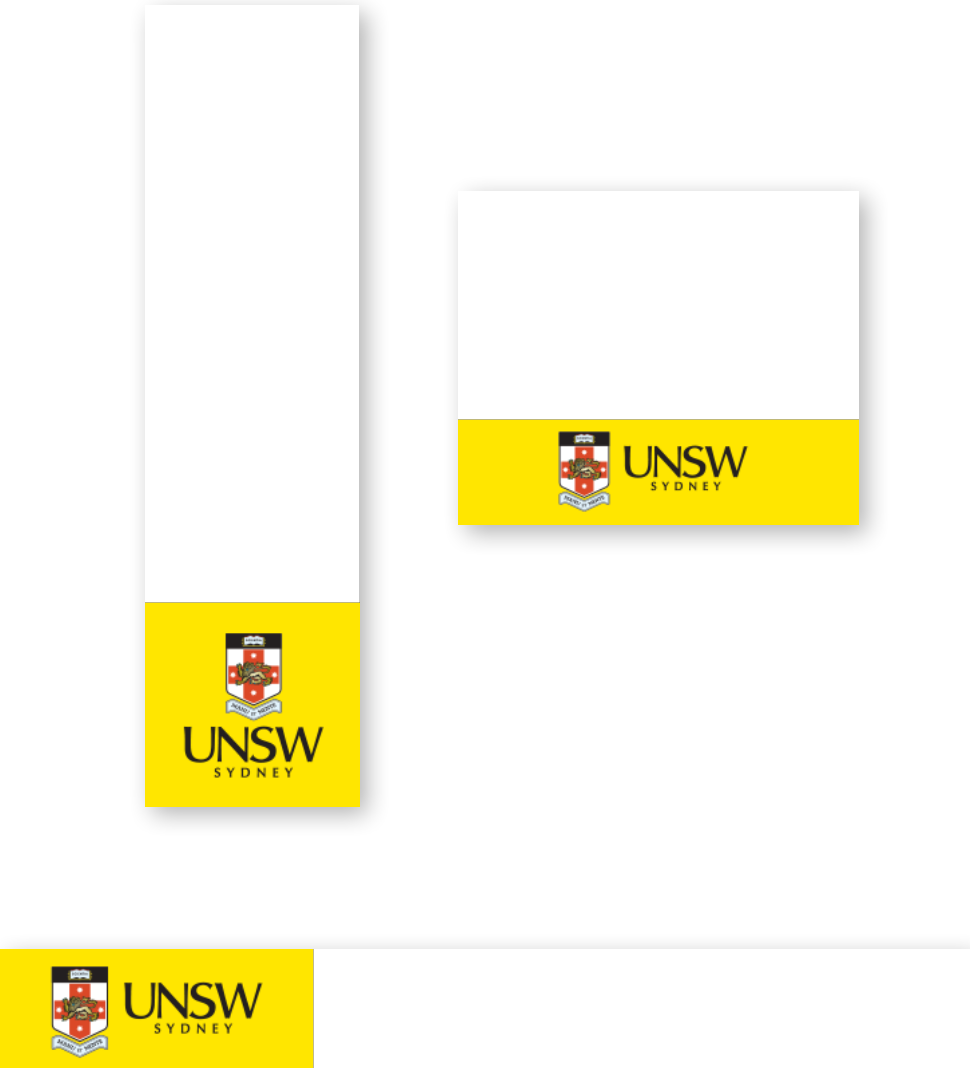


Complementary colours		
#FFE6A0	#FFF6D8	#FEF4CF
R255 G230 B160	R255 G246 B216	R254 G244 B207
#C8C8C8	#9B9B9B	#737373
R200 G200 B200	R155 G155 B155	R115 G115 B115
#E56020	#D7511E	#C7431F
R229 G96 B32	R215 G81 B30	R199 G67 B31
#00568E	#004372	#002E52
R0 G86 B142	R0 G67 B114	R0 G46 B82
#91CC18	#4D9912	#33660C
R145 G204 B24	R77 G153 B18	R51 G102 B12
#C12017	#9E1D15	#791910
R193 G32 B23	R158 G29 B21	R121 G25 B16
#7E0D6D	#69085A	#510045
R126 G13 B109	R105 G8 B90	R81 G0 B69
#64949E	#4C737B	#314F56
R100 G148 B158	R76 G115 B123	R49 G79 B86
#0087C1	#006F9F	#00547A
R0 G135 B193	R0 G111 B159	R0 G84 B122
#6B489D	#8363AA	#9E7EB9
R107 G72 B157	R131 G99 B170	R158 G126 B185

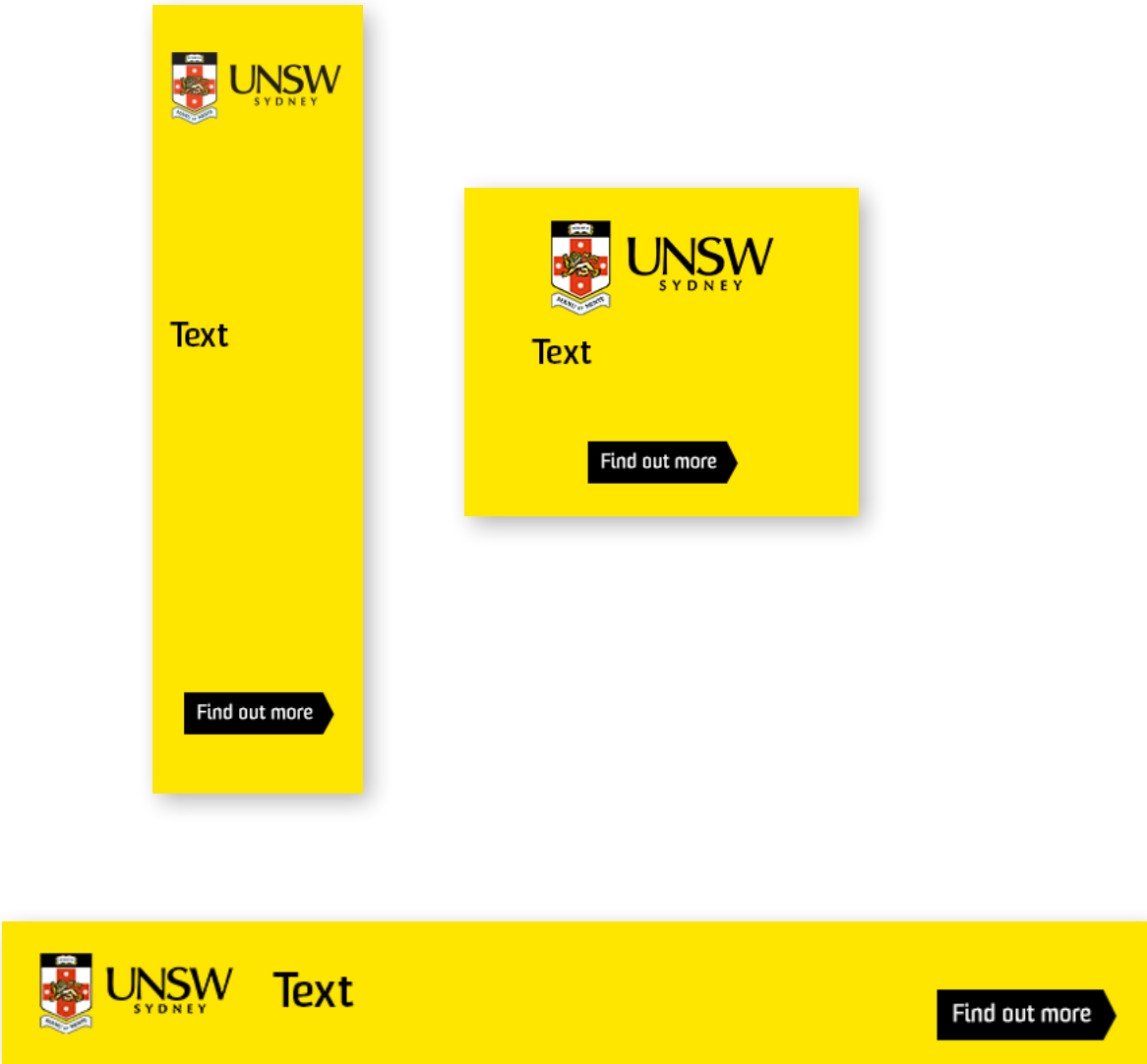
Online advertising external

External online advertisements are treated differently to printed material due to space restrictions. However, key brand visual elements still need to be present. This includes incorporating the UNSW Master Brand logo on the UNSW yellow background, using Sommet and Arial fonts. The tagline is not used in online advertising.

Single frame/static



Single frame/static and animated closing frame

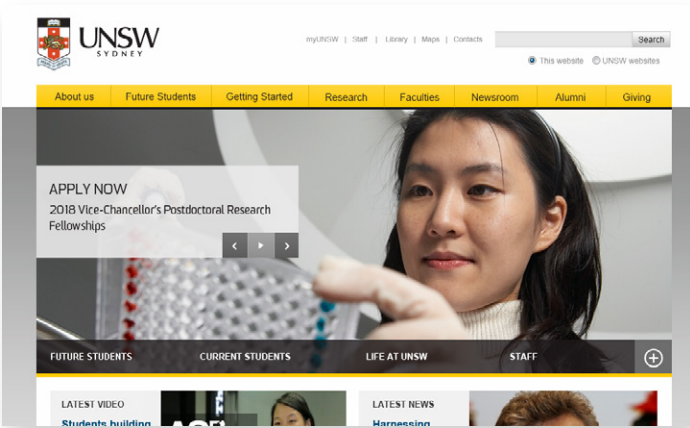


Online advertising internal

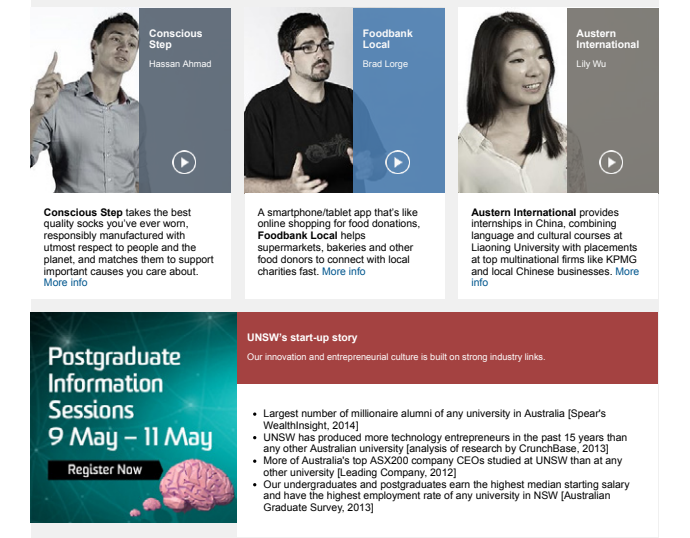
Ads placed on UNSW websites should not need to use the UNSW Master Brand logo. They must still adhere to other elements of the Brand Guidelines such as the use of fonts, colour and brand voice.

Online advertising should portray a consistent brand message, look and feel. Even if appearing on an internal site, it still needs to represent UNSW, the faculty/school or unit/department it is connected with.

Internal ad on unsw.edu.au



Internal ad on Young Entrepreneurs home page



E-newsletters

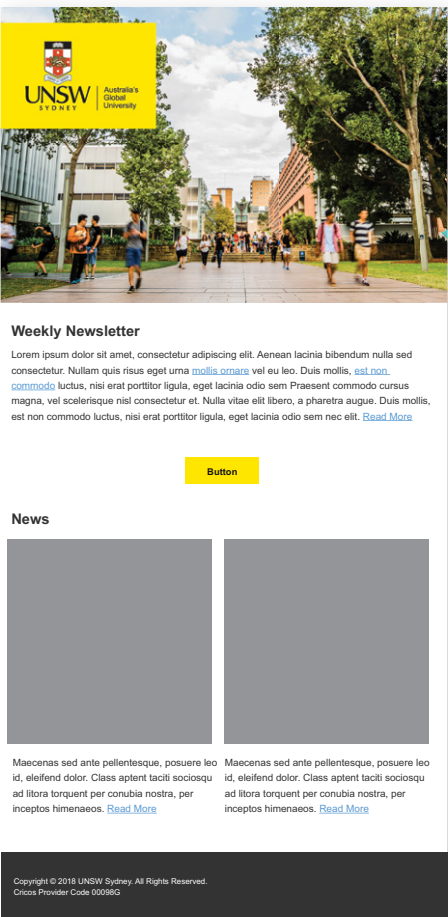
As a key online communication tool, all UNSW e-newsletters must contain the UNSW flag. Arial must be used within the e-newsletter body copy as it is a web-friendly font.

If Sommet is used it must be embedded within a graphic.

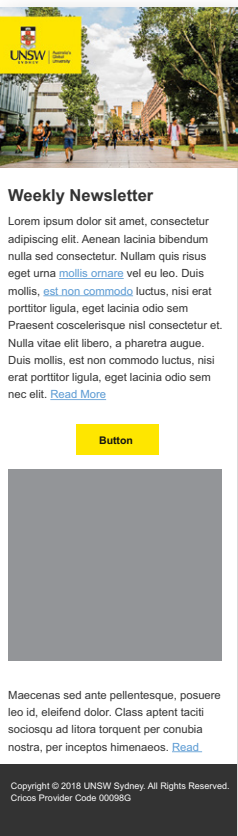
Mobile responsive templates for Mail Chimp, Campaign Monitor and Outlook are available for download from the [Brand website](#).

For further advice on placement of supporter or approved research centre logos see the [Alternate Brand Applications guide](#).

Desktop



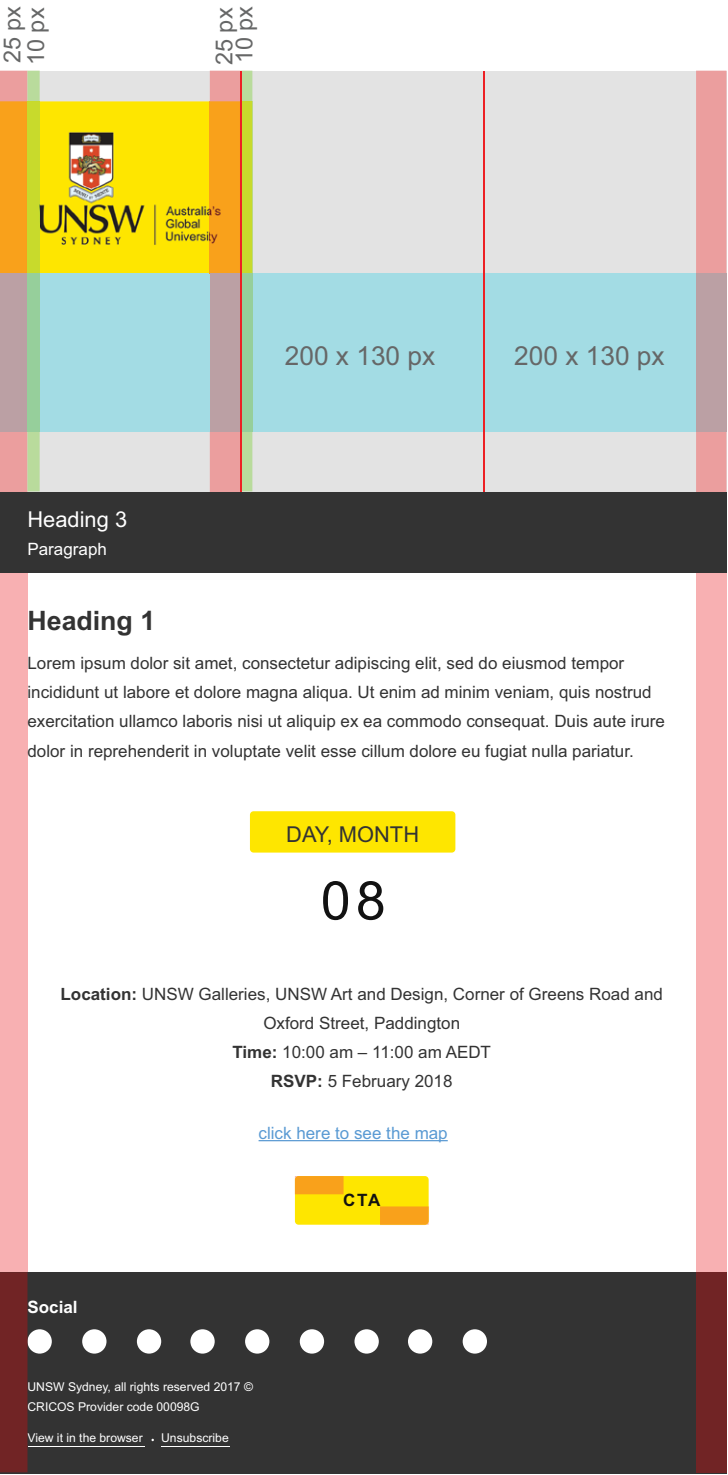
Mobile



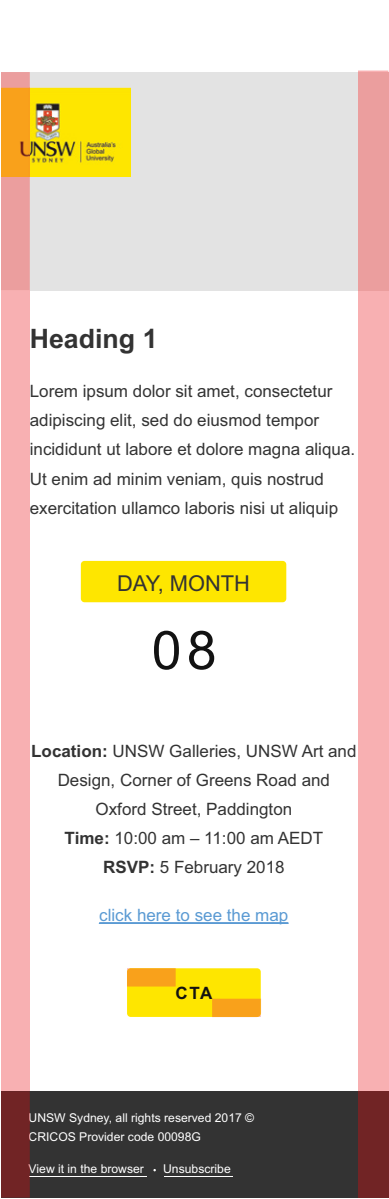


HTML E-Newsletter Style Guide

Desktop - 600px



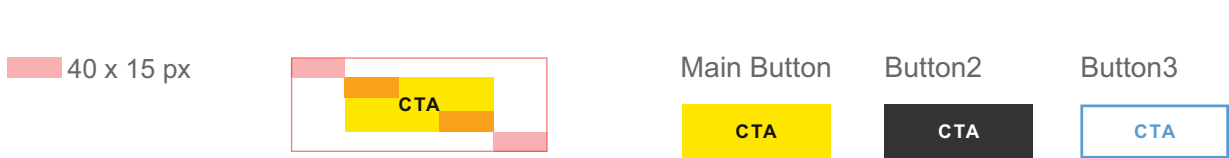
Mobile - 320px



Colour palette

#FFE600	#333333	#539BE2
Main	Text	Links

Buttons / Call to Actions



Typography

Type	Font Family	Font size	Line height	Line Height	Colour
Headline 1	Arial Bold	22px	32px	700	■
Headline 2	Arial Bold	20px	30px	700	■
Headline 3	Arial Regular	18px	28px	500	■
Lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum.	Arial Regular	14px	20px	400	■
Links style >	Arial Regular	14px	20px	400	■

Email signatures

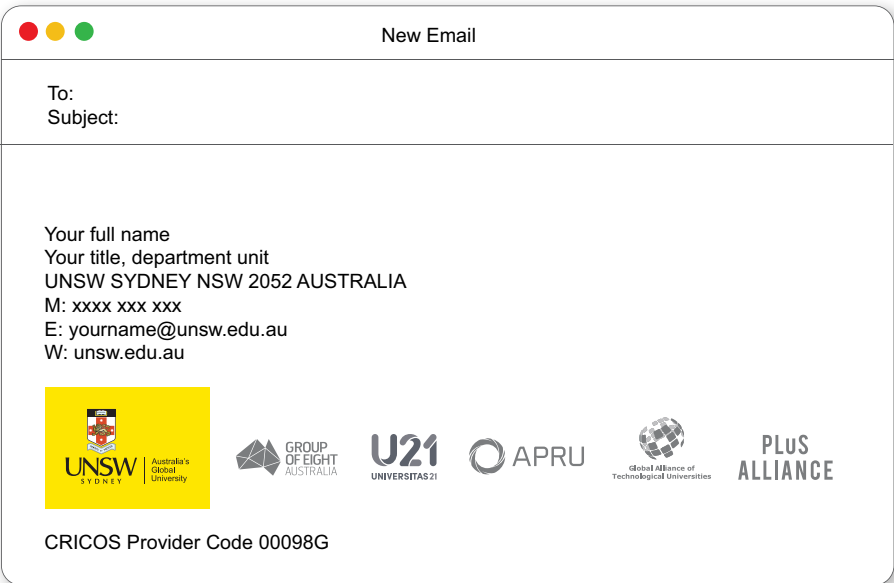
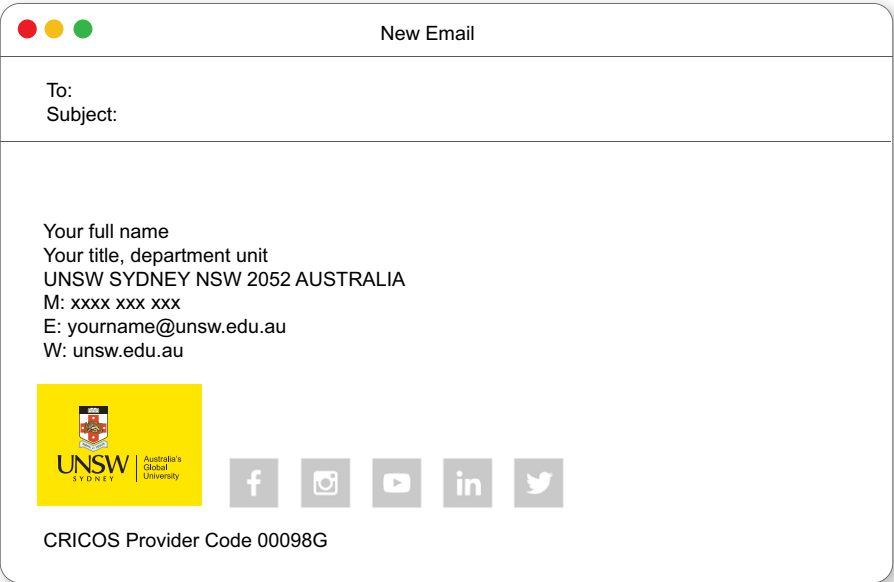
The use of consistent email signatures helps to establish our brand. All UNSW staff must use one of the these templates.

Templates are available for SOE PC's directly through the signature panel within MS Outlook or by download from the Brand Website.

You must:

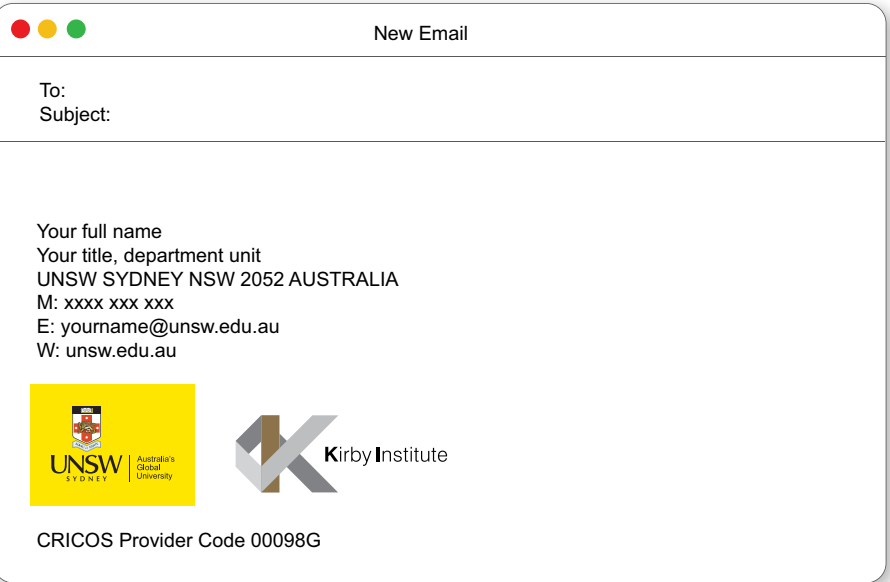
- Use Arial font, in black.
- Not use bold or italics, as it creates an attachment for the recipient;
- Not use any other logos other than the UNSW Master Brand logo, unless UNSW Canberra, UNSW Global, UNSW Innovations, UNSW Business/School/AGSM and External Research Centre/ Institutes.

UNSW Divisions, Units, Schools and UNSW Centres



The UNSW flag and approved logo lock up lockups must be created by Creative Services.

Official External Research Centres



# SOCIAL MEDIA

*It is essential to implement the following standards for social media to ensure consistency and to strengthen the brand and relationship of UNSW affiliated groups.*

In the addition to the standards set out in this chapter, all professional and academic use of social media by UNSW staff must adhere to the following:

- [UNSW Social Media Communication Guidelines](#);
- Website Policy;
- Website Brand Guidelines;
- Acceptable Content Standard;
- Code of Conduct;
- Acceptable use of UNSW IT Resource Policy;
- Domain Naming Standard;
- Website Domain Application Procedure.

The Division of External Relations must be consulted for approval before any new social media channels have been launched. Submit your request through the [DEx](#) website.

NOTE: All new and existing UNSW social media channels must display our CRICOS code:

CRICOS Provider Code 00098G

The UNSW Master Brand logo is a registered trademark of UNSW and all uses of the UNSW name, logo and fonts must receive approval in writing from External Relations prior to use – this includes all UNSW social media channels. Depending on the circumstances, use may not be approved or may be subjected to certain restrictions that must be complied with.

## General Information

- Use consistent Brand – colours, images, profile names and tone of voice across all platforms;
- These are not to be created independently. Creative Services will provide artwork;
- Ensure any fonts, graphics or images comply with the UNSW Brand Guidelines;
- Incorporate the UNSW yellow where possible and your faculty colour (faculties and schools only – see Online chapter);
- All profile names must include 'UNSW' in the title, as well as the faculty/school/department/unit name, e.g., UNSW Engineering. See Faculty Naming chapter.

Profile image/thumbnail

Central official channels



Faculties

Faculty name in Sommet font on the faculty colour background.



Schools

School name in Sommet font on the faculty colour background.



Central Departments/Units

Central department/unit name in Sommet font on charcoal background.



Internal/External UNSW Centres

Centre name in Sommet font on the respective faculty colour background.



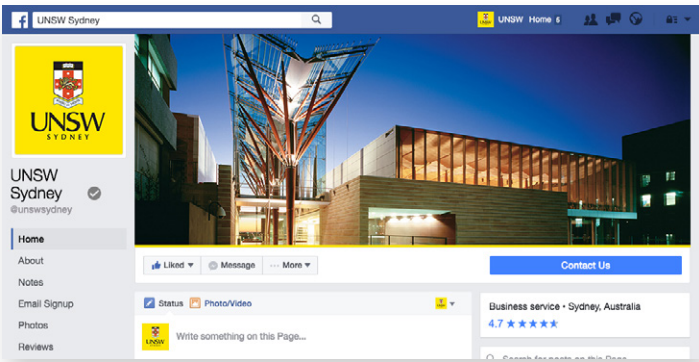
Colour palette

UNSW yellow #FFE600  
Charcoal #231F20



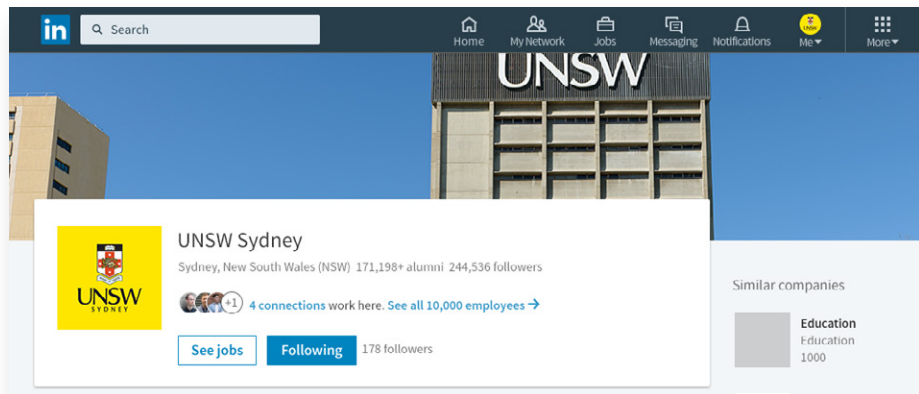
Facebook

- A yellow line (#FFE600) 8 px high is recommended at the base of the graphic used for the timeline cover to integrate the page with UNSW's online sites and the overall UNSW brand;
- Post and header images do not use the branded yellow flag or stand alone UNSW Master Brand logo;
- Arial and Sommet is to be used as the font.



LinkedIn

Profile image/thumbnail.



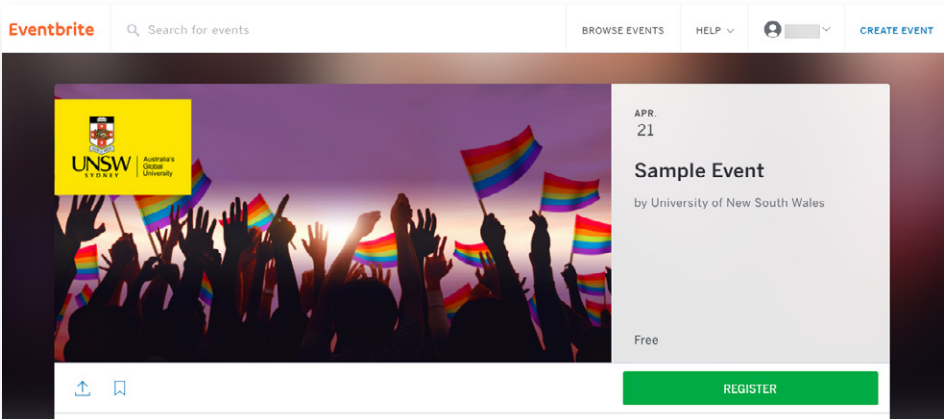
Twitter

Twitter's background image is maximum 1600px X 1200px high.



Eventbrite

Eventbrite event images must be branded with the yellow flag device.  
Contact Creative Services for assistance.



# MERCHANDISE

*Merchandising (also called promotional products) is one of many activities that can be used to communicate with external audiences. Promotional products can be branded with the University logo that can promote the University.*

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Suppliers and retail outlets must adhere to the following guidelines:

- Adhere to the UNSW Master Brand logo terms of use set by Creative Services and obtain an official license from the UNSW Merchandising & Licensing team at [licensing@unsw.edu.au](mailto:licensing@unsw.edu.au).
- Not create any other version of merchandise logos;
- Request the most recent logos for each order;
- Allow 6 months after a brand change to exhaust stock levels;
- Send all artwork for approval prior to production including re-printing.

## Tagline

The UNSW Sydney logo and tagline 'Australia's Global University' sit within the yellow flag device on the front cover of all print material, therefore **must not** be used in merchandise.

## Alternate creative options

For alternative creative options contact the UNSW Merchandising & Licensing team at [licensing@unsw.edu.au](mailto:licensing@unsw.edu.au).

## Co branding

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use. For further advice refer to the [Alternate Brand Applications](#) guide.

## Official licensed product

An official licensed product is any product which bears UNSW intellectual property and has been produced via a licensed party.

If you wish to produce official licensed products and currently do not hold the necessary licence to do so, you must contact the UNSW Merchandising & Licensing team at [licensing@unsw.edu.au](mailto:licensing@unsw.edu.au).

UNSW exercises strict control over the use of the UNSW intellectual property on products. No merchandising activity is permitted without the prior consent of UNSW and a written licence in place.



Minimum sizes

The yellow flag device is not to be reproduced on merchandise. UNSW merchandise logos require size limits to guard them from being poorly reproduced, unrecognisable or illegible. Requesting physical proofs from your supplier is recommended to ensure no changes have been made the the files supplied.

The minimum Guidelines for merchandise are:

Colour high quality print –  
16.5mm high



Colour high quality print –  
10mm high



Mono high quality print –  
16.5mm high



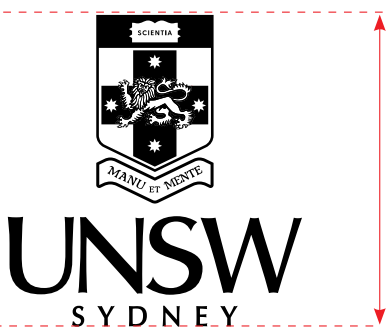
Mono high quality print –  
10mm high



Embroidery –  
80mm high



Embroidery –  
50mm high



Text only (no crest)

For cases in which the size of the item is so small that the logo will not meet minimum sizing Guidelines, the logo must not be altered i.e. remove 'Sydney'. It is recommended to simply write 'UNSW' instead in either Sommet or Arial. No other font is permitted.

Arial

UNSW SYDNEY

UNSW  
SYDNEY

UNSW

Sommet

UNSW SYDNEY

UNSW  
SYDNEY

UNSW

Merchandise logo options

	Full colour digital print	Embroidery	Mono
Portrait Positive			
Portrait Negative			
Landscape Positive			
Landscape Negative			

No other variation of merchandise logos are permitted without approval from Creative Services. All artwork must be approved prior to printing. For alternative creative options contact the UNSW Merchandising & Licensing team at [licensing@unsw.edu.au](mailto:licensing@unsw.edu.au).

You must not:

- Separate the UNSW official logo and crest;
- Change the colours of the UNSW Master Brand logo;
- Add an outline to the UNSW Master Brand logo;
- Use other fonts other than Arial or Sommet when using the text only version of the UNSW name.



Merchandise logo lock ups

Logo lock ups fall within merchandise as they are **not permitted for use with or instead of the UNSW base templates which use the yellow flag device**. Refer to the Template chapter.

Please request merchandise lock ups through [DEx](#).

No other variation of merchandise logos are permitted without approval from Creative Services.

Merchandise logos are available for use by faculties, schools, divisions, units and sporting clubs. These logos:

- Are not to be used as a logo on anything other than merchandise;
- Are not to be used in addition to when the UNSW Sydney or UNSW Canberra logo are present;
- Should never be independently created;
- Must meet minimum size guidelines;
- Must not use capitals;
- Use consistent sizing and spacing and cannot be altered from the template;
- Must use the faculty informal name when used for Schools;
- Are available only by submitting a request through [DEx](#).

External sponsorship use

External refers to the UNSW Master Brand logo lock ups being used on external (non-UNSW) collateral. See [Alternate Brand Application Guide](#).

If UNSW is not the lead brand and sponsoring/partnering with another organisation, these merchandise lock ups can appear on external websites or collateral (space permitting).

	Portrait	Landscape
Faculty		
School		
Units/Research Centres		

# VIDEOS

*This chapter explains how to apply the brand to multimedia. By reading this chapter you will learn about the Brand Guidelines for this area.*

This procedure applies to all new and reworked video and animated content identified as UNSW that is to be used on any public-facing medium. This includes:

- Corporate: video for a University-wide communication, e.g., a message from the Vice-Chancellor;
- Events: video created to promote an event that has been created by a UNSW faculty, unit or centre;
- Promotional: video created to promote a UNSW faculty, unit or centre.
- Social media clips - video that will be hosted on a UNSW social media channel;
- Editorial: video with factual content that is hosted on the UNSWTV YouTube channel.

Templates are available from [Creative Services](#). These are not to be re-created or changed.

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.

For approval to film or photograph on campus contact [corporatecomms@unsw.edu.au](mailto:corporatecomms@unsw.edu.au).

# Mandatory elements

Placement of the UNSW Sydney logo is mandatory in all UNSW videos. It should appear as the last screen of every video, placed on the UNSW yellow background.

## Closing screen

The closing screen is **mandatory** and comprises of the full UNSW Sydney/crest logo and “Copyright UNSW Sydney” and “CRICOS Provider Code 00098G.”

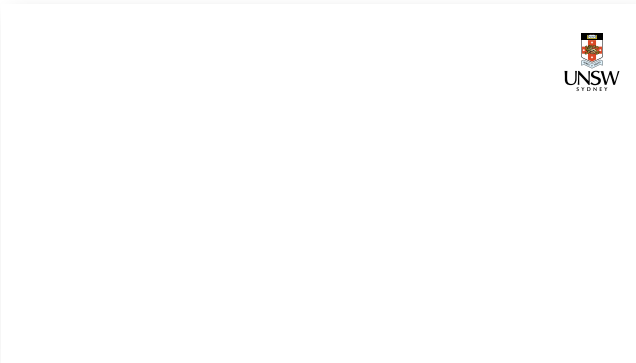
The closing screen logo and copyright must appear for a minimum of two seconds at the end of the video. Additional mandatory copyright text is required for YouTube videos. See page 85.



## Watermark

The UNSW watermark is automatically added to all videos uploaded to the three UNSW partner channels (UNSWTV/About UNSW and UNSW eLearning).

Videos sent to external media or other platforms must have the UNSW watermark added at top right of the frame.

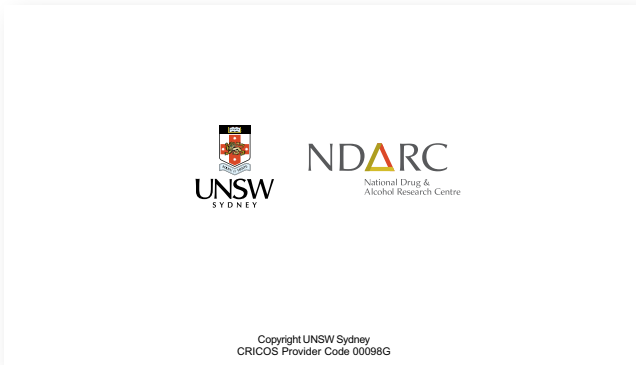


## Co-branded closing screen

To be used for cross-institutional videos only.

UNSW Centre/Institute composite logos can be used on the end screen on a white background with “Copyright UNSW Sydney” and “CRICOS Provider Code 00098G.” Faculty or school logo lockups cannot be used.

End screen logo and copyright to appear for a minimum of two seconds at the end of the video.



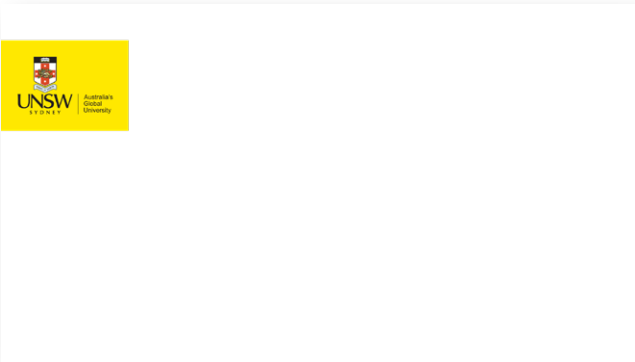
# Optional elements

## Opening screen

An opening/title screen is optional. Examples include:

- Splash screen for events;
- Series Brand;

Opening/title screens should **not** be used for videos intended for use by the external media.



## Lower thirds (also known as title or name straps)

Arial Regular font must be used at 60pt on the first line.

Arial Regular font must be used at 35pt with 48pt leading.

Background is 100% K at 50% transparency.



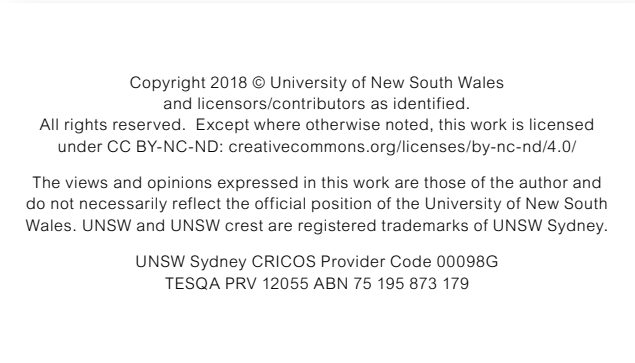
# YouTube copyright message

## Mandatory copyright message

To be used after the mandatory closing screen.

Message approved by UNSW Legal and must not be modified.

For other video copyright advice contact DEX.



# PHOTOGRAPHY

*It is important that we adopt and maintain a singular and recognisable visual image based on these Brand Guidelines supported by professional photography or illustration.*

---

Ensure you have approval to use any photography in writing from the photographer.

Best practice recommendations:

- People should be real and approachable;
- People tend to appear more natural when they are not looking directly into a camera;
- Avoid stock shots as these will not set UNSW apart from our competitors;
- Use a mix of genders and cultures.

For photography, please submit your requests by submitting your request through [DEx](#).

For approval to film or photograph on campus contact [corporatecomms@unsw.edu.au](mailto:corporatecomms@unsw.edu.au).



Photography style





# OUTDOOR

*For outdoor items, the placement of UNSW Master Brand is determined by the medium. The use of pre determined templates and the approval process are mandatory.*

### Logo

The logo is not to be altered in any way. See Logo chapter.

### Minimum size and safe area

Our logos require size limits and safe areas to guard them from being poorly reproduced, unrecognisable, illegible or obscured. For outdoor, it is important that the logo is legible from a distance, whilst moving, therefore templates are used with set sizes of brand elements. See minimum size and safe area chapter.

### Fonts

Our fonts are Sommet for headings and Arial for body copy. All UNSW communications must use these fonts. No other typeface is permitted. See Font chapter.

### Logo lock ups/Merchandise logos

UNSW merchandise logos are not to be used on outdoor material. They are only available for use on merchandise. They are not be used when the UNSW Master Brand logo/flag device is present.

### Other logo lock ups

Logo lock ups such as those for research centres and institutes and specific event logos may be used but they must be placed on a non-yellow background and they must not exceed the size of the UNSW Master Brand logo or overshadow it visually.

### Approvals

Artwork approval is mandatory. All artwork must be approved by Creative Services for location as well as brand. All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.

Note: approval from Estate Management is not a brand approval. Suppliers are not responsible for brand approvals.

The [Brand Assistant](#) will assist in determining next steps for approvals.

## Standard permanent signage

Standard permanent signage is provided through Estate Management via the ARCHIBUS portal (note: ARCHIBUS does not provide artwork approvals). Estate Management will organise installation and safety clearance only. It is the responsibility of both the area requesting the signage and Estate Management to obtain brand approval from [Creative Services](#) prior to production.

Below are examples of approved standard permanent signage. Any additional signage must obtain approval from Creative Services. For full signage guidelines contact Creative Services or Estate Management.

### Standard permanent wayfinding signage



#### Standard permanent signage procedure:

- Submit ARCHIBUS request;
- Brand approvals are mandatory. Estate Management must send artwork to [Creative Services](#) prior to production. Brand approvals are not the suppliers responsibility.

#### You must not:

- Use other logos;
- Use other fonts other than Arial bold;
- Use other colours;
- Print without approval from Creative Services.

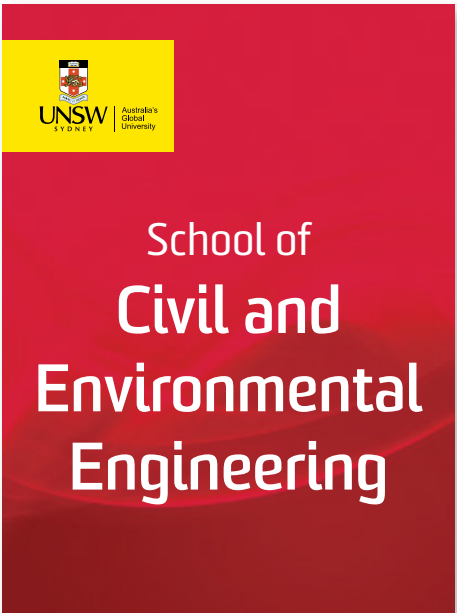
#### Colour palette



## Non-Standard temporary signage

Temporary signage refers to temporary signs providing information about a building name and/ or location. The sign should be intended for the duration of the project or event. See Print chapters. The physical location of these signs must be approved by Creative Services. Artwork is provided by Creative Services.

### Directional signage



#### Non-standard signage procedure:

- Seek approval/recommendation from [Creative Services](#) prior to submitting ARCHIBUS request;
- On approval/recommendation seek safety approval from Estate Management;

Note: an approval from Estate Management is not approval for brand or sign location. Brand approvals are not the suppliers responsibility.

- Log a request for artwork through [DEX](#) and (attach email approval from Estate Management);
- Submit ARCHIBUS request if installation is required.

### Construction Hoarding



#### You must not:

- Use other logos;
- Use other fonts other than Sommet for headings and Arial for body copy;
- Print without approval from Creative Services.



External advertising

Please follow the Brand Guidelines outlined in the Print chapter for outdoor advertising. Templates for outdoor advertising including JC Decaux, Cross-Track and hoardings are available. As outdoor advertising needs to be viewed from long distances, legibility and visual impact become crucial. For this reason, the brand is adjusted accordingly within these templates and must not be modified .

Example



Campus event signage

Campus signage refers only to temporary signs providing information about an event. The sign should be intended for use up to two weeks or for the duration of the event. The flag device must be used, if size permits, and must be approved by Creative Services for brand and location.

Example -  
slim portrait



Digital Screens

Wayfinding digital kiosk

For digital kiosks with fixed header branding, artwork is to be supplied without additional logos.



fixed branded header  
1080px x 310px

artwork to be supplied at  
1080px x 1470px

fixed footer  
1080px x 290px

TV/LCD screens

PowerPoint templates are available from the brand website.

Clear space requirement

Text alignment in line with "SYDNEY"  
Headings in Sommet font  
Maximum 4 lines

Staff News

Staff News/Student News tabs to be used within the templates.

If related to both student and staff remove tab all together.

# EVENTS

***UNSW Faculties, Schools, Departments, Units and Institutes and Centres that are fully governed by UNSW must observe the full UNSW Brand Guidelines.***

The [UNSW Events Toolkit](#) is a resource for UNSW staff to assist them in planning and presenting events in the most professional way.

Ensuring your event is branded correctly will depend on which category the event fall under. For further advice refer to the [Alternate Brand Applications](#) document.

Event category types:

## UNSW events

Events on UNSW campus, fully funded by UNSW must use full UNSW Brand.

Partner logos may be used. However, in print they must be placed outside of the yellow flag device. When used in conjunction with the UNSW Brand, they must not exceed its size or overshadow it visually and be placed in the bottom right-hand corner (not exceeding three column sizes wide).

Event logos are not permitted and should be included as a graphic theme, without compromising the UNSW Master Brand.

## Co-branded events

Co-branded events on UNSW campus must use full UNSW Brand.

The use of any other logos must be approved via Creative Service in writing prior to use.

The placement of secondary logos used in conjunction with the UNSW Brand must not exceed its size or overshadow it visually and be placed in the bottom right-hand corner (not exceeding three column sizes wide).

## External events

The UNSW Master Brand logo is a registered trademark of UNSW and all uses of the logo by entities outside the University must receive approval in writing from Creative Services prior to use.

If the event is led by UNSW or located at UNSW, UNSW should be the lead brand, i.e., the first logo appearing and the primary presence in body text or imagery.

Appropriate UNSW Master Brand logo usage for external groups is governed by these Brand Guidelines. Minimum sizing and clear space guidelines apply. See Online chapter.

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.

The [Brand Assistant](#) will assist in determining next steps for approvals.



# SPORTS CLUBS

*The word UNSW and the UNSW Master Brand are registered trade marks of UNSW and all uses of these (including the University name, logo and its fonts) must receive approval in writing from Creative Services prior to use.*

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Sporting clubs are not mandated to use UNSW branding, however any use of the UNSW name, logo or its fonts require approval from Creative Services.

Appropriate UNSW Master Brand logo usage for sporting clubs are governed by these Brand Guidelines.

Brand approvals are mandatory. Approval is subject to, amongst other things the Sporting Clubs Terms of Use.

Websites created under the .unsw.edu.au domain must adhere to full UNSW Website Brand Guidelines. No other use of the UNSW brand is permitted, for example domain name registration, social media or blogs without prior written consent. See Website chapter and [Sports Uniform Style Guide](#).

All new brands, co-branding, protection and use of the University's brands must be approved by Creative Services prior to use.

The [Brand Assistant](#) will assist in determining next steps for approvals.

ARC approved Sports Clubs may use the University logo with its name as a logo lock up supplied by Creative Services.

Merchandise

UNSW exercises strict control over use of the UNSW Master Brand on merchandise. No merchandising activity is permitted without the prior consent of UNSW and a written licence in place.

Minimum branding Guidelines include the following: Logo lock ups are supplied by Creative Services and available in landscape/portrait, positive/negative formats. To ensure consistency these must:

- Not be independently created;
- No more than 2 lines;
- Approved by ARC;
- Use the name;
- Must not exceed the width of the UNSW Master Brand logo;
- Must be in Arial font and in title case;
- Not used in print and only permitted for use on merchandise.

See Merchandise section on correct usage.

Logo lock up



For cases in which the size of the item is so small that the logo will not meet minimum sizing Guidelines, the logo must not be altered i.e. remove 'Sydney'. It is recommended to simply write 'UNSW' instead in either Sommet or Arial. No other font is permitted.

The UNSW Master Brand logo must remain in its full form. An alternative text only version can be used in Arial or Sommet fonts only.

Text version  
Arial

UNSW  
SPORT  
CLUB NAME

Text version  
Sommet

UNSW  
SPORT  
CLUB NAME

# ACCESSIBILITY

*The Disability Discrimination Act 1992 requires UNSW, as a service provider, to take reasonable steps to ensure printed materials and marketing activities are accessible to people with disabilities.*

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Discrimination may occur if a person with a disability is denied access to information that is available to a non-disabled person.

Careful consideration should be given to accessibility guidelines when you are planning a publication. This will make implementation easier. You should ensure that contractors are familiar with these guidelines and of UNSW's responsibility under the Act. Implemented successfully, these guidelines will help to make your publication more accessible not only to a visually impaired audience, but to everyone.

For more information regarding accessibility for online and print materials see Vision Australia's guidelines:

[visionaustralia.org.au](http://visionaustralia.org.au)

## Type size

The Royal National Institute of Blind People (RNIB) advises that 10–12 point should be used for a general audience, although if material is specifically for people with a visual impairment, 14 point should be considered. Alternative formats don't need to be produced in all cases, although in certain circumstances they should be available on request.

- It may sometimes be necessary to use smaller text. If this is the case, it is important to give the text enough leading (the space between lines) so as not to appear cramped. In these cases, an accessible version with 14 point may need to be produced;
- Avoid capitals for continuous text. Where possible, use only initial capitals and lower case letters, even with titles or headlines;
- Regular or bold typefaces are preferable. Light typefaces should be avoided;

See the Brand chapter for UNSW's typeface Guidelines.

## Spacing

- Word and letter spacing should be even;
- Lines should not be condensed or stretched to fit line length;
- Unjustified right-hand margins are preferred;
- Ideally, line length should be 40–65 characters for an A4 publication;
- Words should not be hyphenated;
- Allow sufficient leading (the space between lines). As a minimum, use 12-point leading for 10–12 point font size; more for larger sizes..

## Design

- Close-set type can be daunting – leave spaces between paragraphs.
- Do not cram the page – keep it clear and simple;
- It is advisable to avoid fitting words around illustrations or photographs because of inconsistent line lengths;
- If double columns are used the columns should be clearly separated and a rule should be used.

## Contrast

An important factor affecting print legibility is the contrast between type and the paper on which it appears.

- Black on white and black on yellow provide the best contrast;
- If background tints are to be used, 20–30% is the maximum;
- Pale colours should be avoided, for example, yellow and grey on blue;
- It is acceptable for white to be reversed out of a dark colour;
- Running text across a photograph or illustration can impede readability and should be avoided or a text box should be considered.

## Print stock

Glossy/art papers should be avoided because they reflect too much light. Show-through can be a problem if a low paper weight is used.

## Audio tapes/document tagging

Audio tapes can be used for people with a visual impairment and also for people with learning disabilities (script may have to be specially prepared).

PDF and MS Word files, like other web content, must be accessible. This is now a requirement for all government publications, and strongly recommended for private sector publications. Tagging provides an important layer of information about the contents of PDF and MS Word documents for people who can't see. This layer of information is picked up and read out by screen reader software to help people who are blind navigate and understand the file's contents. For professional tagging services, contact [visionaustralia.org.au](http://visionaustralia.org.au).

## Braille

There are two grade options: grade one is a letter-by-letter transcription; grade two (more common) is shorter and cheaper to produce. Not all people with a visual impairment can read Braille.

# WEBSITES

*These website Brand guidelines are intended to achieve a clear identity and consistency across UNSW domain websites, whilst allowing for design flexibility and innovation.*

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A UNSW domain name refers to a domain name that uses the “UNSW.EDU.AU” name. For example, [www.international.unsw.edu.au](http://www.international.unsw.edu.au).

These guidelines apply to the following:

- a unsw.edu.au domain; or
- a UNSW unit, division or centre; or
- is controlled or operated by any University unit or managed / affiliated entity.

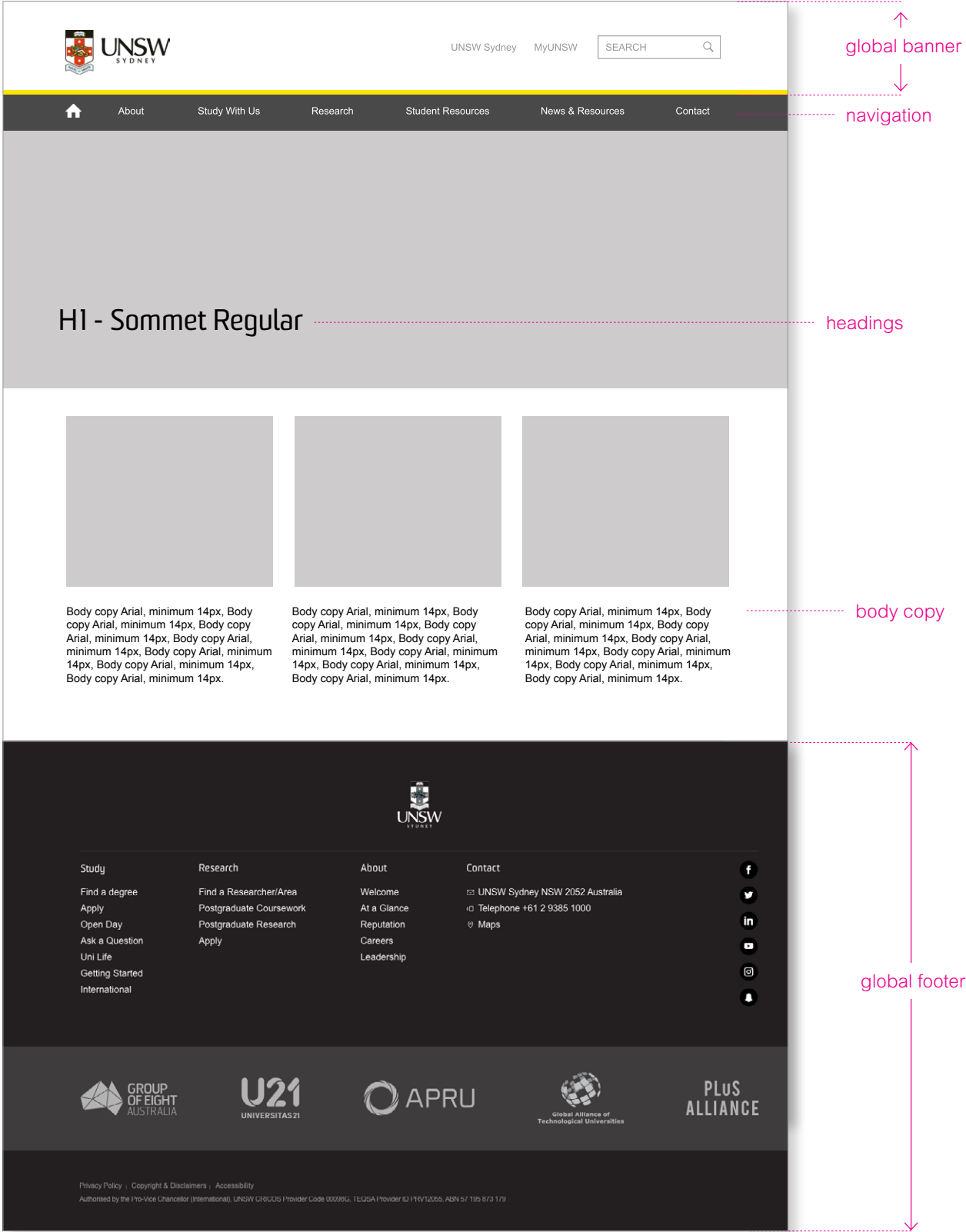
UNSW staff can obtain approval, advice and global templates for external contractors by [DEx request](#).

The Division of External Relations will provide external facing websites for all faculties, schools and UNSW administration sites by [DEx request](#).

Website design elements

Mandatory

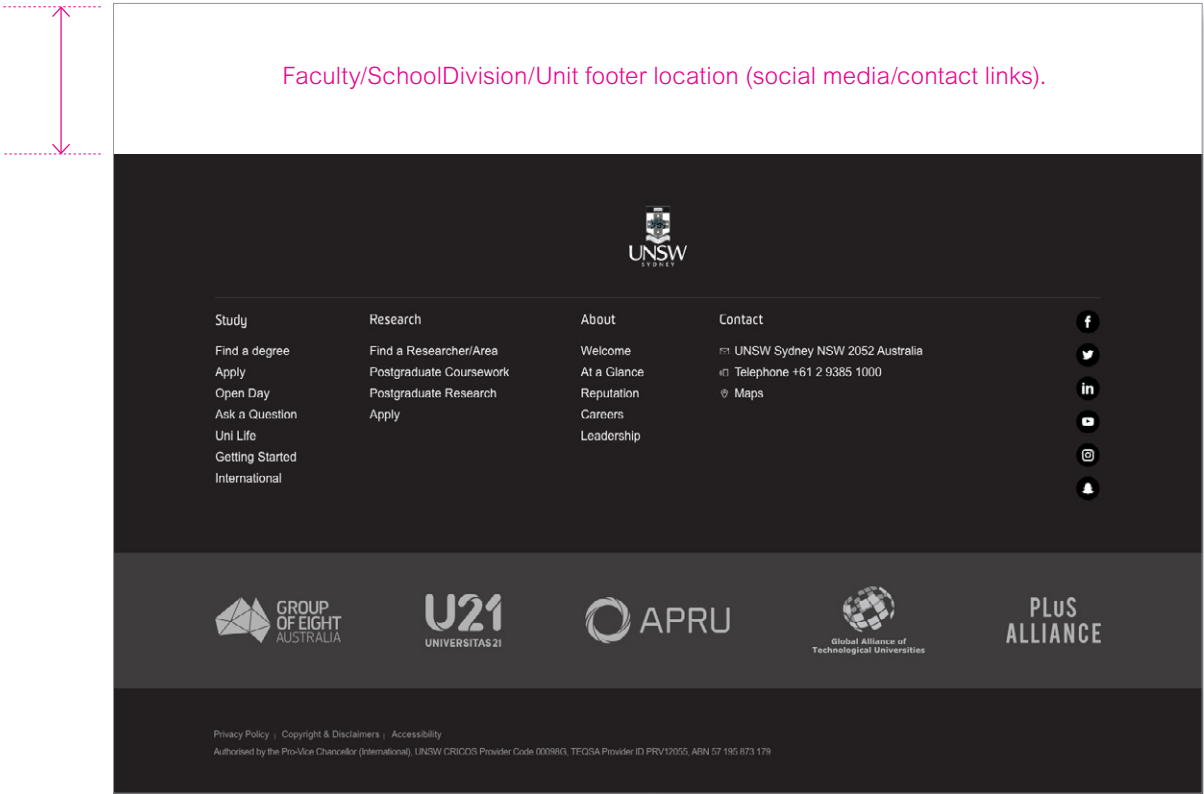
- Register design/redesign with [DEX](#);
- Obtain UNSW global header and footer by submitting a [DEX](#) request;
- Faculty, School, Division, Unit, Centres footer details to be displayed above global footer;
- Use the UNSW Sydney logo;
- Use Arial font in body copy, minimum 14px;
- Use Sommet for H1 (optional for H2 - H5);
- Use consistent Brand – colours, images, names and tone of voice;
- Ensure any images or graphics used comply with these Brand Guidelines and are of high quality;
- Create a consistent style. While the layout should give your site structural consistency, the style should give it a coherent theme;
- Stick with two or three main colours and incorporate the UNSW yellow where possible and your faculty colour (faculties and schools only);
- Should be used in conjunction with UNSW's Tone of Voice and Writing Style Guide;
- Must be [WCAG 2.0 AA compliant](#).





Global footer

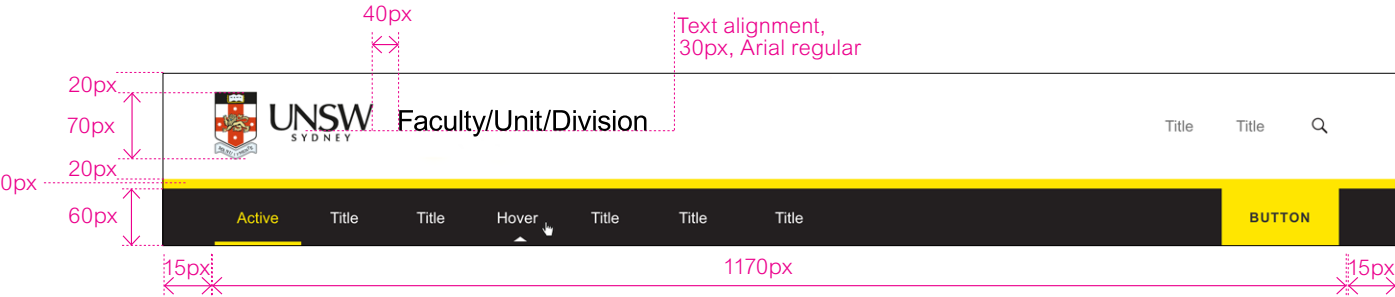
Footer is an area at the base of the page, beneath all other content, containing legally required or otherwise policy-enforced information. The following specifications define the mandatory elements required in the footer and available by DEx request.



Faculty/division websites

Additional mandatory elements on all faculty/division websites

- Banner and Navigation:
- For faculties/divisions, the name should be adjacent to the UNSW Sydney logo (This name object will be provided by Creative Services);
  - The faculty banner will contain the UNSW Sydney logo, faculty/school/division name, and search function;
  - Other objects in the banner may include user login, or some navigation in the cases where the CMS presents technical limitations in moving to a clear banner;
  - Any navigation in the banner must be above the search function, right aligned in Arial font;
  - The font size and weighting for the site names should be 30px regular weight;
  - Faculty navigation bars will be charcoal (hexadecimal #231F20);
  - The active state (hover state) colour can be either the University brand colour (hexadecimal #FFE600) or the faculty brand colour;
  - The height of the top of page navigation bar is to be 60 pixels;
  - The font is to be Arial, with navigation items in sentence case.
- Footer:
- Faculty/School/Division/Unit footer details must be placed on top of the global footer.



School websites

Mandatory elements on all school websites

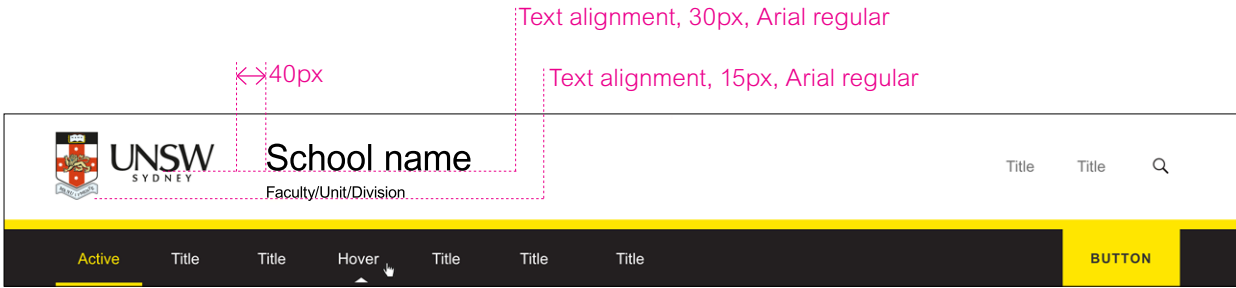
- Banner and navigation:
- Schools must use the faculty and school banner. A school may select a colour for use in the school portion of the banner;
  - The faculty navigation bar is to be retained. The area immediately beneath the navigation bar should be used to identify the school;
  - The banner is to be used on all pages within a website;
  - Top banner sizes to be the same as faculty/division pages;
  - Logo size to be the same as faculty/division pages;
  - The font sizes to be the same as faculty/division pages;
  - The font is to be Arial, with navigation items in sentence case;
  - Academic profile pages should retain both the level one and level two banners.
- Footer:
- Faculty/School/dDivision/Unit footer details must be placed on top of the global footer.

School website banner dimensions

School websites **must fall within a Faculty website** unless otherwise reviewed and approved by Creative Services. The School name will appear below the navigation bar within the content.



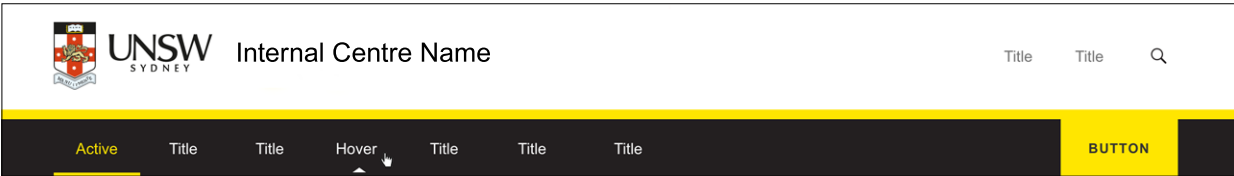
If a school has approval from Creative Services in writing, to have a stand-alone website the school name will appear as below:



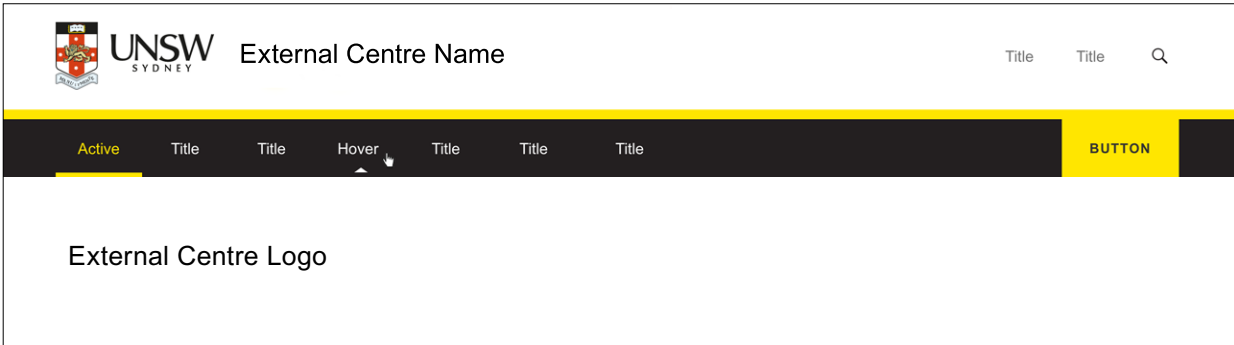
## Centre and Institute websites

Internal UNSW Centres and Institutes websites fully governed by UNSW on a .unsw.edu.au domain must utilise full UNSW Brand. External Centres and Institutes may use an approved logo in the top right hand corner. Seek approval from Creative Services for the use of any other logos. It is recommended UNSW Centres and Institutes reference the divisional template.

- Internal Centres
- All internal UNSW Centre and Institutes must adhere to the UNSW Website Brand Guidelines;
  - The name object in the top left of the banner must include the UNSW Master Brand logo and the Centre/Institute name in text;
  - Global header and footer templates are available by DEx request form.



- External Centres
- If the Centre or Institute is not fully governed by UNSW and has a logo it may used underneath the navigation menu;
  - When used in conjunction with the UNSW Master Brand logo they must not exceed the size of, or overshadow it visually. The size of the logo should not exceed either 191px wide maximum or 70px high maximum;
  - Global header and footer templates are available by DEx request form.

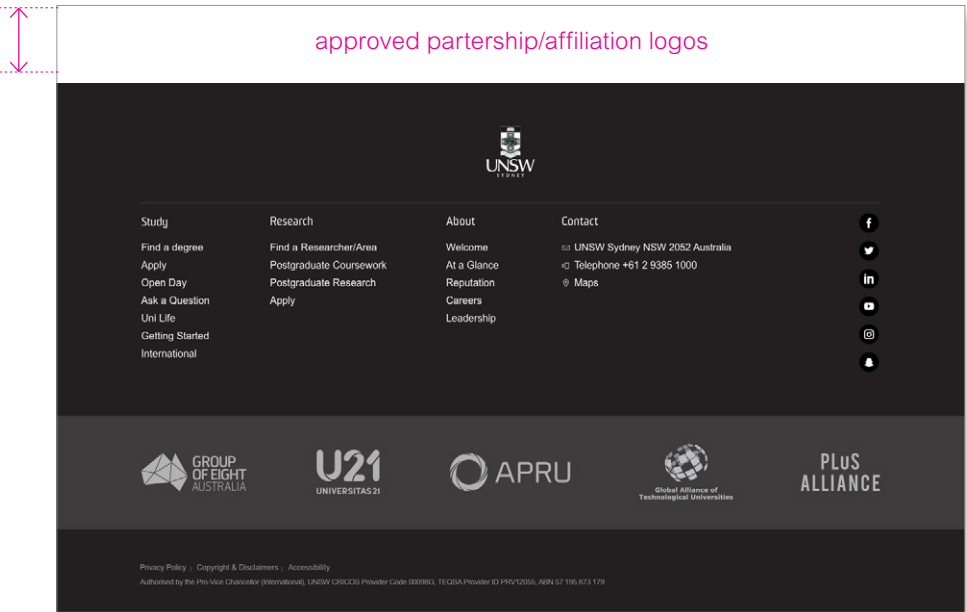


## Logo lock ups

Logo lock ups such as research centre and institute logos, may be used. However, the UNSW Brand Guidelines are to be adhered to for each medium.

- Approved logo lock ups may be placed anywhere below the global navigation bar and above the global footer on all UNSW websites;
- The logo must not exceed the size of the UNSW Master Brand logo or overshadow it visually;
- All logo lock ups featured on UNSW websites must have an approved partnership/affiliation with the owner of the website;
- Where space is limited to one logo, the UNSW Master Brand logo must be used.

### Example location



## Society websites

Any use of the UNSW name or logos require approval in writing from Creative Services.

### Must use full UNSW Brand see school website Brand rules:

- If using a .unsw.edu.au domain name;
- Use UNSW in their official name.

### Exempt from UNSW Brand:

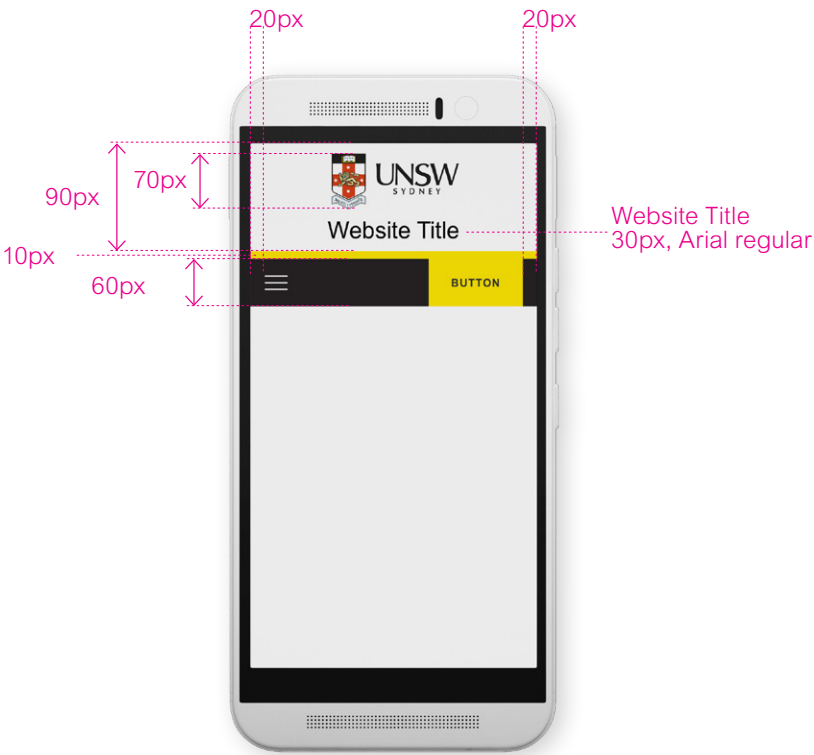
- If using a non UNSW domain name;
- Must use the words "Proudly supported by UNSW Sydney".

## Mobile

### Mobile website header

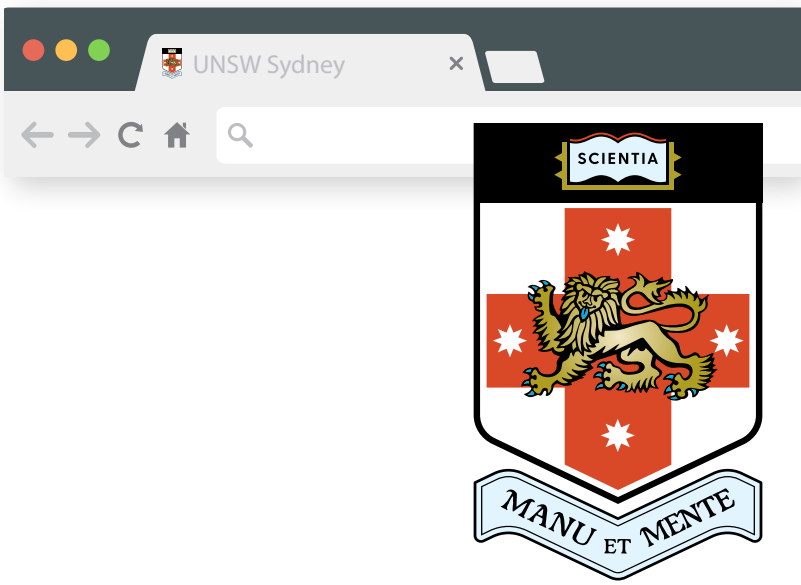
Banner:

- UNSW Master Brand logo is 70px high with 10px padding above and below;
- Site title - Arial - regular, 30px recommended if size permits with 10px padding below.



## Favicon and shortcut icon

Icon sets available by DEx request.



# APPENDIX

## *Other resources*

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[Alternate Brand Applications - unsw.to/alternatebrand](https://unsw.to/alternatebrand)

[Approvals - brand.unsw.edu.au/contact-us](https://brand.unsw.edu.au/contact-us)

[ARC Sports Uniform Style guide - unsw.to/arcsportsuniform](https://unsw.to/arcsportsuniform)

[Brand Assistant - brand.unsw.edu.au/contact-us](https://brand.unsw.edu.au/contact-us)

[Brand eLearning - unsw.to/brandelearning](https://unsw.to/brandelearning)

[Brand Guidelines - unsw.to/brand](https://unsw.to/brand)

[Brand Website - brand.unsw.edu.au](https://brand.unsw.edu.au)

[Business/AGSM brand guide - brand.business.unsw.edu.au](https://brand.business.unsw.edu.au)

[DEx Request Form - dex.unsw.edu.au](https://dex.unsw.edu.au)

[Events Toolkit - brand.unsw.edu.au](https://brand.unsw.edu.au)

[FAQ - brand.unsw.edu.au/faq](https://brand.unsw.edu.au/faq)

[Faculty of Medicine brand guide - unsw.to/medicineguide](https://unsw.to/medicineguide)

[Signage guide - unsw.to/signageguide](https://unsw.to/signageguide)

[Writing Style guide - brand.unsw.edu.au/download](https://brand.unsw.edu.au/download)

[Fitness & Aquatic Centre brand guide](#)

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Global Profile & Reputation Unit  
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