

## Overview

From the week of **16 January 2017**, the University's brand will be refreshed. New elements will be introduced to enhance the brand and increase design flexibility, whilst retaining the brand equity of elements such as the University crest and the yellow brand colour.

Our brand guidelines will be updated to support this change to the University's branding. The full suite of updated branding templates and guidelines will be updated during 2017 and will be made available via myUNSW.

In the interim, please use this Starter Kit as a guide to the brand update. This document is confidential to UNSW staff.

## What's changed?

- **University name**

The University's name will change from 'UNSW Australia' to 'UNSW Sydney' and 'UNSW Canberra'. The name change reinforces the University's city locations in iconic Sydney and our national capital, Canberra

The first mention of the University in communication must be 'UNSW Sydney'. Subsequent mentions must be 'UNSW'.

If necessary to ensure recognition, the first mention in formal communications may be 'UNSW Sydney (The University of New South Wales)'. Subsequent mentions must be 'UNSW'.

- **Logo**

The University logo has been updated to reflect the brand refresh. The University logo is composed of a refined University crest, 'UNSW' type and 'Sydney' location. The portrait version of this logo is the preferred usage.

- **Sub-logos**

A UNSW Canberra specific logo; composed of the refined University crest, 'UNSW' type and 'Canberra' location is also being introduced. The portrait version of this logo is the preferred usage.

The UNSW Business School logo has been updated, removing the 'Australia' location to reflect the University brand refresh. The landscape version of this logo is the current preferred usage.

The UNSW Global logo has also been updated to incorporate the refined University crest and removal of the 'Australia' location below the crest.

No other versions of the University logo, other than those noted above should be used.

## What's changed? (continued)

- **Tagline**

The University's new tagline is:  
"Australia's Global University".

The tagline can only be used in conjunction with the UNSW 'yellow flag' lock-up. The new tagline aligns the University brand with our 2025 strategic positioning.

- **Yellow band device replaced by a shorter yellow flag device**

To provide a more modern and dynamic look and feel, the full yellow band system has been retired. In its place, a shorter and more flexible 'yellow flag' device has been introduced. The 'yellow flag' consists of a specific University logo and tagline lock-up placed within a yellow rectangle. The 'yellow flag' device should be used exactly as provided by Marketing Services and no customisation of this element should be attempted.

- **Removal of sub-band and arrow system**

The sub-band and arrow system has been removed to provide greater design flexibility and increased use of space for images and marketing messages.

- **Amendments to the UNSW crest**

Minor amendments have been made to our crest to improve legibility.

- **Amendments to the UNSW yellow**

The UNSW coated yellow and web yellow have been altered to achieve consistency across print and digital formats. There are no changes to the existing Faculty colours.

- **Typefaces updated**

There are no changes to the usage guidelines for existing Sommet and Arial fonts. However, for greater ease of use, the Powerpoint template has been updated to incorporate Arial font only.

Example:



New yellow:



## What is the timeframe for these changes?

To minimise transition costs, we are adopting an 'evolutionary' approach to phasing in the new branding:

- Primary UNSW websites and social media**  
 During the week of **16 January 2017**, key digital communications channels including UNSW website home pages, Faculty home pages and main UNSW social media channels will be updated with the new logos.
- Email signatures**  
 All UNSW staff are requested to update their email signatures as soon as possible after **16 January 2017**.
- Secondary UNSW websites and social media**  
 Remaining sections of the UNSW website and social media channels will be gradually updated with the new branding by March 2017. If you manage a website or social media channel, please contact Marketing Services to request your updated profile image.
- UNSW collateral and print materials, signage, stationery etc.**  
 The updated branding should be applied to any new collateral and printed materials from **16 January 2017**.

Existing collateral and print materials should be updated as they are replenished – it is not necessary to reprint any materials solely to reflect the new branding.

	What is changing	When	Responsibility
<b>Primary UNSW websites – home page, Faculty landing pages, student recruitment pages and other high traffic pages</b>	Replace UNSW Australia logo with UNSW Sydney logo – refer to “Website headers” section.	<b>Week of 16 January 2017</b>	Central Web Unit  Marketing Services Individual Faculties/ Units
<b>Primary social media channels – UNSW main social media channels</b>	Replace UNSW Australia profile pic with UNSW Sydney profile pic	<b>Week of 16 January 2017</b>	Marketing Services
<b>Primary social media channels – Top 15 UNSW social media channels managed by Faculties and Schools</b>	Replace UNSW Australia profile pic with UNSW Sydney/ Faculty/ School/ Unit profile pic	<b>Week of 16 January 2017</b>	Marketing Services will liaise with owners of these channels
<b>Email signatures</b>	New email signature structure incorporating updated University name - refer to page 7	<b>From Week of 16 January 2017</b>	All UNSW staff to update their email signatures
<b>Secondary UNSW websites and social media channels</b>	Replace UNSW Australia profile pic with UNSW Sydney/ Faculty/ School/ Unit profile pic	Completed by <b>March 2017</b>	Channel administrators – please contact Marketing Services to request your updated profile pic
<b>UNSW collateral and print materials</b>	Apply updated branding	As materials come up for renewal	All UNSW staff

# Using the new and updated brand elements

## Website headers

Formats:  
PNG

To comply with the brand refresh, current UNSW websites should:

1. Replace the UNSW Australia logo image in the header with the new UNSW Sydney logo image.
  - UNSW Canberra websites should utilise the new UNSW Canberra logo
  - UNSW Global websites should utilise the new UNSW Global logo
  - UNSW Business School websites should utilise the new UNSW Business School logo
2. Remove the pipe “|” character/image (currently placed between the UNSW logo and the Site name). The area previously where the pipe was should simply be white-space.

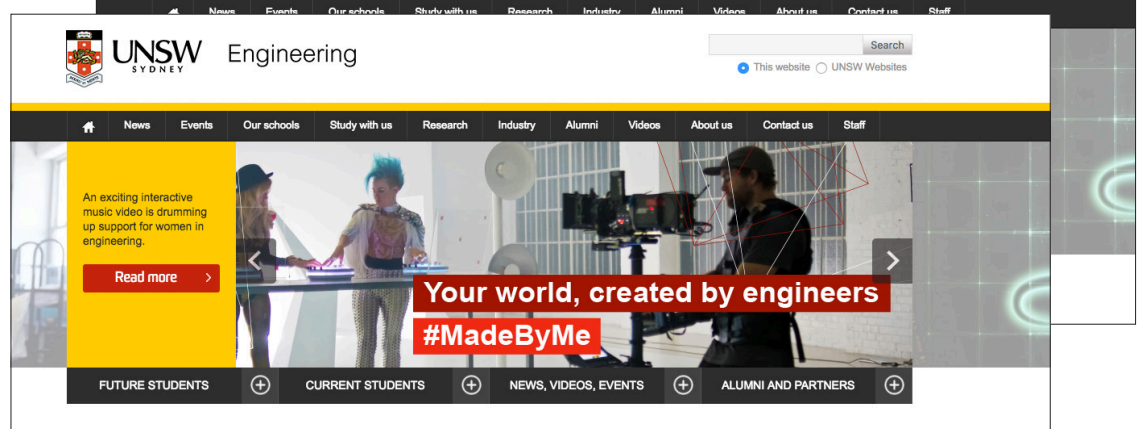
Guidelines and placement for the Site name in the header remains the same, with no changes. Please contact the Central Web Unit via email [web@unsw.edu.au](mailto:web@unsw.edu.au) for any clarifications.

Below is an example of the Website header change on the UNSW Engineering website.

*Previous*



*Updated*



## Email Newsletter Header (Mailchimp)

Formats:  
Photoshop, PNG, JPG  
600px w x 120px h



**Formats:**  
MS Word



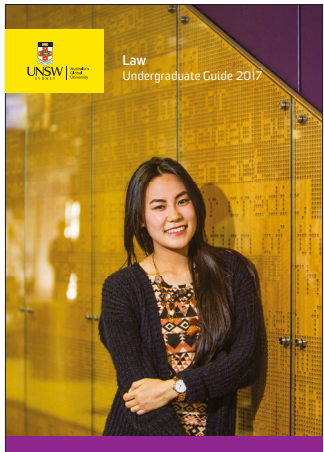
### Formats:

# InDesign

Designer use for  
posters, invitations,  
flyers, covers,  
advertising

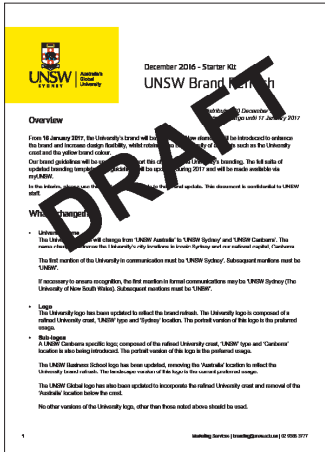
**MS Word:**

Internal documents,  
forms

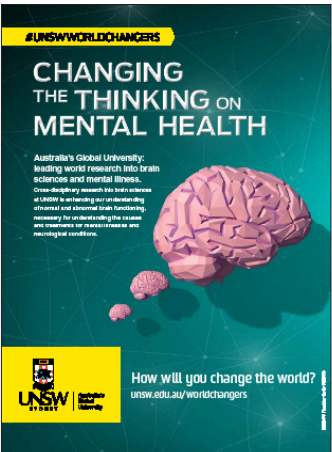


*with optional Faculty colour strip  
for internal documents*

*Internal document*



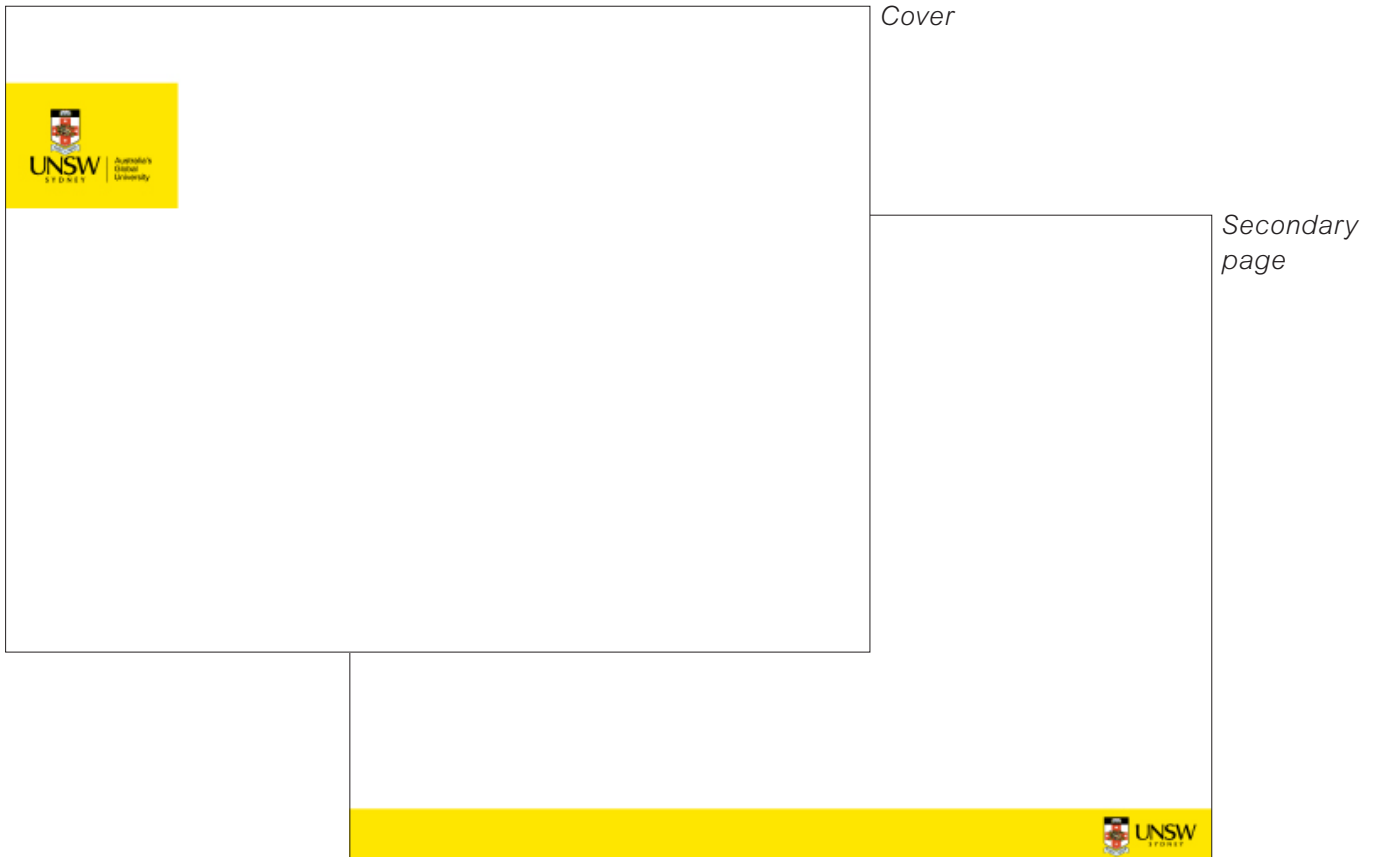
## Advertisement



## PowerPoint

### Formats: 4x3

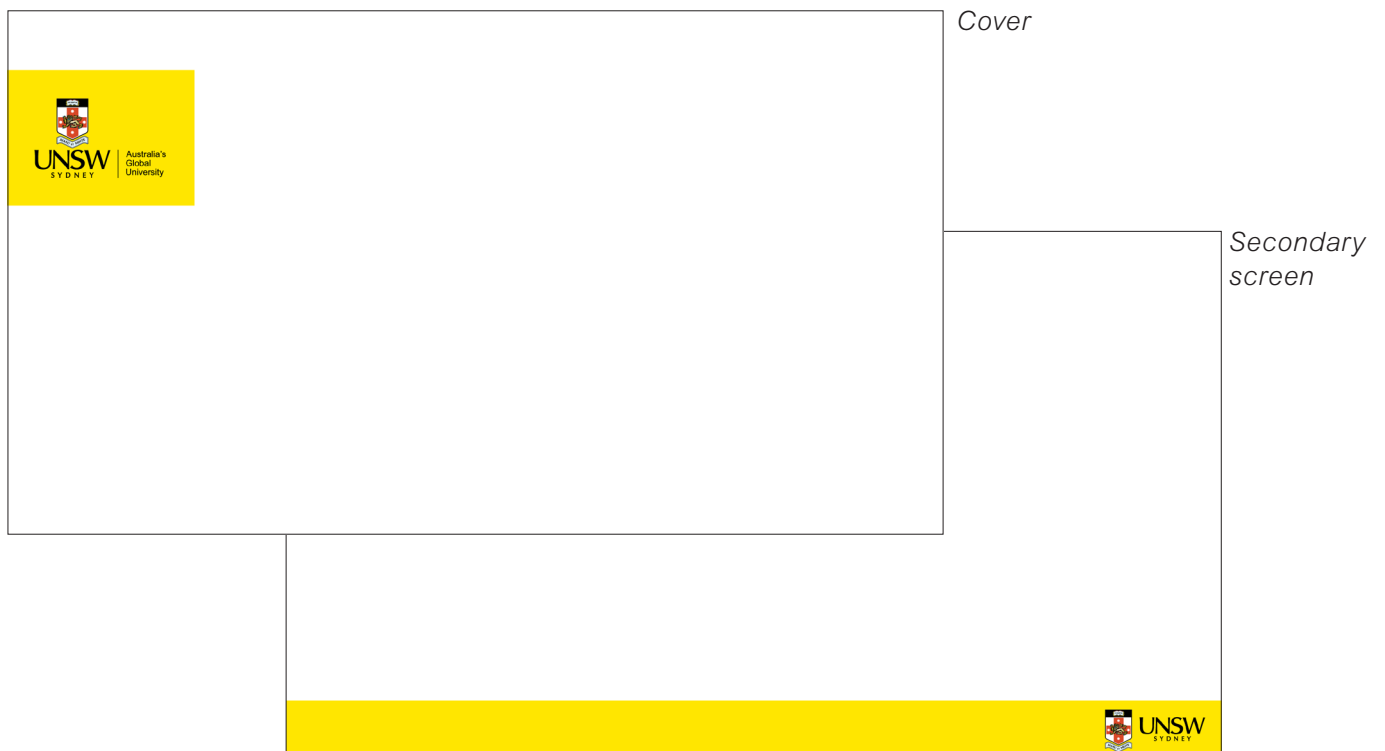
Presentations, research posters



## PowerPoint

### Formats: 16:9

TV/LCD screens



## Social Media

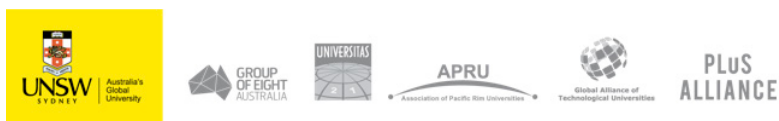


## Email Signature

Please update your email signature from **16 January 2017** using the structure below:

*Option 1:*

Your full name  
Your title, department/unit  
  
UNSW Sydney  
NSW 2052 Australia  
T: +61 (2) 9385 xxxx  
F+ +61 (2) 9385 xxxx  
E: yourname@unsw.edu.au  
W: unsw.edu.au  
CRICOS Provider Code 00098G



*Option 2:*

Your full name  
Your title, department/unit  
  
UNSW Sydney  
NSW 2052 Australia  
T: +61 (2) 9385 xxxx  
F+ +61 (2) 9385 xxxx  
E: yourname@unsw.edu.au  
W: unsw.edu.au  
CRICOS Provider Code 00098G



*space for additional imagery or text*

## Further questions

Please contact Marketing Services if you have any questions or need further information.

Information is correct at time of distribution but is subject to change.