



# University of South Australia

BRAND GUIDELINES 2019

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# 1.0 Introduction

## 1.01 THE UNIVERSITY

The University of South Australia (UniSA) operates in a competitive environment where reputation, name and image are valuable assets. Consistent and appropriate branding and communications activity supports a strong corporate image and public recognition of the University's accolades and achievements.

The University can be recognised by distinctive elements, or brand assets, including its logo, corporate colour and typeface. This guide provides advice for the effective reproduction and use of the University's brand assets.

## 1.02 GOVERNANCE

Consistency is vital in maintaining the integrity of the University's brand. This guide has been developed by the Communications and Marketing Unit (CMK), and the Publications and Visual Communications team are responsible for its delivery and providing additional advice to University staff.

### Key Contacts

#### *Chief Marketing and Communications Officer*

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## 2.0 Logo

### 2.01 DISTINCTION

The University's logo and UniSA Blue are distinguishable brand elements. The UniSA logo instantly and clearly identifies a marketing communication as belonging to the University.

The logo is a Registered Trademark and it is important that it is reproduced correctly.

The symbol should only ever be reproduced as part of the logo, in combination with the name of the University, **never on its own**. The name of the University should always remain proportional to the symbol.



# University of South Australia

## 2.0 Logo

### 2.02 SYMBOL

The UniSA logo should be used to identify and unify all University publications, services and activities. The symbol is based on the letterform 'U', the 'uplifting' forms express aspiration to higher achievement, while the solid yet distinctive design ensures memorability. The internal structure can be interpreted as three-dimensional, further increasing visual interest.

### 2.03 COLOUR

The logo uses UniSA Blue, which is the official corporate colour of the University.



Pantone: 7686C

CMYK: C100/M72/Y0/K6

RGB: R0/G82/B160

HEX: 0052a0

*For more information about UniSA Blue and guidelines for its use see Section 3 – Colour.*



**University of  
South Australia**

**Vertical**

The vertical version of the logo is the default



**University of  
South Australia**

**Horizontal**

The horizontal version offers greater flexibility where space height is at a premium, or for use alongside other horizontal logos.

## 2.0 Logo

### 2.03 COLOUR VARIATIONS

The logo can be used in three colour variations. The colours are UniSA Blue, white (reversed) and black (mono).

*Note: When producing the logo in UniSA Blue or mono variations, the U elements in the centre of the symbol must remain white and not be transparent.*



#### **UniSA Blue**

for use on white backgrounds.



#### **Reversed**

for use on dark backgrounds (white logo).



#### **Mono**

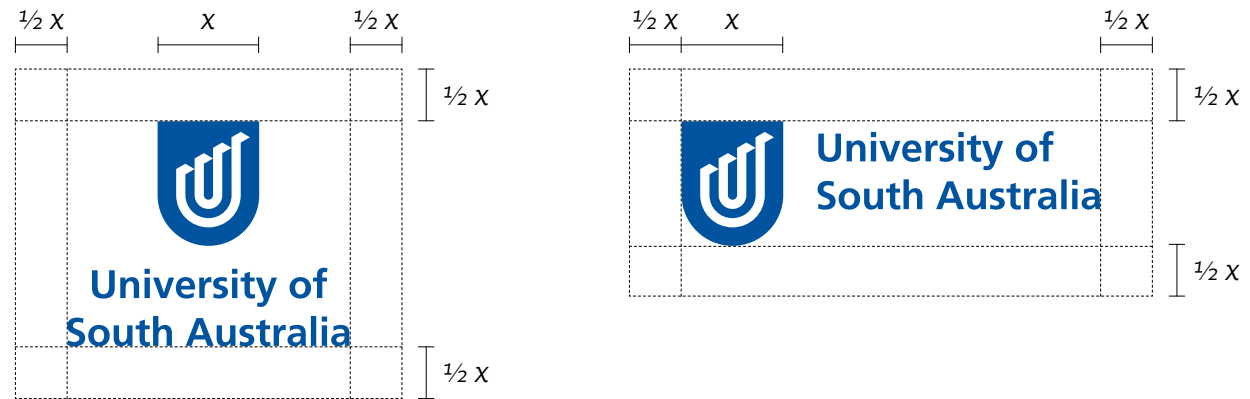
for one colour (black) reproduction.

## 2.0 Logo

### 2.04 PROTECTED AREA

A minimum protected area must be maintained to ensure clarity of the logo.

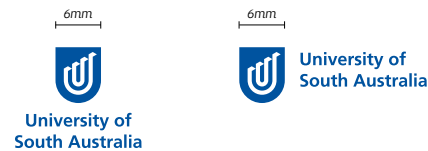
The protected area is half the width of the symbol, distributed as clear space around the logo's edge. This applies to all logo variations.



### 2.05 MINIMUM SIZE

The logo must be a minimum of 6mm as measured across the width of the symbol for all logo variations.

*Note: The logo may need to be smaller for some applications such as embroidery on clothing or digital designs for small screens/devices. In these situations, please seek advice from the Manager Publications and Visual Communications. Remember, that the name of the University should be legible and the edges of the symbol should remain sharp.*



**Example: Use of logo at minimum size**



## 2.0 Logo

### 2.06 INCORRECT USE

To maintain branding consistency and visual quality of the logo, care must be taken to avoid incorrect use.



Do not use any other colour than UniSA Blue, white or black.



Do not use more than one colour on the logo.



Do not resize out of proportion.



Do not use the symbol separate to the text or as a pattern.



Do not use the logo on an angle.



Do not place on a patterned or heavily textured background.



Do not outline the logo.



Do not add any effects to or animate the logo.



Do not distort the logo.



## 2.0 Logo

### 2.07 CO-BRAND LOGOS

A co-brand is the combination of the UniSA logo with one or more distinct logos, normally separated by a vertical line. A co-brand should not be confused with name plates (see below). The order of the logos in a co-brand is reliant upon the relationship of the University and the other organisation/s.

To ensure consistent branding and prominence of the University brand, **University entities** may use an approved co-brand logo on selected communications.

Development of any future co-brands, secondary logos or badging/graphic devices must only occur with the approval of the Chief Marketing and Communications Officer as per the current Marketing Code of Practice.

### 2.08 NAME PLATES

The University has a standardised naming convention for its departments and functions called a 'name plate'. The correct format is the University logo separated by a vertical line from the name of the department or function, written in Frutiger. This should not be confused with a co-brand logo (see above).

No special approval is required to generate a name plate, however when there is a requirement to change or create a new name plate, guidance should be sought from the Manager Publications and Visual Communications.

#### Example: Co-brand logos



#### Example: Co-brand logos – University entities



#### Example: Name plates



## 2.0 Logo

### 2.09 GRAPHIC DEVICES

To communicate a unique identity to some University brands and functions, a 'graphic device' may be permissible, with CMK approval.

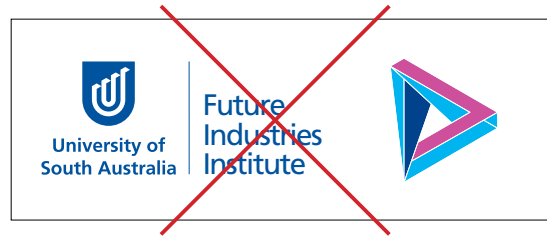
A graphic device is a visual element that helps to identify an externally facing entity of the University, such as the Future Industries Institute (FII), and should be used in collaboration with the University's marketing collateral and branding.

#### It is important to remember:

- if the graphic device is used in its entirety (i.e. it is not cropped), it must always appear with the approved University branding; and
- be at least 2.5 times larger than a UniSA co-brand logo or nameplate.

This is to ensure the device is seen as a supporting design element, not as a logo.

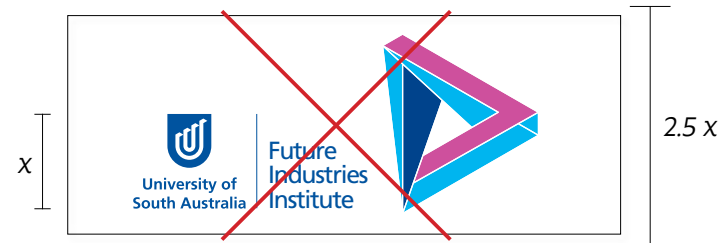
#### Example: Future Industries Institute (FII) graphic device



**DON'T** place the entire device next to the UniSA co-brand, or any other brand, in a way that could be interpreted as a logomark.



**DO** reproduce the device at **2.5x** height of University logo and with its edges cropped.



The height of the whole device **MUST** be at least **2.5x** the height of the University of South Australia Logo.



## 2.0 Logo

### 2.10 PARTNERS AND SPONSORS

The UniSA logo should be proportionate to other logos when used on partners' or sponsors' printed materials or websites. This applies in all instances, except in those where sponsors are tiered (i.e. gold, silver, bronze etc). In these cases, the logo should be proportionate to those within its class.

*Note: Some organisations may require additional approvals for use of their logo on printed materials and digital assets.*

**Example: University logo is proportionate to other logos**



# 3.0 Colour

## 3.01 PRIMARY (CORPORATE) COLOUR

The University's corporate colour is UniSA Blue. In addition to its use as the logo colour, UniSA Blue should always be the dominant colour on brochure covers, posters, banners, colour advertisements and any other promotional activity.

Care must be taken to use the correct colour space for the application – always use the colour breakdowns specified here. When colours are translated from one space to another, or are reproduced by different applications, the final result can vary. Where possible, ask for a proof or sample to ensure a good match with existing materials.

### Primary (corporate) colour

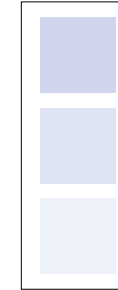


Pantone: 7686C  
 CMYK: 100/72/0/6  
 RGB: 0/82/160  
 HEX: 0052a0

### Secondary colours



CMYK: 100/85/0/9  
 CMYK: 100/80/0/6  
 CMYK: 90/59/0/4



CMYK: 17/12/0/0  
 CMYK: 10/6/0/1  
 CMYK: 6/3/0/0

## 3.02 SECONDARY COLOURS

Secondary colours are used on the shapes that appear in brand architecture (see Section 4 – Graphic elements).

These colours are used over the primary colour only, or white, as per examples.

### Example: Use of alternative colours

## 3.03 ALTERNATIVE COLOURS

Alternative colours can be used to enhance and reflect both images and the UniSA graphic elements.

Colours can be sourced from, and influenced by, imagery, and should complement and accent the primary corporate UniSA Blue colour.

## 4.0 Graphic elements

### 4.01 BRAND ARCHITECTURE

The University's 'Brand Architecture' provides a foundation for our graphic design and visual style. The graphic elements within 'Brand Architecture' are replications of the University's striking, modern buildings – including the M2 Building at Mawson Lakes campus (element 1) and the Hawke Building at City West campus (element 2).

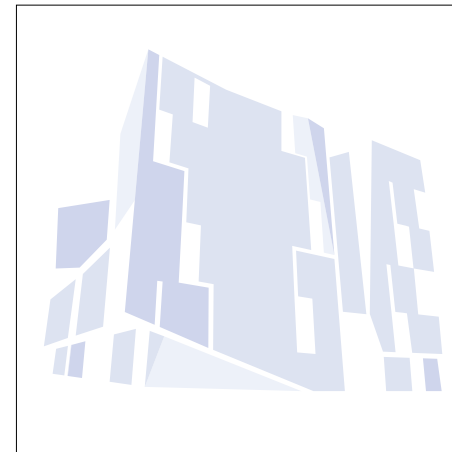
Sections of the graphic elements can be used across both print and digital materials as a background to add depth to the design.

Minimal angular treatments can also be applied to reflect the shapes. Not every design needs to incorporate the full angular treatments, using clean and simple angles just as a feature where appropriate is advisable and preferred.

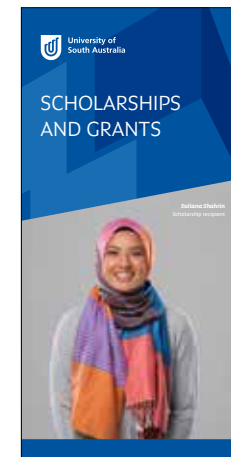
*Graphic element 1*



*Graphic element 2*



*Example: Graphic elements on flyer*



## 5.0 Typeface

### 5.01 UniSA ALTIS

The University's corporate typeface is a customised version of Altis. It should be used on all corporate advertising, publications and promotional materials.

For a licensed copy of the UniSA Altis typeface please contact the Manager Publications and Visual Communications.

### 5.02 PREFERRED UniSA ALTIS WEIGHTS

The preferred UniSA Altis weights are as follows:

UniSA Altis Light

*UniSA Altis Light Italic*

UniSA Altis Book

*UniSA Altis Book Italic*

**UniSA Altis Medium**

**UniSA Altis Bold**

**UniSA Altis Extra Bold**

**UniSA Altis Heavy**

*UniSA Altis Hairline, UniSA Altis Thin and UniSA Altis Black are not recommended.*

#### *UniSA Altis Light*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/

#### *UniSA Altis Light Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/*

#### *UniSA Altis Book*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/

#### *UniSA Altis Book Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/*

#### *UniSA Altis Medium*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/

#### *UniSA Altis Bold*

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/**

#### *UniSA Altis Extra Bold*

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/**

#### *UniSA Altis Heavy*

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()[];:'"<>,.?/**

## 6.0 Photography

### 6.01 STYLE

The photography used in UniSA's marketing materials should be engaging, authentic and visually appealing. Images of people should be actual UniSA students, staff and alumni where possible. Stock photography should be avoided unless it relates to a specialised area or the imagery required is not available on UniSA's Asset Bank.

For additional advice on photography style and briefings please contact the Manager Publications and Visual Communications.

### 6.02 ASSET BANK

Asset Bank is the central repository for the University's images and photography. UniSA staff can access a wide range of images including students, campus facilities, research and more.

[assetbank.unisa.edu.au](http://assetbank.unisa.edu.au)



# 7.0 Message Architecture

## 7.01 WRITING STYLE

All communication materials should reflect the University's youthful confidence and enterprising spirit. Content should be relevant and engaging. Our position as a 'challenger brand' should be clear – an innovative university grounded in the community, industry-connected and helping to solve the challenges of tomorrow through career-ready graduates and research excellence.

**We ARE:** adventurous, innovative, global, distinctive, creative, transformational, engaged, engaging, enterprising, resourceful, pioneering, ground-breaking, trail-blazing, professional, international, adaptable, connected, inquiring and accessible.

**We are NOT:** traditional, local, vocational, prestigious, pretentious, generic, stagnant or conventional.

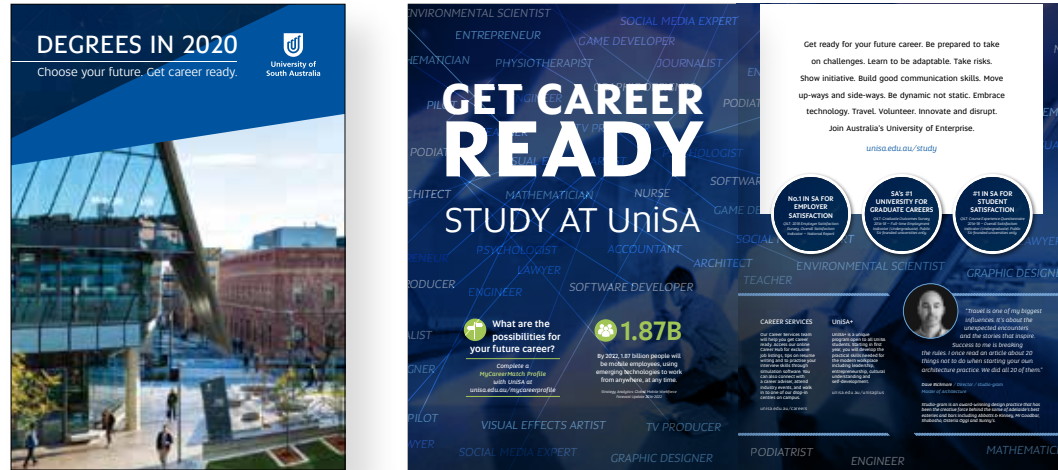
UniSA is a 'disruptor' – a hub of innovation and new thinking. Our tone of voice should reflect a unique blend of insight and originality, and be conversational and vibrant. Our communications should be:

- Authentic
- Dynamic
- Visionary
- Fresh
- Relatable
- Relevant

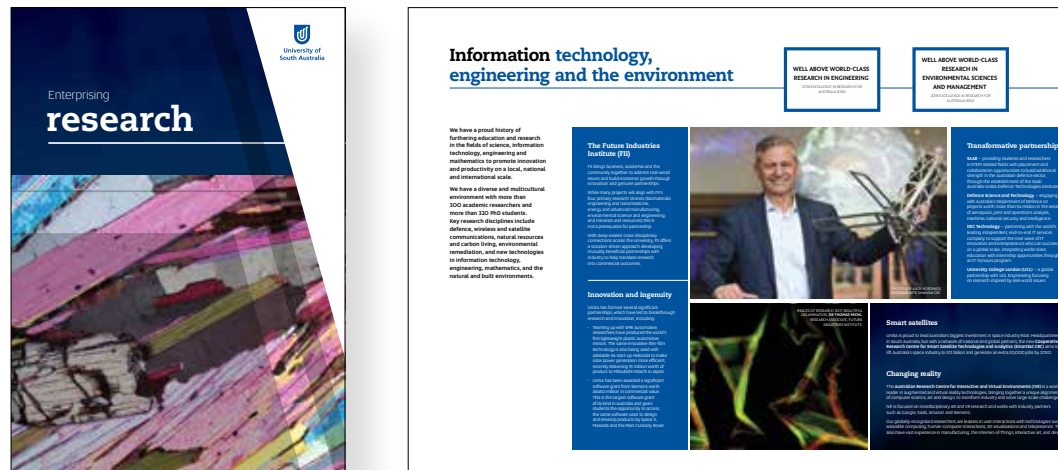
## 7.02 TEXT STYLE

The University has agreed guidelines for text including style, punctuation, shortened forms, capitalisations etc.

Example: UniSA brand applied to student recruitment material



Example: UniSA brand applied to corporate material





## 8.0 Legal and policy

All marketing and branding activity at the University is subject to legal and policy needs. These include the provisions set out in the Code of Practice, as well as trademark and disclaimer requirements.

### 8.01 MARKETING CODE OF PRACTICE

As a major public institution the University is subject to legislative requirements regarding the proper conduct of its operations. Management of the marketing of its services and intent to the broader community is a significant organisational requirement.

### 8.02 REGISTERED TRADEMARKS

The University's logo and 'Australia's University of Enterprise' tagline are Registered Trademarks and their use is subject to approval.

### 8.03 CRICOS CODE

UniSA's CRICOS (Commonwealth Register of Institutions and Courses for Overseas Students) Provider Code authorises the University to provide education and training services to international students.

The following mandatory statement must appear on all communications intended for international students:

**CRICOS provider number OO121B**

### 8.04 ACKNOWLEDGEMENT OF COUNTRY

The University has an on-going commitment to Aboriginal engagement and reconciliation. The Acknowledgement of Country is placed on appropriate communications and platforms as a visual representation of the University's position.

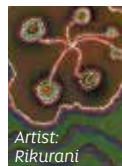
#### Example: Back cover of publication



#### Typesetting for registered trademark

**Australia's University of Enterprise** ← Altis UniSA Bold Italic

#### Typesetting for Acknowledgement of Country



**Acknowledgement of Country** ← Altis UniSA Bold Italic

UniSA respects the Kurna, Boandik and Barngarla peoples' spiritual relationship with their country. We also acknowledge the diversity of Aboriginal peoples, past and present. ← Altis UniSA Book Italic

Find out more about the University's commitment to reconciliation at [unisa.edu.au/RAP](http://unisa.edu.au/RAP) ← Altis UniSA Medium Italic

## 9.0 UniSA Name Plate and Co-Branding Framework

### 9.01 UniSA NAME PLATE FRAMEWORK

#### GENERAL GUIDELINES:

- Name plates are only used for UniSA entities and services, e.g. applying to all students or a wide group;
- The UniSA logo should always lead the name plate and be separated by a vertical line;
- A name plate should be created and used in accordance with University marketing policies and principles, as well as with brand style guidelines;
- Changes to an existing name plate or creation of a new name plate must be approved by the Chief Marketing and Communications Officer.

#### UniSA entities

*e.g. those providing core business (teaching, learning, research)*

Including but not limited to divisions, schools, research centres, groups and units

#### Examples:



#### UniSA services

*e.g. with a formal name and linked to core functions such as teaching or student services*

Including but not limited to Campus Central, Alumni chapters, community health clinics

#### Examples:



#### UniSA strategic initiatives

*e.g. special entities not involved in academic programs or research, but those that are externally focused and aid access or engagement with the University*

Including but not limited to The Hawke Centre, Samstag Museum, MOD.

#### Examples:



*Please note that any new strategic initiative requires approval from the Vice Chancellor before a name plate can be created.*

*If you are not sure or have any questions relating to the use of name plates and co-brands, please contact the Manager Publications and Visual Communications.*

## 9.0 UniSA Name Plate and Co-Branding Framework

### 9.02 UniSA CO-BRANDING FRAMEWORK

#### GENERAL GUIDELINES:

- Co-brand logos occur where UniSA has a share of the profile or is a prominent partner;
- The logo order / placement depends on the nature of the relationship, but should still be separated by a vertical line;
- Co-branded logos must always be approved for use, both initially and in any materials.

#### University-to-University partnerships

*e.g. with other University or tertiary education provider*

Examples include joint program delivery, institution-based MOUs

#### Example:



#### SPECIFIC BRANDING/USAGE GUIDELINES:

- Equal presentation of University/institution logos is required, e.g. side by side
- Design may reflect partner's style or branding, or may be custom built to independently reflect each institution
- Joint approval of materials is required.

#### University and private partner relationships

*e.g. where UniSA has a share of the profile but may also be one of many being represented*

Examples include international agents, other contractual relationships

#### Example:



#### SPECIFIC BRANDING/USAGE GUIDELINES:

- UniSA logo is required
- Use of wording, "authorised representative of" is required
- UniSA design style can be used if relevant
- The partner may have their own brand identity to incorporate
- Joint approval of materials is required.

#### Licence arrangement of a UniSA product or service

*e.g. the intellectual property (IP) is owned by UniSA and licenced*

Examples include a profit or royalty arrangement, a provider trading under the UniSA name e.g. CELUSA

#### Example:



#### SPECIFIC BRANDING/USAGE GUIDELINES:

- UniSA logo is required
- UniSA design style on all materials is required
- Joint approval of materials is required.

## 9.0 UniSA Name Plate and Co-Branding Framework

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### Commercial or joint venture

*e.g. with a private provider or non-University level body where the UniSA name contributes to the branding*

Examples include a profit or royalty arrangement, MOUs with shared intellectual property or a legal agreement, e.g. SAIBT, APMI

### Example:



### SPECIFIC BRANDING/USAGE GUIDELINES:

- Use of wording, “in association with” is required
- UniSA logo is required
- Design should reflect the private provider’s style and branding
- Joint approval of materials is required.

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### Collaborative venture and sponsorship

*e.g. a short-term, project-specific agreement where UniSA’s support must be acknowledged*

Examples include MOUs, naming rights sponsorships, and other sponsor arrangements for one-off or recurring events/services

### Example:



### SPECIFIC BRANDING/USAGE GUIDELINES:

- Use of wording, “sponsored/ supported by” is required
- UniSA logo is required
- Joint approval of materials is required
- Other benefits resulting from the venture may be negotiated.

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*If you are not sure or have any questions relating to the use of name plates and co-brands, please contact the Manager Publications and Visual Communications.*