introduction

Why our guidelines are important
Every time we come into contact with the wider community we have an opportunity to build the UWS reputation. The extent to which people understand and respond to us is dependent on the clarity and coherence of their experience with UWS, including its visual identity.

The UWS image relies heavily on these guidelines being followed. Key elements such as the identity, typeface, colour and style must be applied exactly as defined in these guidelines. The Office of Public Affairs is responsible for management of the visual identity of UWS.

If you are uncertain about how to apply any aspect of the visual identity please contact:

Terry Barridge
iMedia and Design Manager

Office of Public Affairs
University of Western Sydney
Locked Bag 1797 Penrith NSW 2751
Building AF Room AF.1.11,
Werrington North Campus

P: 9678 7517  F: 9678 7095
M: 0416 157 184  E: t.barridge@uws.edu.au
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The University needs a consistent and strategic approach to brand management. Positioning UWS as a strong brand helps the University to differentiate itself from other providers and gives UWS a long-term competitive advantage. The brand is integral to the University’s long-term success.

Clear and effective Brand and Visual Identity management policy and procedures are required to:

a. protect the image and reputation of the University (the UWS Brand)

b. ensure the protection of the visual identity of the University

c. provide frameworks for brand and visual identity enhancement and development

d. ensure a consistent approach in the application of Brand values and visual identity

e. help UWS staff and suppliers maintain a consistent, high-quality visual brand identity in target markets and the wider community

f. guide the development of promotional and other material in both a textual and visual context

The Brand and Visual Identity Management Policy and Procedures apply to all forms of promotion and to any material using the University Logo or nameplate (or official material).

The UWS logo is the sole visual identity representation of the University. No other logos, identifiers or variations thereof are permitted.
The type and the symbol are symbiotic and must remain in the same relationship at all times. Neither symbol nor type can be separated from one another or altered in any way.

Please refer to incorrect usage on page 1.9.

The symbol must never be altered or redrawn in any way and the type should always appear in Helvetica Neue and no other typeface can substitute.

Guidelines for unusual usage appear on page 1.10 of this section.
The symbol and logotype are in a fixed relationship. The symbol always appears to the right hand corner of the logotype.

So that the UWS identity is clear and legible in print, it should have as much clear space around it as possible.

The minimum clear zone around the mark defines the area into which no other element must intrude.

The distance marked U represents the cap height of the character U. This proportionate distance is the minimum clear space allowed around the logo.
Maintaining the integrity of the UWS colours is paramount in communicating consistent tone and positioning of the University and all its communications.

True colour reproduction can be attained by matching as closely as possible to the specified coated PMS colours.

The colours printed within these guidelines may not match the Pantone® standards exactly. For all colour reference, use the Pantone® Matching System standards. In addition, the colour breakdowns supplied may alter according to the final process or application. Wherever possible, the final reproduced colour should match as closely as possible to the specified coated Pantone® colour.

The swatches shown here are a guide only. Do not use these for exact colour matching.
The UWS logo has been designed to work equally well in both positive and negative form. There are five colour alternatives.

**Version 1** of the logo is the preferred form. This prints in two special colours, **UWS Blue** and **UWS Black**.

**Version 2** uses only one special colour which can be either **UWS Blue** or **UWS Black**. The black logo is only suggested where black is the only colour being used and no other colours are available to make the UWS Blue.

**Version 3** The logo can be used reversed out of any of the colours in the suggested palettes except where legibility is compromised.

The logo must never appear in any other colour other than specified here.
When using the University logo in conjunction with other corporate logos, particularly when the logo needs to be small, the following rules apply.

Placing the logo as reversed on a blue or black background inside a lozenge containing either colour. Or when the actual background is dark then placing the logo in a white background lozenge.

The Co-Branding logo in the lozenge has been developed to ensure the UWS mark maintains impact in a multi-branded environment, sure as posters, displays etc.

The lozenge must maintain the rounded corner theme on all 4 corners.
In the interest of legibility the logo should never be reproduced smaller than indicated.

The minimum width for logo without strapline is 30mm. The minimum width for logo with strapline is 35mm.

When using the logo this size it is important to make sure the text remains legible.

There is no maximum size. However, it is important to remember that the logo needs space around it.

The size of the logo should be appropriate to the area in which it is printed and not take up all the available space.
The UWS logo must be applied cleanly and consistently. In the vast majority of cases it should appear in the top right hand corner of a given area, at an equal distance from the top and right hand side.

(Actual measurements are supplied within the relevant sections of these guidelines.)

When this is not possible due to copy or specific print restrictions, eg. envelopes, and the position is not specified within these guidelines, please consult the Office of Public Affairs for guidance.
**Student News**

New HDR enrolments

The College of Business and Law would like to welcome the following new HDR candidates to UWS.

<table>
<thead>
<tr>
<th>Student Name</th>
<th>School and Supervisory Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jishan Hossain</td>
<td>School of Economics and Finance - Supervisory panel of Tim Noon and Peter Tiffin</td>
</tr>
<tr>
<td>Rejani Rajan</td>
<td>School of Management - Supervisory panel of Anneke Fitzgerald and Terry Sloan</td>
</tr>
<tr>
<td>Warren Day</td>
<td>School of Marketing - Supervisory panel of Suzan Burton and David Low</td>
</tr>
<tr>
<td>San Kumaradevan</td>
<td>School of Economics and Finance - Supervisory panel of Girija Mallik and Maria Varua</td>
</tr>
<tr>
<td>Victor Libdy</td>
<td>School of Management - Supervisory panel of Lesley Kuhn and George Lafferty</td>
</tr>
<tr>
<td>Sheela Sree Kumar</td>
<td>School of Management - Supervisory panel of Bobby Banerjee and Fernanda Duarte</td>
</tr>
<tr>
<td>Mohammed Atwa Bawa</td>
<td>School of Law - Supervisory panel of Razeen Sappideen, Carolyn Sappideen and Scott Mann</td>
</tr>
<tr>
<td>Khaled Fayadh</td>
<td>School of Law - Supervisory panel of Carolyn Sappideen and Scott Mann</td>
</tr>
<tr>
<td>Noor Lazar</td>
<td>School of Management - Supervisory panel of Anne Abraham and Noor Lazar</td>
</tr>
<tr>
<td>Yasmin Hunter</td>
<td>School of Law - Supervisory panel of Carolyn Sappideen and Sue Armstrong</td>
</tr>
<tr>
<td>Abdulla Alotaibi</td>
<td>School of Economics and Finance - Supervisory panel of Satya Paul and Anil Mishra</td>
</tr>
<tr>
<td>Sabreena Amin</td>
<td>School of Marketing - Supervisory panel of Syed Rahman and David Low</td>
</tr>
<tr>
<td>Neelam Lai</td>
<td>School of Economics and Finance - Supervisory panel of Ron Ratti and Dr Maria Varua</td>
</tr>
<tr>
<td>Sonia Molina</td>
<td>School of Management - Supervisory panel of Hugh Pattinson and David Low</td>
</tr>
</tbody>
</table>

It is appropriate to use the logo over an image but only where the contrast is significant enough to create maximum legibility.

In the first example the contrast is ideal for the placement of the reversed logo.

Although the image is black and white a colour image with enough contrast is perfectly acceptable.

In the second example the logo gets lost amongst the many white areas in the image and is a perfect example of where the contrast is not nearly adequate to hold a reversed logo.

Where possible it is advisable to only use the reversed white version of the logo when placing over an image.

It is also preferable to keep the position of the logo in the upper or lower right hand corners of the image.

If using logo over an image, please send to iMedia for approval.
Do not alter or distort the logo in any way.

Do not separate the symbol and logotype, or use the birds in any way, (other than specified within these guidelines).

Do not alter the relationship between the symbol and the logotype.

Do not add any other elements or invade the clear zone.

Do not use the logo on colours other than UWS specified ones.

Do not re-assign colours.

To maintain the consistency of our identity it is essential that the identity is never altered in any way.

Here are a few examples of what not to do.

Artwork of the logo is available from the Office of Public Affairs.
In some cases internal use of the logo may call for unusual reproduction of the logo.

For example invitations may call for a blind embossed logo. Or a promotional item may use the abbreviated form of the logo.

Such usage must be approved by the brand guardian at the Office of Public Affairs.
The University needs a consistent and strategic approach to brand management. Positioning UWS as a strong brand helps the University to differentiate itself from other providers and gives UWS a long-term competitive advantage. The brand is integral to the University’s long-term success.

Therefore the UWS logo is the sole visual identity representation of the University. No other logos, identifiers or variations thereof are permitted.

In a case where a department feels it is required, written approval must be obtained from the Executive Director of the Office of Public Affairs.

Before seeking this approval please read policyurl.edu.au

Please consider if creating a logo is the best course of action and whether or not what you are trying to achieve could be done another way working within the guidelines.
02 colours

2.1 Primary colour palette
2.2 Secondary colour palette
2.1 colour primary colour palette

Maintaining the integrity of the UWS colours is paramount in communicating consistent tone and positioning of the University and all its communications.

True colour reproduction can be attained by matching as closely as possible to the specified coated PMS colours.

The colours printed within these guidelines may not match the Pantone® standards exactly. For all colour reference, use the Pantone® Matching System standards. In addition, the colour breakdowns supplied may alter according to the final process or application. Wherever possible, the final reproduced colour should match as closely as possible to the specified coated Pantone® colour.

The swatches shown here are a guide only. Do not use these for exact colour matching.
A palette of secondary colours has been developed to enhance the primary colours and work on corporate literature. These colours can be used creatively to generate appropriate moods and dynamic backgrounds. Colour accuracy is very important. Specifications for all reproduction methods must be matched as closely as possible to the PMS colours to ensure true colour reproduction.

Note
It should be noted that PMS 877 is a metallic colour and should not be reproduced in CMYK. It should only be used in limited applications such as prestigious documents.
03 typefaces

3.1 Helvetica Neue
   - Primary typeface

3.2 Glypha
   - Heading font

3.3 Berthold Akzidenz Grotesk
   - Heading font

3.4 Arial
   - Digital font
3.1 **Typefaces** Helvetica Neue

**Primary typeface**

**Helvetica Neue 45 Light**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

**Helvetica Neue 55 Roman**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

**Helvetica Neue 75 Bold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

**Substitute typeface**

(when Helvetica Neue is not available and for typing guides on a PC and Mac)

**Arial**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

Helvetica Neue is our primary typeface. It is a clear, simple and open expression of who we are and what we say.

In order to present all UWS communications consistently only the specified typefaces should be used.

Although Helvetica Neue is the preferred typeface, it may not be available on all PCs and Macs. In these instances Arial can be used as an alternative. eg. typing letters, fax and memos.

Other variations of the family eg. condensed should not be used.

The standard body text of all UWS documents should be Helvetica Neue 45 Light. Other weights can be used for emphasis in the text and for legibility.
### 3.2 typefaces glypha - heading font

**heading typeface**

**Glypha - 75 Black**

`abcdefighijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789()@&?!`

**Glypha - 35 Thin**

`abcdefighijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789()@&?!`

**Glypha - 55 Roman**

`abcdefighijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`0123456789()@&?!`

Glypha is a bold heading typeface that communicates proudly on behalf of the University. It declares the University's presence on posters, print advertising and in brochures.

The preferred weight is 75 Black for major headings. Thinner weights can be used but do not carry the same physical presence.

The standard body text of all UWS documents should be Helvetica Neue 45 Light.
3.3 typefaces

Berthold Aksidenz Grotesk is a minimalist heading typeface that reflects the University’s brand pillars: smart, welcoming, challenging and progressive. The refinement of this typeface is emphasised when used in the condensed form.

The preferred weight is Light Condensed for headings. Other weights can be used, but must always be from the condensed forms.

The standard body text of all UWS documents should be Helvetica Neue 45 Light.

heading typeface

Berthold Aksidenz Grotesk – Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

Berthold Aksidenz Grotesk – Extra Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!

Berthold Aksidenz Grotesk – Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()@&?!
Arial is widely available and is the preferred substitute for Helvetica Neue in the digital space. Where Helvetica Neue is not available – particularly in web applications – Arial is an acceptable alternative.
We express UWS values every time we communicate. Stationery plays a vital role in creating a positive image.
4.1 Stationery letterhead typing guide

Symbol and logotype
The symbol and logotype (without strapline) prints 100% UWS Blue and UWS Black. The width is 55mm as shown and is positioned 15mm from the top and 10mm from the right hand edge of the page.

Typing guide specifications
Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

1. Postal address
Arial or Helvetica Neue 45 Light U/lc, 7/8.5pt ranged from the top of the logotype as shown and 25mm from the left edge of the letterhead. A double space is used instead of a comma to separate address lines.

2. Department details
Arial or Helvetica Neue 55 Roman U/lc, 9/10.5pt. Positioned one line space below the postal address.

3. Recipient address
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt, positioned 65mm from the top and typed against a 25mm margin.

4. Date
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt. Positioned on the same line as the addressee the date must align with the left edge of the symbol and logotype.

5. Letter content
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt, positioned 105mm from the top to ensure it falls below the foldmark. Text should be ranged left to a maximum line length of 162mm.

Between each paragraph leave one line space. Italics may be used if needed, capital letters and bold type should be used sparingly and only where essential. Underlining must not be used.
1. Symbol and logotype
The symbol and logotype (without strapline) prints 100% UWS Blue and UWS Black. The width is 55mm as shown and is positioned 15mm from the top and 10mm from the right hand edge of the page.

2. Office, title and name
Helvetica Neue 55 Roman U/lc, 9/10.5pt, prints 100% UWS Blue. Ranged from the top of the logotype as shown and 25mm from the left edge of the letterhead. There is a 0.5mm space after the name before the address.

3. Address
Helvetica Neue 55 Roman and Helvetica Neue 45 Light U/lc, 9/10.5pt, prints 100% UWS Black. A double space is used instead of a comma to separate address lines.

Typing guide specifications
The specifications for the recipient address, date and letter content should follow points 3 and 4 on the letterhead typing guide (section 2.2).

Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text must appear in Black.
4.3 stationery alternative letterhead

Symbol and logotype
The symbol and logotype (with strapline) is reversed out of 100% UWS Blue. The width is 50mm as shown and is positioned 15mm from the top and 13mm from the right hand edge of the page.

Typing guide specifications
Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

1. Postal address
Arial or Helvetica Neue 45 Light U/lc, 7/8.5pt ranged from the top of the logotype as shown and 25mm from the left edge of the letterhead. A double space is used instead of a comma to separate address lines.

2. Recipient address
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt positioned 65mm from the top and typed against a 25mm margin.

3. Date
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt. Positioned on the same line as the addressee the date must align with the left edge of the symbol and logotype.

4. Letter content
Arial or Helvetica Neue 45 Light U/lc, 11/13.5pt, positioned 105mm from the top to ensure it falls below the foldmark. Text should be ranged left to a maximum line length of 162mm.

Between each paragraph leave one line space. Italics may be used if needed, capital letters and bold type should be used sparingly and only where essential. Underlining must not be used.

Yours faithfully
Stephen Jones
Operations Manager
Symbol and logotype
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black.

The width is 55mm as shown and is positioned 7mm from the top and right hand edge of the compliment slip.

Typing guide specifications
Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

1. Postal address
Arial or Helvetica Neue 45 Light U/lc, 7/8.5pt ranged from the top of the logotype as shown and 20mm from the left edge of the compliment slip. A double space is used instead of a comma to separate address lines.

2. Department details
Arial or Helvetica Neue 55 Roman U/lc, 9/10.5pt, positioned one line space below the postal address.
1. **Symbol and logotype**
   The symbol and logotype (with strapline) prints 100% **UWS Blue** and **UWS Black**.
   The width is 55mm as shown and is positioned 7mm from the top and right hand edge of the compliment slip.

2. **Office, title and name**
   **Helvetica Neue 55 Roman** and **Helvetica Neue 45 Light U/lc**, 7/8.5pt, prints 100% **UWS Black**.
   A double space is used instead of a comma to separate address lines.

3. **Address**
   **Helvetica Neue 45 Light U/lc**, 9pt, prints 100% **UWS Blue**. There is a 7mm space between the top of the ‘With compliments’ and the top of the name.

4. **With compliments**
   **Helvetica Neue 45 Light U/lc**, 9pt, prints 100% **UWS Blue**. There is a 7mm space between the top of the ‘With compliments’ and the top of the name.

5. **Name and position**
   **Helvetica Neue 45 Light U/lc**, 8pt, prints 100% **UWS Blue**.
   Honorific is **Helvetica Neue 45 Light U/lc**, 7pt, prints 100% **UWS Blue**.

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**All measurements in millimetres, Scale 75% of actual size**

**Actual size DL (210x99mm)**
Symbol and logotype
The symbol and logotype (with strapline) is reversed out of 100% UWS Blue.

The width is 39mm as shown and is positioned 5mm from the top and right hand edge of the compliment slip.

Typing guide specifications
Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

All measurements in millimetres, Scale 75% of actual size
Actual size DL (210x99mm)
1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black.

The width is 40mm as shown and is positioned 4mm from the top and right hand edge of the card.

2. Name and job title
Helvetica Neue 55 Roman U/lc, 8/9.5pt ranged left against a 4mm margin to a maximum length of 40mm from the edge of the card. Prints 100% UWS Blue.
Qualifications appear in Helvetica Neue 55 Roman small caps, 8/8pt and prints 100% UWS Blue as shown in example one. The initials may be placed after the name on the top line only if they do not exceed the maximum line length.

3. Department
Helvetica Neue 55 Roman U/lc, 7/10pt and prints 100% UWS Blue.
There is a 0.5mm space after before the address.

4. Contact address
Helvetica Neue 55 Roman and 45 Light U/lc, 7/8.5pt and prints 100% UWS Black. Ranged 4mm from the left and bottom edge of the card. A double space is used instead of a comma between address lines.

If you have additional requirements for personalising your business cards, such as:

a. the inclusion of another logo please contact the Office of Marketing and Communication

b. printing on the reverse of the card in another language please contact Print Services.
1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black.

The width is 36mm as shown and is positioned 3.5mm from the top and right hand edge of the card.

2. Name
Helvetica Neue 65 Medium U/lc, 8.5/10.5pt ranged left against a 5mm margin to a maximum length of 40mm from the edge of the card. Prints 100% UWS Blue.

3. Job title and Department
Helvetica Neue 45 Light U/lc, 8.5/10.5pt ranged left against a 5mm margin to a maximum length of 40mm from the edge of the card. Back of card prints 100% UWS Black. The initials may be placed after the name on the top line only if they do not exceed the maximum line length.

4. Contact phone and email
Helvetica Neue 45 Light U/lc, 7.8/9.5pt ranged left against a 5mm margin. Prints 100% UWS Black.

5. Address
Helvetica Neue 45 Light U/lc, 8.5/10.5pt ranged left against a 5mm margin to a maximum length of 40mm from the edge of the card. Back of card prints 100% UWS Blue with text reversed out.

All measurements in millimetres
Actual size (90x55mm)
1. Symbol and logotype

The symbol and logotype (without strapline) prints 100% UWS Blue and UWS Black.

The width is 55mm as shown and is positioned 14mm from the left edge and 10mm down from the top edge of the envelope.

2. Return address

The University name prints 100% UWS Blue in Helvetica Neue 55 Roman U/lc 7/8.5pt. The rest of the address prints 100% UWS Black, Helvetica Neue 45 Light U/lc in the same size.

Positioned ranged left, 5mm away from the right hand side of the logo. The baseline of the last line of the address aligning with the baseline of the logotype as shown.

3. Keyline

Used as a guide to write a department or office name here. The keyline prints 100% UWS Black with a line thickness of 0.3pt and a length of 112mm. Position 55mm down from the top edge of the envelope.
Both the symbol and logotype and return address are the same on both DL and DLX envelopes.

1. Symbol and logotype
The symbol and logotype (without strapline) prints 100% UWS Blue and UWS Black.

The width is 45mm as shown and is positioned 12mm from the left edge and 8mm down from the top edge of the envelope.

2. Return address
The University name prints 100% UWS Blue in Helvetica Neue 55 Roman U/lc 7/8.5pt. The rest of the address prints 100% UWS Black, Helvetica Neue 45 Light U/lc in the same size.

Positioned ranged left, 5mm away from the right hand side of the logo. The baseline of the last line of the address aligning with the baseline of the logotype as shown.
A fax template is available at: www.uws.edu.au/staff/visualidentity

1. Symbol and logotype
   The symbol and logotype (with strapline) prints 100% Black.

   The width is 55mm as shown and is positioned 10mm from the top and right hand edge of the page.

2. Postal address and department details
   Arial 10/11.5pt ranged from the top of the logotype as shown and 25mm from the left edge of the letterhead. A double space is used instead of a comma to separate address lines.

3. Form title
   Arial 20pt, positioned 3mm above the top rule.

4. Address fields
   Arial 8/27pt

5. Typing fields
   Arial 10/12.5pt

6. Rules
   0.4pt positioned 75mm and 115mm from the top of the page.
A memo template for use on internal correspondence is available at: www.uws.edu.au/staff/visualidentity

1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% Black.

The width is 55mm as shown and is positioned 10mm from the top and right hand edge of the page.

2. Postal address and department details
Arial 10/11.5pt ranged from the top of the logotype as shown and 25mm from the left edge of the letterhead.
A double space is used instead of a comma to separate address lines.

3. Form title
Arial 20pt, positioned 3mm above the top rule.

4. Address fields
Arial 8/27pt

5. Typing fields
Arial 11/13.5pt

6. Rules
0.4pt positioned 75mm and 115mm from the top of the page.
A memo template for use on internal correspondence is available at: www.uws.edu.au/staff/visualidentity

1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% Black.

The width is 50mm as shown and is positioned 7mm from the top and right hand edge of the page.

2. Form title
Arial 20pt, positioned 3mm above the top rule.

3. Address fields
Arial 8/27pt

4. Typing fields
Arial 11/13.5pt

5. Rules
0.4pt positioned 90mm and 115mm from the top of the page.

Type specifications
Arial is used for all text within the file as this is a standard Windows font available to all Windows users. All text prints 100% Black.
There are 2 variations of shells for use in Course preparation.

The examples shown here are in the UWS Blue however the mastheads can be coloured appropriately from the palettes provided if blue is not desired.

The squared off version is not die cut while the rounded cornered one can be used if the print run is not large and it is being printed internally.
Plain Text Footer

John Citizen | Administrative Officer
Office of Engagement and Partnerships
Division of International and Development
University of Western Sydney | Locked Bag 1797 Penrith 2751
P: 1234 5678 | M: 1234 567 890 | F: 1234 5678 | E: j.citizen@uws.edu.au

Address-only Footer

John Citizen | Administrative Officer
Office of Engagement and Partnerships | Division of International and Development
P: 1234 5678 | M: 1234 567 890 | F: 1234 5678 | E: j.citizen@uws.edu.au

Promotional Footer

John Citizen | Administrative Officer
Office of Engagement and Partnerships | Division of International and Development
University of Western Sydney | Locked Bag 1797 Penrith 2751
P: 1234 5678 | M: 1234 567 890 | F: 1234 5678 | E: j.citizen@uws.edu.au
5.1 photography style
5.2 photography style–do nots
5.3 A4 front and back cover
5.4 A4 cover options
5.5 A4 Introduction layout
5.6 A4 Inner layouts
5.7 A5 front and back cover
5.8 A5 cover options
5.9 A5 introduction and inner layouts
5.10 DL front and back cover
5.11 DL cover options
5.12 DL Introduction layout
5.13 DL Inner layouts
5.14 two colour and copy heavy leaflets
5.15 colour banding
5.16 avoiding mistakes
Literature provides a strong vehicle in which we can communicate a fresh and dynamic style, whilst clearly communicating UWS.

In order to create a structured and consistent style to all the University of Western Sydney literature a template has been designed for A4, A5 and DL sized leaflets, brochures and booklets.

The contents of a publication is determined by the designer, however, the following specifications are a guide as to what the designer has to incorporate.

All promotional materials in any medium must be produced by the Office of Public Affairs.
Throughout UWS literature photography plays a key part in setting the overall tone for the University.

There are three main themes for the photography style which are shown here.

All photography should be carefully selected. Photographs should be inspiring and dynamic conveying a consistent style and message.

Aspirational and positive photography
Should never be staged or appear unnatural in appearance. There should be nothing contrived or posed about the images. People should appear ‘real’ and not stiff, whilst retaining a sense of honesty and vibrancy in individuals.

Imagery should include interesting subject matter or people, pictured in a different way or from an unusual angle.

Symbolic photography
Used to support a key message or theme throughout the brochure. It is important that this photography captures a message with clarity and simplicity in a contemporary way.

Consideration should also be given to the crop of an image, as this can change its character. More complex images can be cropped for simplicity whilst slightly unusual crops can create impact and dynamism.
Photography is a critical part of the UWS visual communication. Throughout literature the photographic style must be strictly adhered to. Here are some examples of what not to do.

Avoid photographs which are contrived or posed, where the subject shows no real emotion or dynamism.

Images should not appear washed out in colour or clash with the colour chosen for a particular brochure style.

Aspirational and positive photography
Staged photography looks very forced and unnatural and doesn’t convey an honest message.

Very straightforward, dull and obvious photography conveys no excitement or dynamism about the subject matter.

Symbolic imagery
Images should not appear cluttered in both subject matter and focus, as this can confuse key messages.

Care should be taken when cropping so the images appear clear and concise and there are no awkward shapes or uncomfortable compositions.
5.3 literature A4 front and back cover

Grid
The grid is shown in red. Each square is 70mm x 70mm and is determined by the width of an A4 split into three separate measures.

1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black. The width of the logo is determined by the grid and is 63mm. It is positioned 7mm from the top and right hand edge of the page.

2. Image
The image always fits within the grid. The top left hand corner is curved and this curve is determined by creating a sphere with the diameter of one grid square (70mm).

3. Title
Helvetica Neue 45 Light U/lc, 12/14pt, prints 100% UWS Black. Ranged left against the measure of one grid square. If a sub-title is needed the main title appears in Helvetica Neue 55 Roman and the sub-title in Helvetica Neue 45 Light. The text always moves up and the 7mm gap remains a constant.

4. Address
Helvetica Neue 55 Roman and 45 Light U/lc, 7/8.5pt as shown prints 100% UWS Blue and UWS Black. Ranged left against a 10mm margin.

5. Code
Set vertically in Arial 5.5pt in White.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs. UWS Blue plus one additional colour from the secondary colour palette.

For example:
UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
5.4 literature A4 cover options

To allow for versatility within the identity there are a number of other options for front cover designs. Each must still follow the grid template as these examples show.

A. Photographic
The square grid can be used to show a number of images in different configurations.

B. Typographic
Text is in Helvetica Neue 45 Light U/lc, 40/45pt, White out of a solid background colour. Ranged left to a margin of 18mm and 99mm down from the top of the page.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs.

UWS Blue plus
one additional colour from the secondary colour palette.

For example:
UWS Blue and UWS Red or
UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
There are many words to describe Australia. Outgoing, friendly egalitarian, inclusive, confident in its future. It is a country with strong belief in its unique place in the world and the opportunities it can offer both the individual and society at large.

1. Introductory statement
This statement or quote should reflect the content of the leaflet.

Helvetica Neue 45 Light U/lc, 27/31pt, White out of a solid background colour of 100% UWS Blue. Ranged left across two columns, 87mm down from the top edge.

3. Image
If a photograph is required it should sit within the grid as shown.

4. Body text
Helvetica Neue 45 Light U/lc, 9/11pt prints 100% UWS Black, ranged left 87mm down from the top edge of the page.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs.

UWS Blue
plus one additional colour from the secondary colour palette.

For example:
UWS Blue and UWS Red or
UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
The grid for the internal pages within all A4 literature is based on a three column grid, with 10mm margins around each page and a 6mm gutter width.

All content ranges off a 87mm invisible line that is determined by the grid on the front cover.

1. Images
If photographs are required, full-bleed or otherwise, they should sit within the grid as shown. If an image sits on the left hand side of the page the curved corner template may be used.

2. Curved corner template
The shape and size of the curve is determined in section 3.3 (A4 front and back cover). It may be used for full-bleed images or coloured blocks containing statements or quotes only on the left hand side of the page. The use of the curve may not be absolutely necessary on every double page layout and must not be defined by a keyline.

3. Quotes/statements
Appear reversed White out of a solid background colour, ranged left in Helvetica Neue 45 Light 22/25pt.

4. Titles
Helvetica Neue 45 Light U/lc, 9/11pt in the same colour as the title. For any one publication only two main colours should be used throughout.

UWS Blue
one additional colour from the secondary colour palette.

5. Sub-titles
Helvetica Neue 75 Bold U/lc, 9/11pt in the same colour as the title. No tints of colours are to be used with the exception of graphs.

6. Body text
Helvetica Neue 45 Light U/lc, 9/11pt, prints 100% UWS Black, ranged left 87mm down from the top edge of the page.

7. Small captions
Appear under photographs in Helvetica Neue 55 Roman 8/9.5pt, ranged left in the same colour chosen for titles and subtitles.

Note
For any one publication only two main colours should be used throughout.
Grid
The grid is shown in red. Each square is 49.5mm x 49.5mm and is determined by the width of an A5 split into 3 separate measures.

1. Symbol and logotype
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black. The width of the logo is determined by the grid and is 44.5mm. It is positioned 5mm from the top and right hand edge of the page.

2. Image
Will always fit within the grid. The top left hand corner is curved and this curve is determined by creating a sphere with the diameter of one grid square (49.5mm).

3. Title
Helvetica Neue 45 Light U/lc, 10/12pt, prints 100% UWS Black. Ranged left against the measure of one grid square. If a sub-title is needed the main title appears in Helvetica Neue 55 Roman and the sub-title in Helvetica Neue 45 Light. The text always moves up and the 5mm gap remains a constant.

4. Address
Helvetica Neue 55 Roman and 45 Light U/lc, 7/8.5pt as shown prints 100% UWS Blue and UWS Black. Ranged left against a 8mm margin.

5. Code
Set vertically in Arial 5.5pt in White.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs.

UWS Blue plus
one additional colour from the secondary colour palette.
For example: UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
equipping the minds of today with the solutions of tomorrow

To allow for versatility within the identity, as with A4, there are a number of other options for front cover designs. Each must still follow the grid template as these examples show.

A. Photographic
The square grid can be used to show a number of images in different configurations.

B. Typographic
Text is in Helvetica Neue 45 Light U/lc, 28/32pt, White out of a solid background colour. Ranged left to a margin of 11mm and 70mm down from the top of the page.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs.

UWS Blue plus one additional colour from the secondary colour palette.

For example: UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
The University of Western Sydney serves a population of nearly 1.7 million people and is one of the country’s largest universities. It’s six located campuses provide a supportive experience for all students.

There is also a purpose in doing what we do here that is different from most other institutions in Australia.
An DL template is available as a guide when designing DL literature.

**Grid**
The grid is shown in red and white. Each square is 49.5mm x 49.5mm and is determined by the width of a DL split into three separate measures.

**1. Symbol and logotype**
The symbol and logotype (with strapline) prints 100% UWS Blue and UWS Black.

The width of the logo is determined by the grid and is 44.5mm. It is positioned 5mm from the top and right hand edge of the page.

**2. Image**
Will always fit within the grid. The top left hand corner is curved and this curve is determined by creating a sphere with the diameter of one grid square (49.5mm).

**3. Title**
Helvetica Neue 45 Light U/lc, 10/12pt, prints 100% UWS Black. Ranged left against the measure of one grid square. If a sub-title is needed the main title appears in Helvetica Neue 55 Roman and the sub-title in Helvetica Neue 45 Light. The text always moves up and the 5mm gap remains a constant.

**4. Address**
Helvetica Neue 55 Roman and 45 Light U/lc, 7/8.5pt as shown, prints 100% UWS Blue and UWS Black. Ranged left against a 7mm margin.

**5. Code**
Set vertically in Helvetica Neue 45 Light or Arial, 5.5pt in White.

**Note**
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs.

**UWS Blue plus**
one additional colour from the secondary colour palette.

For example: UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
To allow for versatility within the identity there are a number of other options for front cover designs. Each must still follow the grid template as these examples show.

A. Photographic
The square grid can be used to show a number of images in different configurations.

B. Typographic
Text is in Helvetica Neue 45 Light U/lc, 24/26pt, White out of a solid background colour. Ranged left to a margin of 10mm and 70mm down from the top of the page.

Note
For any one publication only two main colours should be used throughout i.e. or areas of block colour, titles, sub-titles and graphs.

UWS Blue plus
one additional colour from the secondary colour palette.

For example: UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.
The University of Western Sydney serves a population of nearly 1.7 million people and is one of the country’s largest universities. Its six located campuses provide a supportive experience for all students.

The grid for the internal pages within all DL literature is based on a two column grid, with 7mm margins around each page and a 5mm gutter width.

All content ranges off a 61.5mm invisible line that is determined by the grid on the front cover.

1. Introductory statement
This statement or quote should reflect the content of the leaflet.

Helvetica Neue 45 Light U/lc, 17/19pt. Ranged left against a 7mm margin, 61.5mm down from the top edge.

Note
For any one publication only two main colours should be used throughout i.e. for areas of block colour, titles, sub-titles and graphs).

UWS Blue plus
one additional colour from the secondary colour palette.

For example: UWS Blue and UWS Red or UWS Blue and UWS Green.

No tints of colours are to be used with the exception of graphs.

3. Sub-titles
Helvetica Neue 75 Bold U/lc, 8/10pt in the same colour as the title.

4. Body text
Helvetica Neue 45 Light U/lc, 8/10pt, prints 100% UWS Black. Ranged left 61.5mm down from the top edge of the page.
The grid for the internal pages within all DL literature is based on a two column grid, with 7mm margins around each page and a 5mm gutter width.

All content ranges off a 61.5mm invisible line that is determined by the grid on the front cover.

1. Images
If photographs are required, full-bleed or otherwise, they should sit within the grid as shown. If an image sits on the left hand side of the page, the curved corner template may be used.

2. Curved corner template
The shape and size of the curve is determined in section 3.10 (DL front and back cover). It may be used for full-bleed images or coloured blocks containing statements or quotes only on the left hand side of the page. The use of the curve may not be absolutely necessary on every double page layout and must not be defined by a keyline.

3. Quotes/statements
Appear reversed White out of a solid background colour, ranged left in Helvetica Neue 45 Light 14/16pt.

4. Titles
Helvetica Neue 45 Light U/lc, 12/14pt, prints in either 100% UWS Blue or 100% of the chosen secondary colour for that particular publication. Ranged left against a 7mm margin, 7mm from the top of the page.

5. Sub-titles
Helvetica 75 Bold U/lc, 8/10pt in the same colour as the title.

6. Body text
Helvetica Neue 45 Light U/lc, 8/10pt, prints 100% UWS Black, ranged left 61.5mm down from the top edge of the page.

7. Small captions
Appear under photographs in Helvetica Neue 55 Roman 7/8.5pt, ranged left in the same colour chosen for titles and subtitles.

Note
For any one publication only two main colours should be used throughout.

UWS Blue plus
one additional colour from the secondary colour palette.

No tints of colours are to be used with the exception of graphs.
The University of Western Sydney serves a population of nearly 1.7 million people and is one of the country’s largest universities. Its six located campuses provide a supportive experience for all students.

There may be instances where only two colours may be used for a publication, especially in very copy heavy documents. This does not have to sacrifice the design.

The grid and column guides remain exactly the same as the guides set up for other publications of that size, as does typesize, style, margins and positioning.

1. Symbol and logotype
The symbol and logotype (with strapline) prints in its single colour version 100% UWS Black.

2. Colour
Use only two main colours throughout.

UWS Black plus
one additional colour from the secondary colour palette.

2. Images
Where photographs are required, full-bleed or otherwise, they should sit within the grid. If an image sits on the left hand side of the page the curved corner template may be used as shown.

All photographs must appear in Black and White, no duotones are permissible.
To allow for versatility within the visual identity, as a secondary option, it is permissible in limited publications to use a colour from the secondary colour palette as a band across the top. When a secondary colour is used instead of White it must only be used with a full bleed photograph as shown. It must not be used with typographical or multi-image designs. Special consideration must be given to the choice of image, it must be sympathetic to the colour used to create a balanced appearance.

This design option is strictly monitored by the Office of Marketing and Communication, and must only be used with permission from Publications.
5.16 literature avoiding mistakes

UWS literature relies heavily on the styles designed in these guidelines being followed to convey consistency throughout the visual communication.

To help avoid mistakes here are some examples of what not to do.

Composition
Do not alter the scale or proportion of any element. Always check that you are using the master template guide and guidelines.

Colour
Do not alter or substitute any of the corporate colours.

Typefaces
Do not substitute the corporate typeface and do not place text over an image.

Imagery
Do not use cut outs, images must always sit within the picture template.

Imagery
Do not layer or overlap images. Always use the grid on the picture template.

Imagery
Always follow the specifications for photographic content. At no point should illustration be used.
06 digital advertising

6.1 web banners
Standard digital ad sizes include:

1. Leaderboard 728 x 90
2. Wide Skyscraper 160 x 600
3. Skyscraper 120 x 600
4. Medium Rectangle 300 x 250

The logo strapline should be omitted when legibility is at risk.

The minimum logo size in this milieu is 100px wide by 54px high.
07 promotional items

7.1 banners
7.2 merchandising
7.1 promotional items banners

Shown here are some promotional items such as banners and posters.

All show the symbol and logotype in a clear, consistent way.

The curve can easily but effectively help reinforce the visual identity.

All use the corporate colours to create a clean, dynamic and versatile look.

Note
A flock of birds pattern has been designed to enhance the visual identity and is used only in limited applications. Permission must be obtained by the Office of Public Affairs for use of the flock of birds for anything not specified within these guidelines.
For certain merchandising applications such as pens, space restrictions will apply and the logo will need to be used smaller than its recommended minimum size.

In these limited applications a small use version of the logo has been created to be legible at very small sizes.

This logo must never appear larger than 24mm wide or smaller than 10mm wide. It must also never appear with the strapline.

Master artwork for this logo is available.

Note: Use of this version of the logo can only be approved by the Executive Director, Engagement and Partnerships.
08 ceremonial items

8.1 certificate (version one)
8.2 certificate (version two)
8.3 testamur
The certificate is pre-printed and can be obtained only from the Office of Marketing and Communication.

For security reasons no attempts are to be made to re-create this certificate.

**Typing guide specifications**

Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

All type aligns with the left hand side of the identity, ranged left 137mm down from the top of the page to a measure of 75mm width.

1. **Text**
   Arial or Helvetica Neue 45 Light U/lc, 9.5/14pt.

2. **Name and qualified subject**
   Arial or Helvetica Neue 45 Light U/lc, 26.5pt.

   There may be instances where the name may be longer than the space provided. Where this occurs the point size of the name may be reduced in size until it sits comfortably within the measure.

3. **Signatory name and title**
   Arial or Helvetica Neue 55 Roman and Helvetica Neue 45 Light U/lc, 9/11pt. Ranged left, aligned with the left hand side of the identity 3mm down from the keyline.
In the name of the Board of Trustees of the University of Western Sydney and by the Authority of the same be it known that having fulfilled all the requirements has this day been admitted to the with all the privileges attached to the same and the Board of Trustees has authorised the Seal of the University to become hereunto affixed

Chancellor

Vice-Chancellor

Academic Registrar

This is to certify that Name has successfully completed an internship approved by the Australian Art Association in Subject from 1st August 2001 to 31st July 2002

The certificate is pre-printed and can be obtained only from the Office of Marketing and Communication.

For security reasons no attempts are to be made to re-create this certificate.

Typing guide specifications Helvetica Neue is recommended for use as typewritten text. If this is unavailable, Arial (a standard Windows font) may be used. All text prints 100% Black.

All type aligns with the left hand side of the identity, ranged left 137mm down from the top of the page to a measure of 75mm width.

1. Text Arial or Helvetica Neue 45 Light U/lc, 9.5/14pt.

2. Name and qualified subject Arial or Helvetica Neue 45 Light U/lc, 26.5pt.

There may be instances where the name may be longer than the space provided. Where this occurs the point size of the name may be reduced in size until it sits comfortably within the measure.

3. Signatory name and title Arial or Helvetica Neue 55 Roman and Helvetica Neue 45 Light U/lc, 9/11pt. Ranged left, aligned with the left hand side of the identity 3mm down from the keyline.

All measurements in millimetres. Scale 45% of actual size Actual size A4 (210x297mm)
The testamur is pre-printed and can be obtained only from the University. They are individually signed, numbered and sealed, and have general additional security embedded into each document.

For security reasons no attempts are to be made to re-create this testamur.
09  powerpoint

9.1  generic slides 1
9.2  generic slides 2
9.3  generic slides 3
There are three different PowerPoint design standard styles available for use. The first one shown here is simple and can easily be used with text and pictures.
There are three different PowerPoint design standard styles available for use. The second one shown here is slightly more complex, it has up-to-date images of UWS students and buildings.
There are three different PowerPoint design standard styles available for use. The third one shown here is based on last year's prospectus creative.

Updated annually to reflect collateral in market.
If you are uncertain about how to apply any aspect of the visual identity please contact:

Terry Barridge
iMedia and Design Manager

Office of Public Affairs
University of Western Sydney
Locked Bag 1797 Penrith NSW 2751
Building AF Room AF.1.11,
Werrington North Campus

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M: 0416 157 184
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