

U

Brand
Guidelines.
Our identity.

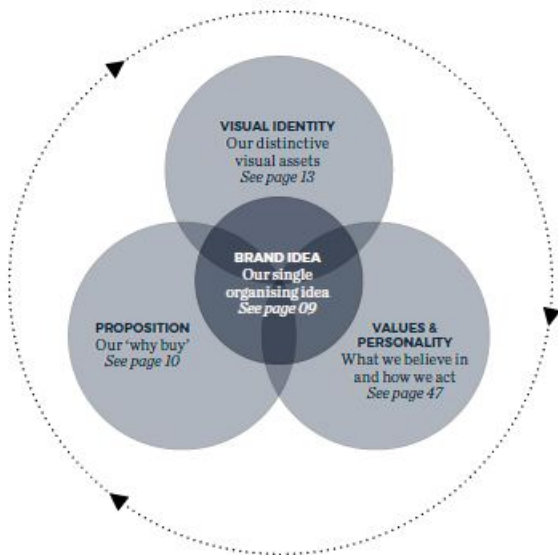


UNIVERSITY
OF WOLLONGONG
AUSTRALIA



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Ingredients of our brand identity



Master landmark (secondary, shorthand, monogram)

SECONDARY LOGO

The secondary logo should only be used when constrained by space. Examples would include horizontal banner ads, giveaway pens etc.

SHORTHAND LOGOS

The shorthand logo should only be used when constrained by space. Examples would include social media profiles for Facebook, Twitter etc.

1. Secondary -
Dark blue
(positive)



2. Secondary -
Mono (positive)



3. Secondary
(negative)



4. Shorthand
landscape -
Dark blue
(positive)



5. Shorthand
landscape -
Mono
(positive)



6. Shorthand
landscape
(negative)



7. Shorthand -
Dark blue
(positive)



8. Shorthand -
Mono (positive)

9. Shorthand
(negative)



2.0 | Visual Identity

Colour palette

This colour palette reflects UOW's brand personality and values. They are modern, sophisticated, and progressive. They also reflect UOW's origins: the red of Illawarra Flame Tree, blues from the coastline.

The concentrated palette also helps to elevate the tone of our communications to one of strength and credibility.

The colour palette is an 'open palette' and available to all units, divisions and faculties. No one unit or division 'owns' a colour.

This flexibility means greater choice, expression and diversity is possible in communications.

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

PRIMARY COLOURS



Dark Blue

PRINT (SPOT)

Coated Stock
Pantone 289 C
uncoated Stock
Pantone 289 U

PRINT (CMYK)

C-100
M-75
Y-12
K-70

SCREEN (RGB)

R-12
G-35
B-64

SCREEN (HEX)

#0C2340

OUTDOOR (VINYL)

Avary 900 Series
932 Indigo Blue



Bright Blue

Coated Stock
Pantone 272B C
uncoated Stock
Pantone 272B U

C-90
M-68
Y-0
K-0

R-0
G-51
B-204

#0047BB

Avary 900 Series
997 Light Navy



Red

Coated Stock
Pantone 485 C
uncoated Stock
Pantone 2347 U

C-0
M-100
Y-95
K-0

R-225
G-6
B-0

#cc0000

Avary 900 Series
906 Medium Red

SECONDARY COLOURS



Black

Coated or uncoated Stock
Process Black

C-40
M-40
Y-0
K-100

R-0
G-0
B-0

#000000

Avary 900 Series
901 Black



Grey

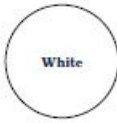
Coated Stock
Pantone Cool Gray 1C
uncoated Stock
Pantone Cool Gray 1U

C-4
M-2
Y-4
K-8

R-217
G-217
B-214

#d9d9d6

Avary 900 Series
961 Pearl Gray



White

Coated or uncoated Stock

C-0
M-0
Y-0
K-0

R-255
G-255
B-255

#ffffff

Avary 900 Series
Gloss White

PRINT COLLATERAL STYLE

1. Poster styles

2. Flyer styles

3. Postcard styles

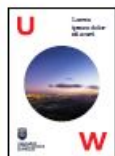
1



2



3



Writing with purpose

Rather than having a formulaic approach to the use of language, we write with purpose, customising it to the context and the audience.

These principles are here to get you thinking about the words that can be used to support the brand. Start with the words, and the brand will follow.

Principles

1. START WITH THE WHY

Every good story starts with a great question. Focus on a “why” that has meaning or will inspire. Demonstrate our purpose in the story and why it matters to the target audience.

When we say we are working to improve radiotherapy treatments, we explain why: this research will improve the health and wellbeing of cancer patients.

2. WRITE WITH INTENT

Know your message and know your audience. Can you explain in as few words as possible what you are trying to convey?

Use language for impact. Use active voice. Find and use words that add meaning and richness to the copy. Don't use two words where one will do. Avoid phrases that are clichéd or over-used.

Words are like forklift trucks: used correctly they do a lot of heavy lifting. Used badly they crash into everything and make a mess.

Tip: Read your copy aloud. If you trip or stumble over words when you say them, you can be sure clarity will be lost in the written form.