



# Brand Fast Facts December 2013

Never Stand Still



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# The UNSW Australia brand

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Dear colleagues,

Each of us at UNSW Australia has a part to play in protecting, maintaining and projecting our brand. It is imperative that we share a unified understanding of who we are and what we stand for, to build and enhance our reputation.

This booklet gives an overview of the key mandatory components of the UNSW brand. It explains how we can represent our brand in our overall look, what we say and how we say it.

Thank you for your continued support.

A handwritten signature in black ink, reading 'F.G. Hilmer'.

**Frederick G Hilmer, AO**  
President and Vice-Chancellor

**Please ensure that you always reference the latest branding templates and information available in the *UNSW Branding Requirements* section online at myUNSW (staff log-in required).**

**Under no circumstances will a departure from the branding requirements standards be permitted without written approval from Marketing Services.**

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## UNSW Australia name

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The first mention of the University in any communication internationally must be 'UNSW Australia'. If necessary to ensure recognition, this first mention may be 'UNSW Australia (The University of New South Wales)'. Subsequent mentions internationally must then be 'UNSW'.

Domestically, either 'UNSW Australia' or 'UNSW' as the first mention will be acceptable. If necessary to ensure recognition, this first mention may be followed by '(The University of New South Wales)'. Subsequent mentions domestically must then be 'UNSW'.

In formal communications the University is NOT to be referred to as:

- The University of New South Wales (except to qualify who we are)
- The University of NSW
- University of New South Wales
- or any other derivative.

This referencing of the University reflects the updated UNSW Australia logo.



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## UNSW Australia logo

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Our logo represents decades of brand equity and has been subtly updated and enhanced over the years. **The logo is not to be altered in anyway** and no elements are to be used individually, i.e. do not use the crest or 'UNSW' alone.

The UNSW logo must sit within the band system. As such, its size is determined by the brand structure and is re-sized proportionally depending on the size of the communication piece you are creating.

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

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Portrait colour logo



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Landscape colour logo



For circumstances in which the logo will appear outside of the band system and for other versions of the UNSW logo and sizing requirements, please refer to the *UNSW Branding Requirements* on myUNSW.

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# UNSW Faculty and campus names

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## Formal Faculty names

- Must be used on any 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
- Have official status and any variations must be approved by the UNSW Council.

Australian School of Business  
College of Fine Arts (COFA)  
Faculty of Arts and Social Sciences  
Faculty of Built Environment  
Faculty of Engineering  
Faculty of Law  
Faculty of Medicine  
Faculty of Science  
UNSW Canberra at the Australian  
Defence Force Academy

## Informal Faculty names

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

UNSW Business  
UNSW COFA  
UNSW Arts and Social Sciences  
UNSW Built Environment  
UNSW Engineering  
UNSW Law  
UNSW Medicine  
UNSW Science  
UNSW Canberra at ADFA

## Campus names

- A consistent approach is required to referencing our campuses so that we reinforce quite clearly the location of our campuses.

UNSW Kensington  
UNSW Paddington  
UNSW Canberra at ADFA

For any other referencing please contact Marketing Services

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## Visual branding - the design elements

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These are the core mandatory components that make up the visual UNSW brand.



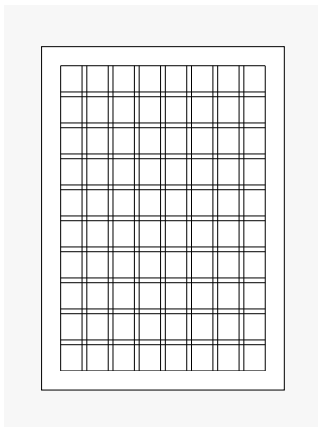
Logo



Tagline



Colour and band system



Structure



Typeface

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## Sub-logos

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If you want to create a sub-logo you must contact Marketing Services for assistance and for written approval prior to creation. Sub-logos will only be approved in cases where deemed appropriate - not all sub-logos will be approved.

Faculty and School sub-logos can only be used on merchandise and web pages.

### These logos:

- **are not to be used in the yellow band**
- **are not to be used when the UNSW logo is present**
- **should never be independently created**
- **are available from Marketing Services.**

Landscape  
logo 1 line of  
type



### Other sub-logos

Other sub-logos such as the example below may be used; **however they must be placed outside of the yellow band.** When used in conjunction with the UNSW logo they must not exceed the size of, or overshadow it visually.



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## Our tagline - Never Stand Still

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'Never Stand Still' represents a sense of excitement, energy and progress and implies aspiration and ambition to succeed.

Our tagline seeks to define the shared aspiration of the University to be relevant, progressive and engaged. The underpinning philosophy is that it reflects an individual's pursuit of progress and opportunity.

It is important to reiterate our tagline and UNSW philosophy where possible.

Never Stand Still must always appear in the first tab of the band system and it can never be replaced with any other text.

The tagline must be used in all circumstances when the brand is displayed.





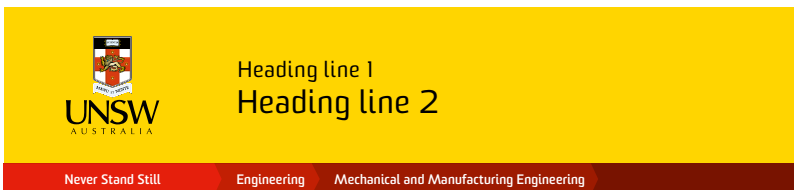
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# Band system

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**The band system including the logo and tagline must be used on the front page of all print materials and applied to all advertising.**

- The University and central units use the yellow tabs with black writing.
- Each faculty is represented by a specific colour with white writing in the sub-brand to ensure distinction.
- The *UNSW Branding Requirements* explain the colours and gradients for each of the faculties.
- The tab arrowheads suggest progression and are 25 degree angles.
- There are no more than three tabs and each must end with an arrow.
- Headings must always be left aligned.
- They may be placed anywhere vertically within the yellow band, as long as they do not sit above or below the alignment of the logo.
- Headings can be bold or italic but not both (i.e. bold and italic used simultaneously).
- Do not use more than two sizes of font in the band.



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# Colour and structure

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## Colour

One of the most identifiable elements of our brand is the use of colour.

For all communication except those in greyscale, yellow (specifically C0 M15 Y100 K0; R255 G215 B0) is the colour for the primary band. **No other colour can be used for the primary band.**

### Coated Pantone 116C

C 0	R 255
M 15	G 215
Y 100	B 0
K 0	#FFD700

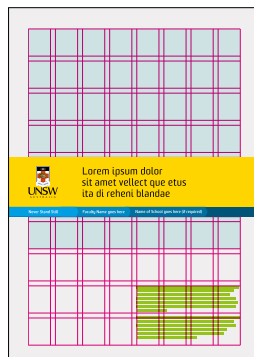
### Uncoated Pantone 108U

C 0
M 5
Y 100
K 0

## Structure

The structure underpins the way the visual brand elements are brought together to create a piece of communication. When measurements are used accurately, all the elements have a purposeful hierarchy. These are the standards that must be complied with when constructing the front page of print material.

### Portrait



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# Typeface

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The UNSW fonts are Sommet and Arial.

## **No other typefaces are permitted.**

Sommet is a sans-serif typeface and must be used in the band and for all headings and subheadings. It may be used sparingly in the body text to give emphasis to captions or quotes.

Sommet is available to download via myUNSW for non-SOE users.


Sommet light	abcdefghijklmnopqrstuvwxyz
Sommet regular	<b>abcdefghijklmnopqrstuvwxyz</b>
Sommet bold	<b>abcdefghijklmnopqrstuvwxyz</b>

Arial compliments Sommet and must be used for body text.

Only when Sommet is unavailable should Arial be used in the band and as the title font. The use of Arial is otherwise restricted to body copy only.

Arial light	abcdefghijklmnopqrstuvwxyz
Arial regular	<b>abcdefghijklmnopqrstuvwxyz</b>
Arial bold	<b>abcdefghijklmnopqrstuvwxyz</b>

The Sommet ampersand has been modified from its original form to enhance legibility. The adapted ampersand version is available for designer use and downloadable from myUNSW. If you cannot download the ampersand simply use the word 'and'.

Default		Adapted	
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For more information on typefaces please refer to the *UNSW Branding Requirements* on myUNSW.

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# Templates and CRICOS Provider Code

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## Stationery

There are set templates for corporate stationery that must be adhered to. The templates may not be altered in any way and follow a strict layout to ensure consistency across the University.

- Letterhead templates are available on myUNSW.
- Envelopes, compliment slips, business card templates are only available through P3. Visit [p3.unsw.edu.au](http://p3.unsw.edu.au)

## Email signatures

Consistent email signatures assist in establishing a brand. All UNSW staff must utilise the template available in the *UNSW Branding Requirements* on myUNSW.

## PowerPoint

Central and Faculty PowerPoint presentation templates are available from myUNSW. Two PowerPoint versions are available. Version 1 includes our title font Sommet. Version 2 incorporates Arial which is only to be used for presentations on external computers to avoid font corruption.

## CRICOS Provider Code

The University's CRICOS Provider Code is required to be on all publications and communication materials that are targeted to, or likely to be seen by, potential overseas students. The number represents our status as an approved supplier of higher education within Australia. It does not need to be larger than 6 point type but should be legible and easily seen.

CRICOS Provider Code 00098G

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# Online and Multimedia

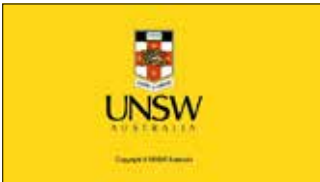
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## UNSW Websites

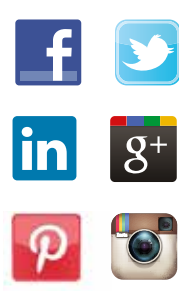
All corporate, faculty, research centre, administrative and service unit sites should be on brand.

Please contact the Central Web Unit in the first instance: [web@unsw.edu.au](mailto:web@unsw.edu.au).



## UNSW Multimedia

The guidelines apply to all new and reworked content identified as UNSW, which is to be used on any public-facing medium.



## UNSW Social Media and mobile

It is important to use consistent branding; colours, images, profile names and tone of voice across all platforms and to ensure fonts, graphics and images comply with the *UNSW Branding Requirements*.

For the guidelines in full, please refer to the *UNSW Branding Requirements* on myUNSW.

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## Our tone of voice

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The language we use is the voice of our brand and it should reflect the philosophy, personality and values that underpin UNSW. Our character traits are **brave, influential and inspiring**.

While the UNSW tone of voice does not apply to academic writing, prescribed reporting formats, business to business communications or news articles, it is to be used for most other communications. Our defined character traits may be used at different 'volumes' depending on the circumstances and audience.

Writing in the UNSW tone of voice provides consistency across our many different platforms and having a strong voice gets attention and helps us make every word count.

### Brave

**This means:** We're positively provocative; shaking up the university sector with our vibrant love of discovery and constant questioning. We're dynamic, curious and passionate about delivering world-class results. We push boundaries where relevant, in an authentic quest to be the very best.

**This doesn't mean:** We're waiting to see what everyone else does first.

**Demonstrating this:** **Instead of saying...** 'UNSW is one of Australia's leading research and teaching universities and the university of choice for more than 52,500 students from around the world.'



**We might say...** 'Where ordinary stops, UNSW starts. We're not just one of the best universities in Australia – we're renowned across the world for our teaching and cutting edge research.'

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## Our tone of voice

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### Influential

**This means:** We are not afraid to back up our bold stance with rigorous and progressive opinions. We don't talk about 'being influential' – our work proves it. We are never pushy or in-your-face about our knowledge, we want to share it in a way that is universally enlightening.

**This doesn't mean:** We're afraid to have a more interesting point of view.

**Demonstrating this:** **Instead of saying...** 'Postgraduate research candidates undertake research through supervision to produce a thesis or other piece of written or creative work.'



**We might say...** 'As a Postgraduate, your thinking will be shaped by some of Australia's leading researchers and academics – resulting in an original, rigorously sound thesis, written or creative work.'

### Inspiring

**This means:** We want everyone who encounters UNSW to come away feeling inspired, excited or engaged. We are confident and excited about our collective futures – and you should feel that every time you come across something we've written.

**This doesn't mean:** We act, think or talk like a regular university.

**Demonstrating this:** **Instead of saying...** 'We are responsible for the identification, establishment and effective management of Australian and international research partnerships with industry, governments and affiliated institutions.'



**We might say...** 'Our world-class research partnerships have already changed society for the better. We work across a wide range of industries, governments, and affiliated institutions. Imagine what you could achieve with us on your side?'

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## Our writing principles

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### **Get straight to the point**

Recognise your readers are all time-poor; keep it short.

### **Write like you speak**

Don't use overly technical or 'business' buzzwords to get a point across. Keep it simple, clear and empathetic. If you wouldn't say it, why write it?

### **Say something new**

Forget tired clichés and cut and paste quick fixes. Try and say something new every time (or at least, say old things in a new way).

### **Make it meaningful**

Don't just write about how great we are; show a truly global perspective wherever you can and ask yourself, 'What's in this for my readers? How does this benefit them? Have I shown a moment of real insight here?'.

### **Be confident**

We're one of the best universities in Australia, while we should never be arrogant about it – we can celebrate and share this!



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# Style guide

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Like all our communications, the writing we produce should reflect our brand personality and help form a consistent opinion in the minds of our target markets.

Everything, from everyday letters and emails to wide-reaching advertising campaigns, contribute to building a strong brand – one that is easily identifiable, is memorable and sets us apart from our competitors.

It is important that communications from UNSW are consistent in style and application. This guide provides a consistent approach to writing for everyone representing UNSW to adopt. It explains, amongst other things:

- how we speak to our audiences in an active voice and write in the first person
- the correct use of salutations, names and titles, post-nominals and qualifications, awards and honours
- how to present bullet points and lists
- that in printed material, our URL should be stated without the www (unless the webpage doesn't work without it)
- when to use upper and lower case letters, italics, bold etc
- the correct spelling of commonly misspelt words.

The *UNSW Writing Style Guide* and information on visual accessibility are available in the Branding section on myUNSW.

# Co-branding

- All UNSW faculties, schools, departments, units, institutes and centres that are fully governed by UNSW must observe the *UNSW Branding Requirements*.
- Partner logos may be used, however they **must be placed outside of the yellow band**. When used in conjunction with the UNSW logo they must not exceed the size of, or overshadow it visually.
- For external centres (including multi-noded centres, centres with multiple partners and centres established through external programs such as ARC Centres of Excellence, Cooperative Research Centres and NHMRC Centres of Research Excellence) these branding requirements are not mandatory. However it is recommended they are utilised when appropriate.
- If the external centre is led by UNSW or located at UNSW, it should be the lead brand e.g. first logo appearing and primary presence in body text or imagery.
- Appropriate UNSW logo usage for external centres is governed by these branding requirements.

For further queries please contact Marketing Services.

## Internal centre example

### On brand



### Off brand



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## Available to download

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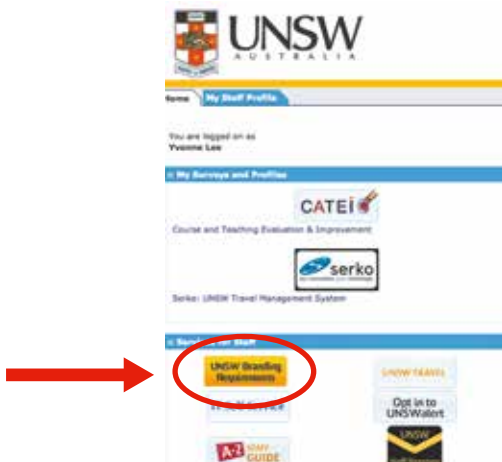
The branding section on myUNSW contains the following for you to download:

- UNSW logos
- partner logos
- fonts
- Word and PowerPoint templates for each faculty
- research poster templates
- InDesign templates
- eNewsletters.

The branding section on myUNSW also contains the following documents for further information:

- *The UNSW Branding Requirements*
- *Writing Style Guide*
- *Website Branding Guidelines* and *Website Policy*
- *Social Media and Mobile Applications Guidelines.*

Brand workshops are held on a regular basis or can be organised for larger university groups.



Marketing Services within the Division of Advancement, is the University's central marketing unit. We undertake:

- brand management
- market research
- corporate advertising
- marketing consultancy
- media buying
- graphic design
- social media marketing
- event marketing
- community engagement
- coordination of the uni-wide marketing group.

**Contact:**

Marketing Services  
[branding@unsw.edu.au](mailto:branding@unsw.edu.au)  
(02) 9385 3777

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