

**WESTERN SYDNEY**  
UNIVERSITY



**Digital Brand Guidelines 2015**

Version 1.2 / Updated September 2015

# Digital Brand Guidelines

## Contents

### Introduction

How to use these guidelines

### 1. Foundation

- 1.1 Basic content structure
- 1.2 Vertical grid
- 1.3 Breakpoints
- 1.4 Columns and content blocks
- 1.5 Spacing
- 1.6 Horizontal grid

### 2. Building blocks

- 2.1 Logo
- 2.2 Partner logo use
- 2.3 Colour
- 2.4 Colour use
- 2.5 Typography
- 2.6 Typography hierarchy
- 2.7 Type on colour
- 2.8 Typography examples
- 2.9 Typography with images
- 2.10 Tables
- 2.11 Buttons
- 2.12 Links
- 2.13 Iconography
- 2.14 Form elements
- 2.15 Images
- 2.16 Desktop A Features (Carousel)
- 2.17 Tablet and Mobile A Features
- 2.18 B and C Features
- 2.19 Modal

### 3. Components

- 3.1 Navigation area: Components
- 3.2 Masthead
- 3.3 Mega nav
- 3.4 Search
- 3.5 Mobile navigation
- 3.6 Mobile masthead
- 3.7 Mobile navigation measurements
- 3.8 Notification bar
- 3.9 The Footer
- 3.10 Desktop footer measurements
- 3.11 Tablet footer measurements
- 3.12 Mobile footer measurements
- 3.13 Internal page - navigation
- 3.14 Internal page - feature tiles

### 4. Campaign sites

- 4.1 Implementing the brand
- 4.2 Campaign site structure
- 4.3 Campaign navigation

### 5. Native applications

- 5.1 Implementing the new brand
- 5.2 Store icons

### 6. Social

- 6.1 Social media
- 6.2 Facebook
- 6.3 Twitter

### 7. Email

- 7.1 Brand emails
- 7.2 Marketing emails
- 7.3 Auto responders

# INTRODUCTION

# Digital Brand Guidelines

## Introduction

These guidelines have been prepared to assist with the rebrand of all digital touch points for Western Sydney University.

Best practice user centric and responsive design theory has been considered throughout to create a contemporary and functional visual identity for the University.

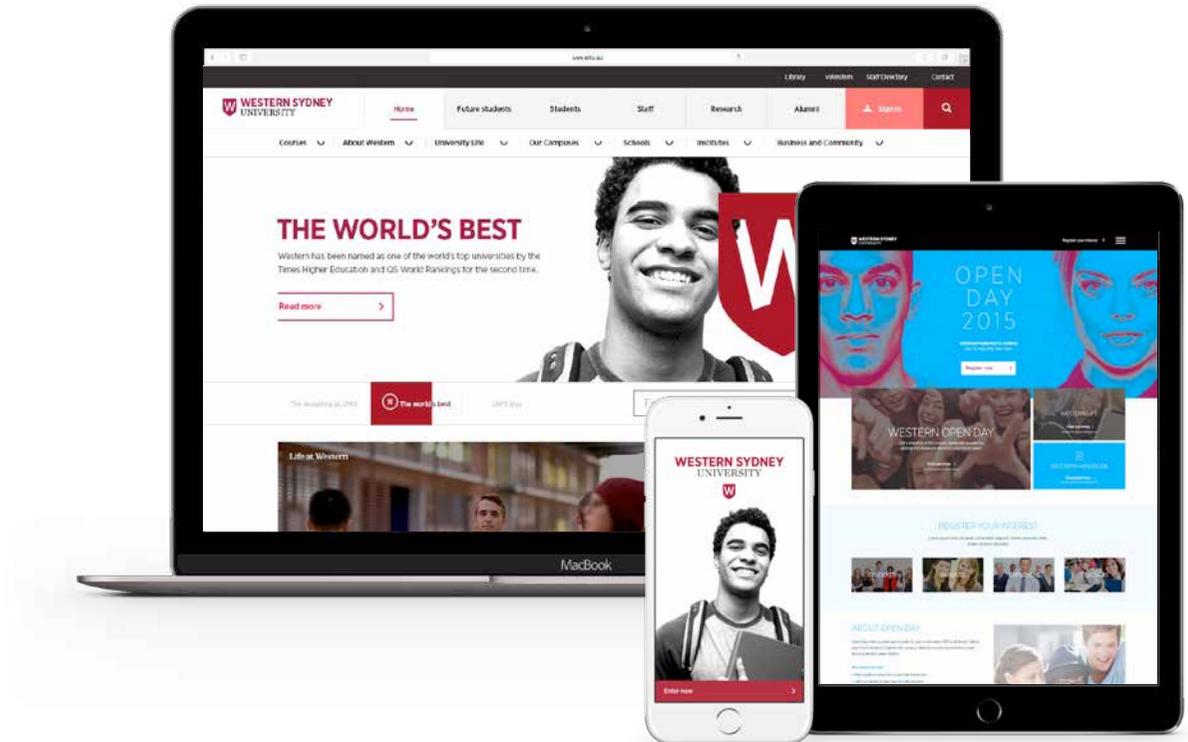
The correct implementation of these guidelines is essential for the performance of Western Sydney's digital assets and overall consistency.

### How to use this document

The initial sections offer prescriptive instructions on the foundations and building blocks required to change specific elements. Later sections guide with the implementation of the brand by channel and purpose.

Any queries or assistance related in the implementation of new brand assets should be directed to the Office of Marketing and Communication:

**Danielle Roddick**  
d.roddick@uws.edu.au  
02 9678 7096



# 1. FOUNDATION

Basic content structure

Vertical grid

Breakpoints

Columns and content blocks

Spacing

Horizontal grid

# Foundation

## 1.1 Basic content structure

### Basic content structure

Websites created for the University should consist of a hierarchal content structure. This ensures an effective user experience with important information kept as high as possible and still allowing essential supplementary content to be accessible as the user scrolls the page.

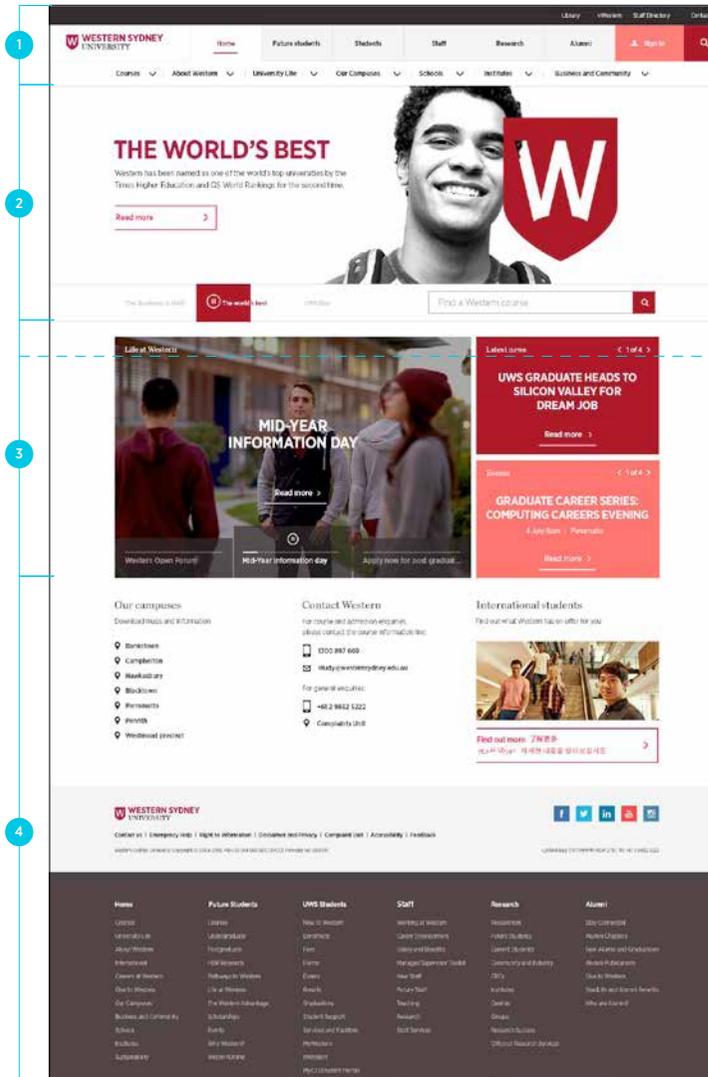
A significant majority of users don't scroll down to see the whole page when visiting sites (especially returning visitors), so critical content (i.e. call to actions, site search) should always be 'above the fold' (visible on page load).

Critical page content should be in the top 680px of the site.

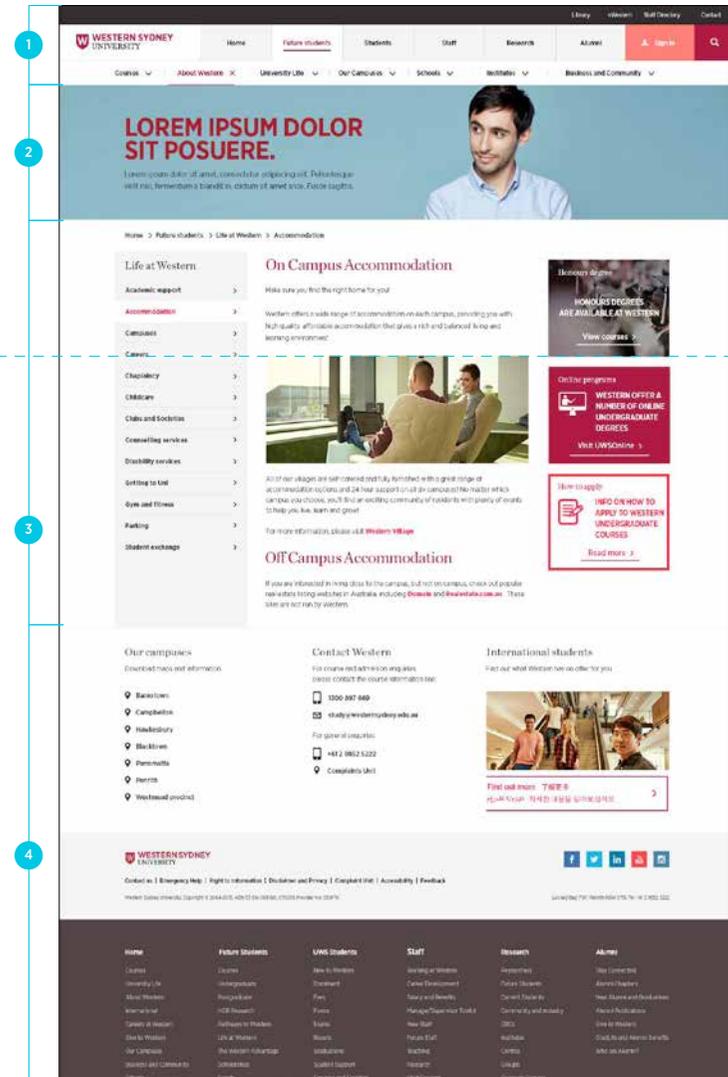
The basic content structure should consist of 4 stages:

1. Navigation
2. Promotional (A feature)
3. Content
4. Footer

Homepage desktop basic content structure



Level 2 page desktop basic content structure



680px  
page fold



# Foundation

## 1.2 Vertical grid

### The grid

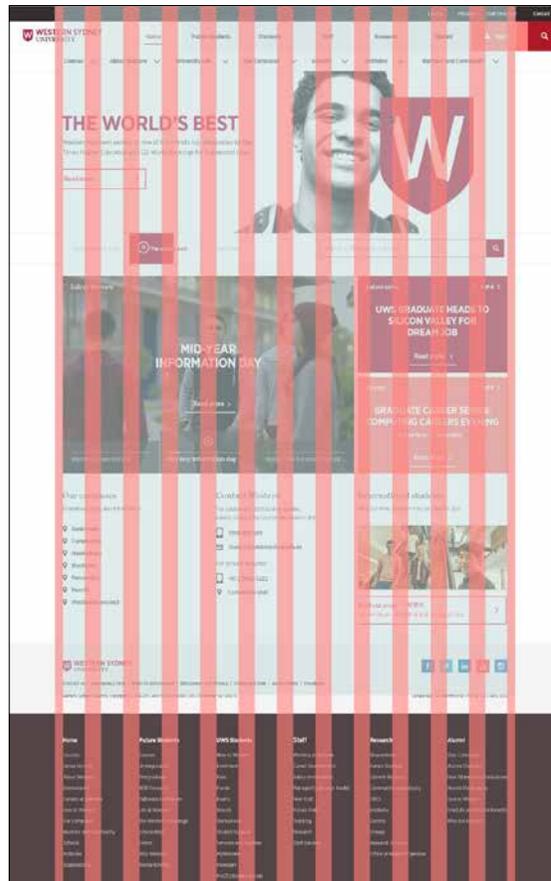
For a contemporary and functional experience across all new websites, a responsive, mobile first fluid grid system should be implemented. This should appropriately scale up to 12 columns as the device or viewport size increases.

This allows a consistent experience for all screen sizes and gives an accessible, industry standard framework that will futureproof the build of all new websites for the university.

To maintain website proportions, the grid is set to a max content width of 1140px with 40px (20px + 20px) column padding for desktop and 15px column padding for mobile viewports (<767px).

**Note:** While the grid for content is locked to a maximum 1140px for desktop, assets such as A features and background panel colours continue to expand with the window size to create a more contemporary and responsive layout. More details on functionality around A features can be found in **section 2.16**.

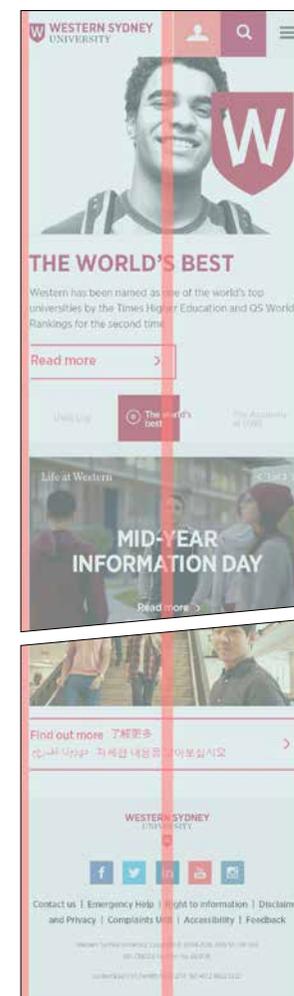
Desktop grid



Tablet grid



Mobile grid



# Foundation

## 1.3 Breakpoints

### Breakpoints

The grid has five defined breakpoints that allow a fluid transition between screen resolutions. When creating wireframes and designs for future sites, create 3 versions - Mobile (BP1), tablet portrait (BP3) & desktop (BP5).

Designing to these breakpoints allows effective visualisation across a broad range of devices.

BP2 and BP4 can be used for optional adjustments in the front end build stage to tidy unforeseen anomalies in the designs.

### IMPORTANT:

Designing a site on a 12 column grid does **NOT** mean there are 12 available content columns for use. See **section 1.3** for details on how content can be used with the grid.

### BP1 - Smartphone 320 - 599px

10px column padding.  
12 columns forming 2 primary columns.

### BP2 - Small Tablet Portrait 600 - 767px

20px column padding.  
12 columns forming 2 primary columns.

### BP3 - Tablet Portrait / Small Tablet Landscape 768 - 977px

20px column padding,  
forming 12 primary columns.

### BP4 - Small Desktop / Tablet Landscape 978 - 1139px

20px column padding,  
forming 12 primary columns.

### BP5 - Large Desktop + / Tablet Landscape + 1140px +

20px column padding,  
forming 12 primary columns.



# Foundation

## 1.4 Columns and content blocks

### Desktop columns and content blocks

The 12 columns can be divided into content blocks. The grid allows for a diverse array of content blocks to keep layouts and templates visually engaging.

All 12 columns sit flush within the grid with 20px inner padding (desktop). Each content block is separated by 40px (20+20px) column padding. This ensures all content has consistent alignment.

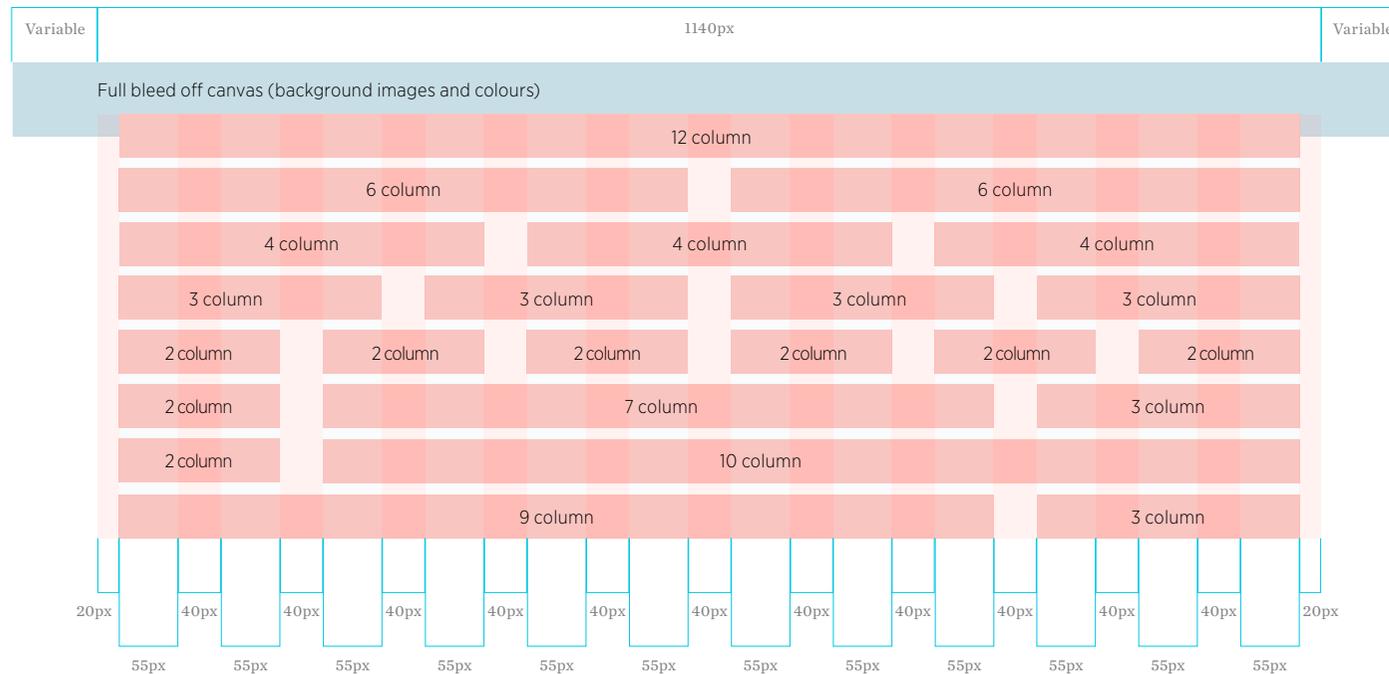
### Tablet and small desktop columns and content blocks

Due to the lower resolution of tablets, the amount of available columns is reduced. This should be considered when designing new assets to keep important content as high on the page as possible.

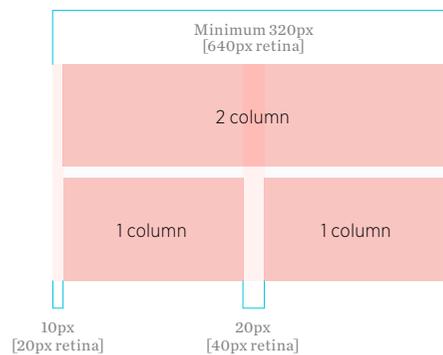
### Mobile columns and content blocks

The 2 columns within the mobile grid create only two content blocks. However, in most situations a single content column should be used.

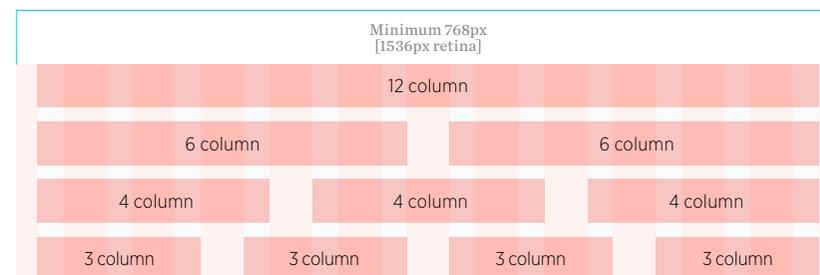
Desktop columns and content blocks



Mobile grid and columns



Tablet grid and columns



# Foundation

## 1.5 Spacing

### Spacing

All spacing throughout all layouts is based on natural incremental divisions of the 40px gutter.

For example to maintain a strong visual aesthetic use spacing of either:

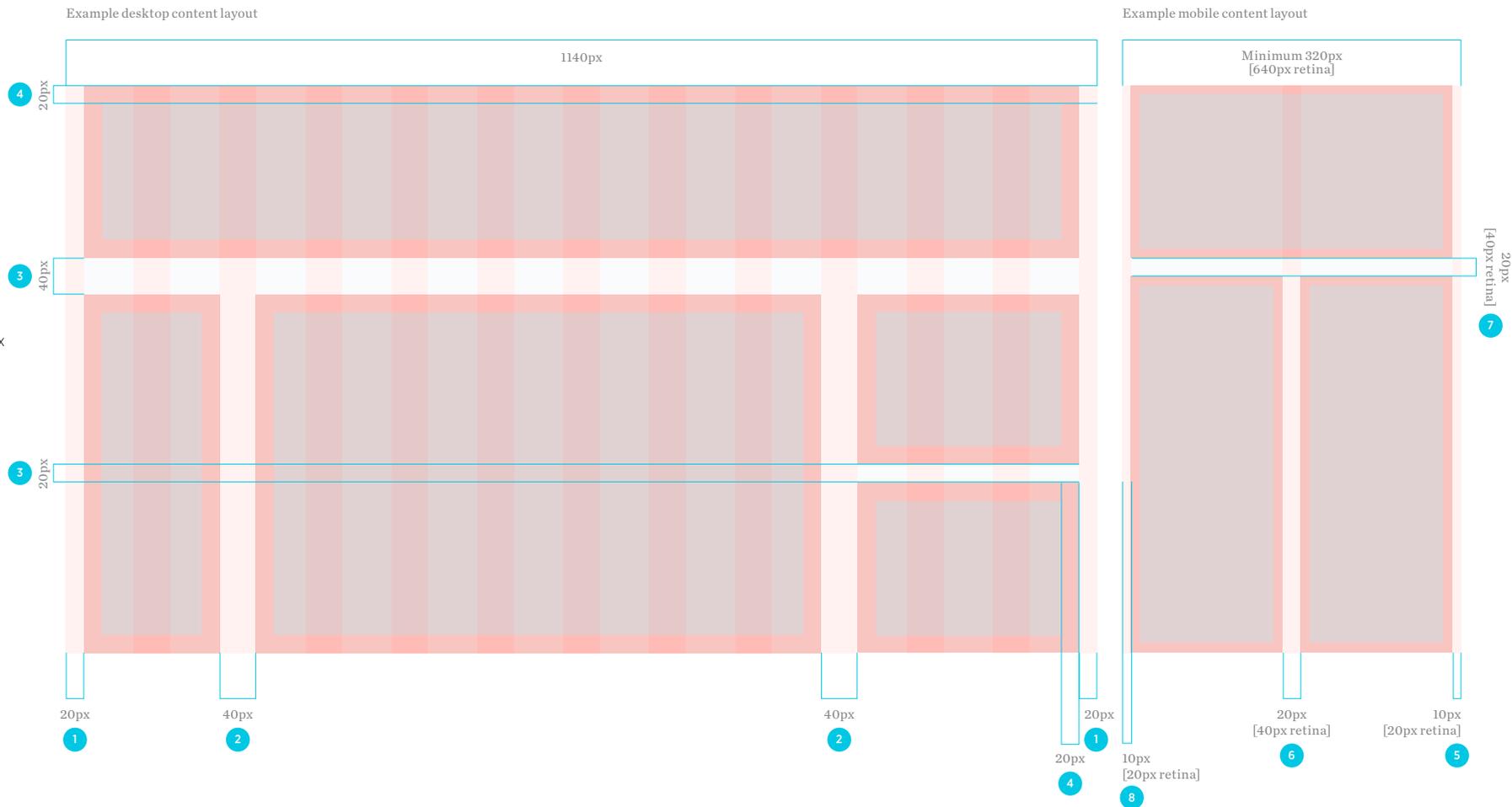
- 40 pixels
- 20 pixels
- 10 pixels
- 5 pixels

### Example desktop content layout

1. **Margin:** 20px
2. **Column padding:** 40px
3. **Content block spacing:** 40px and 20px
4. **Content padding:** 20px

### Example mobile content layout

5. **Margin:** 10px
6. **Column padding:** 20px
7. **Content block spacing:** 10px
8. **Content padding:** 20px



# Foundation

## 1.6 Horizontal grid

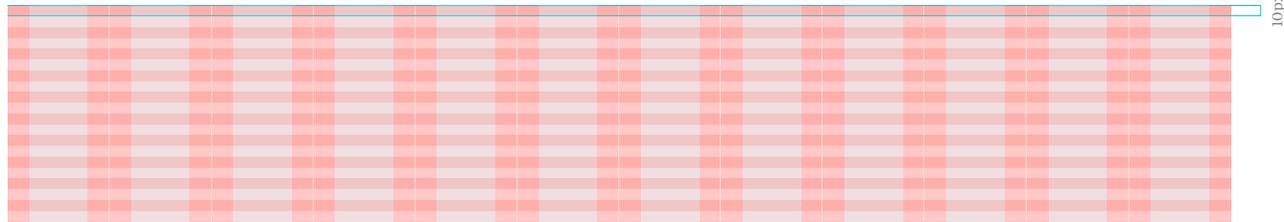
### Horizontal grid

The horizontal grid is 10 pixels.

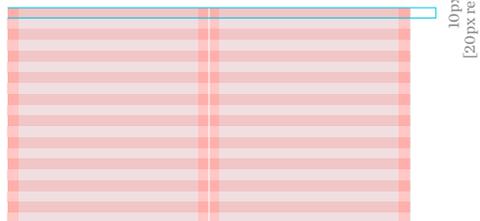
To maintain a consistent visual flow through out all pages align the baseline of visual elements to the horizontal grid.

When using the horizontal grid, allow elements to have sufficient margin and/or padding so site pages avoid looking cramped. See **section 1.4** for more guidance on spacing

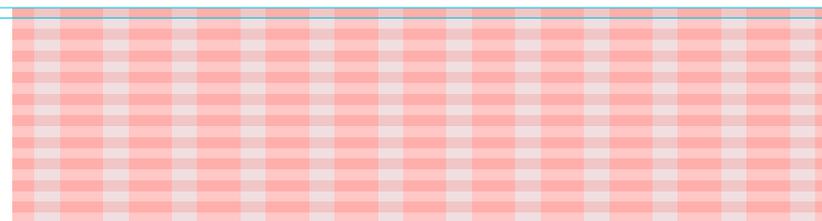
Desktop horizontal grid



Mobile horizontal grid



Tablet horizontal grid



## 2. BUILDING BLOCKS

# Building blocks

## 2.1 Logo

### The masterbrand

For consistency across all digital channels the left aligned masterbrand is always used to introduce websites.

The masterbrand mono logo is acceptable for use in headers when appropriate.

The vertical stacked logo should **never** be used except in explicit situations where approval from marketing is given.

### Positioning on page

The masterbrand logo **always** appears aligned to the left and top of the page (except when the global header is in use). More details on how to position the logo in headers can be found in **section 3.2**.

### The shield

The shield is only used in an isolated environment in brand specific 'A features' and in a minimised navigation bar. In these two cases, the initial masterbrand logo must have been seen first and the visual identity of the brand has been reinforced.

### Minimum size

Either the left aligned masterbrand or the shield logo should not be smaller than 35 pixels in height.

### Clear space

As a rule leave clear space around the brand mark equal to one shield in size.

The only situation where this can be broken is in the header navigation detailed in **section 3.2**

Left aligned masterbrand



Masterbrand mono



The shield



Minimum size



Clear space



# Building blocks

## 2.2 Co-branding and partner use

### Partner lockup

The following rules are a guide to harmonising the relationship between the University Brand Mark and other potential partners, supporters or related organisations.

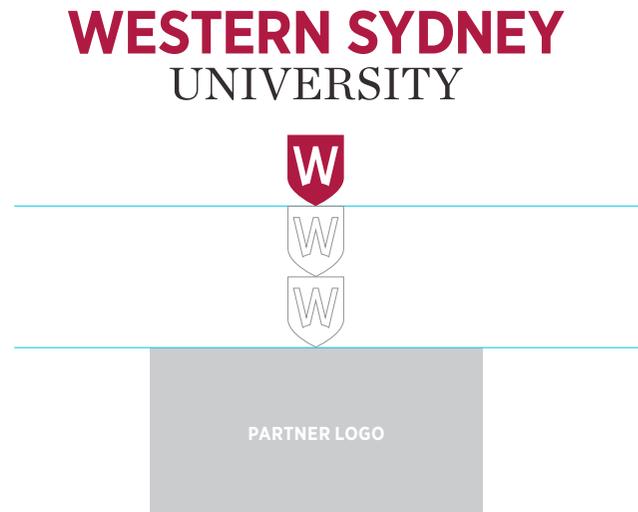
**Note:** For digital, the horizontal logo should be used primarily. There are cases where the vertical stacked logo can be used, but marketing approval must be given.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the overall height and width of the Brand Mark and the Shield width, as a spacing guide. In practice, this means that partnering logos do not exceed the width or height of the Masterbrand.

Guide for co-branding



Guide for vertical co-branding



# Building blocks

## 2.3 Colour

### Colour palette

The new colour palette has been chosen to create a unique visual identity for the University. Care has been taken to ensure AA accessibility standards have been adhered to, so it's essential only specific combinations of colours are used together for legibility.

### Primary colours

The primary colours should make up the majority of all sites built for the University excluding campaign sites. The use of these colours is essential for consistency in the brand essence. See **section 2.4** for how to use the colours correctly

### Highlight colours

Highlight colours are used specifically to pull out important call to actions and buttons. Their purpose is to stand out on the page and draw the eye to increase interaction on the page. The standard highlight colour for most situations is red, with white as a fallback if contrast is an issue.

### Secondary colours

The secondary colours are used sparingly and may be used for the colour blocks seen in the C features. These should only be used when content is related to the areas noted in the colour swatches.

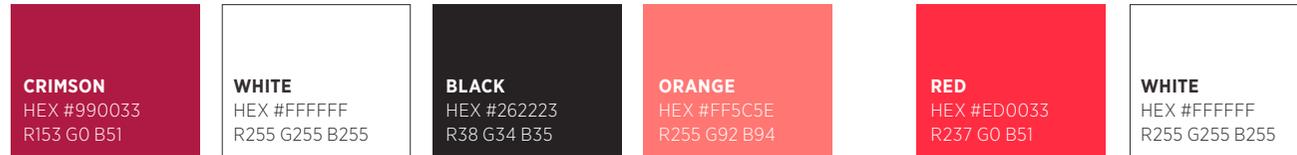
### Tertiary colours

As with the secondary palette, these colours should be only sparingly used and should only be matched with related areas.

### Background colours

Background colours are used to divide horizontal content blocks on the page. Minimal use is recommended to retain an aesthetically pleasing experience.

#### Primary colours



#### Highlight colours



#### Secondary colours



#### Tertiary colours



#### Background colours



# Building blocks

## 2.4 Colour use

### Colour ratio

When applying colour to new brand sites, white is always the primary and most used colour. This creates a clean and consistent feeling for our digital assets.

Digital assets should follow a 60:40 ratio rule where 60% of the page is white with the other 40% a combination of other brand and background colours.

This approach ensures maximum contrast for website imagery and brand colours.

For a guide on colour use, see **section 2.3**

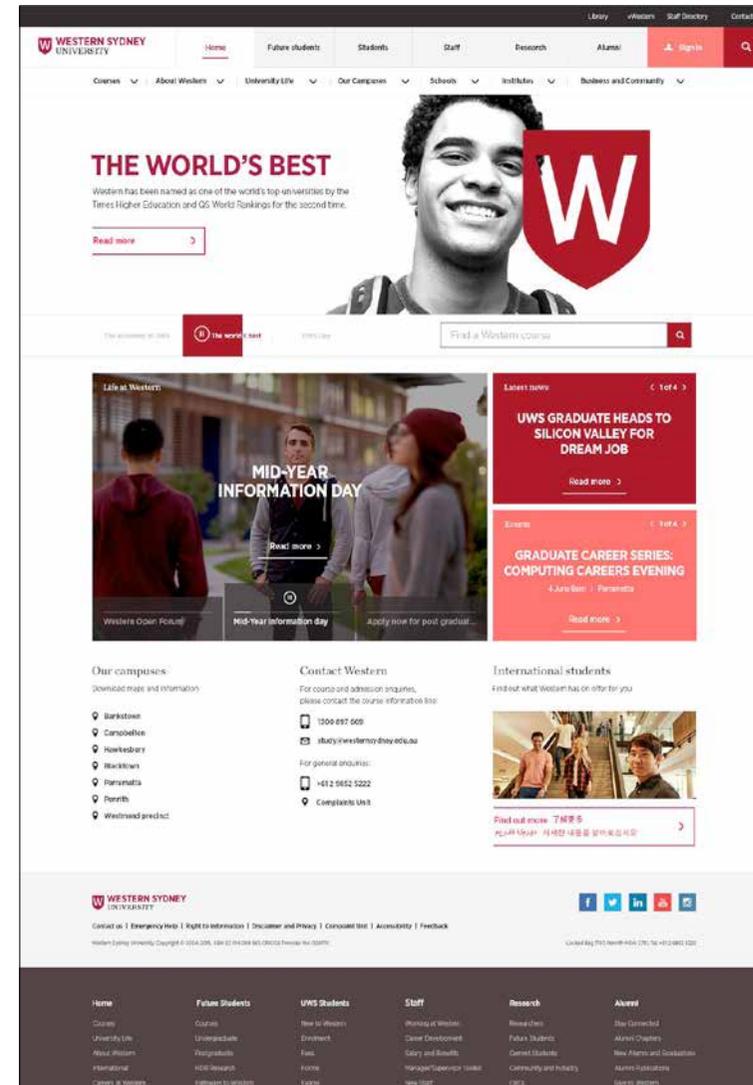
**Note:** Images are not included in the 60:40 rule, but they should still adhere to master brand guidelines.

The global footer is also exempt from this rule which is consistent across all University sites.

60:40 rule in use

40%  
Brand colours

60%  
White



**Primary brand font**

Gotham Narrow is a distinct and modern sans serif typeface which reflects the modern and confident nature of our brand. Web versions of fonts will be implemented in all new sites for headlines and body copy.

See **section 2.6** for instructions on how to use Gotham Narrow.

Typefaces are available to purchase at: [www.typography.com](http://www.typography.com)

# I AM GOTHAM

Gotham Narrow Light  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?

*Gotham Narrow Light Italic*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!@#\$%^&\*()\_+<>?*

Gotham Narrow Book  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?

**Gotham Narrow Bold**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()\_+<>?**

Gotham Narrow Medium  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?

**Secondary brand font**

Chronicle Text complements our primary typeface, creating a classic academic balance to the bold Gotham narrow. It is a time-honored form with a contemporary design.

Web versions of fonts will be implemented in all new sites, primarily used as a supporting typeface in some headlines, block quotes and is always set in sentence case.

See **section 2.6** for more explicit instructions on how to use Chronicle.

Typefaces are available to purchase at: [www.typography.com](http://www.typography.com)

# I am Chronicle

## Chronicle Text (G1) Roman

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890!@#%&\*()\_+<>?

## Chronicle Text (G1) Bold

**abcdefghijklmnopqrstuvxyz**

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

**1234567890!@#%&\*()\_+<>?**

# Building blocks

## 2.6 Typography hierarchy

### Font use

When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a users browser the following fallbacks should be applied in the font-family CSS tag:

### Gotham Narrow:

Open Sans, Arial

### Chronicle Text G1 Roman:

Georgia, Times New Roman

Desktop font sizes (BP3, 4 & 5)

# H1: GOTHAM NARROW BOLD 52px

Line-height: 54px / Colours: ■ #990033, □ #FFFFFF / All Caps

## H2: GOTHAM NARROW BOLD 32px

Line-height: 34px / Colours: ■ #990033, □ #FFFFFF / All Caps

### H3: GOTHAM NARROW BOLD 24px

Line-height: 26px / Colours: ■ #990033, □ #FFFFFF / All Caps

#### H4: GOTHAM NARROW BOLD 18px

Line-height: 20px / Colours: ■ #262223, □ #FFFFFF / All Caps

Sub text & Search text: Gotham Narrow Light 24px

Line-height: 30px / Colours: ■ #262223 / Normal sentence case

P: Gotham Narrow Book 14px

Line-height: 21px / Colours: ■ #262223 / Normal sentence case

Mobile and tablet font sizes (BP1, 2 & 3)

# H1: GOTHAM NARROW BOLD 30px

Line-height: 32px / Colours: ■ #990033, □ #FFFFFF / All Caps

## H2: GOTHAM NARROW BOLD 26px

Line-height: 28px / Colours: ■ #990033, □ #FFFFFF / All Caps

### H3: GOTHAM NARROW BOLD 22px

Line-height: 24px / Colours: ■ #990033, □ #FFFFFF / All Caps

#### H4: GOTHAM NARROW BOLD 18px

Line-height: 20px / Colours: ■ #262223, □ #FFFFFF / All Caps

Sub text: Gotham Narrow Light 24px

Line-height: 30px / Colours: ■ #262223 / Normal sentence case

Search text: Gotham Narrow Light 18px

Line-height: 20px / Colours: ■ #262223 / Normal sentence case

P: Gotham Narrow Book 14px

Line-height: 21px / Colours: ■ #262223 / Normal sentence case

# Building blocks

## 2.6 Typography hierarchy

### Font use

When creating new designs for the master brand always use the following fonts for headers and body to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a users browser the following fallbacks should be applied in the font-family CSS tag:

### Gotham Narrow:

Open Sans, Arial

### Chronicle Text G1 Roman:

Georgia, Times New Roman

---

Desktop font sizes (BP3, 4 & 5)

**Block quote: Gotham Narrow Medium Italic 16px**

**Line-height: 24px** / Colours: ■ #990033 □ #FFFFFF / Normal sentence case

List items: Gotham Narrow Book 14px

**Line-height: 21px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case / paragraph padding-bottom: 10px

B, C & D-feature titles: Chronicle Text G1 Roman 16px

**Line-height: 20px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case

Footer titles: Chronicle Text G1 Roman 22px

**Line-height: 30px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case

---

Mobile and tablet font sizes (BP1, 2 & 3)

**Block quote: Gotham Narrow Medium Italic 16px**

**Line-height: 24px** / Colours: ■ #990033 □ #FFFFFF / Normal sentence case

List items: Gotham Narrow Book 14px

**Line-height: 21px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case / paragraph padding-bottom: 10px

B, C & D-feature titles: Chronicle Text G1 Roman 14px

**Line-height: 20px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case

Footer titles: Chronicle Text G1 Roman 22px

**Line-height: 30px** / Colours: ■ #262223 □ #FFFFFF / Normal sentence case

# Building blocks

## 2.7 Type on colour

### Colour themes

For AA accessibility standards, font use must follow these rules when applied to colour blocks. This diagram shows the different colour themes approved for use when working with colour.

**Note:** While these colour themes show acceptable colour use, colour guidelines **must** be adhered to when designing sites. See **section 2.4** for more details on colour use.

Crimson #990033, black #262223 and red #ED0033 on white #FFFFFF

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

White #FFFFFF on crimson #990033

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

White #FFFFFF on Orange #FF5C5E for font sizes above 24px (18pt)

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

CTA

Gotham Narrow Bold 24px >

White #FFFFFF on black #262223

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

White #FFFFFF on Red #ED0033

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

White #FFFFFF on purple #663399

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

White #FFFFFF on teal #006699

H1  
**GOTHAM NARROW BOLD 52px**

H2  
**GOTHAM NARROW BOLD 32px**

H3  
**GOTHAM NARROW BOLD 24px**

H4  
**GOTHAM NARROW BOLD 18px**

P  
Gotham Narrow Book 14px

CTA

Gotham Narrow Bold 18px >

STATIC BANNERS: Crimson 30% #E1B4AF on crimson #990033 for standard static banners

**GOTHAM NARROW BOLD 52px**

Purple 30% #CDB9D7 on purple #663399 for research related static banners

**GOTHAM NARROW BOLD 52px**

Teal 15% #BED7E1 on teal #006699 for graduate research school banners with text above 24px (18pt)

**GOTHAM NARROW BOLD 52px**

# Building blocks

## 2.8 Typography examples

### Typography rules

When styling text, it is essential that the foundations grids are followed. This will ensure a consistent and accessible website for users.

Correct use of headings, sub text and paragraph text creates a pleasing digital reading experience.

See **section 2.6** for more on typography.

### Margins and padding

Relationship hierarchy is important, follow the rules on this page as an example of how to space copy blocks.

Make sure adequate breathing room surrounds blocks of content as to not make the page look cramped. This can make pages hard to read.

Mobile should follow the same rules with adjusted font sizes (see section 2.6)

Typography using baseline and grid

# WESTERN LEADERSHIP PROGRAMS

## Western is leading the way for elite students by transforming today's brightest minds into tomorrow's leaders.

Working with industry partners Western has designed programs to incorporate the best of today's practice. You will be mentored throughout your studies and be provided with opportunities to network with industry leaders and offered tailored options to specialise in research.

### It's a great opportunity

Working with industry partners Western has designed programs to incorporate the best of today's practice. You will be mentored throughout your studies and be provided with opportunities to network with industry leaders and offered tailored options to specialise in research.

Typography breakdown

# GOTHAM NARROW BOLD 52 PX

Gotham Narrow Light 24 px Leading 30 px #262223  
Normal sentence case. Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

Gotham Narrow Light 14 px Leading 20 px #262223 Normal sentence case. orem  
ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat suscipit velit sed  
tincidunt. Quisque sem nunc, semper in orci vitae, dignissim placerat orci. Vestibulum  
eu massa lobortis, sollicitudin nulla ut, facilisis nulla.

### Gotham Narrow Bold 14 px #990033

Gotham Narrow Light 14 px Leading 20 px #262223 Normal sentence case. orem  
ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat suscipit velit sed  
tincidunt. Quisque sem nunc, semper in orci vitae, dignissim placerat orci. Vestibulum  
eu massa lobortis, sollicitudin nulla ut, facilisis nulla.

# Building blocks

## 2.9 Typography with images

### Text with images

Using text beside images is acceptable to break out and feature elements that require emphasis. When using this style be aware of how the page will scale as either the text or image will need to collapse under its related element for mobile view.

Examples of use and how they collapse are shown here.

2 column with text to right of image



**A GREAT OPPORTUNITY TO SEE WHAT WESTERN IS ALL ABOUT**

Talk to your future lecturers. Explore the campus. Attend a course presentation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat suscipit velit sed tincidunt. Quisque sem nunc, semper in orci vitae, dignissim placerat orci. Vestibulum eu massa lobortis, sollicitudin nulla.

Phasellus in felis non tellus tincidunt iaculis vitae id orci. Nullam varius elit eu purus aliquam commodo. Cras pellentesque, est vel dignissim iaculis, mi lectus pretium ipsum, cursus laoreet arcu dui nec lectus.

2 column with text to left of image

**A GREAT OPPORTUNITY TO SEE WHAT WESTERN IS ALL ABOUT**

Talk to your future lecturers. Explore the campus. Attend a course presentation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat suscipit velit sed tincidunt. Quisque sem nunc, semper in orci vitae, dignissim placerat orci. Vestibulum eu massa lobortis, sollicitudin nulla.

Phasellus in felis non tellus tincidunt iaculis vitae id orci. Nullam varius elit eu purus aliquam commodo. Cras pellentesque, est vel dignissim iaculis, mi lectus pretium ipsum, cursus laoreet arcu dui nec lectus.



Mobile collapsed view



**A GREAT OPPORTUNITY TO SEE WHAT WSU IS ALL ABOUT**

Talk to your future lecturers. Explore the campus. Attend a course presentation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed volutpat suscipit velit sed tincidunt. Quisque sem nunc, semper in orci vitae, dignissim placerat orci. Vestibulum eu massa lobortis, sollicitudin nulla.

Phasellus in felis non tellus tincidunt iaculis vitae id orci. Nullam varius elit eu purus aliquam commodo. Cras pellentesque, est vel dignissim iaculis, mi lectus pretium ipsum, cursus laoreet arcu dui nec lectus.

# Building blocks

## 2.9 Typography with images

The grid system allows for many type and image layouts. However, some rules have been set so as to keep consistency and allow a clear direction and relationship when designing layouts.

The responsive grid system will dynamically shrink images and reformat text to wrap comfortably in the column.

### Text below images

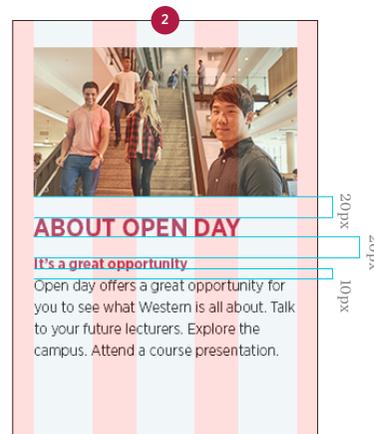
This is the most common relationship and is the most user friendly for website users. The benefit of this format is that it remains consistent no matter the platform meaning generally, columns collapse under each other but still maintain the layout. This can be used in five ways:

- 1. 2 column** - For spanning 6 items on a page, great to display thumbnails for a visual menu or eCommerce sites.
- 2. 3 column** - For spanning 4 items, this can be used to visually reinforce a list of features.
- 3. 4 column** - For spanning 3 items, used the same as 3 column.
- 4. 6 column** - Spans 2 items across.
- 5. 7 column** - This unique column is used on internal 3 column pages and sits in between a tertiary side menu and promotional panels. See more about this use in **section 3.13**.

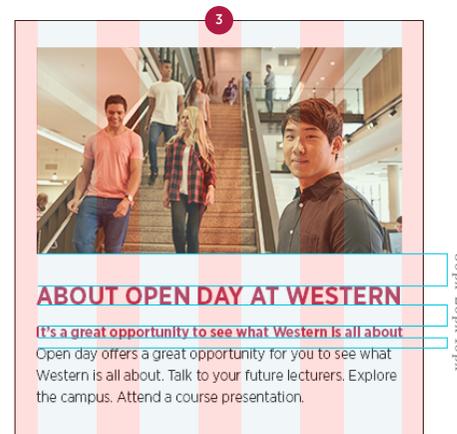
2 column text under image



3 column text under image



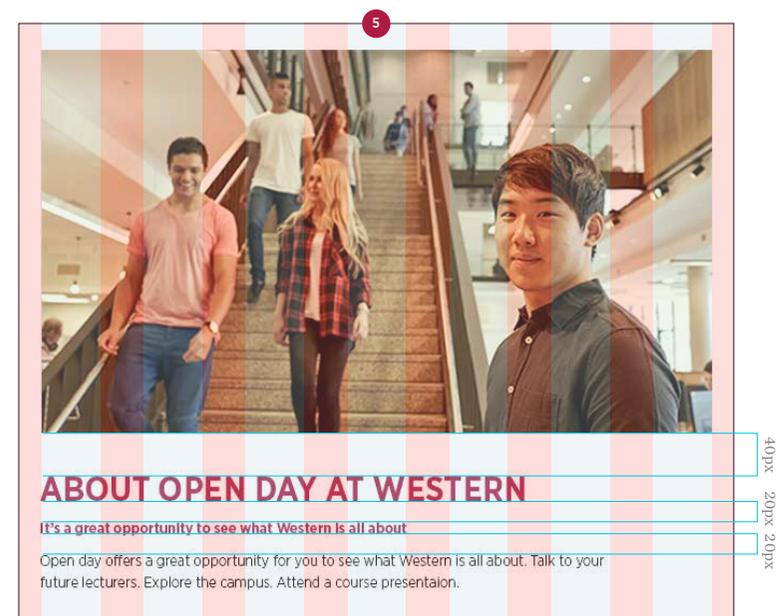
4 column text under image



6 column text under image



7 column text under image



# Building blocks

## 2.10 Tables

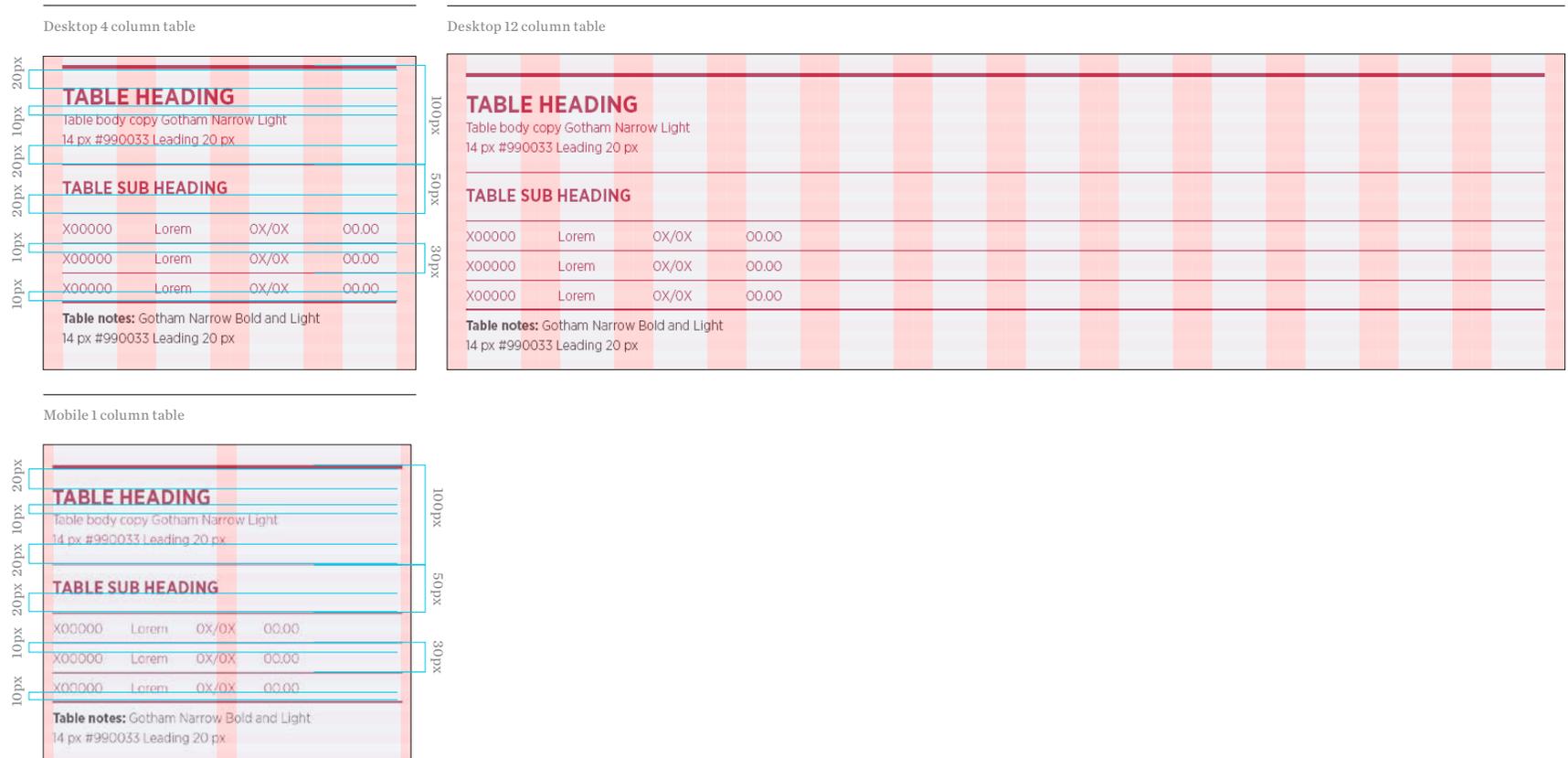
### Tables

The visual style for tables follows the master brand online and allows for any number of column row lengths.

### Responsive tables

To keep larger tables accessible on mobile, a cropped swiping system is to be used. This gives users access to the full table albeit in a cropped form.

The user can swipe left and right to view more without compromising the layout of the original table.





# Building blocks

## 2.12 Links

### Font use

Use the following fonts for all links to ensure consistent typography.

### Font fallbacks

If for any reason webfonts aren't compatible with a user's browser the following fallbacks should be applied in the font-family CSS tag:

**Gotham Narrow:**  
Open Sans, Arial

#### 1. Paragraph link

Use 'P' links when a body copy hyper link is required. 'P' links may sit within body copy and used to call out key words or CTAs that link to other pages and sites.

#### 2. Footer link 1

Footer link 1 is reserved specifically for the text links within the Our Campuses and Contact WSU section of the footer. For example the text link to show the Bankstown campus location.

#### 3. Footer link 2

Footer link 2 is reserved specifically for the text links seen in the second section of the footer. For example the Emergency help and Right to information text links.

#### 4. Footer link 3

Footer link 3 is reserved specifically for the text links seen in the third and final part of the footer. For example all text links under the titles Home, Future students etc.

Desktop links (BP3, 4 & 5)

- 1 P link: **Gotham Narrow Book 14px**

**Colours:** ■ #ED0033, □ #FFFFFF /  
Rollover colours: ■ #ED0033, ■ #FF5C5E / Normal sentence case

- 2 **Footer link 1: Gotham Narrow Bold 14px**

**Colours:** ■ #262223 / Rollover colours: ■ #898687 / Normal sentence case

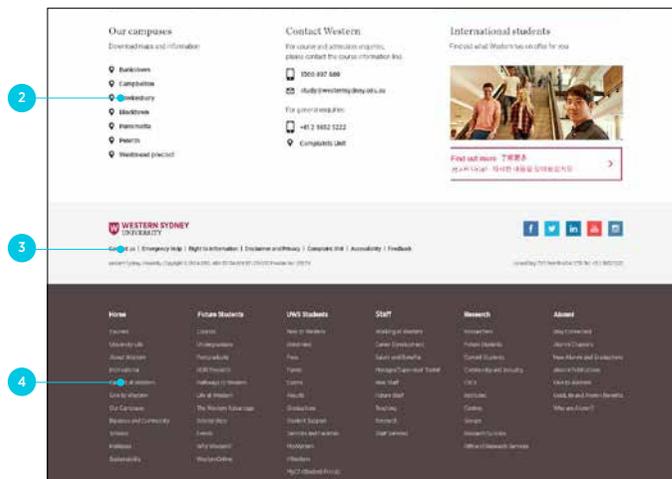
- 3 **Footer link 2: Gotham Narrow Bold 12px**

**Colours:** ■ #262223 / Rollover colours: ■ #898687 / Normal sentence case

- 4 Global navigation & Footer link 3: **Gotham Narrow Book 12px**

**Colours:** ■ #B1AEAE / Rollover colours: □ #FFFFFF / Normal sentence case

Example of desktop links (BP3, 4 & 5)



Mobile and tablet links (BP1, 2 & 3)

- 1 P link: **Gotham Narrow Book 14px**

**Colours:** ■ #ED0033, □ #FFFFFF / Normal sentence case

- 2 **Footer link 1: Gotham Narrow Bold 14px**

**Colours:** ■ #262223 / Normal sentence case

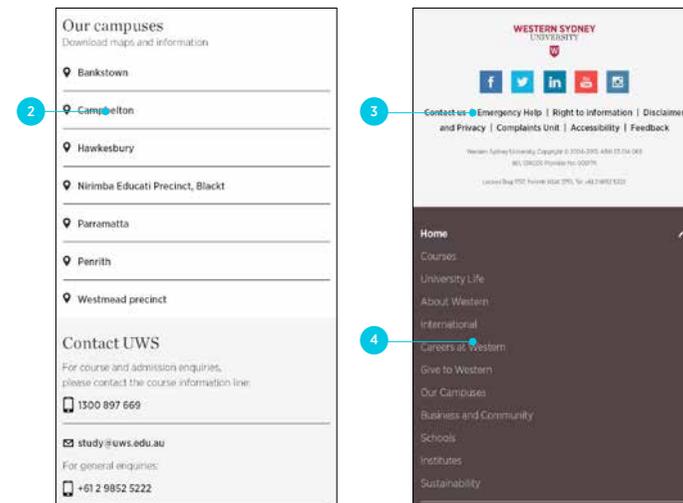
- 3 **Footer link 2: Gotham Narrow Bold 12px**

**Colours:** ■ #262223 / Normal sentence case

- 4 Global navigation & Footer link 3: **Gotham Narrow Book 14px**

**Colours:** ■ #B1AEAE / Normal sentence case

Example of mobile and tablet links (BP1, 2 & 3)



# Building blocks

## 2.13 Iconography

### Iconography

Icons are used in the rebrand to add an alternative visual language to content heavy areas and act as navigation points into deeper areas of websites. Good judgment should be applied when choosing and designing icons to use, consistency of tone and style are mandatory.

All icons are predominantly solid in shape, simple forms with rounded corners and have a consistent stroke weighting. They should fit within a 64x64px square area to maintain proportions across the family.

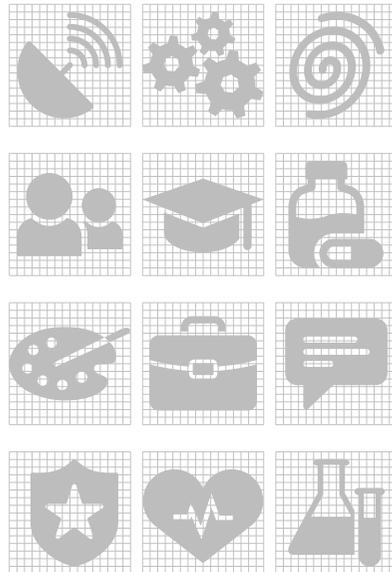
### Colour use

Any primary colour can be used for icons as well as tints of 50%. Highlight colours can be used, but only if the icons are acting as buttons and are linked.

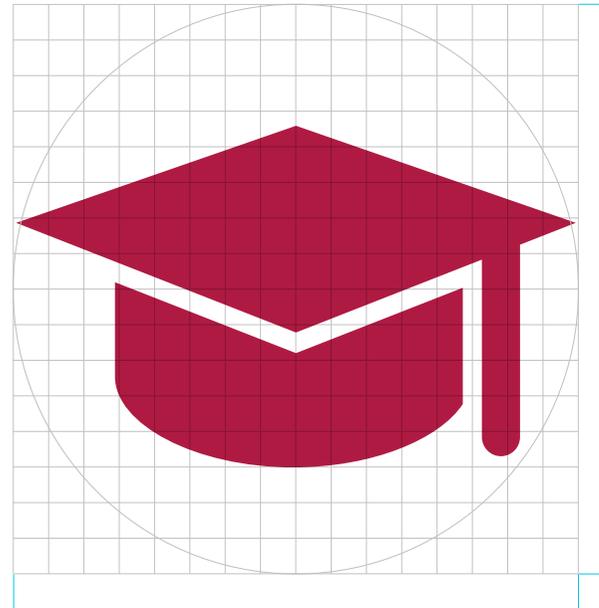
**Note:** Icons must be approved by marketing prior to use. This is to maintain consistency across the University's family of sites.

For a good source of royalty free icons, visit: [www.nounproject.com](http://www.nounproject.com)

Example icons

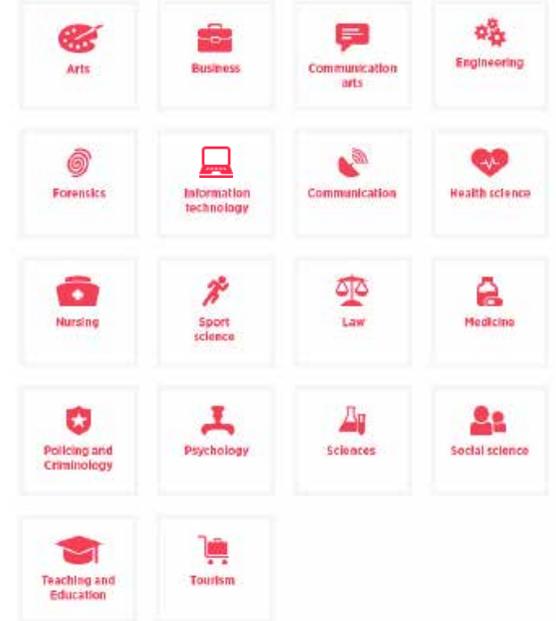


Icon 64x64 pixel grid



64px

Icons in use



# Building blocks

## 2.14 Form elements

For websites and applications requiring form elements, the University now has a uniform look with a redesign that works across multiple platforms. Elements such as radio buttons and check boxes function have been created to provide clear visual cues and an accessible aesthetic.

### Appearance

Forms should always appear on white backgrounds for maximum contrast. The grid and spacing rules should be followed to allow for the best user experience on any platform.

Mobile forms should be restricted to a maximum of 1 long field (text field, drop down, check box) or 2 radio buttons per line.

For brand sites, a set colour palette is to be used, with highlight colours representing active states. Campaign sites are allowed flexibility on this rule.

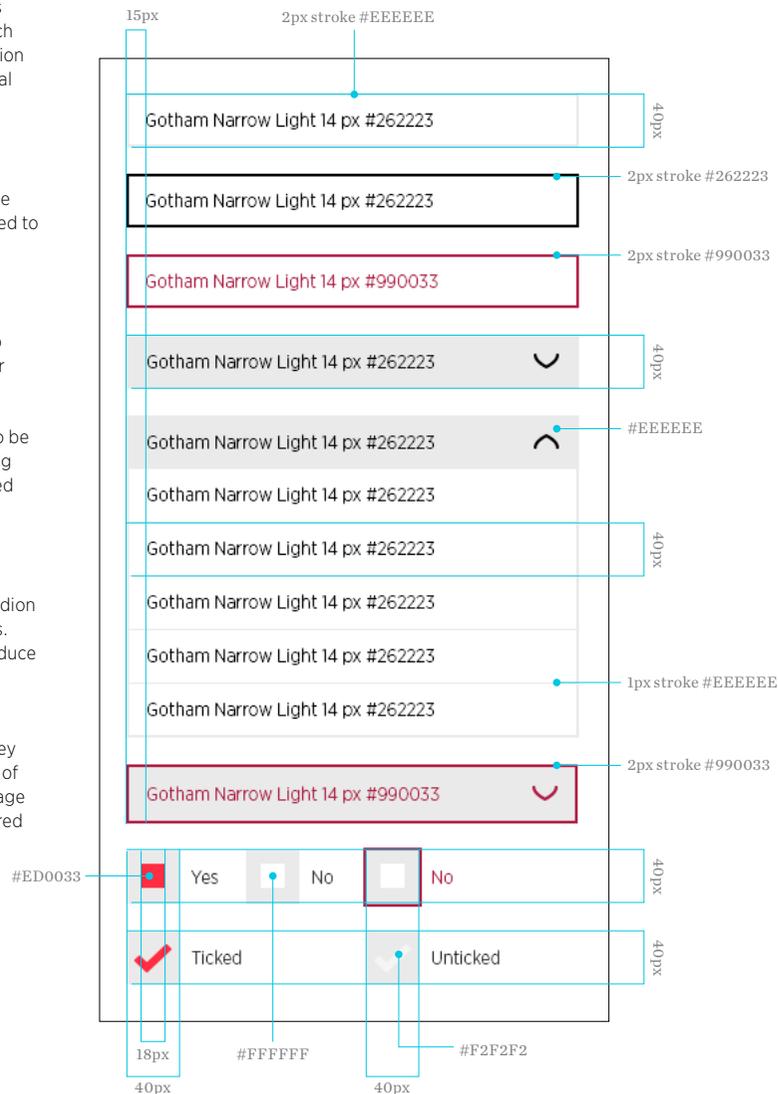
### User experience

Where possible, long forms split into sections should apply AJAX style accordion functionality to focus on active sections. This is to maximise engagement and reduce user drop off.

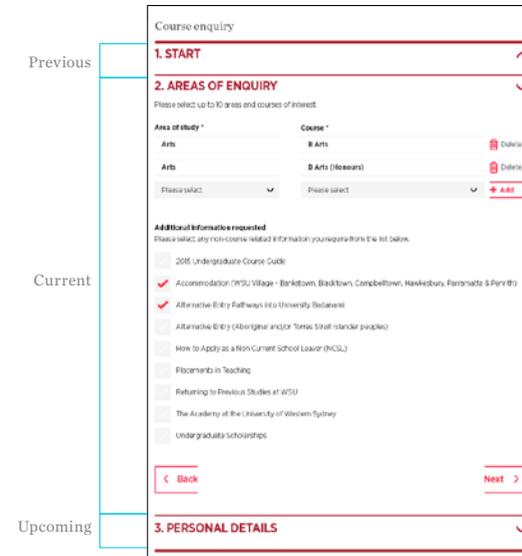
### Form summary box

On desktop, a summary box captures key details for forms to keep a running tally of the users data. If the form causes the page to scroll, the summary box stays anchored at the top of the page.

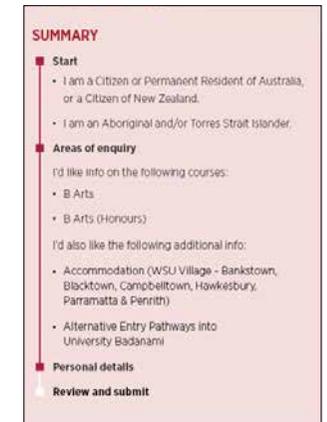
Desktop form elements



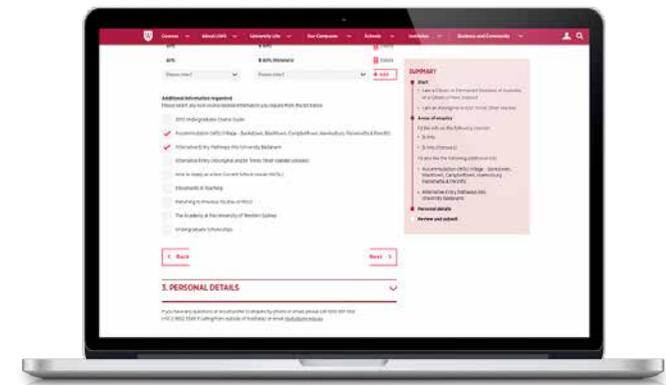
Long form functionality



Summary box



Example of form layout and summary box



# Building blocks

## 2.15 Images

### Imagery

Photography is a key element of the brand communications. The focus being on the students and alumni through portraiture.

There are several art direction approaches used to bring variety to the brand, they are:

- Black and white portraiture
- 'Western light' portraiture
- 'Colour block' student profiles
- Campus lifestyle infused with brand colour

The master brand guidelines should be referenced when choosing imagery for digital placement.

### Composition

Image composition for digital assets such as A features should be considered and is explored in **section 2.16**.

Image examples



# Building blocks

## 2.16 Desktop A features (carousel)

### Desktop A-features

For brand sites requiring a promotional section, a standardised A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

1. H1 - Headline copy - 30 characters limit
2. P - Supporting copy - 160 characters limit
3. Primary CTA (call to action)
5. A-feature controls
5. A-feature image
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. The University image guidelines support this layout with profile shots on clam backgrounds.

**Important:** When background images hit max width (1680px) images should scale **vertically centered** and **horizontally from the left** to maintain proportions.

### A. Image safe area

Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn't encroach on text areas.

Main image focus needs to be in the safe area.

### B. Level 2 A features

For internal pages a reduced size feature image should lead the content as not to take up too much of the visible space above the fold. The purpose is to engage the user and not distract.

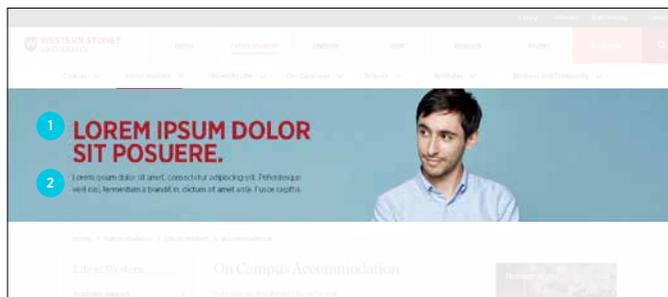
### C. Across all devices

Three separate images should be created, allowing the A feature layout to be optimised for each type of device; desktop, tablet and mobile.

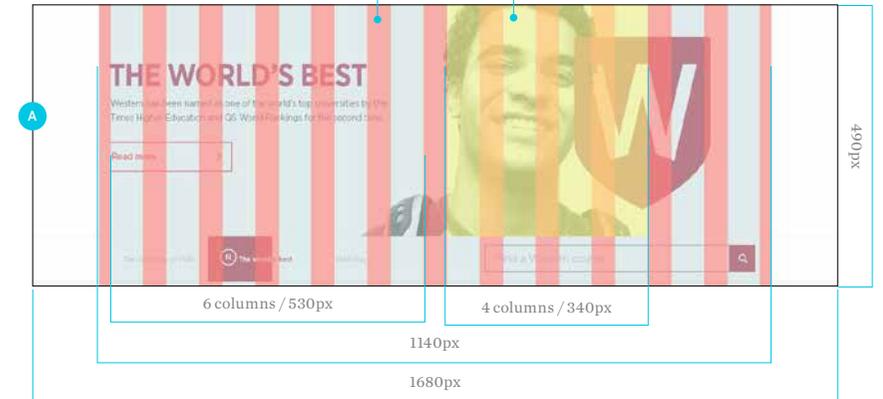
Homepage a-feature



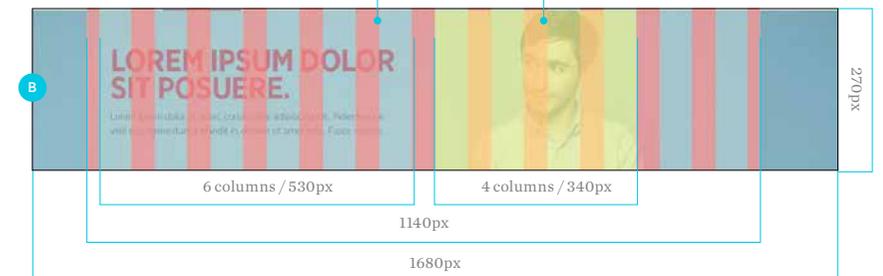
Level 2 a-feature



Desktop home page and level 1 a-feature Copy safe area Image safe area



Desktop level 2 a-feature Copy safe area Image safe area



# Building blocks

## 2.17 Tablet and mobile A features (carousel)

### Tablet and mobile A-features

For brand sites requiring a promotional section, a standerized A-feature should be implemented. This can be static or rotate on a carousel but must follow a consistent hierarchy for a familiar user experience.

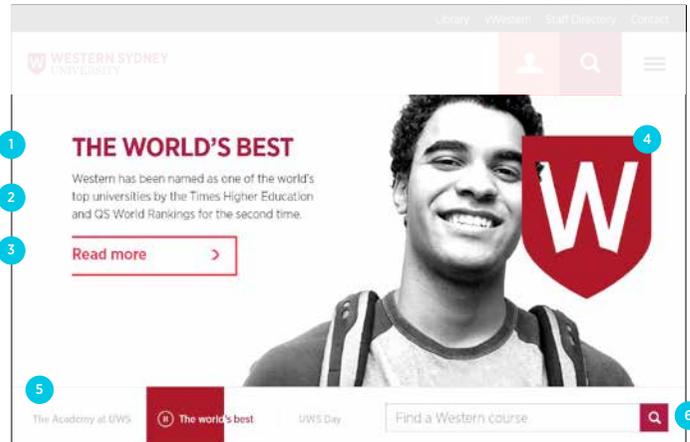
1. H1 - Headline copy
2. P - Paragraph copy
3. Primary CTA (call to action)
4. A-feature image
5. A-feature controls
6. Search bar

Images used for A features have a focal point on the right side of the image, this creates a natural clear space for headline, intro copy and CTA. The University image guidelines support this layout with profile shots on clam backgrounds.

### A. Image safe area

Images scale to fill the area when the browser window reaches a certain width, so special care must be made to ensure imagery doesn't encroach on text areas.

Tablet homepage a-feature



Tablet home page and level 1 a-feature image safe area

Image safe area



Mobile homepage a-feature



Example a-feature image across tablet and mobile



# Building blocks

## 2.18 B and C features

### B and C-features

For content heavy sites, B and C features act as a secondary promotional area to increase engagement on the home page. These can be built from a muted visual images or flat brand colours and can have individual carousel functionality.

However, only the B feature may rotate on a timer, C features should be user enabled as not to distract the user.

- 1. B-feature (3 items maximum)
- 2. C-feature (6 items maximum)

The B-feature components are made from the following visual elements:

- 1a. B-feature title
- 1b. H2 - Headline copy
- 1c. B-feature link
- 1d. B-feature carousel navigation
- 1e. B-feature image

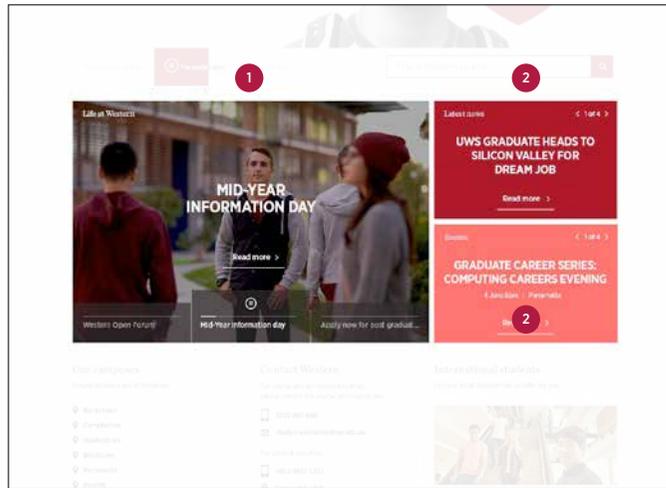
The C-feature components are made from the following visual elements:

- 2a. C-feature title
- 2b. H3 - Headline copy
- 2c. C-feature link
- 2d. C-feature carousel navigation
- 2e. C-feature solid colour or image.

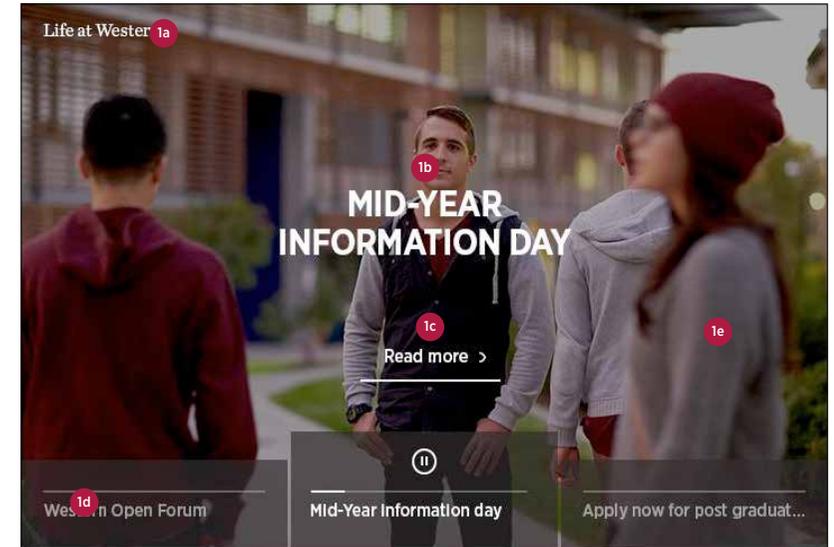
With optional:

- 2f. P - Paragraph copy

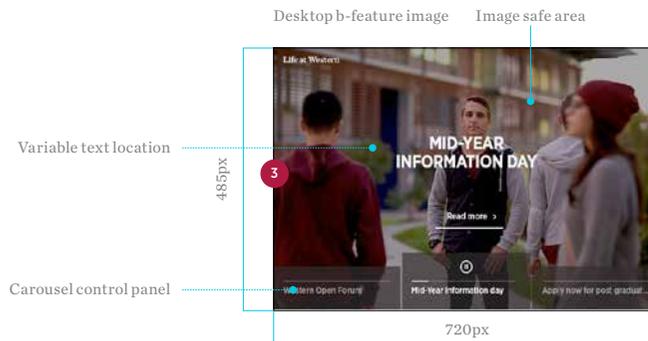
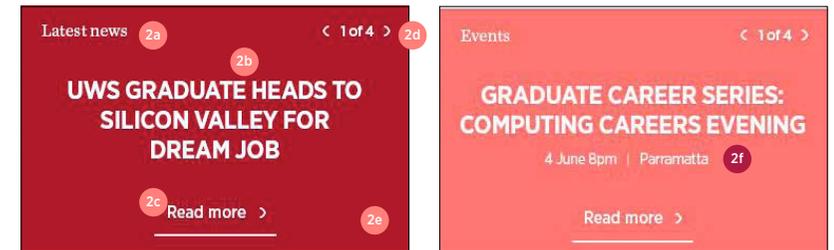
Homepage and level 1 content



B-feature



C-features



# Building blocks

## 2.19 Modal windows

### Modal

A modal overlay is a content area that sits in front of the content beneath it. When the modal overlay is active, the content under the overlay cannot be interacted with until the overlay is dismissed by the close button or clicking on the semi-opaque overlay.

### Modal use

- Housing embedded videos

- As a container for a form

- To display supplementary content such as competition terms or disclaimer details.

### 1. Desktop overlay

Colour: #000000 80% transparency

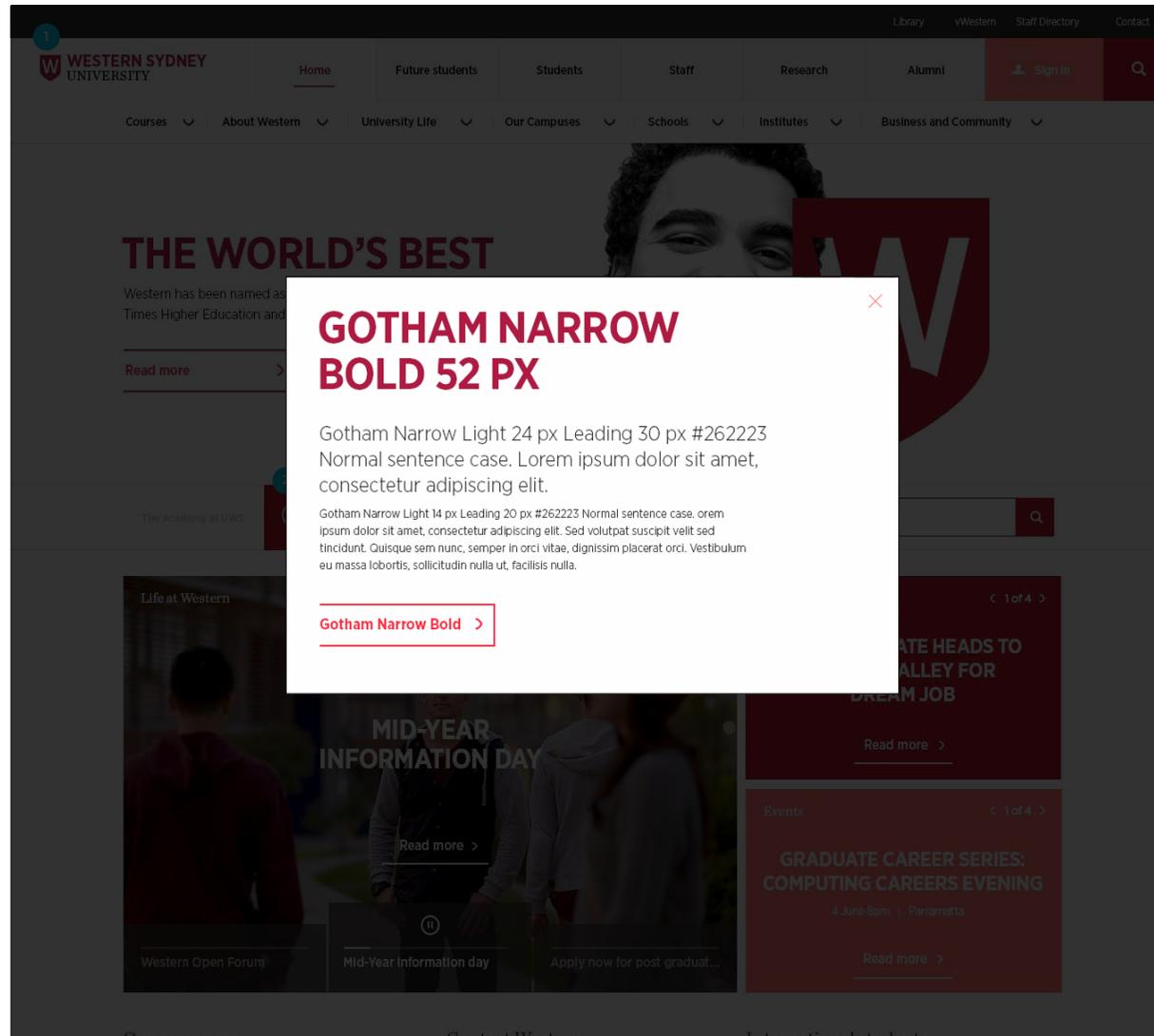
Note: There is no transparent overlay on mobile.

### 2. Modal panel

On desktop the modal has a solid colour, no drop shadow and no outline. The width of the modal for desktop is recommended to be 8 columns. However if this size is too wide or small it can fit flush to either 4, 6 or 10 columns wide.

On mobile the modal is full screen omitting the need for a transparent overlay.

Desktop modal



Mobile modal



# 3. COMPONENTS



# Components

## 3.1 Navigation components

A reworked navigation structure is key to boosting performance of digital assets. For an improved user experience follow these rules and keep menus as simple as possible. An information architecture review may be required before designing assets.

### A. Global navigation

Should always be used as a launch pad to connect helpful brand sites.

### B. Primary navigation

The minimum navigation for any site or application built for the University (excluding campaign sites). See **section 3.2** for implementation rules.

### C. Secondary navigation

The secondary nav is used for content heavy sites with three or more levels of content. To maintain efficiency, no more than 8 items should appear in this menu. **Section 3.2** explores this more.

### D. Mega Nav (Expanded nav)

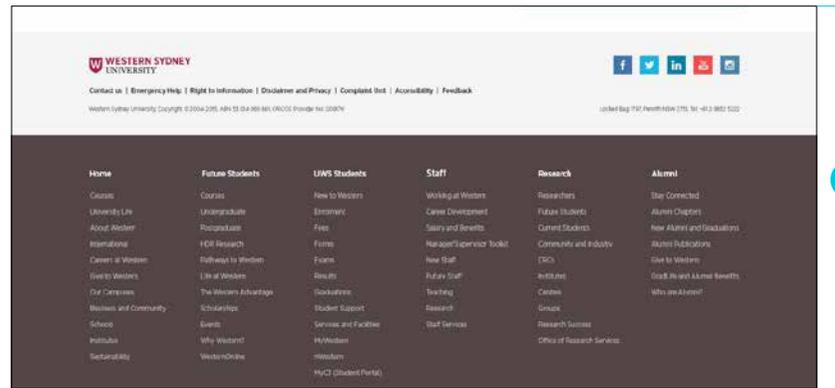
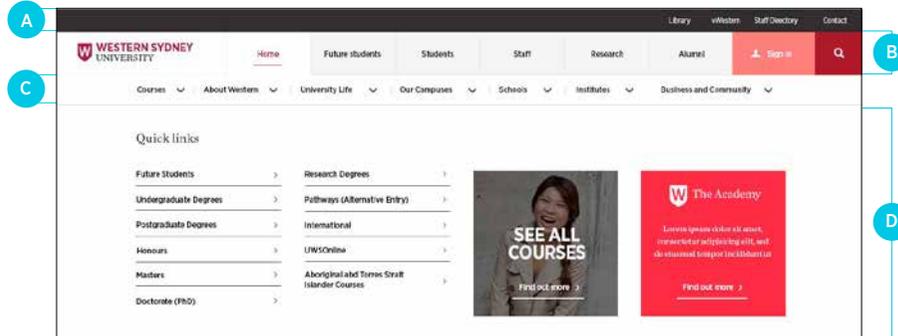
The 'mega nav' is an intuitive tool used for direct access to sub sections. Promotional tiles add visual appeal and are designed to increase clicks for high profile sections. The mega nav can be used with or without the secondary navigation bar.

**Note:** The mega nav is to be used for desktop functionality only. The tablet and mobile menu has been specifically designed for optimal performance on touch devices. Read more in **section 3.5**

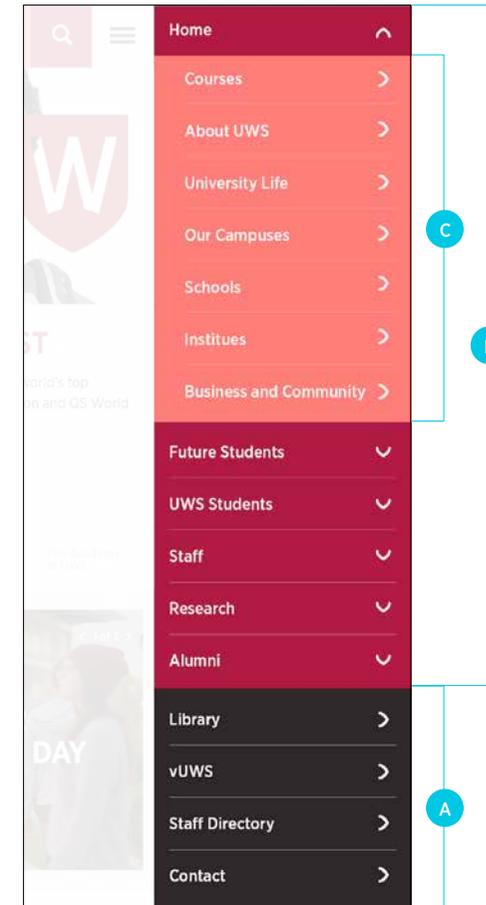
### E. Footer navigation

A global footer anchors important links back to the Western Sydney main site and is a familiar signoff for the University.

Desktop navigation



Mobile navigation



# Components

## 3.2 Desktop masthead

### Measurements and alignment

When creating mastheads for brand sites, always use the following measurements and alignments. Campaign microsites have their own set of rules as seen in **section 4.3**.

#### 1. Global navigation

**Height:** 40px  
**Font:** Gotham Narrow Book 12px  
 Normal sentence case, centered vertically  
**Font normal state:** #FFFFFF  
**Font rollover state:** #AAA9AA  
**Font padding:** 20px  
**Background colour:** #262223

#### 2. Level 1 navigation

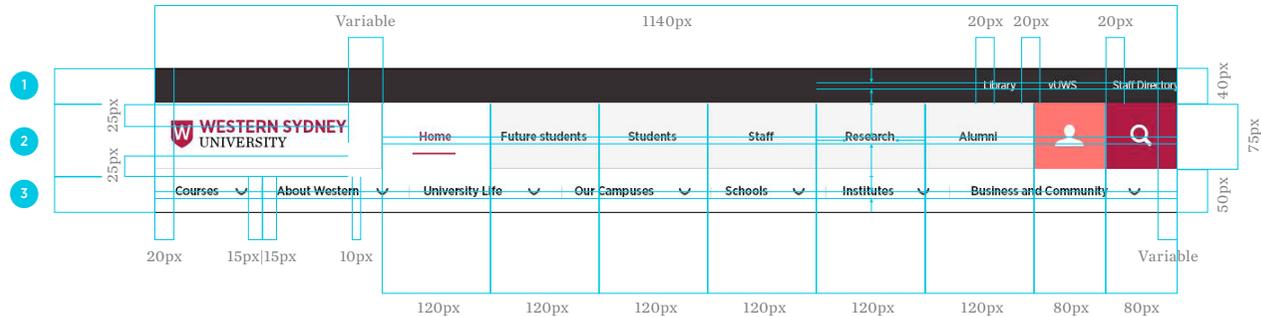
The Western brand mark is fixed to the left with a 20px padding to the left. The navigation level 1 menu items are fixed to the right. With a variable space between the brand mark and the first menu item.

**Height:** 80px  
**Font:** Gotham Narrow Medium 14px  
 Normal sentence case, aligned vertically to height of level 1 navigation, centered to level 1 menu item  
**Font normal state:** #262223  
**Font rollover state:** #676566  
**Font selected state:** #990033  
**Background colour:** #FFFFFF  
**Selected background colour:** #F2F2F2  
**Navigation dividers:** 1px #CCCCCC

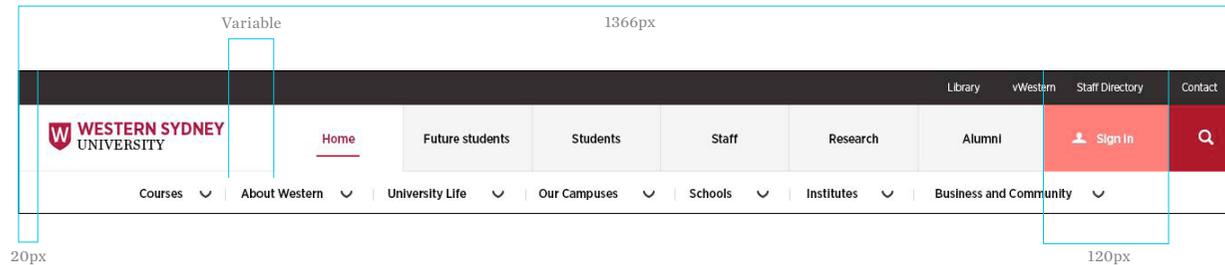
#### 3. Level 2 navigation

**Height:** 40px  
**Font:** Gotham Narrow Medium 14px  
 Normal sentence case, aligned vertically to height of level 2 navigation, no more than 8 menu items.  
**Font normal state:** #262223  
**Font rollover state:** #676566  
**Font selected state:** #990033  
**Font padding:** Minimum 20px with all menu items centered to page  
**Background colour:** #F2F2F2  
**Divider:** 1px #CCCCCC

Example Western Sydney desktop masthead at minimum desktop width



Example Western Sydney desktop masthead at typical desktop width



Minimised desktop masthead when the user scrolls down the page



# Components

## 3.3 Mega nav

### How to use the mega nav

The mega nav is always 4 columns with only 3 columns used for menu items. 1 or 2 columns are always used for a visual promotional tiles to break up content. Promotional tiles never stack vertically and must always be aligned to the right of the menu.

#### Top margin:

40px also contains the close icon button

**Bottom and side margins:** 20px

#### 1. Quick links

The quick links are made of two lists of quick link buttons.

**Height:** Variable

**Width:** 3 column block

**Quick link title font:**

Chronicle Text G1 Roman 22px #262223

**Quick link button font:**

Gotham Narrow Medium 14px #262223

**Line:** 1px #262223

**Arrow:** #262223

#### 2. Mega nav promos

The mega nav promos use the similar guidelines to the D-features.

**Internal padding:** 20px

**Promo title:**

Chronicle Text G1 Roman 14px #FFFFFF

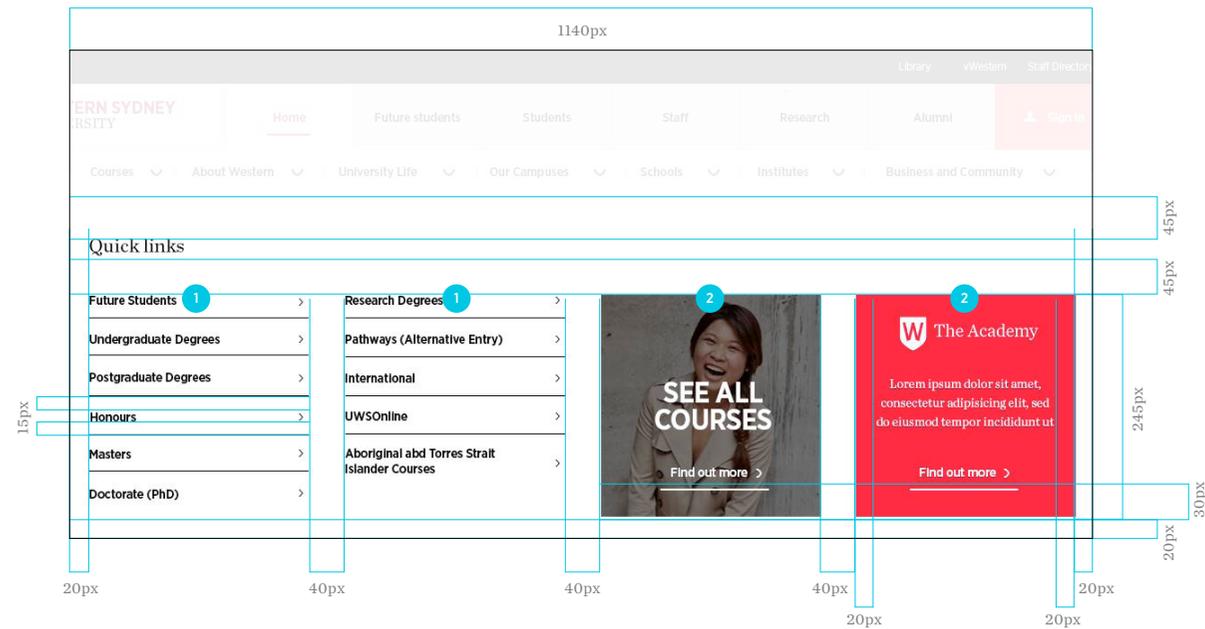
**Button line:** 2px #FFFFFF

**Button font:**

Gotham Narrow Medium 16px #FFFFFF

**Arrow:** #FFFFFF

Example desktop mega nav



# Components

## 3.4 Search

### Site search

Site search has been developed into an intuitive bar that overtakes the primary masthead when clicked.

A close button directs the user to minimise the bar, hitting return or clicking the search button a second time after entering text initiates a site search.

To avoid user confusion, the search bar should always expand out as an animation. This should be smooth with a slight 'ease out' for a duration no longer than 500ms.

#### 1. Search normal state

Button colour: #990033

#### 2. Search rollover state

Button colour: #7e041e

#### 3. Search interactive state

Font: Gotham Narrow Light 21px #262223

Normal sentence case

Example Western Sydney desktop masthead search



# Components

## 3.5 Mobile navigation

### Intuitive navigation system

A unique mobile navigation system has been developed for Western Sydney brand sites. This handles multiple content levels on a mobile device while still maintaining a manageable menu.

The basis of the system revolves around a vertical accordion system for secondary menus and a horizontal sliding system for tertiary menus.

A back button enables users to return from tertiary menu lists.

Breaking down the sections and functionality of the menu in more detail:

- A. Mobile masthead**
- B. Primary navigation**
- C. Secondary menu**
- D. Tertiary menu**
- E. Global navigation**

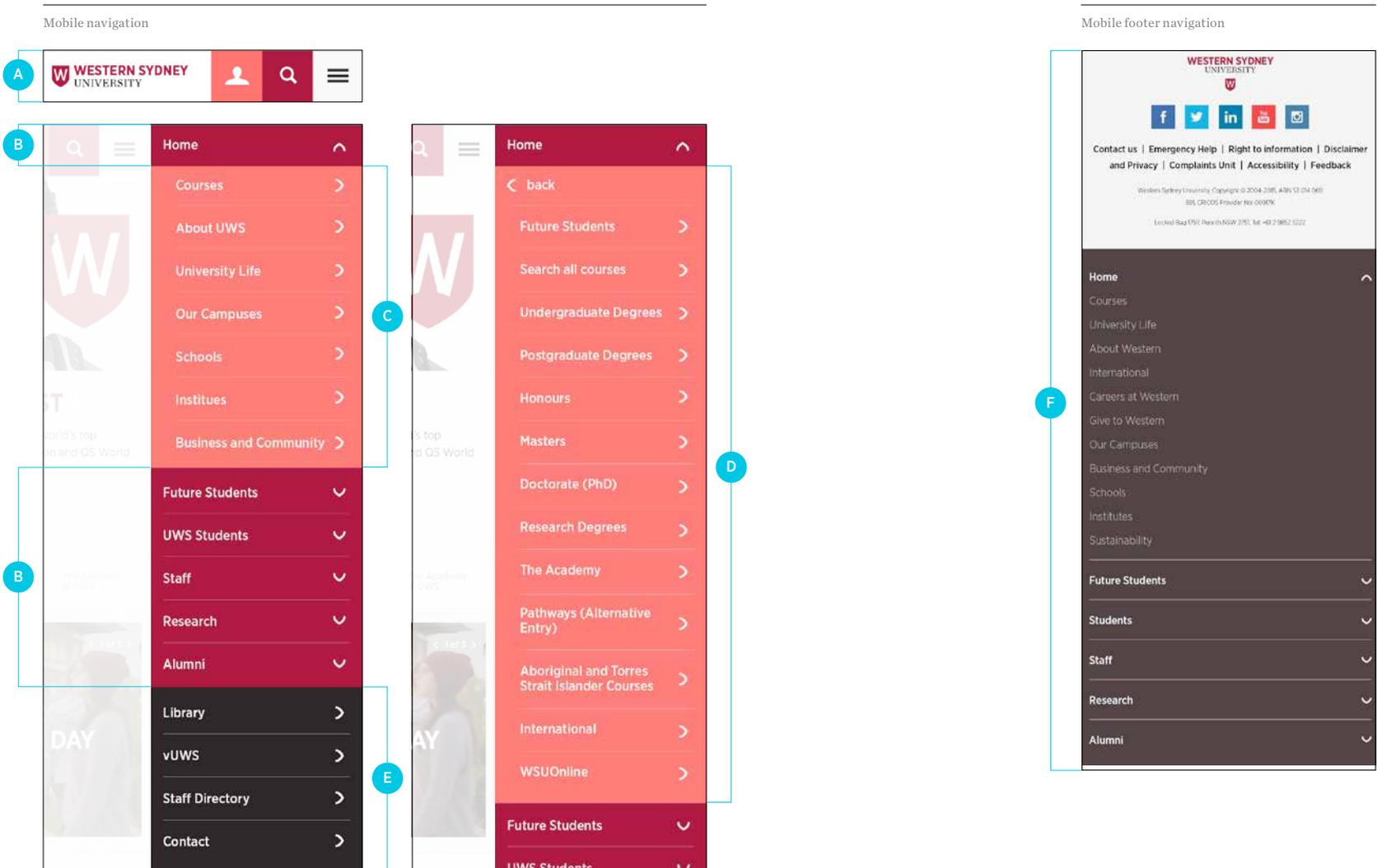
When the user clicks on the main mobile navigation (A) the primary navigation (B) slides out.

When the user clicks on the primary navigation (B) the secondary navigation (C) is revealed.

When the user clicks on the secondary navigation (C) the tertiary navigation (D) slides out.

### F. Footer menu

The footer menu maintains this functionality with an accordion style list to show deeper links.



# Components

## 3.6 Mobile masthead

### Measurements

When creating mastheads for mobile, these rules have been created for consistency and balance of function and aesthetic.

#### 1. Main mobile navigation

**Height:** 60px

**Western Sydney logo height:** 25px

**Icon padding:** 20px

#### 2. Mobile search

**Height:** 130px

**Font normal state:**

Gotham Narrow Medium 32px #262223

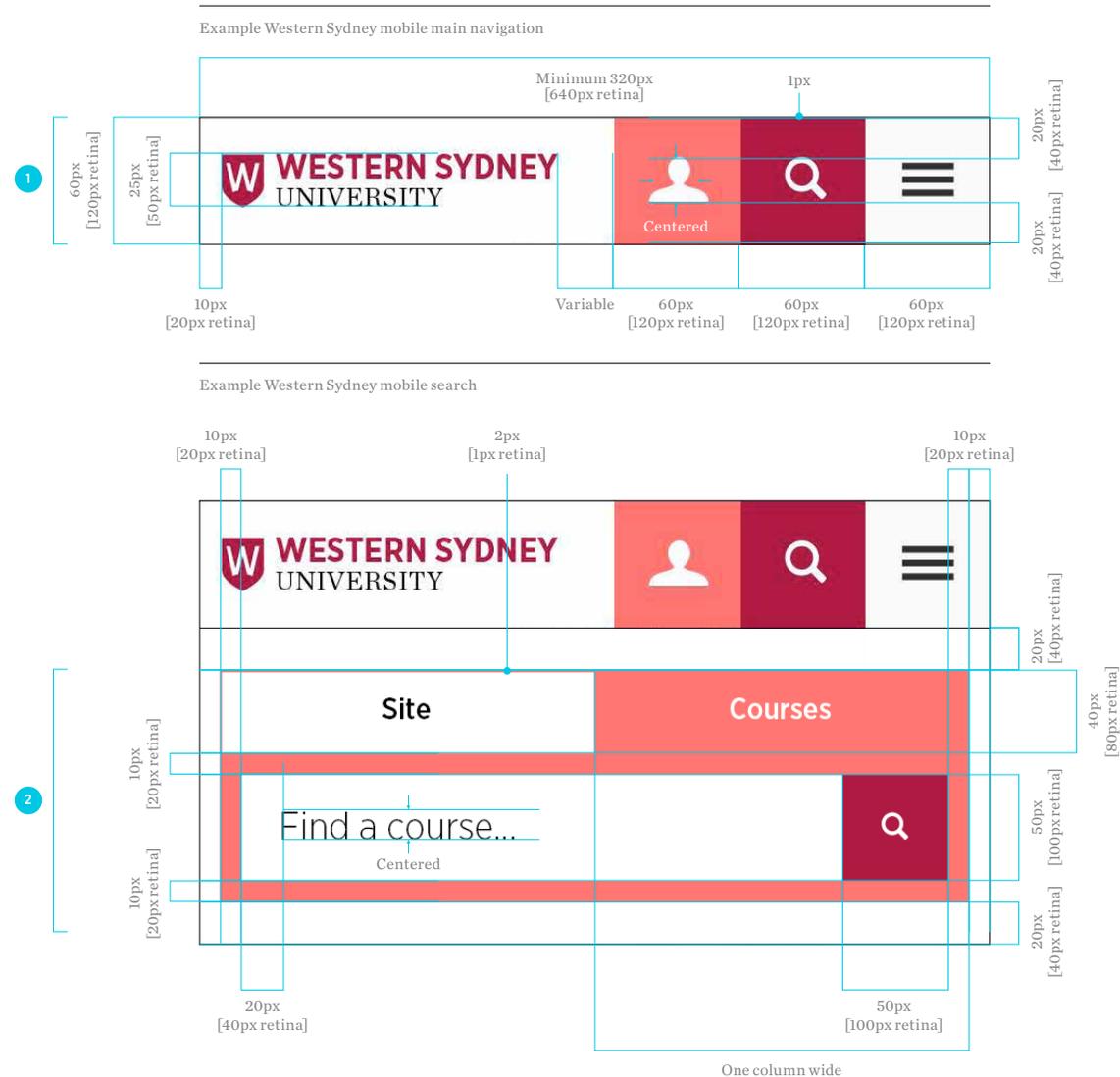
**Font selected state:**

Gotham Narrow Medium 32px #FFFFFFF

**Search font:**

Gotham Narrow Light 40px #262223

**Border:** 2px #FF6666



# Components

## 3.7 Mobile navigation measurements

### Open menu measurements

These rules have been created for consistency and balance of function and aesthetic.

#### 1. Primary navigation

##### Font normal state:

Gotham Narrow Medium 32px #FFFFFF

##### Font selected state:

Gotham Narrow Medium 32px #FF6666

##### Arrow normal state:

Gotham Narrow Medium 32px #FFFFFF

##### Arrow selected state:

Gotham Narrow Medium 32px #FF6666

**Background colour:** #413537

**Dividing line:** 2px #FFB3B3

#### 2. Secondary navigation

##### Font normal state:

Gotham Narrow Medium 32px #FFFFFF

##### Font selected state:

Gotham Narrow Medium 32px #262223

##### Arrow normal state:

Gotham Narrow Medium 32px #FFFFFF

##### Arrow selected state:

Gotham Narrow Medium 32px #262223

**Background colour:** #FF6666

**Dividing line:** 2px #A09A9B

#### 3. Global navigation

##### Font normal state:

Gotham Narrow Medium 32px #FFFFFF

##### Font selected state:

Gotham Narrow Medium 32px #FF6666

##### Arrow normal state:

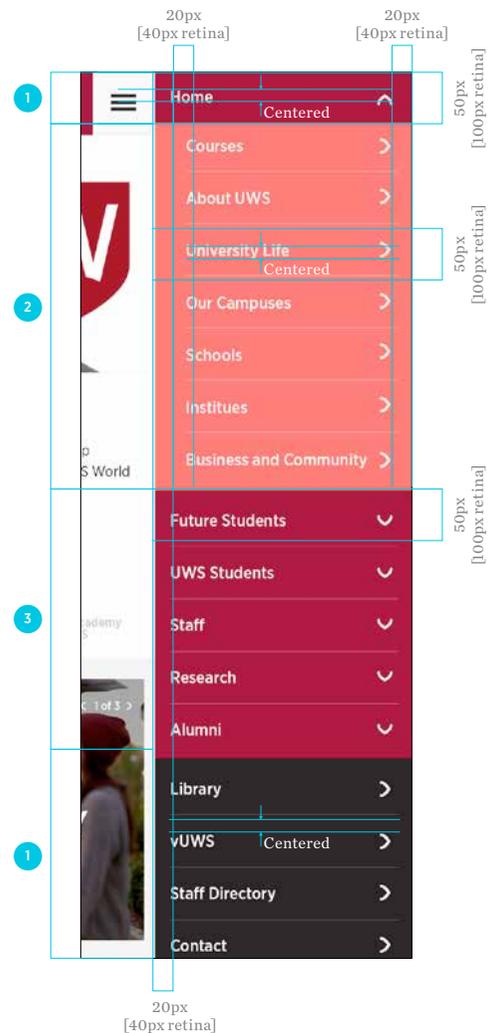
Gotham Narrow Medium 32px #FFFFFF

##### Arrow selected state:

Gotham Narrow Medium 32px #FF6666

**Background colour:** #908E8F

Example Western Sydney mobile side navigation



# Components

## 3.8 Optional notification bar

### Messages and Notification

A notification bar is to be used for site wide messages. The main function is to broadcast key information to users such as cookie declarations.

The bar always appears at the top of the page and has to be dismissed by users. Once the user has interacted with the message, website cookies should ensure it doesn't appear again.

### Bookmarking functionality

For content heavy sites that require multiple Level 1 pages, this bar can be used as bookmarking system. When a L1 page is selected, the message appears asking if the user would like to set as default.

#### 1. Desktop message text

**Font:** Gotham Narrow Light

**Size:** 16px

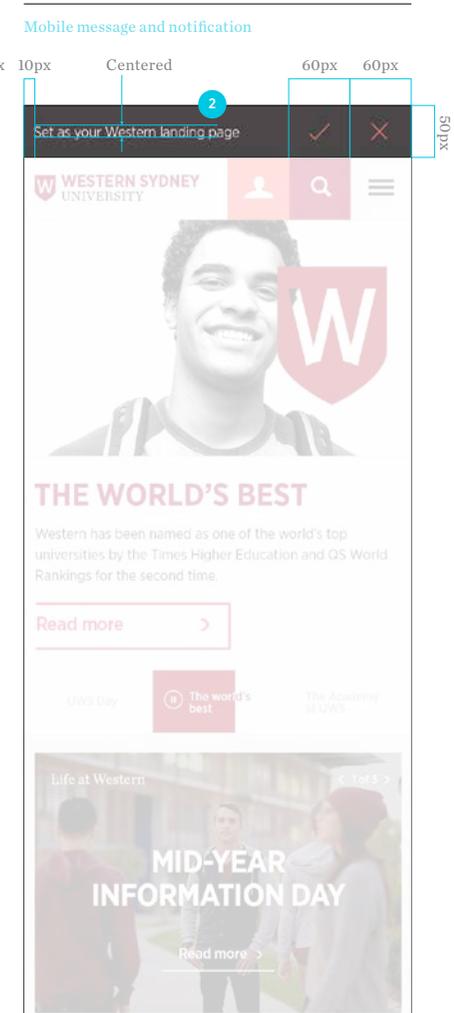
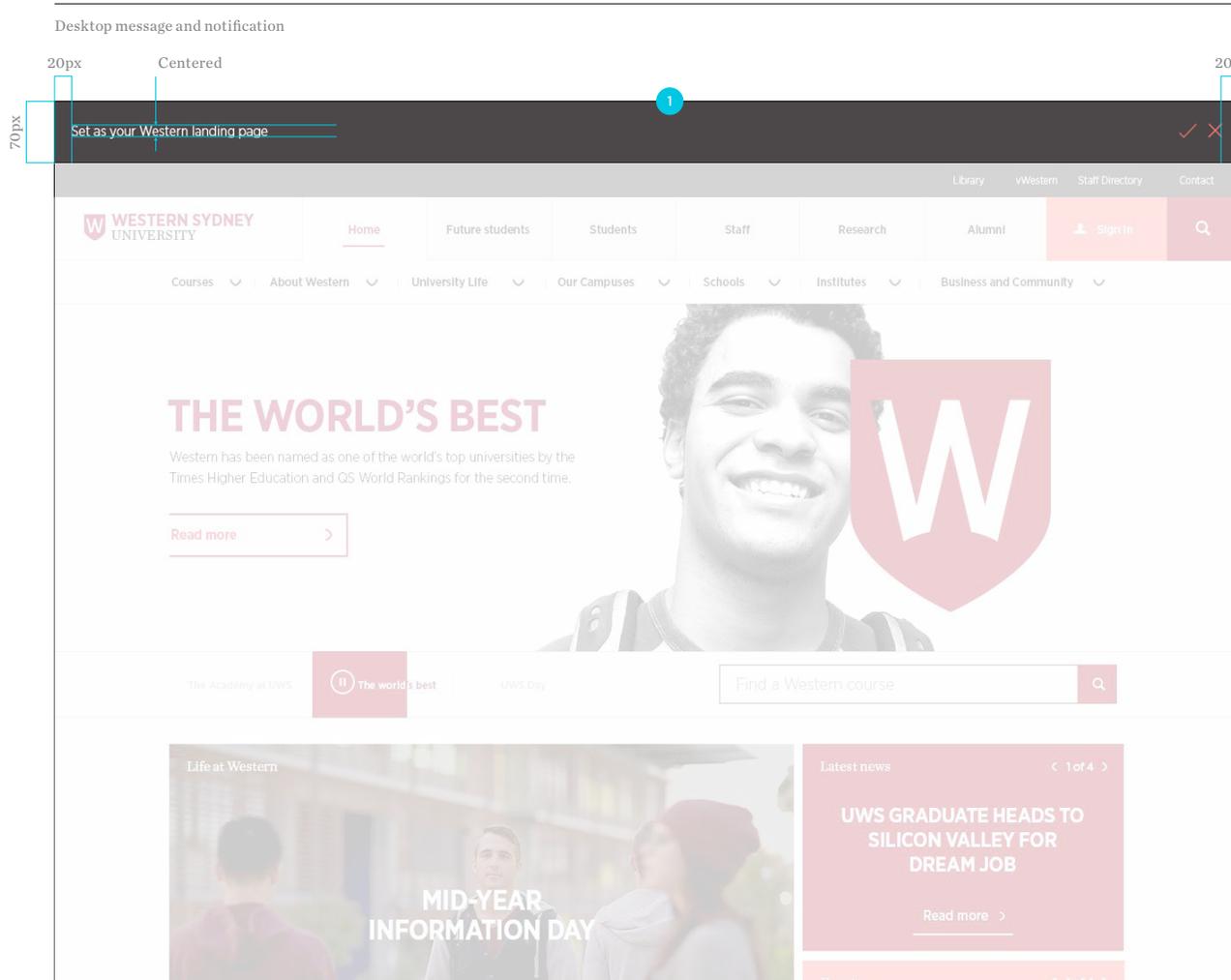
**Colour:** #FFFFFF

#### 2. Mobile message text

**Font:** Gotham Narrow Light

**Size:** 16px

**Colour:** #FFFFFF



# Components

## 3.9 Footer

### The footer structure

The Western Sydney footer is a standard signoff for all brand sites and has been developed to maintain consistency across the suite of sites and ultimately draw users back to the main Western Sydney site.

The footer is broken broken into two parts; a page signoff and the global footer.

### Page signoff

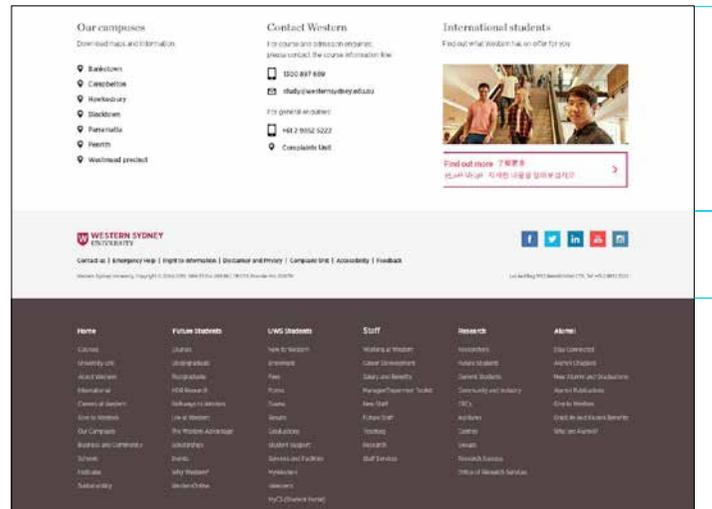
This is an optional module that can be added onto the footer that adds extra links, tools and entry points into Western Sydney sites.

### Global footer

This is essential for any brand site and responsive application. It reinforces a consistent look and feel directs users back to the main site.

**Note:** Campaign sites are exempt from the global footer, see **section 4.2** for more on campaign sites.

Desktop and tablet footer

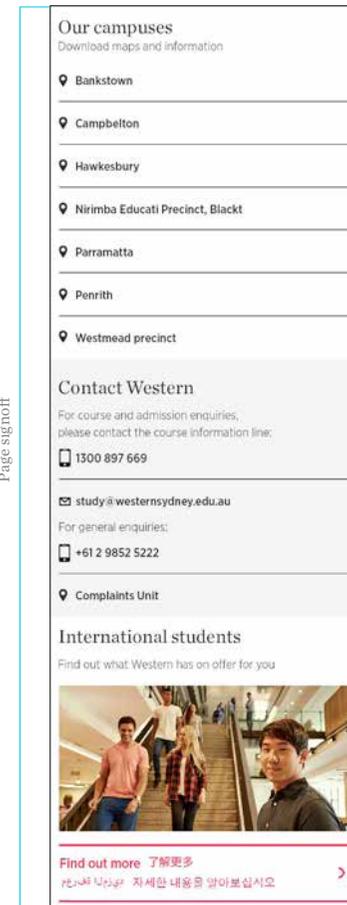


Page signoff

Global footer

Site menu

Mobile footer



Page signoff

Global footer

Site menu



# Components

## 3.10 Desktop footer measurements

### Desktop footer

Measurements for building the footer on desktop are explained here. Measurements must be followed for consistency. For font styling, see [section 2.6](#).

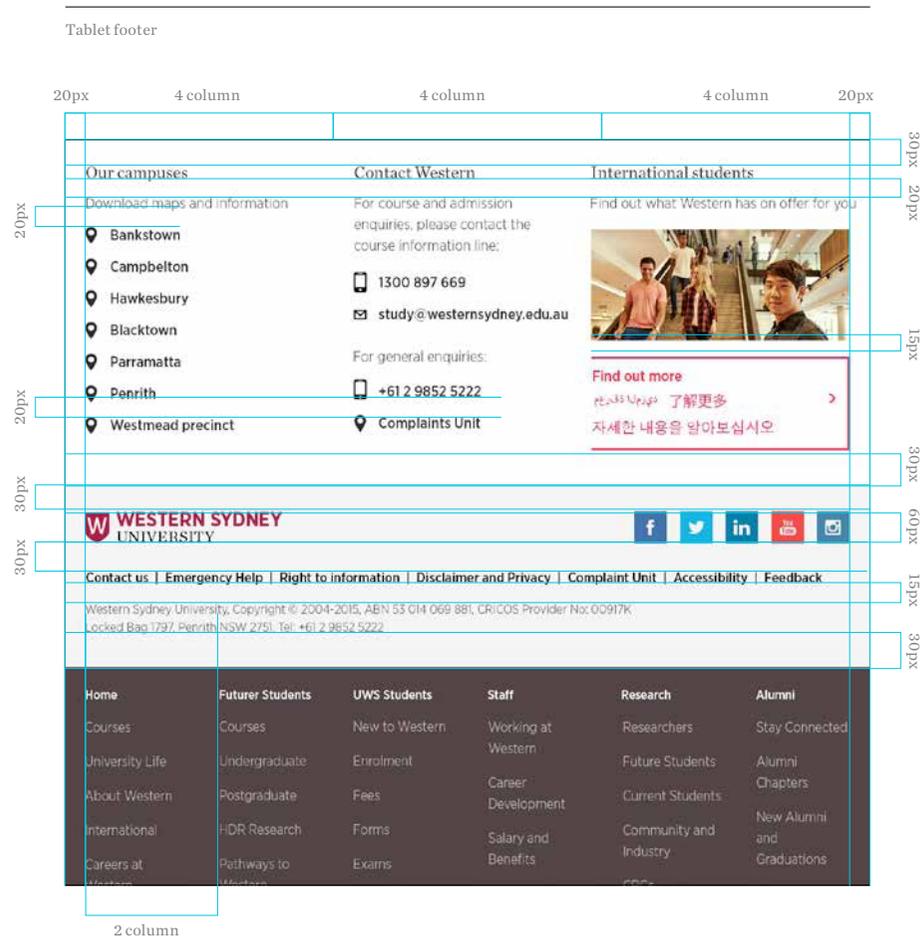


# Components

## 3.11 Tablet footer measurements

### Tablet footer

Measurements for building the footer on Tablet are explained here. Measurements must be followed for consistency. For font styling, see [section 2.6](#).

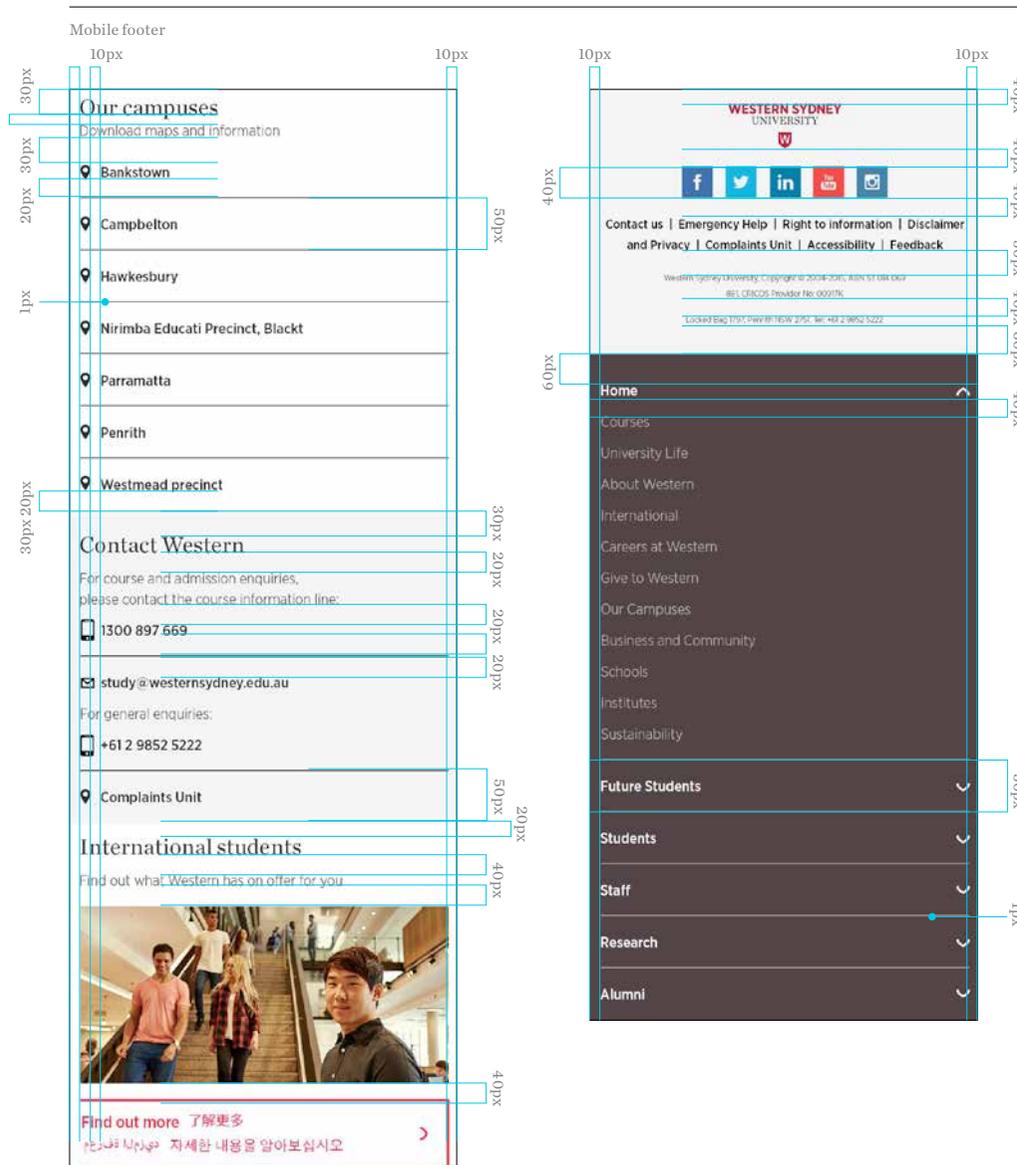


# Components

## 3.12 Mobile footer measurements

### Mobile footer

Measurements for building the footer on mobile are explained here. Measurements must be followed for consistency. For font styling, see [section 2.6](#).



# Components

## 3.13 Internal page - Navigation

### Building internal templates

Internal templates can be designed using the content grids available in **section 1.2**, for sites with more than 3 levels of content the an internal navigation and breadcrumb system should be used as to not clutter the main navigation.

**Note:** No more than 4 levels of content should be used. This will ensure users don't get lost when navigating the site.

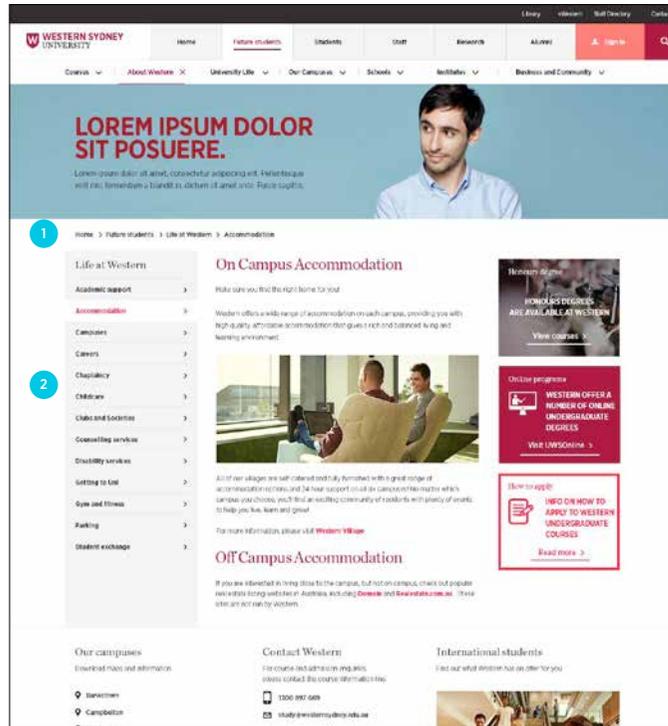
### 1. Breadcrumbs

Used as a reference point for content heavy sites, breadcrumbs can make navigating easier. For font instructions, see **section 2.6**.

### 2. Left hand navigation

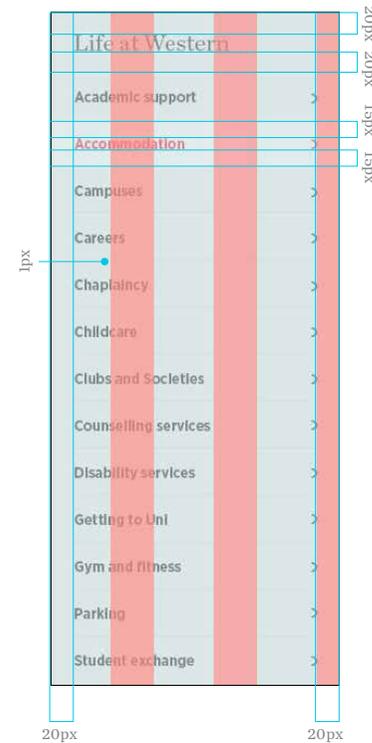
The left hand navigation is used for levels not able to fit in the masthead and mega nav. This navigation contracts into a dropdown menu on mobile. This follows the standard dropdown form style in **section 2.14**.

Level 2 navigation



Desktop level 2 left hand navigation

3 columns



Mobile level 2 left hand navigation



# Components

## 3.14 Internal page - feature tiles

### D-features, copy, image and icons

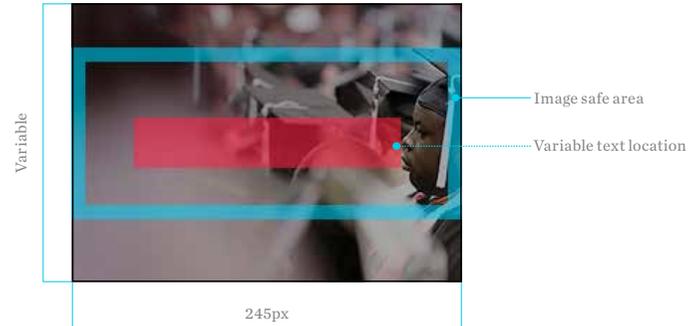
The d-feature components are made from the following visual elements:

- 3a. D-feature title
- 3b. H4 - Headline copy
- 3c. D-feature link
- 3d. D-feature solid colour or image.
- 3e. D-feature icons

D-features



Desktop d-feature image safe area



# 4. CAMPAIGN SITES

Implementing the new brand  
Campaign site structure  
Campaign site navigation

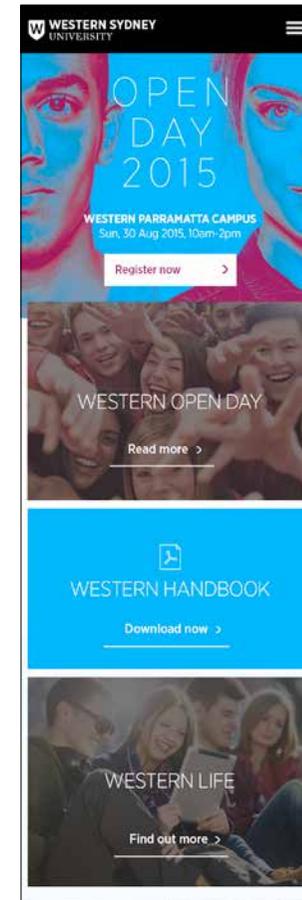
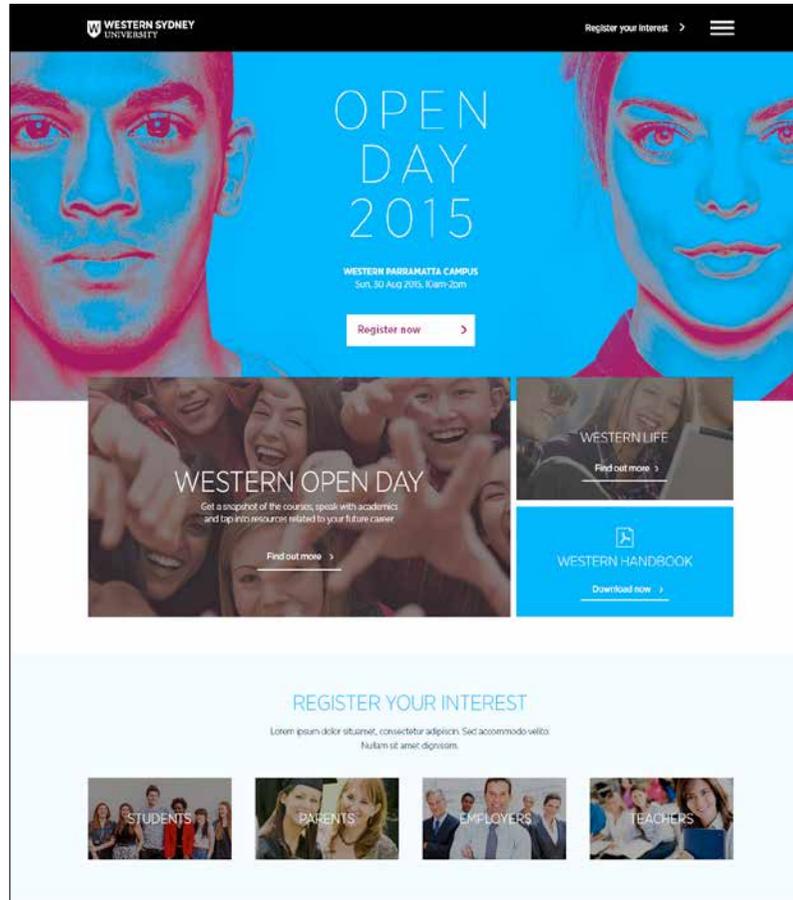
# Campaign sites

## 4.1 Implementing the brand

### Designing a campaign site

Campaign sites by design are created to engage students. With this in mind, when creating campaign sites for Western Sydney, there is an element of flexibility around certain guidelines in the master brand.

However, campaign sites created for the University should always remain consistent in overall presentation and remain recognisable to the Western Sydney brand. Following these guidelines will ensure correct use and an effective outcome across multiple platforms.



# Campaign sites

## 4.2 Campaign site structure

### Implementing the new brand

The campaign sites look and feel, including colours, fonts, graphic elements have to be approved by marketing.

#### 1. Navigation bar

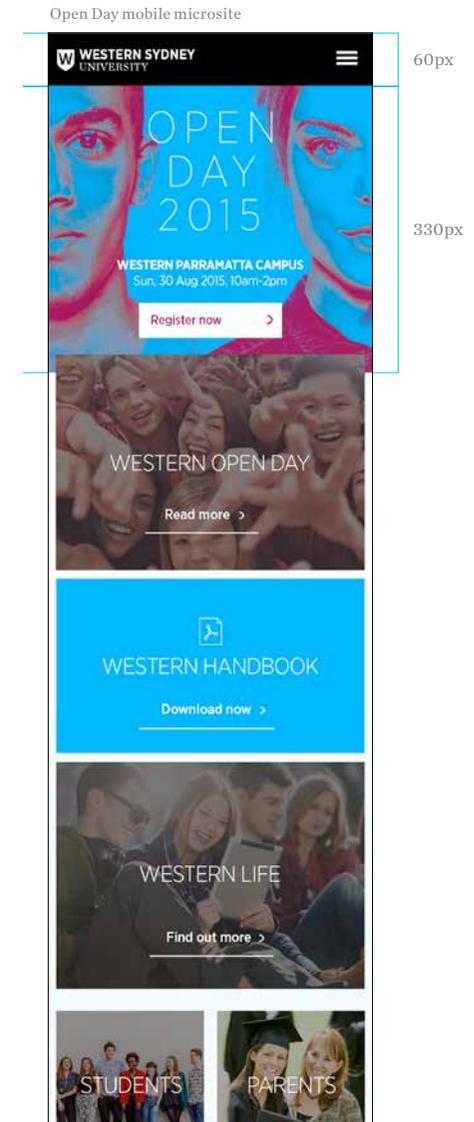
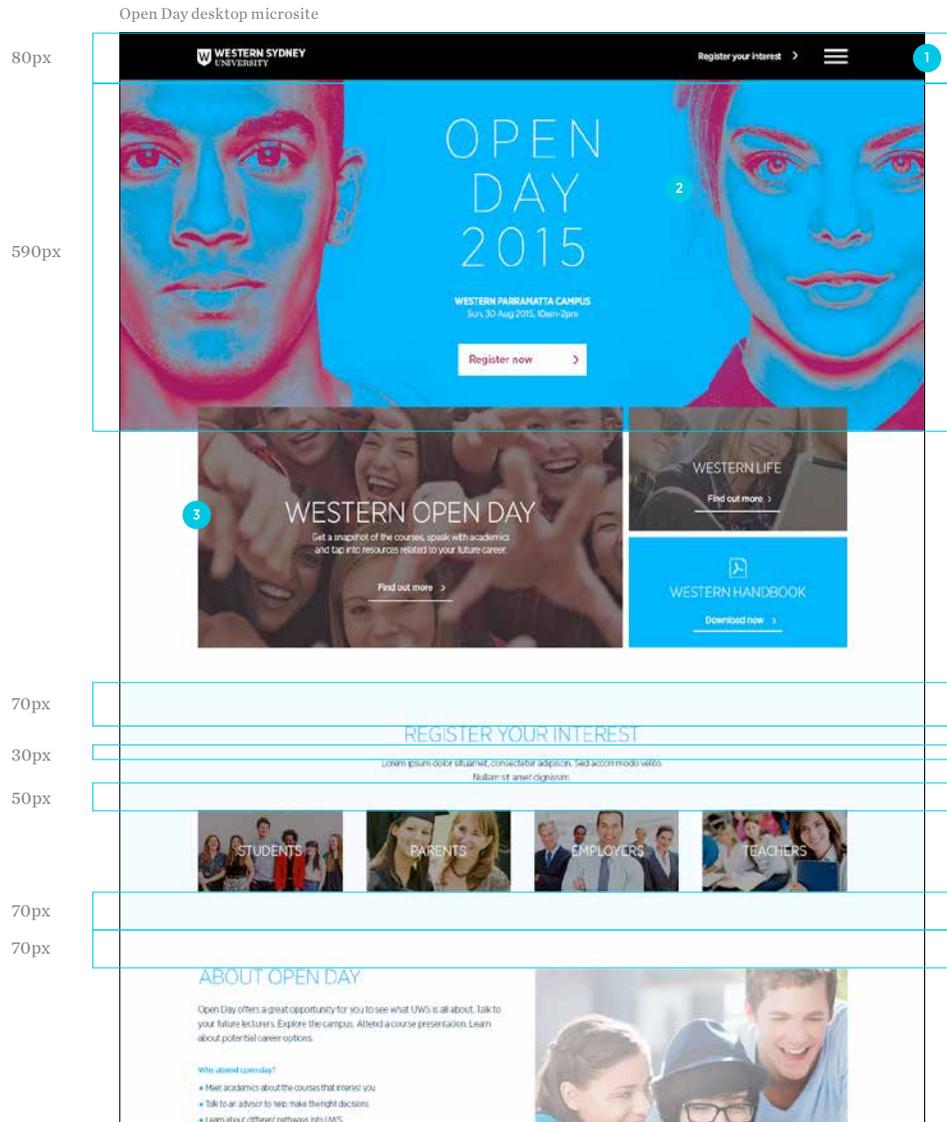
The navigation bar has to be present on every campaign websites.

#### 2. Feature space

Real estate designed for heading, supporting copy and CTA.

#### 3. Modular features

The 3 modules can be removed if not needed.



# Campaign sites

## 4.3 Campaign navigation

### Measurements

When creating mastheads across all campaign sites please use these measurements and alignments.

When creating campaign sites a variety of brand colours can be used.

#### 1. Navigation CTA

##### Font normal state:

Gotham Narrow Medium 16px #FFFFFFF  
Kerning -25px Normal sentence case

##### Font rollover state:

Gotham Narrow Medium 16px #FFFFFFF

**Background normal colour:** #262223

**Background rollover colour:** #FF6666

#### 2. Menu overlay

The overlay menu is centered to the page.

##### Font normal state:

Gotham Narrow Light 40px #FFFFFFF  
Kerning -25px All caps

##### Font rollover state:

Gotham Narrow Light 40px #FF6666  
Kerning -25px All caps

#### 3. Title

##### Font:

Gotham Narrow Light 52px #FFFFFFF  
Kerning -25px All caps

#### 4. Form navigation titles

##### Font:

Gotham Narrow Light 24px #FFFFFFF  
Kerning -25px All caps

#### 5. Form fields

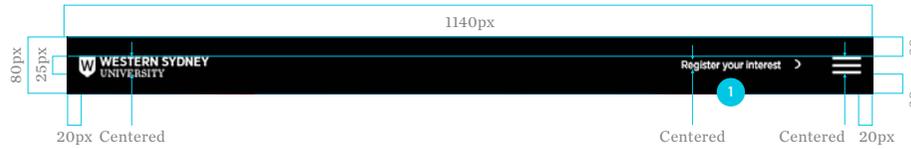
##### Font:

Gotham Narrow Light 24px #767676  
Kerning -25px Normal sentence case

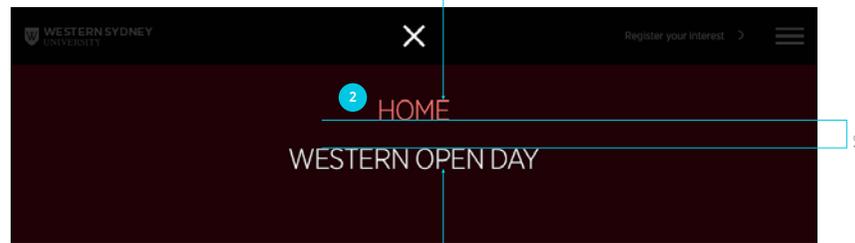
#### 6. Primary CTA

Please refer to page X on how to construct a primary CTA.

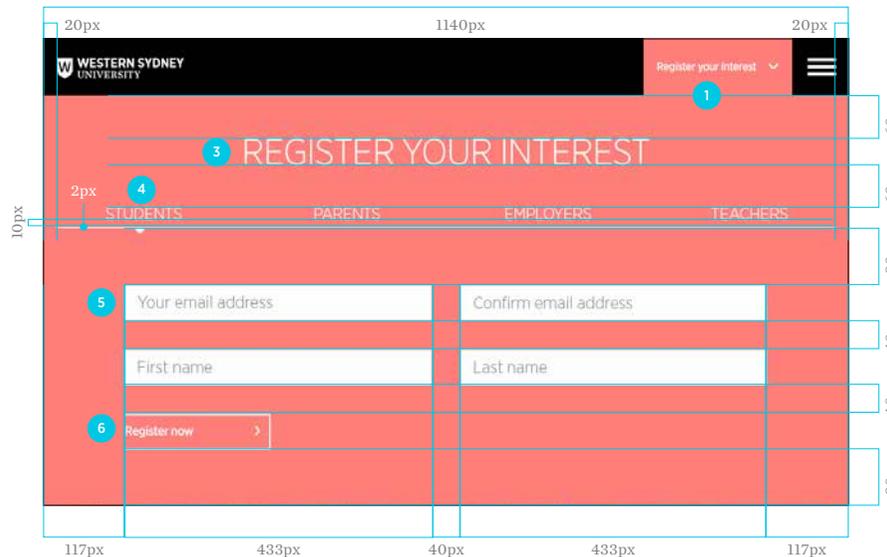
Desktop campaign top navigation area



Desktop campaign navigation menu overlay



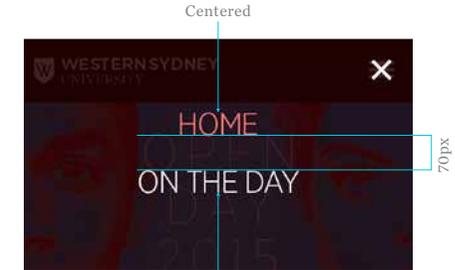
Desktop campaign navigation registration dropdown



Mobile campaign top navigation area



Mobile campaign navigation menu overlay



Examples of desktop campaign top navigation area in alternate colours



# 5. NATIVE APPLICATIONS

Implementing the new brand  
Store icons

# Native applications

## 5.1 Implementing the new brand

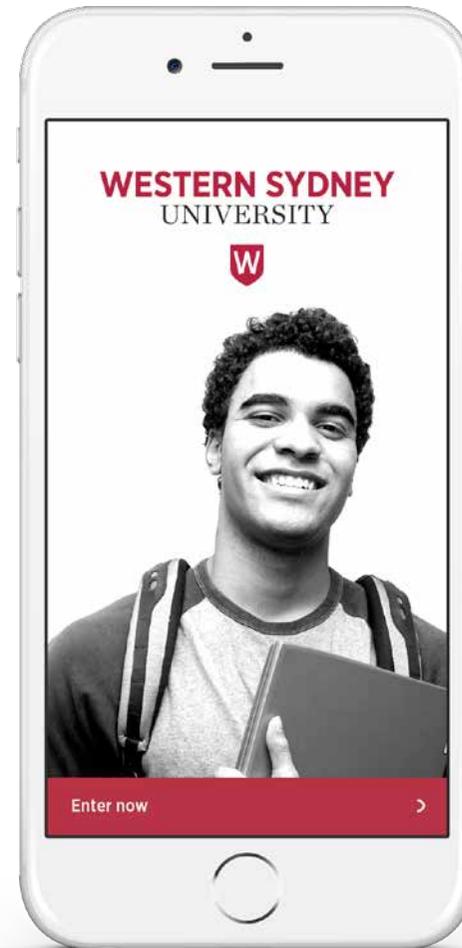
### General guidelines

Regarding Western Sydney apps the use of the following must be respected:

- Digital color palette
- Fonts
- Buttons and controls
- Imagery style
- Iconography style

If the app is designed for a specific product or campaign the color palette may be expanded.

The brand fonts must be used but can be used with more freedom. For example, Gotham narrow light uppercase may be used for headings.



# Native applications

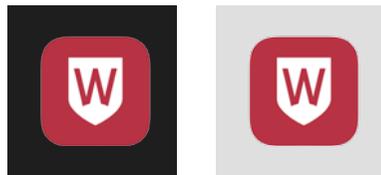
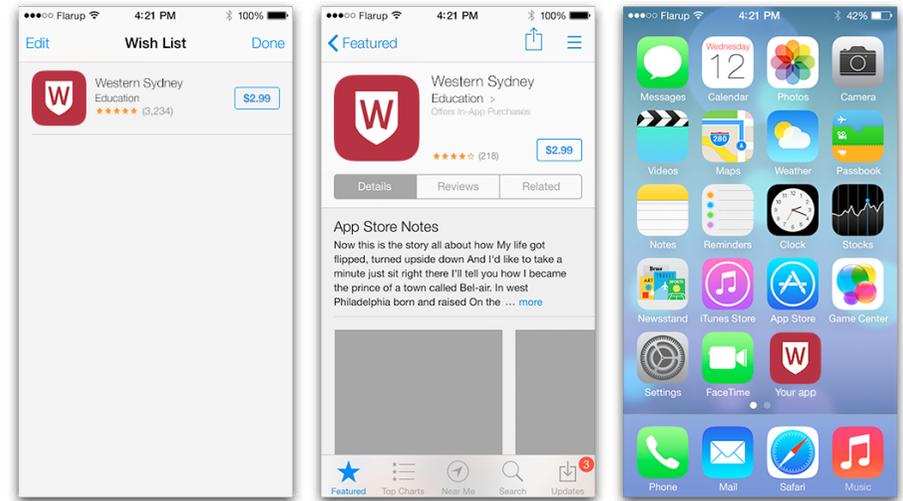
## 5.2 Store icons - Master brand

### Overall

To maintain a contemporary look across apps for the University, icons should only use a flat color treatment.

The graphic element should use a maximum of 3 colours maximum to ensure readability.

The main Western Sydney app features the shield on the primary Crimson colour.



# Native applications

## 5.3 Store icons - Primary

### Overall

Apps icons should be built with a maximum of 3 colours and maintain an iconographic/illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

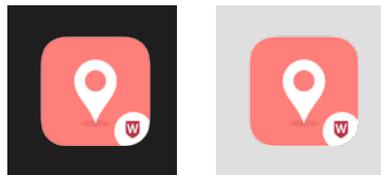
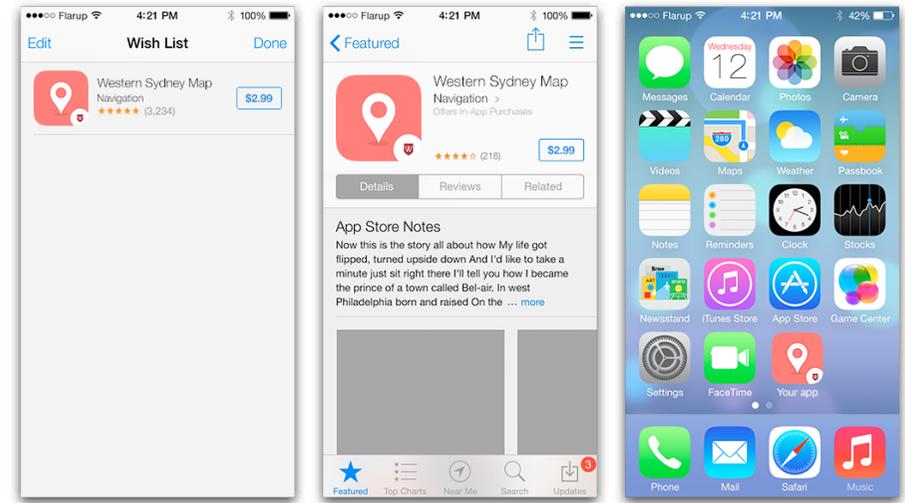
Use brand colours is preferred with exceptions only with approval from marketing.

### 1. Graphic element

The graphic element uses a maximum of 3 colours.

### 2. Brand notch

The notch device has been created to maintain a unifying element across all Apps built for the University. Contact marketing for the template to apply this.



# Native applications

## 5.4 Store icons - Secondary

### Overall

Apps icons should be built with a maximum of 3 colours and maintain an iconographic/illustrative look and feel. Designs should not be overly complex so that they remain recognisable at smaller sizes.

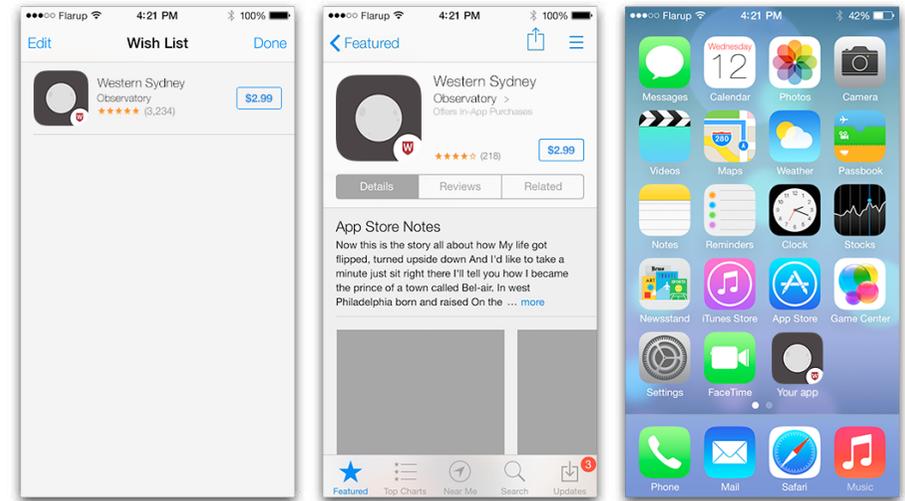
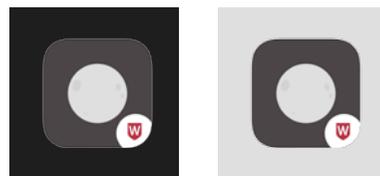
Use brand colours is preferred with exceptions only with approval from marketing.

### 1. Graphic element

The graphic element uses a maximum of 3 colours.

### 2. Brand notch

The notch device has been created to maintain a unifying element across all Apps built for the University. Contact marketing for the template to apply this.



# 6. SOCIAL

Social Media

Facebook

Twitter

# Social

## 6.1 Social media

### Social media

Social media must follow a cohesive brand tone and presence. This is essential in establishing the updated brand look and feel for the University.

Main facebook site



Twitter



# Social

## 6.2 Facebook

### Facebook guidelines

Check for the latest online guidelines for cover and profile photo:

<https://www.facebook.com/help/125379114252045>

#### 1. Safe area

Focus element of the cover photo needs to be in this area, not behind the profile picture nor the copy and call to actions at the bottom.

Don't use text in cover photo. Only photos, studio shots or lifestyle shots.

Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

#### 2. Shield

Shield uses Crimson colour and is 80px width.

#### 3. Divider

1px thick, #d4cec9.

#### 4. Program name

Chronicle G1 Roman, minimum font size: 13px, add an extra line if doesn't fit and center the logo vertically.

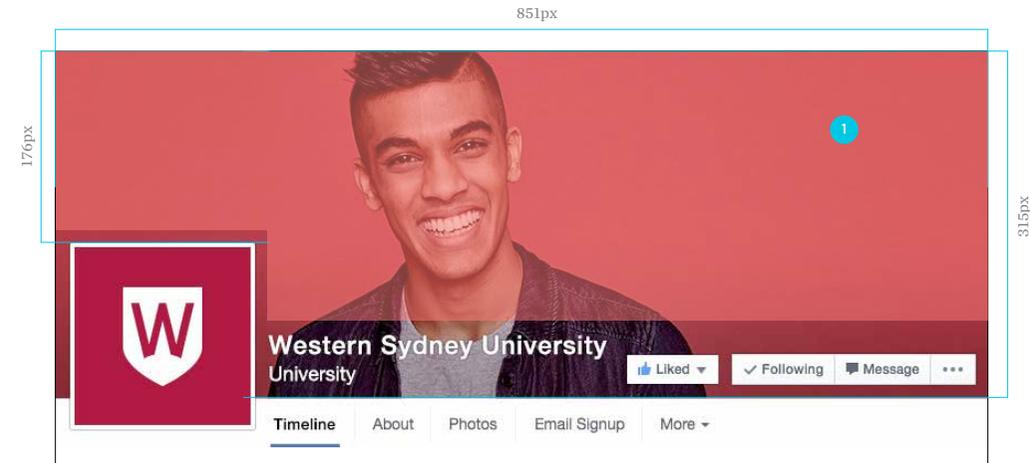
Main facebook site



Other Western Sydney University facebook sites



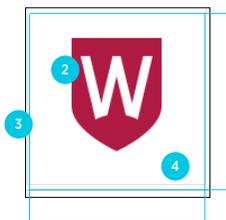
Cover photo



Main Western Sydney University profile picture



Other facebook sites default colour



# Social

## 6.3 Twitter

### Twitter

Check for the latest online guidelines for cover and profile photo:

<https://support.twitter.com/articles/127871-how-to-change-your-profile-picture-or-information>

#### 1. Safe area

Focus element of the cover photo needs to be in this area, not behind the profile picture.

Don't use text in cover photo. Only photos, studio shots or lifestyle shots.

Profile photo should feature color relevant to the program that it represents, however if there are no defined colour, use a white background with the Crimson shield.

#### 2. Shield

Shield uses Crimson colour and is 80px width.

#### 3. Divider

1px thick, #d4cec9.

#### 4. Program name

Chronicle G1 Roman, add an extra line if doesn't fit and center the logo vertically.

Main Twitter account



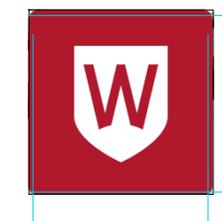
Other Western Sydney University accounts



Main Twitter account

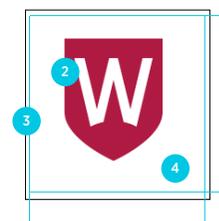


Main Western Sydney University profile picture



400px

Other Twitter accounts default colour



400px

# 7. EMAIL

Brand emails

Campaign emails

Auto responders

# Email

## 7.1 Brand emails

### Campaign email

Emails are built in a 600px container.  
Every rows containing copy have a 20px padding left, top, right, bottom.  
However images are full bleed.

#### 1. Logo

Use the left aligned full colour version of the logo on a white stripe.

#### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

#### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

#### 4. Personalised message

#### Needs to be bold

#### Desktop

Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

#### Mobile

Font-size: 32px;  
Line-height: 46px;

#### 5. Body copy

#### Desktop

Font-family: Open sans, Arial;  
Font-size: 14px;  
Line-height: 21px;

#### Mobile

Font-size: 28px;  
Line-height: 42px;

#### 6. Headings

#### Desktop

Font-family: Georgia, Times New Roman;  
Font-size: 22px;  
Line-height: 34px;

#### Mobile

Font-size: 32px;  
Line-height: 48px;

#### 7. CTA buttons

Only use an image for the arrow, the label should be live text and the border built in CSS.

#### 8. Footer

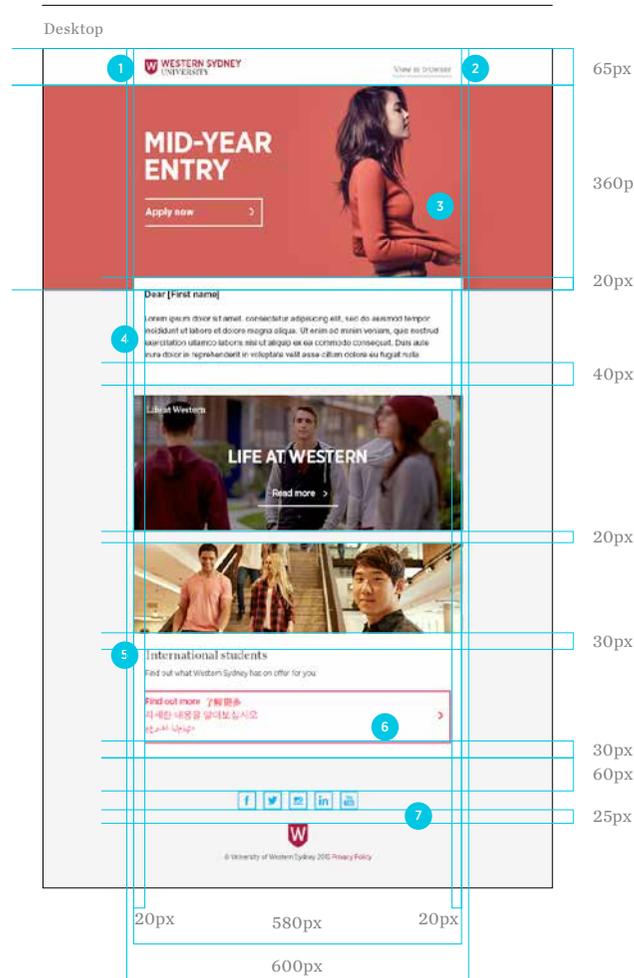
Must be present on every campaigns emails.

#### Desktop

Social icon 32x32px,  
WSU shield 32x42px

#### Mobile

Social icon 45x45px,  
WSU shield 24x32px



# Email

## 7.2 Campaign emails

### Campaign email

Emails are built in a 600px container.  
Every rows containing copy have a 20px padding left, top, right, bottom.  
However images are full bleed.

#### 1. Logo

For campaign emails use left aligned mono version of the logo on stripe colour relevant to the colour of the campaign.

#### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

#### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

#### 4. Personalised message

#### Needs to be bold

##### Desktop

Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

##### Mobile

Font-size: 32px;  
Line-height: 46px;

#### 5. Body copy

##### Desktop

Font-family: Open sans, Arial;  
Font-size: 14px;  
Line-height: 21px;

##### Mobile

Font-size: 28px;  
Line-height: 42px;

#### 6. Headings

##### Desktop

Font-family: Open sans, Arial;  
Font-size: 28px;  
Line-height: 42px;

##### Mobile

Font-size: 32px;  
Line-height: 48px;

#### 7. CTA buttons

Only use an image for the arrow, the label should be live text and the border built in CSS.

#### 8. Footer

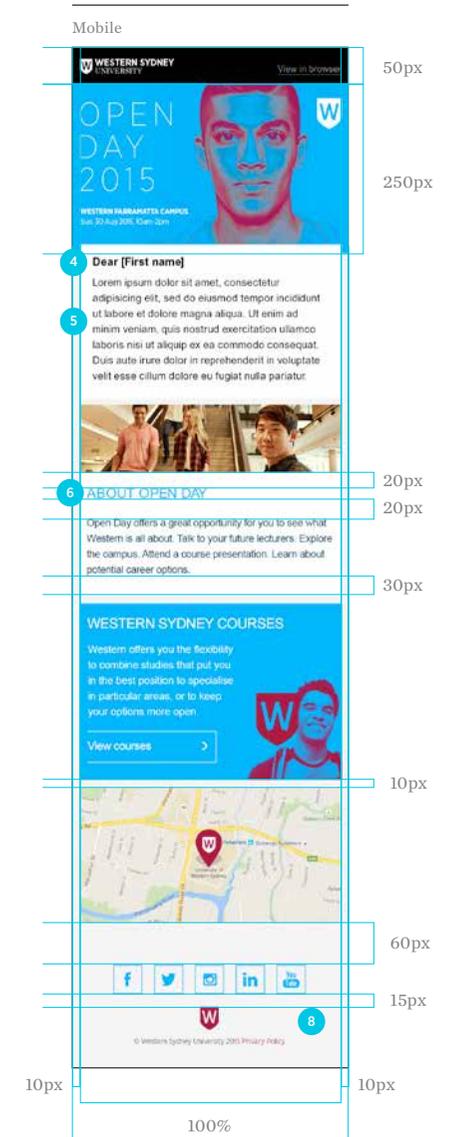
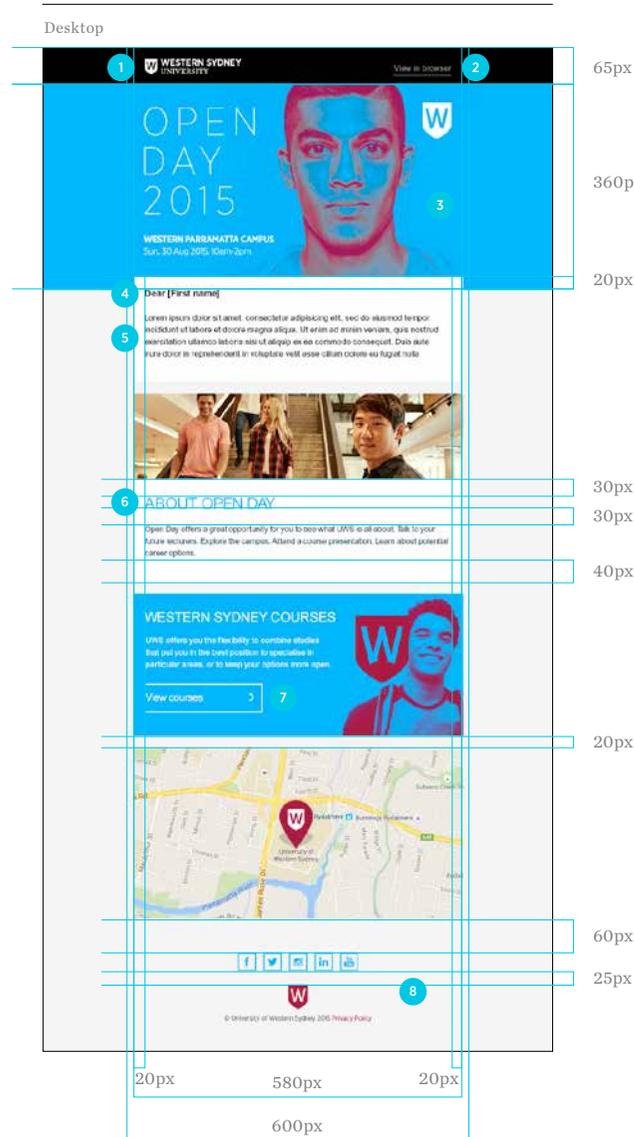
Must be present on every campaign email.

##### Desktop

Social icon 32x32px,  
WSU shield 32x42px

##### Mobile

Social icon 45x45px,  
WSU shield 24x32px



# Email

## 7.3 Auto responders

### Overall

Emails are built in a 600px container.  
Every rows containing copy have a 20px padding left, top, right, bottom.

#### 1. Logo

Use the left aligned full colour version of the logo on a white stripe.

#### 2. View on browser

A link to a browser version has to be present on every emails to ensure optimal experience.

#### 3. Feature header

Colour of the feature header should bleed across the full width of the window.

#### 4. Personalised message

#### Needs to be bold

##### Desktop

Font-family: Open sans, Arial;  
Font-size: 16px;  
Line-height: 21px;

##### Mobile

Font-size: 32px;  
Line-height: 46px;

#### 5. Body copy

##### Desktop

Font-family: Open sans, Arial;  
Font-size: 14px;  
Line-height: 21px;

#### 6. Footer

Must be present on every campaign email.

##### Desktop

Social icon 32x32px,  
WSU shield 32x42px

##### Mobile

Social icon 45x45px,  
WSU shield 24x32px

