

BRAND IDENTITY GUIDELINE

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UNIVERSITY OF
WOLLONGONG
AUSTRALIA



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PURPOSE

Our brand is the unique promise we make and keep for our people, community, students and partners.

It helps us to differentiate from our competitors, and shape our communications to capture our unique truths.

We have updated our brand strategy to sharpen our proposition.

This is anchored in the understanding of where our competitive strengths lie: the combination of our uniquely personal approach; and the world-class outcomes we deliver.

Delivering this strategy will enable us to communicate effectively with all our audiences—including students, alumni, community, researchers, partners and colleagues.

It applies to all our faculties and University activities.

A wide range of colleagues were consulted in its development, and it is supported by industry and market research.

We must nurture and protect our brand to strengthen our position over the long-term and ensure that our identity is always represented in accordance with these guidelines.

It will assist the University in reaching and maintaining the positions we seek in the spaces in which we compete.



Professor Paul Wellings CBE
Vice-Chancellor

MORE INFORMATION

More information about the UOW brand can be found at:

<https://intranet.uow.edu.au/brand> or by contacting
brand-uow@uow.edu.au

ABOUT THIS GUIDELINE

DEFINITIONS

BRAND

A brand is a valuable asset. It is an intangible view held by an audience of an organisation, that is influenced by the effort of the organisation to create positive associations of itself in the minds of its audience. Ultimately, brands are designed to distinguish organisations in competitive spaces, and help audiences make choices.

BRAND ARCHITECTURE

The naming and structure of UOW marks, to demonstrate how they are interrelated, as outlined in the UOW Brand Identity Guidelines.

BRAND IDENTITY

The visible parts of a brand, that an organisation tries to influence, so that the audience recognises the organisation in a valuable way, that helps distinguish the brand in the minds of its audiences. A brand identity helps audiences understand the source of an offering.

BRAND ELEMENTS

The components of a brand identity, that work to help consumers recall and recognise the brand.

MARK

A visible identifier—like a logo—that could include a word, a symbol or both.

MASTER BRAND IDENTITY

An overarching identity that serves as the main anchoring point that all underlying activities are based. Master Branding attempts to create strong associations between the offerings of an organisation and its brand identity.

SUB BRAND

A UOW Sub Brand is an entity, research centre or activity that is connected to the UOW Master Brand, but also has approved marks and/or brand elements designed to augment or modify its associations with the UOW Master Brand.

UOW MARK

All or any brand marks, Sub Brand Marks and Trade Marks that identify UOW (also known as logos) and can include visual identity elements (font, colours, images, graphic devices and style), the language system and tone of voice (the way UOW sounds in its written, spoken or heard communications). Examples are the Sub Brand Marks and the UOW Master Brand Mark.

UOW MASTER BRAND MARK

The Master Brand Mark of the University of Wollongong, also known as a logo, incorporates two elements—the University of Wollongong crest and the “University of Wollongong Australia” word mark. The Master Brand Mark does not include an academic identity (Faculty, School or Department).

APPLICATION AND SCOPE

UOW MARKETING COMMUNICATIONS

This guideline applies **fully to all persuasive marketing communications or pieces of engagement material** where UOW is the originator of the message. For example:

- Advertising (broadcast and targeted, including electronic direct mail, outdoor, radio, press, TV commercial, direct mail)
- Digital media (online, social, mobile, apps etc)
- Publications (for persuasion or marketing purposes)

UOW NON-MARKETING COMMUNICATIONS

These guidelines **partially apply** (limited to the use of correct UOW marks and elements associated with identifying UOW clearly) where indication of UOW involvement is desirable, **and** where UOW is the originator of the communication—specifically for communications where the purpose is clearly **not** persuasive (that is, it is purely functional, informational, solely academic, or applies to communications that aren't intended for persuasion) for example:

- Everyday administrative templates (documents, proposals, submissions, reports)
- Academic presentations and student materials (lecture slides, papers, theses)

A range of simple templates are available here:

<https://intranet.uow.edu.au/brand>

or by contacting **brand-uow@uow.edu.au**

ROLES AND RESPONSIBILITIES

STRATEGIC MARKETING AND COMMUNICATIONS UNIT

Manages UOW's Brand and identity and related governance documentation. The Unit provides a framework to manage UOW marketing communications (through the Marketing, Media and Communications Policy—the parent document of this guideline).

UOW STAFF

All UOW staff are ambassadors of the UOW Brand. Any interaction (whether direct and in person, or indirect and via a piece of communication) between UOW staff and UOW audiences creates important beliefs about UOW. Over time, these beliefs form UOW's identity and reputation in our audience's mind. It is because of this that when building communications, all staff must use these guidelines to leverage, protect and advance the University's valuable identity.

EXTERNAL PARTIES

From time to time, UOW will engage external parties to communicate as UOW on its behalf. In this case, the external party is also an ambassador of the UOW brand.

THE INGREDIENTS OF OUR BRAND

UOW MARKETING, MEDIA AND COMMUNICATIONS POLICY

UOW BRAND IDENTITY GUIDELINE (THIS DOCUMENT)

BRAND STRATEGY

Our brand strategy helps us articulate who we are as an organisation, our place in the world and our aspirations.

- Brand essence
- Our tagline
- Substantiators
- Brand values and personality
- Language system and positioning
- Brand architecture

BRAND MARKS AND ELEMENTS

These fundamental elements influence how we are perceived through our communications.

Across our portfolio

- Master Brand, across the range of elements:
 - › Brand marks
 - › Colour
 - › Font
 - › Imagery (voice devices and photography)
 - › Tone of voice
 - › Language system
 - › Editorial style
- Core identities
- Sub Brands
- Informal promotional identities

SUPPORTING INFORMATION

Related Guidelines, Standards, Toolkits:

- UOW Signage Design and Production Guidelines
- UOW Website Design and Brand Identity Standard
- UOW Social Media Brand Identity Standard
- UOW Stationery Standard
- UOW Writing and Tone Toolkit

1.0 BRAND STRATEGY

The University of Wollongong holds a strong position in the higher education sector.

To be a university of first choice, UOW needs to position itself as a contemporary and world-class institution.

To do this we need to make the most of every communication opportunity for the UOW brand.

This our UOW Brand Strategy.

1.1 UOW BRAND ESSENCE



WHY UOW: OUR POINT OF RELEVANCE

Our brand essence distills what we stand for into an easily understood idea.

It is based on the fact that UOW's distinctiveness lies in the combination of two inter-related features:

1. The personalised experience we deliver for students, researchers and partners alike, which leads to
2. World-class results.

This combination is particularly important as UOW increasingly competes globally. The decision-making process of our audiences is being driven by both the quality of the experience and the quality of the results.

UOW's distinctiveness from other institutions is due to our flexibility and personalised touch and our uniquely Australian environment and ethos. We deliver this experience in a culture of excellence that produces genuinely impressive outcomes.

These two ideas are made more powerful and 'ownable' when combined into one.

The idea of a personalised experience particularly drives our tone and manner in how we communicate. It is what makes us distinctive. It needs to be dramatised and brought to life.

Our world-class outcomes prove our academic credentials and should be captured in compelling substantiators that demonstrate excellence and global competitiveness in terms of results.

1.2 UOW TAGLINE

Our brand essence has been captured in our tagline.

PERSONALISED EXPERIENCES : WORLD-CLASS RESULTS

This tagline allows us to assert our "why UOW?" message on our communications. It enables us to simply and easily explain to a prospect why they should interact with UOW.

Use of the tagline on our key communications will help to align perceptions in the market to our desired position.

It is important to understand that applying the tagline does not do all the work in building our brand. All aspects of our communications must capture its spirit, including language, photography and messaging.

To understand how the tagline is applied as a locked-up brand mark in communications, see page 16.

1.3 SUBSTANTIATORS

Our brand essence and tagline are backed up by legitimate truths that support our position.

It is important to embed these truths into our communications so that we can prove our brand positioning to our audiences.

Here are some examples of our brand-level substantiators. Of course, different substantiators would be applicable for communications at the product level.

PERSONALISED EXPERIENCES

BENEFIT FROM FLEXIBILITY

- Choose from a comprehensive range of disciplines/fields/courses

BELONG TO A COMMUNITY

- Experience a campus lifestyle with close proximity to the coast and local urban culture with a uniquely Australian campus and ethos
- Be a part of a congenial and friendly/first-name-basis culture
- Connect genuinely to the local community and alumni

SUPPORT AND CONTACT

- Get ongoing student support (e.g. contact with academics, PASS, Student Support Advisers)
- Benefit from good staff-to-student ratios

OPPORTUNITY

- Learn with a transformed curriculum from renowned academics
- Belong to an institution with a nimble and can-do attitude—where we get initiatives off the ground quickly
- Get ongoing and flexible support for successful research
- Gain early opportunities to contribute to specialised or inter-disciplinary research

TRANSFORMATION

- Make life-long friends and belong to a vibrant and supportive social community when you live in a UOW residence, close to campus

WORLD-CLASS RESULTS

LEARNING

- UOW's curriculum is transforming to build on and enhance UOW's teaching and learning quality to maximise student success, and enable the next generation of curriculum innovation

RESEARCH & IMPACT

- The results of the Excellence in Research for Australia (ERA) 2012 Initiative confirmed what a succession of international ratings had indicated for some years—UOW has world-class researchers and world-class research facilities.
- Our Global Challenges Research program brings together researchers from a variety of disciplines to work together on three of Australia's biggest challenges:
 - › Living longer, well
 - › Manufacturing innovation
 - › Sustaining coastal and marine zones
- Key research partnerships and collaborations with universities, institutes, governments, corporations and individual researchers around the world to tackle some of the big issues facing the planet – from how best to deal with climate change, to meeting the medical challenges of our times and helping the world feed its rapidly growing population.

RECOGNITION

- Globally ranked as one of Australia's best modern universities:
 - › The Times Higher Education (THE) Top 100 Under 50 listed UOW as 33rd in the world for universities under 50.
 - › UOW was ranked 26th in the world in the 2014 QS Top 50 Under 50.
- Top 2% of world universities. UOW was placed in the top 2% of universities in the world by its performance in the:
 - › Times Higher Education World University Rankings 2014/2015
 - › QS World University Rankings 2014/2015
 - › Academic Ranking of World Universities (ARWU) 2014
- Globally rated a five-star university.
 - › For the 15th year in a row, The Good Universities Guide (2015) awarded UOW five stars in Getting a Full-time Job
- Top 100 in the world for global graduates:
 - › For the eighth year UOW is ranked in the top 100 universities in the world in the QS World University Rankings Graduate Employers survey. This review rates institutions based on employers' opinions of their graduates - QS World University Rankings 2014/2015

1.4 BRAND VALUES & PERSONALITY

OUR VALUES

Our values are the anchors for what we believe in. They underpin our brand essence and allow us to bring it to life.

PERSONAL APPROACH

Caring about people is in our DNA. It's why we support them and do our best to ensure they succeed. It's why we take the time to understand our communities, and why our doors are open to all. As the world becomes more and more digital, with fewer real human interactions, our personal touch will become all the more valuable and special.

EMPOWERING

We empower people to challenge themselves and to think beyond the expected. It's why we work with our academics to ensure they have the tools they need to uncover new truths, rather than being boxed into silos or burdened with red tape. We work to the outcome and are able to move quickly in developing solutions rather than getting stuck in process.

AUSTRALIAN SPIRIT

We contribute to the quality and scale of Australia's education sector, and its exports. We recognise the credibility we share with Australia's education brand.

We believe in the Australian spirit and the beauty of the Australian landscape and we want to share it with the world. Far from being parochial, this stems from a pride in what Australia can offer and a belief that we are in a unique position to share the true Australian experience.

EXCELLENCE

We champion producing world-class results and having a meaningful impact on individuals and society. We care deeply about our community and producing meaningful results for all we come in contact with. Our commitment to excellence will drive our ongoing success into the future.

OUR PERSONALITY

Brand personality is the way a brand speaks and behaves.

It means assigning human personality traits/characteristics to a brand to achieve differentiation. The University of Wollongong's personality traits define how UOW interacts, does business and communicates to the external world, staff and current students. They describe our attitude and way of looking at the world.

BRAND PERSONALITY TRAITS

PERSONABLE

We're friendly, genuine and easy to get along with.

SUPPORTIVE

We truly care about others and helping them get to where they want to go.

OPEN-MINDED

We embrace difference and think outside the square.

PURPOSEFUL

We act from a place of belief and achieve results.

GLOBALLY AWARE

We have a global view and care about how we impact on our community and the world at large.

1.5 UOW BRAND ARCHITECTURE

Our brand architecture is how we organise our audience-facing identities to project a clear idea of what we are and what our aims are.

The goal of UOW's brand strategy is to build UOW into a globally recognised leader in ideas and solutions, a community of campuses and partners where discovery, learning and technology connect to transform people and the world we live in.

One important way to help achieve this goal is to work together to represent UOW with a unified and consistent identity.

Throughout everything we do, own and produce we should project a clear idea of what we are and what our aims are.

In 2011, UOW took the decision to shift from a structure that saw very little brand equity (the value of accumulated brand association) fed back into the Master Brand, to a structure where brand equity is reciprocal between the Master Brand and sub entities. In this updated guideline, we have organised our brand architecture in an even clearer and more consistent way.

PRINCIPLES

- **We are one brand: UOW.**
All parts of UOW inherit strength from the Master Brand.
- **We brand 'up'.**
Core identities must appear to be endorsed by the Master Brand and must neither appear alone nor dominant.

| HOW WE ORGANISE OUR IDENTITIES | | |
|--|--|--|
| MASTER BRAND | The Master Brand is the singular, dominant brand that UOW embodies and projects. The Master Brand Mark is the visual identifier for UOW's brand. | <ul style="list-style-type: none">• University of Wollongong |
| CORE IDENTITIES | Core identities are central to everything we provide at UOW: teaching and learning, resources and facilities, administration and support services. | <ul style="list-style-type: none">• Divisions• Faculties• Schools• Departments• Sydney Business School |
| SUB BRANDS | A UOW Sub Brand is an entity, research centre or activity that is connected to the UOW Master Brand, but also has approved marks and/or brand elements designed to augment or modify its associations with the UOW Master Brand. | <ul style="list-style-type: none">• AIIM• SMART• SBRC• In2Uni• Early Start• iC• Steel Hub• iAccelerate• Science Centre |
| PROMOTIONS & EVENT IDENTITIES | Select publications, student activity, events and promotions are branded vehicles that carry the UOW voice to many audiences. They capture UOW's essence and personality, and through their lenses, keep our relationship to target audiences inspiring and fresh. | <ul style="list-style-type: none">• UOW monogram• Baxter the Duck mascot |

HOW OUR IDENTITIES SHARE BRAND MARKS & ELEMENTS

| | | WHICH BRAND MARK OR ELEMENTS TO USE FOR DIFFERENT IDENTITIES? | | | | | | | WHICH BRAND MARK TO USE FOR DIFFERENT PURPOSES? | | | |
|-------------------------------|---|---|--------------------------------------|---|---|-----------------------------|-------------------------------------|---|---|---|--|---|
| | | Brand marks | Colour palette | Font | Imagery (voice devices & photography) | UOW Language | Tagline | Use of Name | Stationery | Social/ online | Sponsorship | Signage |
| MASTER BRAND | <ul style="list-style-type: none">University of Wollongong | Master Brand (see Section 2.0, p 14) | | | | | | “University of Wollongong” | Master Brand (see p 16) | | | |
| CORE IDENTITIES | <ul style="list-style-type: none">DivisionsFacultiesSchoolsDepartments | | | | | | | | | | | |
| | <ul style="list-style-type: none">Sydney Business School | Independent (see p 41) | Independent | Master Brand (see p 23) | Independent | Master Brand (see pp 28–35) | Master Brand (see p 41) | A graduate school of the University of Wollongong | Independent | Independent | Master Brand (see p 16) | Independent |
| SUB BRANDS | <ul style="list-style-type: none">AIIMSMARTSBRCIn2Uni | Paired with Master Brand at equal prominence | Master Brand (see Section 2.0, p 14) | | | | “University of Wollongong’s <area>” | Paired with Master Brand at equal prominence | Paired with Master Brand at equal prominence | Master Brand | Paired with Master Brand at equal prominence | |
| | <ul style="list-style-type: none">Early StartiCSteel HubiAccelerateScience Centre | Paired with Master Brand or Independent | Independent | Master Brand (see p 23) with some additional custom fonts | Master Brand (see pp 24–27) with some additional elements | Independent | Independent or not required | “<area> at University of Wollongong” | Paired with Master Brand or independent | Paired with Master Brand or independent | Paired with Master Brand | Paired with Master Brand or independent |
| PROMOTIONS & EVENT IDENTITIES | <ul style="list-style-type: none">UOW MonogramBaxter the Duck mascot | Independent in addition to Master Brand (see p 44) | Master Brand (see Section 2.0, p 14) | | | | “University of Wollongong” | Not applicable | | | | |

2.0 MASTER BRAND MARKS & ELEMENTS

These elements enable us to express UOW's identity in a unified, consistent and meaningful way to our audiences.

Our brand identity extends far beyond our logo. It includes everything from the way our communications sound, to the way they look.

All contact we make with our audiences is valuable and must be deliberately and purposefully used as an opportunity to bring our brand to life.

2.0 MASTER BRAND MARKS AND ELEMENTS

2.1 MASTER BRAND MARK EXPLAINED

The UOW Master Brand Mark is our core identifier. It has been designed to reflect the energy, spirit and vision of the University.

It presents UOW as a modern, innovative and forward thinking institution. The crest continues to signify the credentials, stature and academic excellence of the University, while the contents of the crest continue to draw on the connections the University has with the Illawarra region and its natural assets.

The word 'Australia' has been added to our Master Brand Mark. This leverages positive associations with Australia and its strong education sector, and also ties the University to the region for audiences who may have low awareness of regional areas within Australia (Wollongong, and other sites where UOW maintains a presence).

To protect the integrity of our Master Brand Mark and to maintain consistency, it is important that the guidelines are strictly followed.

The following pages provide all the necessary tools you need to use our brand mark correctly across all applications.



2.2 MASTER BRAND MARK WITH TAGLINE [PREFERRED USAGE]

The Master Brand Mark with tagline is the preferred usage on marketing communications.

Always use this version on external marketing materials, where:

- **it is legible** (see minimum sizes below)
- accompanying content **supports one or more components of the tagline**

COLOUR VARIATIONS

For occasions where the UOW colour palette is used in large block or gradient colour, the mono version is preferred. For more formal variations, or corporate communications displayed on a white or black background, use the colour version.

POSITIVE AND REVERSED

For dark backgrounds, use the reversed versions. **Never invert a positive version to use on a dark background.** The proper reversed version has been designed so the book inside the symbol is always white (or the lightest colour available depending on substrate).

CLEAR SPACE

To ensure the integrity and visibility of the Master Brand Mark with tagline, it is essential to keep it separated from other design elements using these clear space guidelines. Use the height of the open book within the symbol as a measure of adequate clear space for each brand mark.

MINIMUM SIZES

To maintain legibility and the integrity of the Master Brand Mark with tagline, it must not be reproduced smaller than the following minimum sizes:

- Minimum print size = 60mm wide
- Minimum web size = 200 pixels wide



2.3 MASTER BRAND MARK [LIMITED USAGE]

The Master Brand Mark with 'Australia' (without tagline) is an alternative usage where:

- the communication is not marketing, but is informational
- the preferred tagline Master Brand lockup is not legible**
- accompanying content **doesn't support** one or more components of the tagline

COLOUR VARIATIONS

For occasions where the UOW colour palette is used in large block or gradient colour, the mono version is preferred.

For more formal variations, or corporate communications displayed on a white or black background, use the colour version.

POSITIVE AND REVERSED

For dark backgrounds, use the reversed versions. **Never invert a positive version to use on a dark background.** The proper reversed version has been designed so the book inside the symbol is always white (or the lightest colour available depending on substrate).

CLEAR SPACE

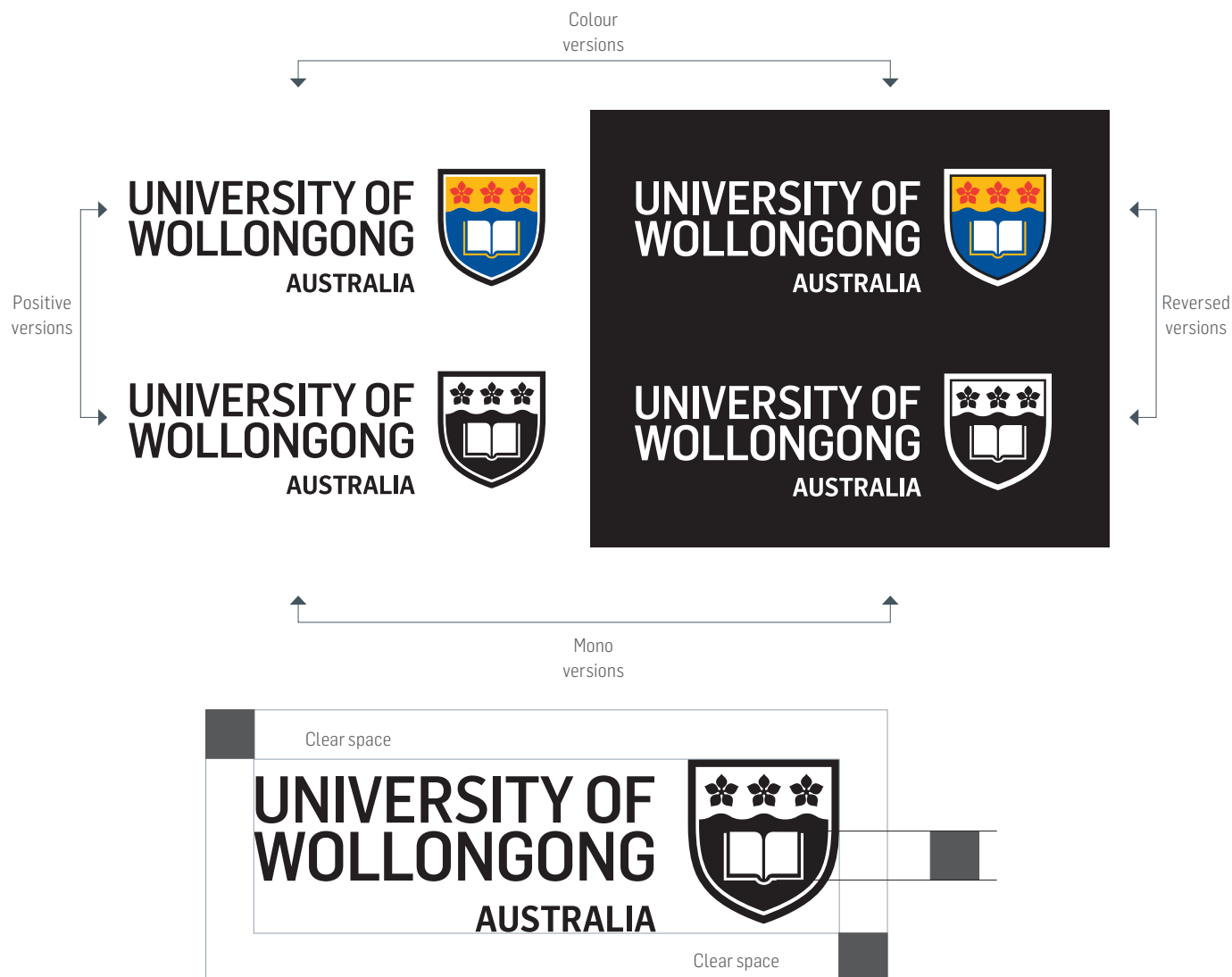
To ensure the integrity and visibility of the UOW brand mark it is essential to keep it separated from other design elements using these clear space guidelines.

Use the height of the open book within the symbol as a measure of adequate clear space for each brand mark.

MINIMUM SIZES

To maintain legibility and the integrity of the UOW Master Brand Mark, it must not be reproduced smaller than the following minimum sizes:

- Minimum print size = 40mm wide
- Minimum web size = 150 pixels wide



2.4 UOW REGIONAL CAMPUS BRAND MARK OPTIONS

Geographically linked to their audiences, UOW Regional Campuses apply brand marks according to their location.

COLOUR VARIATIONS

For occasions where the UOW colour palette is used in large block or gradient colour, the mono version is preferred.

For more formal variations, or corporate communications displayed on a white or black background, use the colour version.

POSITIVE AND REVERSED

For dark backgrounds, use the reversed versions. **Never invert a positive version to use on a dark background.** The proper reversed version has been designed so the book inside the symbol is always white (or the lightest colour available depending on substrate).

CLEAR SPACE

To ensure the integrity and visibility of the UOW brand mark it is essential to keep it separated from other design elements using these clear space guidelines.

Use the height of the open book within the symbol as a measure of adequate clear space for each brand mark.

MINIMUM SIZES

To maintain legibility and the integrity of the UOW Master Brand Mark, it must not be reproduced smaller than the following minimum sizes:

- Minimum print size = 60mm wide
- Minimum web size = 200 pixels wide



2.5 BRAND MARK OPTIONS [LIMITED USAGE]

A variety of options ensure flexibility and regulated representation of our core identifier.

COLOUR SHORTHAND BRAND MARK

The shorthand brand mark in colour may be used in formal situations where the audience will be solely internal e.g. on campus posters and LCD screens, departmental brochures, internal advertising, online/intranet and livery and wearables.

MONO SHORTHAND BRAND MARK

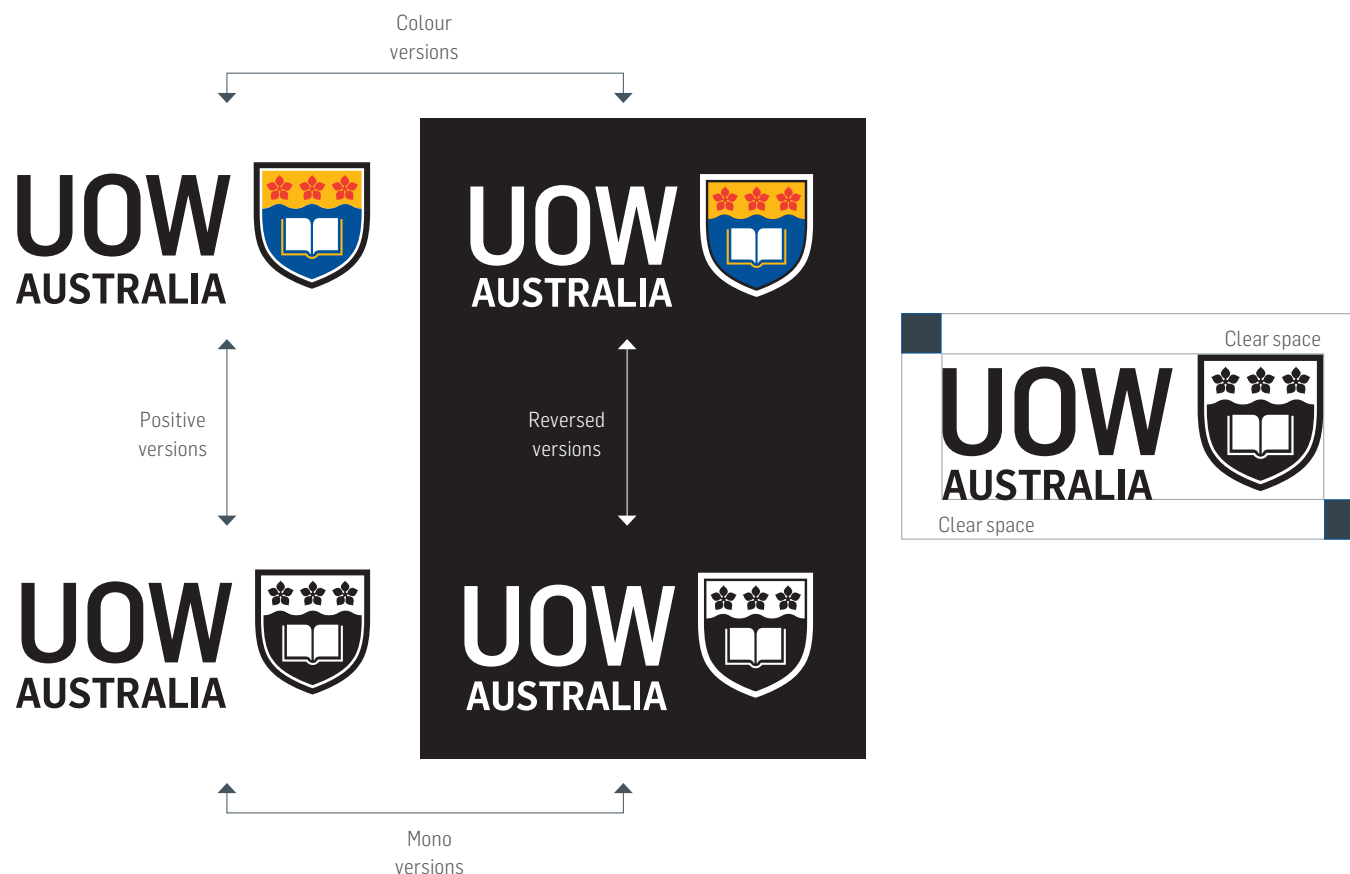
The shorthand brand mark in mono may be used in non-formal situations where the audience will be solely internal.

REVERSED VERSIONS

For dark backgrounds, use the reversed versions. **Never invert a positive version to use on a dark background.** The proper reversed version has been designed so the book inside the symbol is always white (or the lightest colour available depending on substrate).

CLEAR SPACE

To ensure the integrity and visibility of the University of Wollongong brand mark it is essential to keep it separated from other design elements using these clear space guidelines. For these brand marks, one square height is the minimum clear space required.



2.6 BRAND MARK DO'S AND DON'TS

The University of Wollongong Brand Mark has been carefully crafted with every proportion and relationship considered in detail, and as such it should be treated with respect.

The University of Wollongong Brand Mark must always be reproduced from the correct artwork files and must never be altered in any way.



Do not use the tagline with the shorthand logo



Do not use the Brandmark without 'AUSTRALIA'



Do not invert the black version to white (the book should be white).
Use the reversed version.



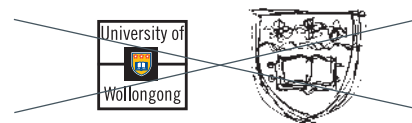
Do not redraw or recreate any parts of the Brandmark



Do not reproduce Brandmark without the Symbol



Do not reproduce Brandmark without the Wordmark



Do not use old brand marks



Do not use the Brandmark without 'AUSTRALIA'



Do not alter the proportions of the Brandmark



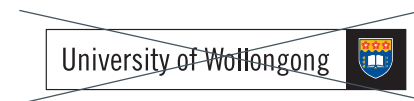
Do not rotate any parts of the Brandmark



Do not reconstruct any parts of the Brandmark



Do not change the typeface of the Wordmark



Do not use the old Brand mark



Do not add core identities to the Brandmark in a lockup



Do not swap any colours around within the Brandmark



Do not change the colours of the Brandmark



Do not change the hierarchy of the Brand mark



Do not rearrange the two parts of the Brandmark

2.7 COLOUR PALETTE

Our colour palette reflects the University's brand personality and brand values. They are modern, bold, and progressive. The bright, vibrant palette can be used across all areas of the University and reflects the positive, energetic environment of the University.

The colour palette is an 'open palette' and available to all units, divisions and faculties. No one unit or division 'owns' a colour. This flexibility means greater choice, expression and diversity.

For consistency, always use the colour specifications given in the guidelines rather than any breakdowns obtained from other sources.

Only one colour is to be used on a page at a time.

| UOW Colour | PRINT | | SCREEN ¹ | | SIGNAGE ² |
|----------------|-----------------|----------------|---------------------|---------|-------------------------------|
| | Pantone | CMYK | RGB | Hex | Avery 700 Premium Cast Series |
| UOW Black | Process Black | 0, 0, 0, 100 | 0, 0, 0 | #000000 | 701 Black |
| UOW Gold | Pantone® 130 | 0, 30, 100, 0 | 253, 184, 19 | #fdb813 | 704 Signal Yellow |
| UOW Dark Blue | Pantone® 287 | 100, 68, 0, 12 | 0, 83, 154 | #00539a | 752 Ultra Marine Blue |
| UOW Red | Pantone® 032 | 0, 90, 86, 0 | 238, 64, 52 | #ee4034 | 737 Bright Red |
| UOW Blue | Pantone® 2995 | 100, 10, 4, 0 | 0, 149, 214 | #0095d6 | 732 Light Blue |
| UOW Dark Green | Pantone® 3415 | 90, 5, 80, 14 | 0, 146, 94 | #00925e | 734 Kelly Green |
| UOW Lime Green | Pantone® 583 | 25, 0, 100, 10 | 183, 198, 38 | #b7c626 | 714 Lime Tree Green |
| UOW Orange | Pantone® 165 | 0, 57, 100, 0 | 243, 121, 32 | #f37920 | 738 Bright Orange |
| UOW Dark Red | Pantone® 200 | 0, 100, 79, 20 | 195, 18, 48 | #c31230 | 770 Red |
| UOW Pink | Process Magenta | 0, 100, 0, 0 | 238, 0, 139 | #eb008b | 772 Fuschia |
| UOW Purple | Pantone® Violet | 89, 100, 2, 0 | 74, 47, 142 | #4a2f8e | 717 Violet |
| UOW Grey | Pantone® 432 C | 23, 2, 0, 77 | 69, 85, 95 | #45555f | 759 Dark Grey |

¹ Refer to the *UOW Website Design and Brand Identity Standard* for web-safe colours for accessibility and contrast

² Refer to the *UOW Signage Design and Production Guidelines*

2.8 COLOUR BLOCKING

All colours are available to use for 'colour blocking'.

Colour blocking can be used one of three ways:

1. Overlaying an image—this is typically used on front covers, posters, ads etc. Colour blocking can be used horizontally or vertically.
2. Solid colour blocking within communications e.g. a double page spread. In the instance of a double page spread only one colour is to be used at a time—with the exception of white, which can be matched with all colours.
3. No colour blocking—this happens when the photography extends the full scope of the page

MORE INFORMATION

For templates, help or if you have any questions, visit <https://intranet.uow.edu.au/brand> or contact brand-uow@uow.edu.au

1



2



3



2.9 FONT

UOW's primary typeface is Flama. It is a clean and modern typeface that is strong, friendly and economic. There are two Flama families that must be used.

FLAMA UOW SEMI-CONDENSED

To be used in titles, major headings and sub headings and is usually seen in CAPS. Within voice devices, Flama UOW Semi-Condensed 'Book' must be used for the heading.

FLAMA UOW

To be used in all body copy and is usually seen in sentence case.

SUBSTITUTE

For online use or if Flama hasn't been installed on your computer, please use Helvetica.

LICENCE

UOW has purchased the rights to install the font on its standard (computer) operating environment, and to share with staff for them to install on their personal computers.

MORE INFORMATION

To request the font, or if you have any questions, visit <https://intranet.uow.edu.au/brand> or contact brand-uow@uow.edu.au

FLAMA UOW SEMICOND

SEMIBOLD

The quick brown fox jumps over the lazy dog

MEDIUM

The quick brown fox jumps over the lazy dog

BOOK

The quick brown fox jumps over the lazy dog

FLAMA UOW

BOLD

The quick brown fox jumps over the lazy dog

BOLD ITALIC

The quick brown fox jumps over the lazy dog

MEDIUM

The quick brown fox jumps over the lazy dog

MEDIUM ITALIC

The quick brown fox jumps over the lazy dog

BOOK

The quick brown fox jumps over the lazy dog

BOOK ITALIC

The quick brown fox jumps over the lazy dog

2.10 VOICE DEVICES

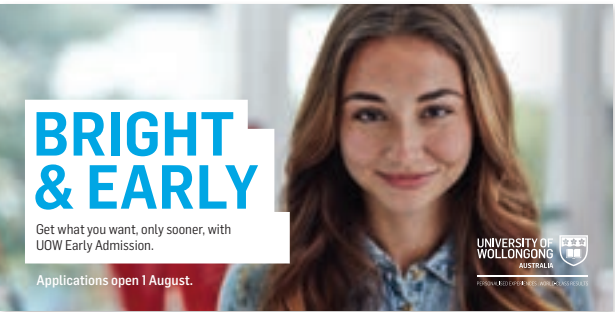
We have a distinctive and unique device that houses important information. It is reflective of organic and ever-changing built shapes.

Use voice devices to hold the most important content such as main headlines.

The voice device comes in two different versions; 2-dimensional and 3-dimensional.

Only use voice devices provided. Do not create your own voice device.

These devices are synonymous and recognised as a critical part of the UOW brand and its communications.



2.11 3D VOICE DEVICE

The 3D Voice Device has been created to use on informal pieces of collateral, when you would like the piece to look more fun and expressive e.g. internal advertising, What's On posters.

GRADIENT COLOURS FOR 3D VOICE DEVICES

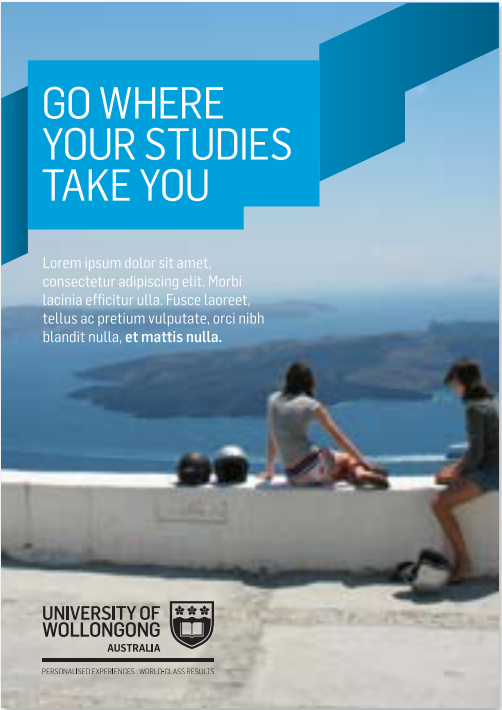
When creating the 3D ribbon voice device, the colour rules are as follows:

The gradients are made up of the lighter colour to the darker colour and are shown as a CMYK breakdown.

The side colours are made with a linear blend at 70% as per the sample below.



| | | | | | | | |
|----------------|------------------------------|--|-------------------|------------------------------|---|-------------------|------------------------------|
| UOW Gold | C:0 M:30 Y:100 K:0 | | Light Orange | C:0 M:46 Y:100 K:0 | → | Dark Orange | C:0 M:57 Y:100 K:0 |
| UOW Dark Blue | C:100 M:68 Y:0 K:12 | | Light Navy Blue | C:100 M:68 Y:0 K:30 | → | Dark Navy Blue | C:100 M:68 Y:0 K:50 |
| UOW Red | C:0 M:90 Y:86 K:0 | | Light Red | C:0 M:90 Y:86 K:20 | → | Dark Red | C:0 M:90 Y:86 K:40 |
| UOW Blue | C:100 M:10 Y:4 K:0 | | Light Blue | C:100 M:10 Y:4 K:20 | → | Dark Blue | C:100 M:10 Y:4 K:50 |
| UOW Dark Green | C:90 M:5 Y:80 K:14 | | Light Green | C:90 M:5 Y:80 K:30 | → | Dark Green | C:90 M:5 Y:80 K:50 |
| UOW Lime Green | C:25 M:0 Y:100 K:10 | | Light Olive Green | C:30 M:0 Y:100 K:20 | → | Light Olive Green | C:30 M:0 Y:100 K:50 |
| UOW Orange | C:0 M:57 Y:100 K:0 | | Light Orange | C:0 M:57 Y:100 K:10 | → | Dark Orange | C:0 M:80 Y:100 K:15 |
| UOW Dark Red | C:0 M:100 Y:79 K:20 | | Light Maroon | C:0 M:100 Y:79 K:30 | → | Dark Maroon | C:0 M:100 Y:79 K:50 |
| UOW Pink | C:0 M:0 Y:100 K:0 | | Light Pink | C:0 M:100 Y:0 K:15 | → | Dark Pink | C:0 M:100 Y:0 K:40 |
| UOW Purple | C:89 M:100 Y:2 K:0 | | Light Purple | C:89 M:100 Y:2 K:10 | → | Dark Purple | C:89 M:100 Y:2 K:40 |
| UOW Grey | C:23 M:2 Y:0 K:77 | | Light Gray | C:23 M:2 Y:0 K:85 | → | Dark Gray | C:23 M:2 Y:0 K:95 |



2.12 PHOTOGRAPHY

Our photographic style provides the scope and flexibility to enable the University to communicate many different messages to many different audiences, while maintaining a connection to our brand essence.

REAL PEOPLE

Candid, diverse, fly-on-the-wall shots of students, lecturers, faculty staff etc. These shots depict the authentic reality of campus life.



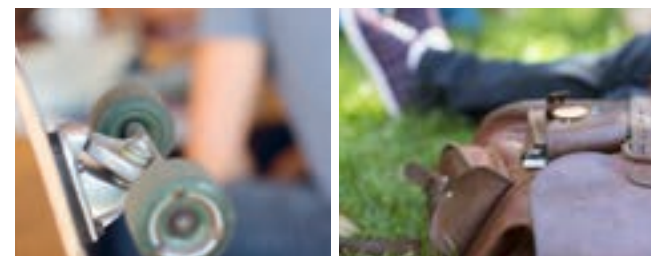
REAL PLACES

Shots of our buildings, assets, infrastructure, and local environment. These shots depict the reality of campus life and our unique environments.



STILL LIFE

Naturally lit, unposed shots of everyday objects and small details associated with authentic and specific UOW experiences. These shots, often at a micro level, form great textural backgrounds for headlines or copy.



BRAND-LEVEL CAMPAIGNS

Photography for use in brand campaigns may include staged studio photography.

PHOTOGRAPHS OF PEOPLE WHO IDENTIFY AS ABORIGINAL OR TORRES STRAIT ISLANDER

Careful consideration must be paid to selecting and using images of people who identify as Aboriginal or Torres Strait Islanders. On one hand, it is important to represent UOW's rich and diverse cultural community, especially when marketing our Indigenous programs.

On the other hand, using images of people who identify as Aboriginal or Torres Strait Islanders can be inappropriate for cultural reasons. For further advice or assistance, contact either the Aboriginal Employment Officer or WIC staff.

2.12 PHOTOGRAPHY

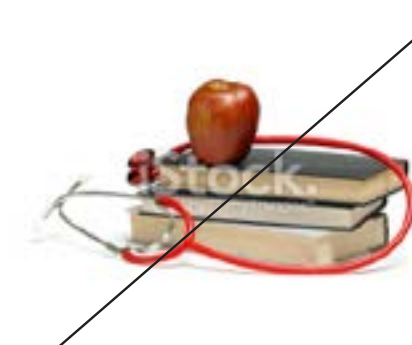
THINGS TO AVOID

The following types of photography do not support our brand identity, so must be avoided:

- Contrived photography, that could be perceived as inauthentic
- Stock photography that looks staged, over-produced, or 'cheesey'
- Low-quality stock graphics or renderings that could be perceived as 'b-grade'
- Photography shot on handheld devices with poor lighting, in low-resolution or poor quality

ALTERNATIVE TO PHOTOGRAPHY

Rather than contrive or settle for less-than-ideal photography, there is an alternative worth considering. Colour blocking with well-set type offers a mode of delivering information that is simple, clear, and affords a level of reflection of our brand personality by using bright, vibrant colours.



2.13 UOW TONE

OUR TONE OF VOICE SHAPES THE WAY WE SOUND

The tone of voice we use in all communications is important because it is a key characteristic in bringing the UOW brand to life. It expresses our viewpoints, our beliefs and commitment. It identifies and distinguishes who we are, and conveys the UOW personality to our audiences.

THE UOW TONE OF VOICE IS PERSONAL, CONTEMPORARY AND PROUD.

- We get to the point.
- We are grounded, tangible and pragmatic.
- We believe in what we offer.
- We act specifically and think globally.
- We have points of view.
- We communicate in the ways our staff and students engage and speak.

EVERYTHING WE SAY MUST RESONATE WITH THE UOW TONE OF VOICE:

- UOW is **confident**
- UOW is **personal**
- UOW is **globally-aware**
- UOW is **refreshing**
- UOW is **straight talking**
- UOW **empowers people**

The net effect is to deliver a message that is personally empowering to the reader and inspires anticipation of what **they** will do and what **they** will receive—experiences that mean a great deal to them, and results that mean a great deal to the world.

By framing the message in terms of the benefit to the end user, we make it personal.

2.14 OUR LANGUAGE SYSTEM

We have a unique language system that underpins our core positioning.

Use the UOW language system to develop headlines or calls to action for **persuasive marketing communications**.

PERSONALISED EXPERIENCES

We want people to feel that the University cares about the experiences they have with us.

The key word here though is "personalised". It's the subjective response that each person has to their time at UOW and their interactions with the University that decides whether we have succeeded.

WORLD-CLASS RESULTS

Our focus is on what people get from UOW. The qualifications that students receive are credible and respected; they will take them anywhere. The research work is on a par with anywhere in the world. UOW has an international reputation and people benefit from that.

We need to substantiate the quality and significance of UOW's ability to deliver these personal experiences at a world-class level.

IN PRACTICE

The following pages provide language system formats to apply in each instance:

FORMAT 1:

TO EXPLAIN WHY PEOPLE WOULD CHOOSE UOW

FORMAT 2:

TO ANSWER A QUESTION

FORMAT 3:

TO USE AS A CALL TO ACTION

LANGUAGE SYSTEM **FORMAT 1**: TO EXPLAIN WHY PEOPLE WOULD CHOOSE UOW.

With this format, the headlines speak to the audience by using a personal motivator/benefit or a UOW outcome or benefit.

The subheading supports the headline either way.

Below are some mock-examples of applied language for real UOW audiences. Actual messages should be crafted per-application with consideration paid to audience, communication objective, benefit, and competitive position.

| AUDIENCE | EXAMPLE OBJECTIVE | EXAMPLE HEADING LANGUAGE | EXAMPLE EXPLANATION |
|----------------------|--|--|---|
| Future UG | To promote UOW campus tours | LOVE WHERE YOU LEARN. Get to know one of Australia's best modern University campuses. | An experience-led personal claim, backed up with a world-class proof point that UOW is recognised for. <i>Proof validated elsewhere in copy.</i> |
| | To persuade a future student to apply to UOW. | GET ON TOP OF THE WORLD. Study at one of the world's best. | A claim using personal motivators , backed up with proof of world-class outcomes . <i>Proof validated elsewhere in copy.</i> |
| Future PG | To promote interest in postgrad study at UOW | MASTER YOUR CAREER. Get where you want to be. | A claim using known personal motivators of this audience, supported by an outcome. |
| Future international | To persuade a future international student to apply to UOW | GET ON TOP OF THE WORLD. Employers worldwide rank UOW graduates among the best. | A claim using known personal motivators of this audience, supported by a measured outcome. |
| Alumni | To maintain alumni engagement | WHAT WE'RE MADE OF Graduates like you—our proudest achievement. | A provocative headline followed by a personal statement. |
| Future researchers | To persuade researchers to join UOW | CHALLENGE THE KNOWN WORLD. Join a top 2% institution for research quality. | A provocative claim, backed up by a world-class status claim. |
| Corporate | To promote potential partnerships | REAL WORLD SOLUTIONS FOR REAL WORLD PROBLEMS. Successful partnerships with over 100 organisations. | A provocative claim, backed up by a world-class proof of scale and repeatability. |
| SBRC | To build awareness of SBRC | LEADING THE WAY TO A RESTORATIVE FUTURE One building at a time. | A provocative claim, backed up by a distinctive world-class proof point . |

COPY STYLING

CASE

Headlines must always be in CAPS. Subheadings may appear in sentence case. The style to apply of calls to action is flexible as it is determined by the styles present already on the communication.

HEADLINE COLOUR

All UOW colours are available to use on headlines. When applying colour to formats 1, 2 and 3 in a voice device, the headline must be in **colour**. The responding subheading text **MUST** always be in **black or white**.

When applying the above rule for the 2D voice device, the colour that is selected must reflect the 'colour blocking' that has been utilised.

When applying the same rule for the 3D voice device, you can use either colour, black or white. However, if white has been used for the top section of the headline, then black should be used for the subheading section and vice versa.

SUBHEAD COLOUR

All UOW colours are available to use on subheadlines. Colour in subheadlines can be used in 3 different ways:

1. It can be used to highlight key words within a subheadline to make impact and focus messaging
2. It can be used to commence a section within communications
3. Sub headlines within communications can be reversed out of colour to make impact.

LANGUAGE SYSTEM **FORMAT 2: TO ANSWER A QUESTION.**

The question is framed around an experience the audience will benefit from. The answer is framed around a result that UOW delivers.

Below are some mock-examples of applied language for real UOW audiences. Actual messages should be crafted per-application with consideration paid to audience, communication objective, benefit, and competitive position.

| AUDIENCE | EXAMPLE OBJECTIVE | EXAMPLE HEADING LANGUAGE | EXAMPLE EXPLANATION |
|--------------------|---|---|---|
| Future UG | To identify choices of courses | NEED TO FIND YOUR COURSE? Easy. Everything is in our course guide. | An experience-lead personal statement, backed up with a UOW answer. |
| | To persuade relocators that UOW is a valid choice of University | WANT THE BEST OF BOTH WORLDS? Belong to a community of global thinkers. | A provocative statement, backed up with a UOW answer (that is framed by experience and world-class factors). |
| Future PG | To promote interest in postgrad study at UOW | READY TO RISE & SHINE? Take your career to the next level with a postgraduate degree from UOW. | An experience-lead personal statement, backed up with UOW's answer. |
| Future academic | To attract applications to a staff vacancy | READY TO FIND OUT WHAT'S POSSIBLE? UOW supports research and teaching that asks "what if?" | A provocative experience-lead personal statement, backed up with a UOW answer. |
| Future researchers | To persuade researchers to join UOW | WANT TO IMPROVE YOUR CHANCES OF GETTING A GRANT? No. 2 in Australia for securing ARC research grants. | A provocative claim, backed up by a world-class status claim . |
| Alumni | To build and maintain relationships with Alumni | WANT TO KEEP IN TOUCH? Update your details and stay connected. | A personal call, supported by a personal statement of belonging. |
| Community | To engage with community & build awareness of UOW's CEGs | WANT TO MAKE A NEW IMPACT? UOW's Community Engagement Symposium creates a conversation to transform the communities we live in. | A personal claim using known audience motivators, backed up with UOW's proof of impact. |
| Corporate | To promote potential partnerships | WANT TO PARTNER WITH A WORLD-CLASS RESEARCH UNIVERSITY? UOW collaborates with over 100 organisations. | A provocative claim (mentioning world-class partners), backed up by proof of scale and repeatability. |
| SMART | To build awareness of SMART | HOW CAN ECONOMIES PROSPER? SMART Infrastructure delivers holistic infrastructure solutions. | A provocative statement, backed up by a category-level answer. |

COPY STYLING

CASE

Headlines must always be in CAPS. Subheadings may appear in sentence case. The style to apply of calls to action is flexible - it is determined by the styles present already on the communication.

HEADLINE COLOUR

All UOW colours are available to use on headlines. When applying colour to formats 1,2 and 3 in a voice box the headline must be in **colour**. The responding subheading text **MUST** always be in **black or white**.

When applying the above rule for the 2D voice box, the colour that is selected must reflect the 'colour blocking' that has been utilised.

When applying the same rule for the 3D voice box, you can use either colour, black or white. However, if white has been used for the top section of the headline, then black should be used for the subheading section and vice versa.

SUBHEAD COLOUR

All UOW colours are available to use on subheadlines. Colour in subheadlines can be used in 3 different ways:

1. It can be used to highlight key words within a sub headline to make impact and focus messaging
2. It can be used to commence a section within communications
3. Sub headlines within communications can be reversed out of colour to make impact.

LANGUAGE SYSTEM **FORMAT 3**: TO USE AS A CALL TO ACTION.

When used as a **call to action**, the purpose of this construct is to activate the reader.

It should be as **personalised** and as immediate as possible and should lead them to an answer that demonstrates Personalised Experiences: World Class Results.

| AUDIENCE | EXAMPLE LANGUAGE |
|---|--|
| Future student | Take your place in 2015 |
| Current/future student (student experience) | Be a part of our community |
| Future staff | Be a part of a new world of thinking |
| Future researcher | Help solve world challenges |
| Future study abroad participant | See where your studies can take you <i>(See example application to the right)</i> |
| Alumni | Take UOW with you |
| Corporate | See how we're changing your world |

| AUDIENCE | EXAMPLE APPLICATION |
|---------------------------------|---|
| Future study abroad participant | SEE WHERE YOUR STUDIES CAN TAKE YOU uow.edu.au/future/studyabroad Call + 61 2 4221 3170 facebook.com/uowstudyabroad studyabroad@uow.edu.au |

2.15 EDITORIAL STYLE

This guide clears up ambiguities and solves problems. It is not a guide on how to communicate well or be persuasive. That is covered in the UOW Writing and Tone Toolkit (intranet.uow.edu.au/brand).

WHY HAVE AN EDITORIAL STYLE?

Sticking to the style helps keep the UOW identity clear and consistent.

The English language is riddled with inconsistencies and exceptions. Everyone who speaks it has to make decisions at some point: spell with an **s** or a **z**? Bachelor with an initial capital or without? Your particular language decisions make up part of who you are. It is no different for large organisations.

This is where a style is useful. Think of it as a series of pre-made decisions around some of the most common contentious issues in written English. This includes a quick guide on common editing issues and compiling a list of UOW terms and abbreviations.

GLOSSARY OF UOW TERMS

adviser, not advisor

ATAR – Australian Tertiary Admission Rank, a number (not a mark) that allows the comparison of students who have completed different combinations of HSC courses used to rank and select school leavers for admission to tertiary courses.

Bachelor degree see *Course Names*

Campus names

UOW Bega
UOW Innovation Campus (iC)
UOW Shoalhaven
UOW Southern Sydney
UOW Batemans Bay
UOW Wollongong

Course Names

The correct format and spelling of all UOW awards see the *UOW Standard on Courses*: www.uow.edu.au/about/policy/alphalisting/UOW081835.html

convener, not convenor

Deputy Vice-Chancellor is always capitalised and hyphenated

enrol, **enrolment**, **enrolling** and **enrolled**, not variations of same

faculty, capitalise when referring to a title (e.g. Faculty of Business), otherwise use lower case (the faculty held an awards night)

Faculty names and abbreviations

Faculty of Law, Humanities and the Arts (LHA)
Faculty of Engineering and Information Sciences (EIS)
Faculty of Science, Medicine and Health (SMAH)
Faculty of Social Sciences (SOC)
Faculty of Business (BUS)

honorifics, Dr, Cr, Mr, Mrs, St (for Saint) are the only honorifics we shorten, so spell out Professor and Associate Professor in full. Use full title of Associate Professor or Emeritus Professor in the first instance, but shorten to Prof in subsequent instances.

Innovation Campus (iC), not iCampus.

Masters degree see *Course Names*

Pro Vice-Chancellor is always capitalised and hyphenated

postgraduate, one word

school leaver, two words

sessions, UOW has three main sessions: Autumn Session, Spring Session and Summer Session (note capitals).

titles/positions, university staff have a number of sometimes-lengthy titles. There are many styles you can follow, but you should always aim for clarity and brevity. In most cases this means listing a person's position before you list their name e.g. Faculty of Education Dean Professor Paul Chandler, or Faculty of Law lecturer Ms Jane Smith, or communications lecturer Dr John Smith. For rules on how to formally display academic qualifications, see Appendix 6 of the *UOW Standard on Courses*: www.uow.edu.au/about/policy/alphalisting/UOW081835.html#P769_41173

Undergraduate, one word

university, capitalised when referring to UOW (the University is developing new research in nanobionics) or another specific university, but lower-case for universities in general (Josh was excited to be starting university this year).

University of Wollongong and the official capitalisation is UOW (note all capital letters) to be used from the second mention in most cases. No variations are acceptable under any circumstance.

University of Wollongong in Dubai is an independent institution. It is not technically a campus of UOW. Refer to it by name wherever possible, either University of Wollongong in Dubai or UOWD.

Vice-Chancellor is always capitalised and hyphenated

SPELLING AND GRAMMAR

/ **(the slash)** do not use slashes to combine thoughts, for example "stay in the estate/house".

a/an, It is how the word sounds that matters when deciding which article to use. The rule is: if a word begins with a vowel sound, the article is 'an'; if it begins with a consonant sound, use 'a'. For example:

Vowel sounds:

An open door

An elderly man

An arrogant dog

Consonant sounds:

A perfect day

A tired cliché

A horrific accident

This phonetic rule has no exceptions.

A united front

An honourable defeat

A historic moment

An hourly chime

ageing, not aging

alternative means one or the other; **alternate** means switching between two things

am/pm, no full stops, with single space after the numbers: 9.45 am or 3 pm.

amid rather than amidst

among rather than amongst

Australian Government is the preferred term; the term Commonwealth Government is no longer widely used.

biannual/biennial, to avoid confusion it is best to replace the words with the short phrases that describe their meanings—i.e. biannual means twice a year and biennial means once every two years.

continuous means 'without ceasing', continually means 'repeatedly'

cooperate, cooperative, no hyphen

coordinate, coordinator, no hyphen

dates, should be written in the below style (no ordinal numbers e.g. 1st, 2nd, 3rd)

Wednesday, 30 March, 2010

Wednesday, 30 March

30 March 2010

March 2010

March this year or March last year

disinterested means unbiased; uninterested means indifferent.

Double spaces never make a double space after finishing a sentence.

effect is used mainly as a noun, whereas affect is the verb

e.g. note full stops

email, no hyphen

face-to-face, with hyphens

federal government, a broad term for the Australian government, does not need to be capitalised.

fewer/less, use fewer when referring to numbers of individuals or individual items, less for quantities (for example "fewer than 20 people attended" but "the queue stretched for less than 100 metres")

focus, focused, focusing do not use a double **s**. You can find a detailed exploration of doubling final consonants in <<The Cambridge Guide to Australian English Usage 2nd Edition>> page 229.

full-time with a hyphen

fundraising, one word

headings/headlines, capitalise the first word only unless using titles or proper nouns, just like in a normal sentence, e.g. Outstanding contributors to teaching honoured; or Australian Government awards \$11.4m funding for UOW.

health care, rather than healthcare

HECS-HELP, part of the federal government's Higher Education Loan Program.

homepage, rather than home-page or home page.

i.e. note full stops.

indigenous, no caps for generic use (as in 'indigenous to the area') but always capitalise when referring to Indigenous Australians.

initials, no spaces between initials and no full stops: CS Lewis.

internet, lower-case

internet addresses or URLs, such as: **http://www.uow.edu.au** or **http://media.uow.edu.au**. In copy you don't need to type the entire URL: **uow.edu.au** or **media.uow.edu.au** is enough.

its, possessive e.g. the faculty is holding its annual prize night

it's, a shortened version of it is e.g. it's going to rain (a good rule to remember the difference between **its** and **it's** is to check if you can replace the apostrophe with an i —e.g. it is)

licence/license, noun/verb

long-term with a hyphen

2.0 MASTER BRAND MARKS AND ELEMENTS

numbers, generally the numbers one to nine are spelled out, 10 and above are in numerals: six men, eight boats, 35 kilometres. If you're counting numbered lots, it's okay to bend this rule for the sake of clarity e.g. "You will study six 6 cp subjects".

But use: tens of thousands, a thousand-to-one chance, I've told you a hundred times.

Always spell out a number if it begins a sentence: Forty days and forty nights.

organisation (see **z/s**), unless referring to a proper name, such as the World Health Organization.

part-time with a hyphen.

per cent, two words in headlines and most normal body copy, only use % in tables or technical documents.

program, in all instances, rather than programme.

quotation marks, use double quotation marks (") not single ones ('). Only use single quotation marks when you need to quote inside a quote e.g. "I told him 'Don't worry'," Mr Philips said. Never use quotation marks for emphasis.

while, rather than whilst

z/s, Australian English uses S not Z for words like organise, customise, capitalise, symbolise etc. However there are some words, like capsize or resize that always have the Z.

3.0 CORE IDENTITIES

Core units are central to everything we provide at UOW: teaching and learning, research and discovery, resources and facilities, administration and support services.

3.0 CORE IDENTITIES

3.1 PART OF A GREATER WHOLE

With the Master Brand in place, core units should be easily identifiable as belonging to the university Master Brand. In turn, units share equity with the Master Brand.

WHO ARE CORE IDENTITIES?

Core identities are UOW units that provide services central to the functioning of the university, including:

- Faculties
- Schools
- Divisions
- Residences
- Units
- Departments

STRONGER TOGETHER

Rather than creating individual identities that conflict with the Master Brand, core identities should represent themselves in text only. This supports the UOW Master Brand and avoids brand confusion.

Using the UOW Master Brand Mark allows core identities to benefit from a mark that has established strong recall with our audiences. Further, core identities can leverage all the resources and the sum of all effort invested in the maintenance of the UOW Master Brand.

SIMPLER, SMARTER BRANDING

When UOW core identities use the Master Brand Mark, we reduces the need to spend time and resources on developing and maintaining many different logos and brand identities.

CONSISTENT LOOK

By eliminating Core Identity logos, we also eliminate the potential for confusion with our audiences and any possible dilution created by a multitude of logos. This will strengthen the brand by presenting a strong consistent look to all audiences.

HOW CAN I DO GOOD MARKETING WITHOUT A SPECIFIC LOGO?

The best marketing communications are the ones that provide a clear, valuable and meaningful message to a specific audience, in the right place at the right time, so that the audience does something valuable (for them, and for us).

A strong Master Brand supports the best marketing communications by raising the perceived value of a message (through trust and reputation), while good brand elements are the tools that provide clarity, consistency and meaning, while returning some awareness and recognition back to the Master Brand.

3.2 SPECIFICATIONS

These are the technical specifications for typesetting core identities. Pay special attention to kerning, sizing and clear space requirements when placing in layout.

POSITIVE AND REVERSED

For dark backgrounds, use a white reversed version.

CLEAR SPACE

To ensure the integrity and visibility of the core unit name, it is essential to keep it separated from other design elements using these clear space guidelines. Use the height of a lower case letter as a measure of adequate clear space for each brand mark.

- Font:**

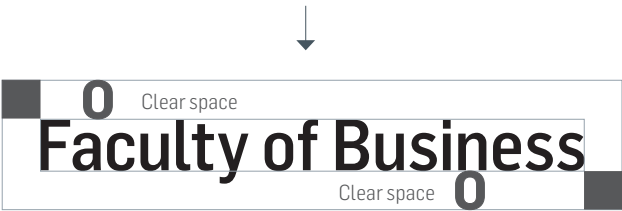
When isolated from other copy, Core Identity names should be presented in Flamaouw Semicondensed Medium. When used in copy, Core Identity names should be presented in a style that works in the rest of the application.
- Kerning:**

Kerning should be optical, and tracking should be set to -10
- Case:**

All Core Identity names should normally be presented in title case. The first letter of every word is upper case, and the remainder of the text in lower case. All articles and conjunctions should be in lower case.

Faculty of Business

Clear space:
At a minimum, the clear space around Core Identity names should be equal to the x-height (the height of the lower case letters) of the name.



Shortened form:

When shortened and isolated from other copy, Core Identity names may be presented in caps.

BUSINESS

Minimum size:

Core Identity names should not be typeset smaller than 8pt.

Faculty of Business

3.3 EXAMPLES

The naming of Core Identities is flexible: they may include a preceding/subsequent organisational phrase (e.g. 'Faculty of'), or it may include none at all.

These examples show how this flexibility works in practice. The decision on which way to phrase a Core Identity should be based on what will work best with the audience.

| | | |
|---------------------------------|---|----------------------------------|
| Division name, with 'Division' | → | Student Services Division |
| Division name only | → | Student Services |
| Faculty name, with 'Faculty of' | → | Faculty of Business |
| Faculty name only | → | Business |
| School name, with 'School of' | → | School of Nursing |
| School name only | → | Nursing |
| Residence | → | Campus East |
| Unit name, with 'Unit' | → | Strategic Planning Unit |
| Unit name only | → | Strategic Planning |

3.4 SPECIFICATIONS
WITH MASTER BRAND MARK

These are the technical specifications for sizing and placement of brand core identities alongside the Master Brand Mark in promotional use and apparel.

POSITIVE AND REVERSED

For dark backgrounds, use a white reversed version.

CLEAR SPACE

Minimum clear space requirements for the core identity should be adhered to, both around the core identity and the whole (if presented as a lockup).
In instances where the Master Brand Mark and the core identity appear as a lockup, center align the two and use clear space requirements around the master signature and campus unit name.

Clear space: The minimum clear space required between the Master Brand Mark and the Core Identity name is the clear space required for any element appearing near the Master Brand Mark. In most cases, however, it is acceptable for the Core Identity to be presented much farther away from the master signature, so long as respective sizing and clear space requirements are followed.

Relative sizing:

The Master Brand Mark must appear at least 400% the height of the core identity name



Pairing: Core identities must never be presented without the Master Brand Mark.

Distance: In most cases, it is acceptable for the core identity to be presented much farther away from the Master Brand Mark, so long as correct sizing (Master Brand 400% height of core identity) and clear space requirements are adhered to.

Faculty of Business



Alignment: Align the Core Identity name with the Master Brand Mark so that it works on the application, with respect to the Master Brand Mark.



Left-aligned on the page:
Align the Core Identity name with left side of the Master Brand Mark.



Centre-aligned on the page:
Align the Core Identity name with left side of the overall Master Brand Mark.



Right-aligned on the page:
Align the Core Identity name with right side of the text within the Master Brand Mark.

3.5 SYDNEY BUSINESS SCHOOL BRANDMARK USAGE

Geographically linked to its audience, Sydney Business School applies brand marks specific to its location. More detailed guidance on how and where to use Sydney Business School brand elements (including Brand Marks, Photography, Graphic Devices) is contained in the **Sydney Business School Brand Guideline**.

COLOUR VARIATIONS

For occasions where the UOW colour palette is used in large block or gradient colour, the mono version is preferred.

For more formal variations, or corporate communications displayed on a white or black background, use the colour version.

POSITIVE AND REVERSED

For dark backgrounds, use the reversed versions. **Never invert a positive version to use on a dark background.** The proper reversed version has been designed so the book inside the symbol is always white (or the lightest colour available depending on substrate).

CLEAR SPACE

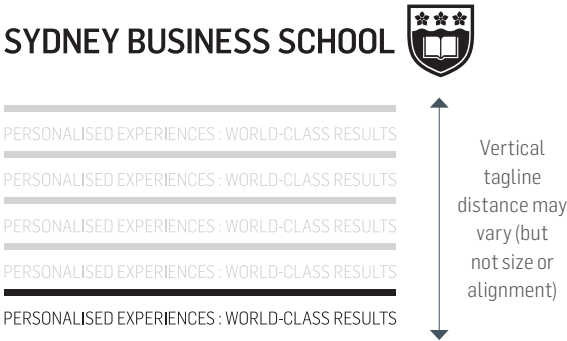
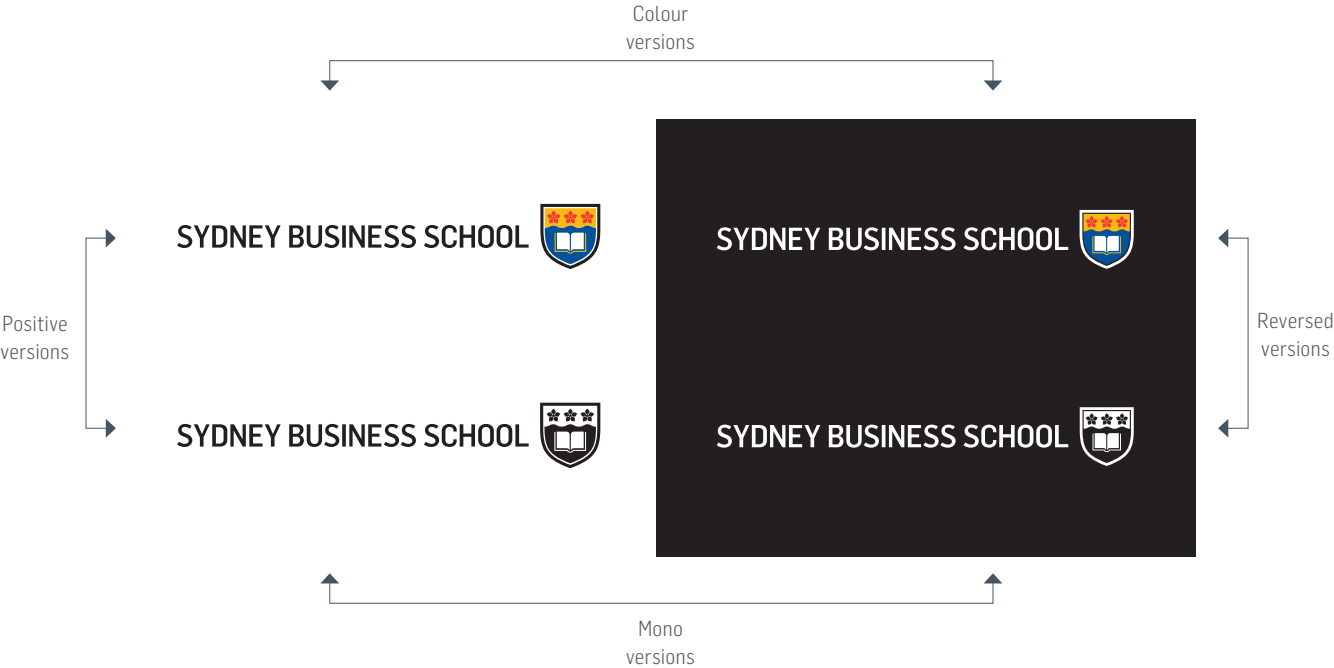
To ensure the integrity and visibility of the UOW brand mark it is essential to keep it separated from other design elements using these clear space guidelines.

Use the height of the open book within the symbol as a measure of adequate clear space for each brand mark.

MINIMUM SIZES

To maintain legibility and the integrity of the UOW Master Brand Mark, it must not be reproduced smaller than the following minimum sizes:

- Minimum print size = 60mm wide
- Minimum web size = 200 pixels wide



4.0 SUB BRANDS

A UOW Sub Brand is an entity, research centre or activity that is connected to the UOW Master Brand, but also has approved marks and/or brand elements designed to augment or modify its associations with the UOW Master Brand.

4.0 SUB BRANDS

FORMAL REGISTER

The formal register of approved UOW sub brands is the UOW Marketing, Media and Communications Policy.

IN PRACTICE

The documentation that describes the usage and practical application of UOW sub brand elements is contained in sub brand guidelines.

These guidelines are approved and centrally maintained by Strategic Marketing and Communications.

They are available by request.

Business units to whom the documentation relates also maintain a copy:

- AIIM
- SMART
- SBRC
- In2Uni
- Early Start
- iC
- Steel Hub
- iAccelerate
- Science Centre

EXAMPLES OF SUB BRAND LOCKUPS



5.0 INFORMAL PROMOTION IDENTITIES

Informal promotional identities provide an additional way to complement the UOW Master Brand by marking a communication with a time or audience-limited identity.

5.0 INFORMAL PROMOTION IDENTITIES

5.1 BAXTER THE DUCK UOW'S STUDENT LIFE MASCOT

Baxter the Duck, the UOW mascot, is a valuable tool for building university engagement and spirit. As a new aspect of UOW's brand, care must be exercised to ensure the use of our mascot reinforces—rather than replaces or conflicts with—our institutional mission, identity and brand.

For more information about UOW's mascot, including how to schedule an appearance and answers to frequently asked questions, visit the mascot website:

<https://intranet.uow.edu.au/ard/studentexperience/mascot>

MASCOT NAMING CONVENTIONS

Full Name/First Use:

1. University of Wollongong 'Baxter the Duck'
2. Baxter the Duck

Short Name/Subsequent Use:

1. UOW Duck
2. the Duck
3. Baxter

CAPITALISATION

When referring to our university mascot, use a capital "D."

- Example: This weekend, the Duck will make an appearance at the cricket game.

When referring to the wild animal, use a lowercase "d"

- Example: As spring approaches the ducks on campus will be walking around in their family groups, so watch out while driving on campus.

When referring to the mascot, use a lowercase "m."

- Example: Students love getting their photos taken with the Duck mascot.

APPROVAL

Use of the mascot name or image is subject to prior approval by the Senior Manager, Strategic Marketing & Communications, as well as the Student Communications Coordinator.

GENERAL ELIGIBILITY AND USE

Use of the mascot is reserved for marketing, activities and events that promote the student experience. It should never be used as a substitute for the University's Master Brand Mark.

USE OF MASCOT NAMES

All names associated with our mascot—including Baxter—are reserved for select student experience promotions and elements. Use of the mascot names to identify with academic or administrative departments, units, offices or programs must receive prior approval.

HIRE OF DUCK COSTUME

Baxter the Costume is available for hire. To hire the costume, visit: <https://intranet.uow.edu.au/ard/studentexperience/mascot>

5.1 BAXTER THE DUCK UOW'S STUDENT LIFE MASCOT

UOW DUCK ICON

The UOW Duck is a monochrome duck silhouette which represents the UOW mascot. It has been created for informal applications within the University campus i.e. Student communications about events and activities, UOW merchandise, uni bar posters, etc.

The Duck should never be used on any initial external facing pieces of collateral (where the readers have not seen the mascot previously), or formal internal communications of a serious nature.

The Duck is NOT a logo or brand.

UOW DUCK LOCKUPS

UOW DUCK & LOGO

The UOW logo must always be visible wherever the duck appears, though they do not have to sit side-by-side.

UOW DUCK & STATEMENT

Clear Space

To ensure the visibility of both the duck and the statement, it is essential to retain a certain amount of clear space around the duck.

Always use the duck's foot width as a minimum amount of clear space. See diagram.

VISUAL EXPRESSION

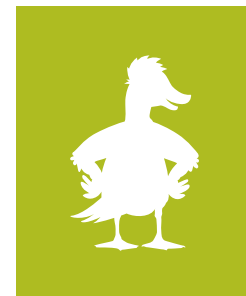
The mascot is visually expressed in two ways: the mascot him or herself (the performer), and the character illustration.

Mascot visual elements have limited application, and **MAY NOT** be used for:

- Academic group identification e.g. university, campus, schools, departments, offices, units or programs.
- Administrative unit identification
- University business cards or letterhead
- Email signatures

The following usage types **MAY** incorporate mascot visuals (upon receiving prior approval):

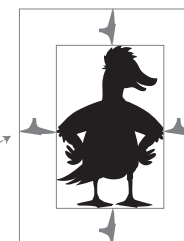
- Marketing and promotion of student experience events (O-Week, Clubs Day etc.)
- Signage, sculptures and other public display elements (permanent installations require approval from Student Experience Communications Coordinator)
- Official student clubs and organizations



Use the black version on a light background and the white version on a UOW brand colour or image background.



UOW
AUSTRALIA



**BIRDS OF A
FEATHER FLOCK
TOGETHER**
Join a club

Example statement

5.2 THE UOW MONOGRAM UOW'S INFORMAL CREST

MONOGRAM

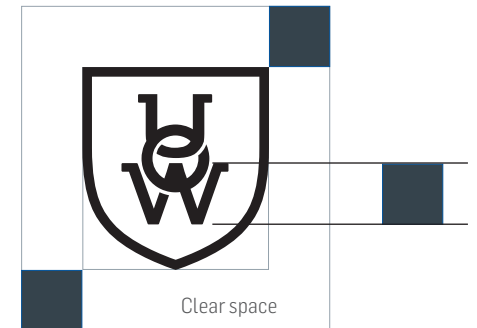
The UOW Monogram has been created for informal applications within the University campus e.g. sporting uniforms and kit and UOW merchandise, unibar posters. The monogram should never be used on any external facing or formal internal pieces of collateral.

REVERSED VERSIONS

For dark backgrounds, use the reversed versions.

CLEAR SPACE

To ensure the integrity and visibility of the UOW brand mark it is essential to keep it separated from other design elements using these clear space guidelines. For these brand marks, one square height (as high as the 'W' is the minimum clear space required).



Applying the monogram
to clothing



VERSION CONTROL TABLE

| Version Control | Release Date | Author/ Reviewer | Approved By | Amendment |
|-----------------|--------------|--|--|---|
| 1 | 20150224 | Emily Osborne, Senior Manager, SMCU | Professor Joe Chicharo, Deputy Vice-Chancellor (Global Strategy) | <p>This version replaces:</p> <ul style="list-style-type: none"> The previous Brand Guideline v3.4 <p>This version includes:</p> <ul style="list-style-type: none"> An integrated approach between Marketing Communications Policy, Brand Guideline, and Toolkits <p>This version amends:</p> <ul style="list-style-type: none"> Visual identity Language used (e.g. brand marks) Brand architecture and corporate identity <p>This version references updated standards and new toolkits to support specific platforms</p> <ul style="list-style-type: none"> UOW online toolkit Social media toolkit UOW stationery standard Paper stock toolkit |