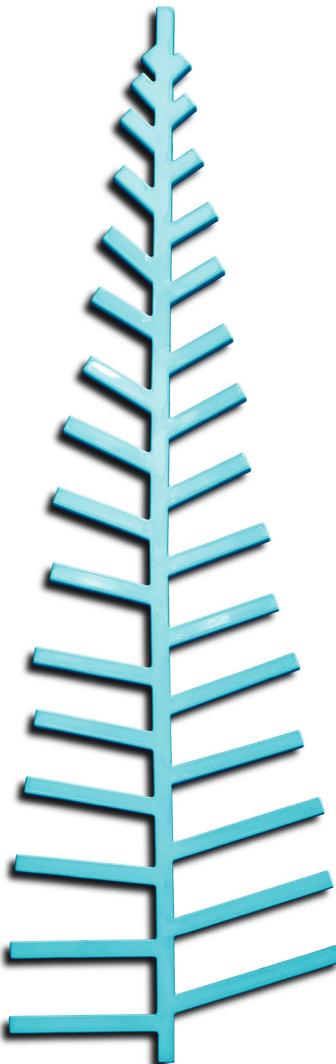




AUT BRAND GUIDELINES  
/ OCTOBER 2012





## **AUT University Brand Manual /** **Introduction**

The AUT brand. It represents one of the New Zealand's newest and contemporary Universities. It's also a brand that has grown in value over the past century through its graduates and the role it plays in New Zealand's overall position in the global marketplace. That's why it's important we work hard to protect and promote the AUT brand as we look towards the future.

These guidelines are designed to give you the tools you need to properly navigate and use the AUT Brand identity.

This is not an exhaustive manual so if you have any questions or need guidance, please contact the AUT University Marketing Team on +64 9 921 9435

**Logo**  
/  
**Basics**



The AUT University logo is a core component of the University's brand. The consistent application of the logo builds a clear visual image of our brand over time.

These rules have been kept to a minimum to allow reasonable flexibility in the way AUT's logo is used. Please respect that. The logos in the guidelines are examples only.

Please ensure that these guidelines are followed and a draft including logo is forwarded to Marketing for sign off. If you are unsure of any detail or situation regarding how to use the logo, please contact Marketing, on +64 9 921 9435

## Logo / Logo & Variations.



WORDMARK

DESCRIPTOR

### The AUT University Logo

This is the current version of the AUT University logo. The logo must not be recreated. It must only be reproduced from master electronic artwork.

The relationship between the AUT wordmark and descriptor line must not be altered in any way, in any circumstance.

### Logo Variations

#### Option 1:

AUT Wordmark. The AUT logo may be used in wordmark form without the descriptor, in circumstances where the descriptor would be too small for legibility.

#### Option 2:

AUT University Logo with Māori Descriptor. The AUT logo may also be used with the Māori descriptor if required.

Never use italic type with the AUT logo.



AUT UNIVERSITY LOGO

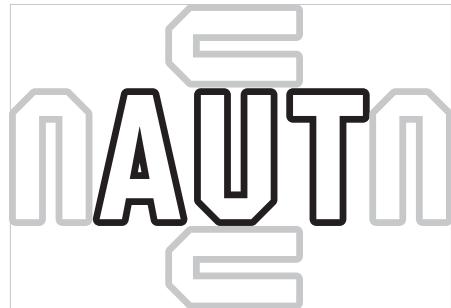


**Logo  
/  
Minimum Clear Space**

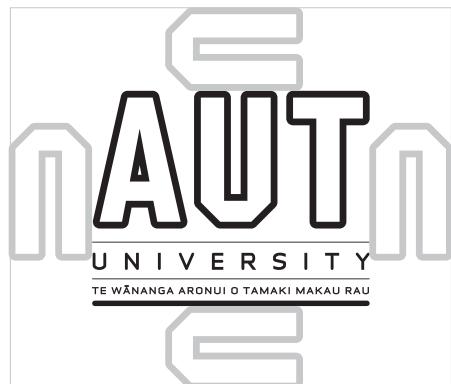
To obtain an accurate clear space around the logo, use the width of the letter U in AUT as shown.

This is a proportional measurement.

AUT WORDMARK



LOGO WITH  
MAORI DESCRIPTOR



AUT UNIVERSITY LOGO



^  
20mm  
v

AUT WORDMARK



^  
12mm  
v

LOGO WITH  
MAORI DESCRIPTOR



^  
40mm  
v

## Logo / Minimum Size

The AUT University logo should be produced no smaller than 20mm in height. This ensures we always have a legible presence, and safeguards any deterioration of our logo.

In situations where the logo needs to be produced smaller than 20mm in height, use the Wordmark version of the logo. In this case, the Wordmark should be produced no smaller than 12mm in height.

The AUT University logo with Māori descriptor should only be used in circumstances where the size of the logo meets minimum requirements. The size of the logo needs to be large enough to read the descriptor in its entirety. It must be no smaller than 40mm in height.

Printing quality will impact ability to read smaller font sizes. Please ensure you apply minimum size and check proof of work before printing proceeds.

If there is a need to use the logo below minimum guidelines, this needs to be discussed and authorised by Marketing.



## International Logo / Form & Usage

This variation of the AUT University logo is only to be used for international marketing. The logo must not be recreated, or altered in any way, in any circumstance. It must only be reproduced from master electronic artwork.

The logo must always be white with a black outline when sitting against colours, and black with a white outline when sitting against black.

### Minimum Size

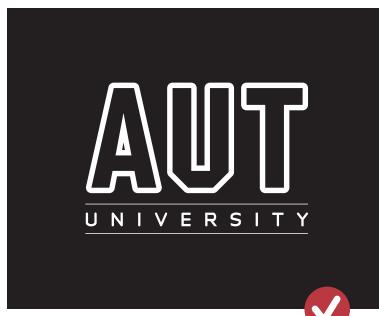
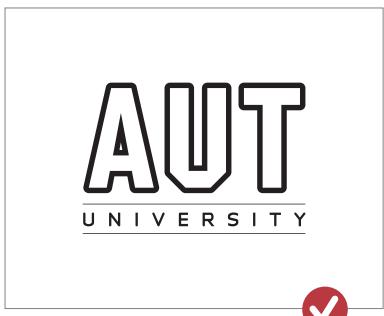
The AUT International logo must be used no smaller than 30mm in height. For special cases where minimum requirements are not possible, please contact International Marketing to discuss.

### Minimum Clear Space

To obtain an accurate clear space around the logo, use the width of the letter 'U' in 'AUT' as shown. This is a proportional measurement.

Contact AUT International Marketing on +64 9 921 9881 or email [pmiller@aut.ac.nz](mailto:pmiller@aut.ac.nz)

## **Logo / Correct Application**

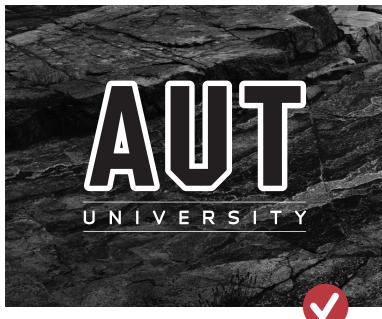


The logo can be transparent when sitting on a white, black, grey texture, light grey or coloured background.

You can use either a black outline or white outline depending on which version is more legible.



## **Logo / Correct Application on Images**



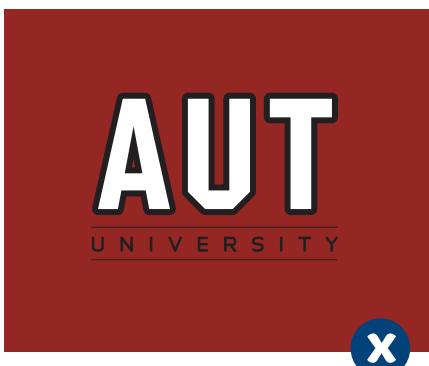
When sitting on a coloured image, the logo can either be white with a black outline or black with a white outline, depending on which version is more legible.

The logo should never be transparent over a coloured image.

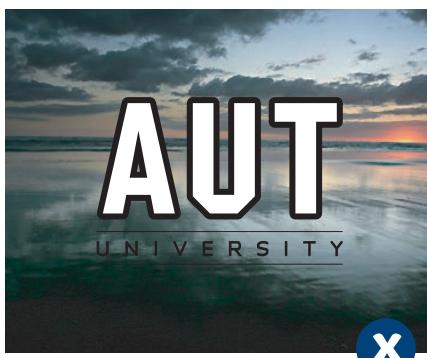
A



B



C



D



## Logo / Incorrect Application

The AUT logo must not be altered.

A

Always ensure all elements of the logo are clearly legible.  
Don't use the logo too small (example A).

B&C

Avoid using the logo against backgrounds which clash (example B) or are too busy, making the logo difficult to read (example C).

D

Do not add text to the logo (example D). The logo must not have any additional text added to the base or the side.

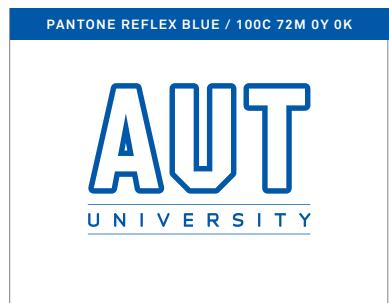


**Logo**  
/  
**Colour**

The AUT logo is only to be rendered in white when on a dark colour and black when on light colours.

Do not colour or shade the logo in any other way.

An exception to this is for AUT Merchandise, where a blue version of the logo can be used. Refer to the separate Merchandise Brand Guidelines for more information.





The university for  
the changing world

**Logo**  
/  
**Tagline**

In AUT advertisements as well as other major communications, the AUT logo is to be used with the 'The university for the changing world' tagline.

If you are unsure as to whether you should use the tagline version of the logo or not, contact Marketing on +64 9 921 9435.



The university for the changing world



The university for the changing world

AUT University  
/  
Typeface



INFINITY MEDIUM

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**Type**  
/  
**Headline Font**

The font to use for creating headlines or titles for AUT University is called Infinity. This font should be used across all marketing promotional material, print material and online.

You can use Infinity in either Bold or Medium weight.

**Māori**

The Infinity type family has a Māori set, this needs to be used for any instances where the Māori language appears.

Contact AUT Marketing on +64 9 921 9435 if you cannot service this font.

INFINITY BOLD

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

AKKURAT MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**Type**  
/  
**Body Font**

The font to use for displaying body copy, sub headings or anything at a smaller point size for AUT University is called Akkurat. This font should be used across all marketing promotional material.

You can use Akkurat in either Bold or Medium weight.

Akkurat is to be used for body copy and AUT Publications, if you're wanting to use it for any other application check first with Marketing on +64 9 921 9435.

**Māori**

The Akkurat type family has a version with macrons to be used for any instances where the Māori language appears. These macrons can be found under the font 'glyphs'.

Contact AUT Marketing on +64 9 921 9435 if you cannot service this font.

AKKURAT BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## **Brand / Preferred Suppliers**



AUT has service level agreements with preferred suppliers who will ensure consistency and correct application of the branding in all situations. For promotional activities, the approved suppliers are as follows:

**AUT Marketing**  
Phone: (09) 921 9435

**Consortium**  
Branding, Advertising, & Strategy Development  
Contact: Prue Warren  
Phone: (09) 302 2788

**Image-Centre Group**  
Print and Design Services  
Contact: Nikki-Lee Mark  
Phone: (09) 361 2949

**Printsprint**  
Print and Design Services  
Contact: Gabriel Macdonald  
Phone: (09) 921 9999 extn 8970

For use of any other supplier, approval needs to be obtained from the AUT Marketing and proof of artwork signed off prior to production.

**AUT University**  
/  
**Sub-Brands**



## AUT Sub-Brands



The AUT sub-brand identities have been specifically created to replace the AUT logo on collateral and communications that relate directly to a faculty, school, or discipline area. Examples are illustrated here.

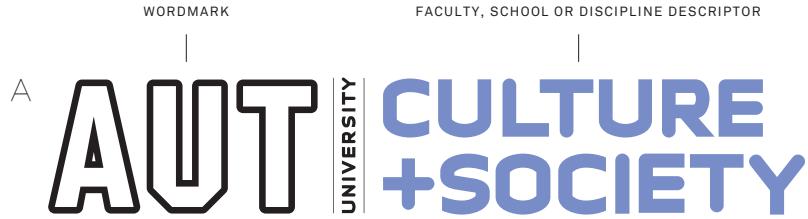
The sub-brands have been developed to acknowledge the importance of the family of entities within AUT. They have been developed to be clear and consistent whilst supporting first and foremost the AUT University brand and logo.

**These cannot be adapted or altered without prior approval by the Group Director of Marketing and Communications.** If you have any questions, please do not hesitate to contact Marketing on +64 9 921 9435.

Communications on behalf of AUT as a whole should use the main AUT logo.



**Sub-Brands**  
/  
**Elements**



The sub-brands consist of a customised AUT logo and the faculty, school, or discipline descriptor (A).

The AUT University logo must only be used in black or white when used with the sub-brand identities (B and C).

The consistent application of the sub-brands helps reinforce the public's perception of AUT.





AUT COMMUNICATIONS

AUT BUSINESS

AUT LAW

AUT SPORT+RECREATION

AUT EDUCATION

AUT TE ARA POUTAMA

AUT ART+DESIGN

AUT MBA

AUT HEALTH

AUT LANGUAGE+CULTURE

AUT ENGINEERING

AUT EXECUTIVE DEVELOPMENT

AUT SCIENCES

AUT SOCIAL SCIENCES

AUT DESIGN+CREATIVE TECHNOLOGIES

AUT OUTDOORS

AUT HOSPITALITY+TOURISM

AUT COMPUTING + MATHEMATICAL SCIENCES

AUT CREATIVE TECHNOLOGIES

#### AUT Faculty Sub-BRANDS

Examples of AUT sub-brands are shown here. A complete list of approved sub-brands is available from Marketing, phone +64 9 921 9435.

The AUT sub-brand identities are based on the six separate colours (see Colours section for more information).

These colours must never be altered without discussion with Marketing - contact +64 9 921 9435.

## AUT Non-Faculty Sub-Brands

Examples of AUT non-faculty sub-brands are shown opposite.  
For details of other non-faculty sub-brands, contact Marketing Services, on +64 9 921 9613.

PANTONE RED 194 / OC 91M 56Y 34K

PANTONE BLUE 072 / 100C 79M 0Y 0K



PANTONE GREEN 357 / 83C 40M 87Y 37K

PANTONE RED 485 / OC 95M 100Y 0K



PANTONE 151 / OC 48M 95Y 0K



**Sub-Brands**  
/  
**Minimum Size & Clear Space**



**Minimum Clear Space**

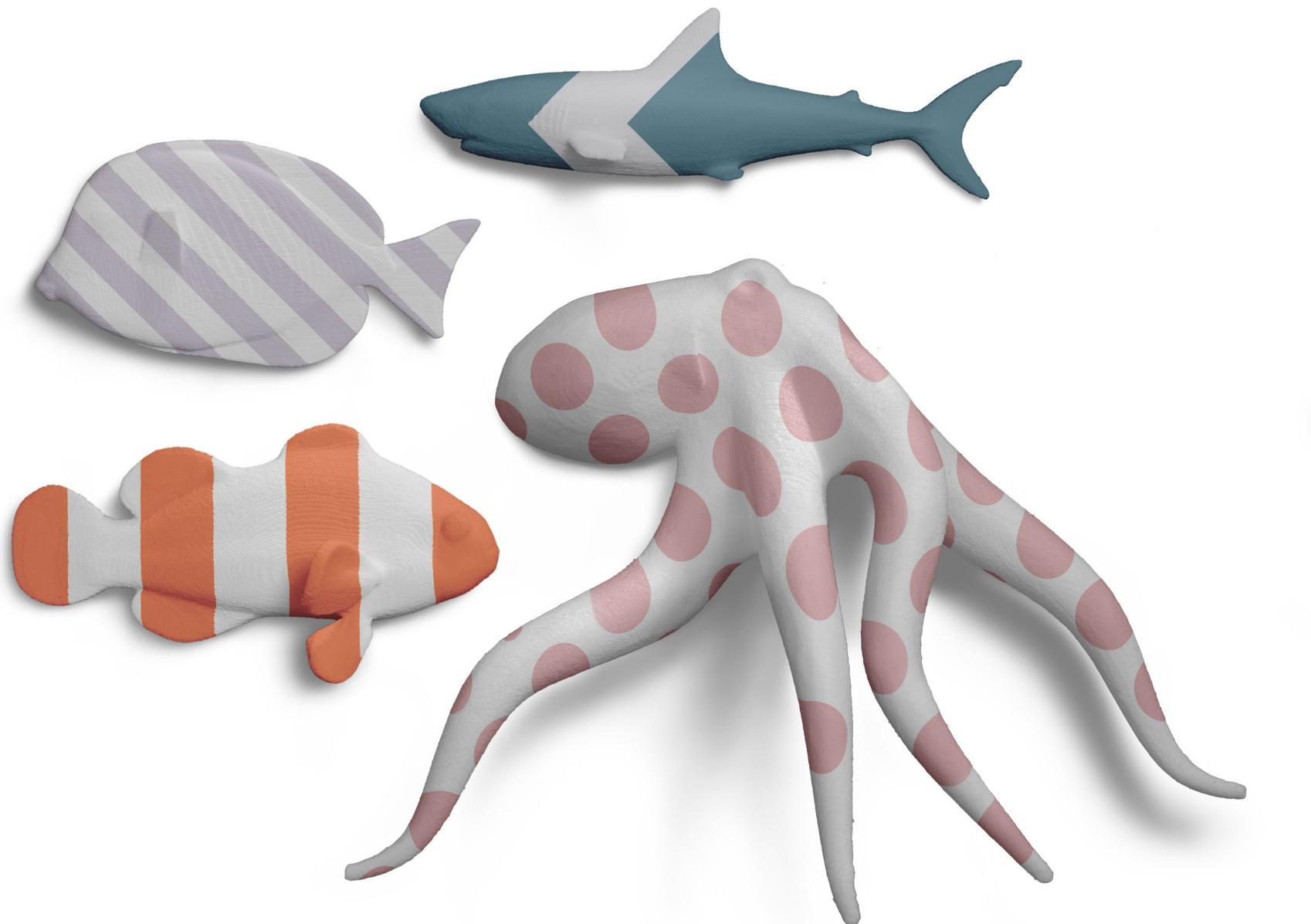
To obtain an accurate clear space around the AUT sub-brand, use the width of the letter U in AUT as shown.

**Minimum Size**

AUT sub-brands should be produced no smaller than 10mm in height, unless approved by AUT Marketing, based on circumstances. This ensures we always have a legible presence, and safeguards any deterioration of our logo.



AUT University  
/  
Colours



HEALTH & ENVIRONMENTAL SCIENCES  
PROCESS / 50C 45Y  
WEBSAFE / 99CC99

TE ARA POUTAMA  
PROCESS / 85M 90Y  
WEBSAFE / FF3300

INTERNATIONAL  
PROCESS / 90M 85Y 20K  
WEBSAFE / CC3333

BUSINESS  
PROCESS / 65C 10Y  
WEBSAFE / 33CCFF

DESIGN & CREATIVE TECHNOLOGIES  
PROCESS / 60M 100Y  
WEBSAFE / FF9900

LAW  
PROCESS / 20C 25M 65Y  
WEBSAFE / CEBB6D

CULTURE & SOCIETY  
PROCESS / 55C 40M  
WEBSAFE / 9999CC

## Colour / Sub Brand Colours

These colours determine the different AUT faculties, departments or sub-brands.

These colours should only ever be reproduced in their indicated spot colours or process colours, depending on print production.

If they are to be used in web, their websafe colours are also specified.

|   |  |  |   |   |   |
|---|--|--|---|---|---|
| Health & Environmental Sciences   | Design & Creative Technologies   | Applied Humanities   | Business  | Law   | Te Ara Poutama  |
|    |   |    |    |    |    |
| Sciences<br>PANTONE 727 / 5c 25m 30y 5k   | Engineering<br>PANTONE 4525 / 20c 20m 50y 0k   | Languages<br>PANTONE 7458 / 50c 0m 5y 15k  | Business<br>PANTONE 579 / 10c 0m 35y 10k  | Law<br>PANTONE Warm Gray 6 / 9m 12y 30k   | Te Ara Poutama<br>PANTONE 7536 / 30c 20m 40y 20k  |
|       |        |   |   |   |   |
| Sport+Recreation<br>PANTONE 373 / 20c 0m 65y 5k   | Computing<br>PANTONE 421 / 20c 20m 15y 5k  | Education<br>PANTONE 5015 / 0c 30m 15y 25k   |   |   |   |
|       |        |   |   |   |   |
| Health<br>PANTONE 5565 / 30c 5m 15y 20k   | Art+Design<br>PANTONE 494 / 0c 35m 15y 5k  | Social Sciences<br>PANTONE 5435 / 20c 5m 0y 20k  |   |   |   |
|       |        |   |   |   |   |
| Communications<br>PANTONE 5793 / 15c 0m 25y 20k   | Hospitality+Tourism<br>PANTONE 7503 / 35c 30m 60y 0k   |  |   |   |   |
|   |   |  |   |   |   |
| Creative Industries Research Institute<br>PANTONE 570 / 48c 0m 29y 0k   |  |  |   |   |   |
|   |  |  |   |   |   |

## Colour / Secondary Colours

Each AUT department or faculty has a separate secondary colour under the faculty and sub-brand colour umbrella.

Use these colours in communications to offset and complement the main faculty and sub-brand colours.