

University of  
South Australia

# Design Standards

## Your guide to our visual identity

# unisa



University of  
South Australia

The University of South Australia strives to achieve visual continuity across the wide range of its communication activities. These activities include publications, stationery, electronic media, merchandise, displays and signage. A consistent visual identity provides for easy recognition and helps to build the University's marketing brand. This brochure outlines the rules and guidelines which, when applied consistently, will aid in the achievement of these aims.

# Contents

	<b>page</b>
<b>The Logo</b>	<b>3</b>
Composition	3
Positioning of the logo	3
Colours	3
Zone of exclusion	3
Logo options	3
The crest	3
<b>University colours</b>	<b>4</b>
Corporate colours	4
Secondary colours	4
Typography in literature	5
Using UniSA	5
The positioning statement and slogans	5
Secondary logos	5
Joint ventures	5
Incorrect usage of the logo	5
Stationery	6
Advertising	6
International communications	6
Use of logo by other entities	6
Signage	6
University seal	6
Samples of the stationery and University seal	6
<b>Publication design standards</b>	<b>7</b>
Corporate communication	8
Research	9
Student recruitment publications	10
• Division level	11
• School brochure or suite of programs	12
• Single program	13
Multi purpose full-colour leaflet	14
Multi purpose two-colour leaflet	15

# The Logo

## Composition

The logo comprises the crest and the name University of South Australia or UniSA. The crest should only ever be reproduced as a part of the logo in combination with the name of the University.

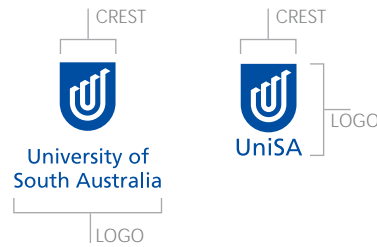
The name of the University should always remain proportional to the crest.

There are six logo versions. The logos can also be reproduced in reverse.

The typeface used for the logo is Frutiger. Graphic designers should not reset the type as this may produce variations in character weight, spacing or errors of computer font substitution. The logo must be reproduced using original artwork such as an electronic graphic file or scanned bromide.

## Positioning of the logo

The logo should not be used in a visually congested or confined manner, e.g. surrounded by a border or tightly positioned with other material. A 'zone of exclusion' exists around the logo. This zone is determined by the dimensions of the logo and should be at least 50% of the width of the crest.



## The crest

The crest is a solid, simple and distinctive design that promotes memorability and easy recognition. The shield is shaped and based on the letterform "U", the 'uplifting' forms express aspiration to higher achievement. The internal structure can be interpreted as 3 dimensional, further increasing visual interest.

The crest and/or its elements is not a device for decoration nor is it to be used in repetition to create a pattern, as a template in which other material is presented or as a background over which text is reproduced.

It should not be computer enhanced e.g. represented in 3D perspective. The crest should always be reproduced as a solid colour - not reproduced as a tint or a vignette.

## Colours

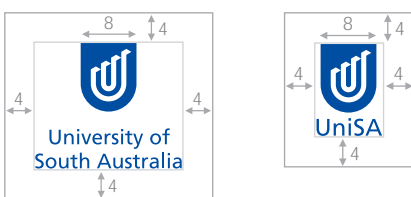
The logo is normally printed in Reflex Blue on a white background, but a white logo on a background of any of the three corporate colours may also be used. For one colour (black) printing the logo may be reproduced in black.

Where the background colour of a printed document is an image or colour other than the corporate colours, the logo should be reproduced in Reflex Blue with the internal "U" elements in white. Alternatively the logo can be produced in white with the internal "U" elements in Reflex Blue.

When set against colour backgrounds, the crest element of the logo should not be defined by a contrasting keyline.

The logo may also be reproduced in metallic silver or gold.

## zone of exclusion



## logo options






# University colours











## Corporate colours

The corporate colours of the University are based on the state colours of South Australia.

The colours are

PMS number/name	Sample	C M Y K	R G B	Hexadecimal
Reflex Blue (blue)		100%c, 80%m, 0%y, 0%k	r0, g25 or 10%, b150 or 59%	00 00 99
PMS 185 (red)		0%c, 100%m, 100%y, 0%k	r255 or 100%, g0, b0	CC 00 00
PMS 137 (yellow)		0%c, 40%m, 100%y, 0%k	r255 or 100%, g152 or 60%, b0	FF 99 00

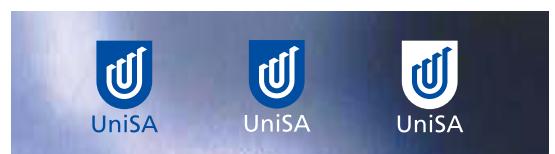
## Secondary colours

PMS number/name	Sample	C M Y K	R G B	Hexadecimal
PMS 281 (dark blue)		100%c, 70%m, 0%y, 45%k	r0, g25 or 10%, b90 or 35%	00 33 66
PMS 8138 (this is a specific metallic/blue colour ink)		60%c, 30%m, 0%y, 20%k	r102 or 40%, g102 or 40%, b180 or 71%	66 66 CC
<i>If the exact PMS 8138 ink is not used all other processes are only an approximate of this colour</i>				
PMS 877 (this is a specific silver colour ink)		0%c, 0%m, 0%y, 50%b	r153 or 60%, g153 or 60%, b153 or 60%	99 99 99
<i>If the exact PMS 877 ink is not used all other processes are only an approximate of that colour</i>				
OR				
PMS 430 (grey) same as above		0%c, 0%m, 0%y, 50%b	r153 or 60%, g153 or 60%, b153 or 60%	99 99 99
PMS 1797 (red – BUE)		0%c, 100%m, 90%y, 0%k	r255 or 100%, g0, b25 or 10%	CC 00 00
PMS 143 (orange – EASS)		0%c, 30%m, 100%y, 0%k	r255 or 100%, g180 or 71%, b25 or 10%	FF 99 00
Process Cyan (light blue – HS)		100%c, 0%m, 0%y, 0%k	r0, g180 or 71%, b230 or 90%	00 66 99
PMS 356 (green – ITEE)		100%c, 0%m, 90%y, 25%k	r0, g102 or 40%, b50 or 20%	00 66 33
PMS 2583 (purple – Whyalla)		55%c, 65%m, 0%y, 0%k	r116 or 45%, g70 or 28%, b160 or 64%	66 33 99
PMS 7414 (tan – Access)		0%c, 50%m, 100%y, 15%k	r210 or 85%, g116 or 45%, b0	CC 99 00

reproducing the logo on a corporate colour background



using an image as a background and reproduced in reverse



## Typography in literature

The official University typeface for use in all forms of literature, including official correspondence, documents, reports, media releases and brochures is Palatino. The 'Roman' weight is for normal use, 'Bold' for headings and 'Italic' for special emphasis within text. The typeface must not be extended or condensed. If Palatino fonts are not available within computer applications then Times New Roman is acceptable.

For promotional communications the Frutiger typeface should be used. Where Frutiger is used no other sans serif typeface may be used. While Frutiger is not readily available on University computers, the typeface is accessible to graphic designers.

Palatino Roman	Frutiger Roman
<b>Palatino Bold</b>	<b>Frutiger Bold</b>
<i>Palatino Italic</i>	<i>Frutiger Italic</i>

## Using UniSA

The 'UniSA' logo version is designed to be applied to signage, merchandise e.g. caps and t-shirts and in printed promotional communications where stronger branding is required. The UniSA logo is more compact than the other logo versions and as such can be reproduced with more weight and greater text legibility within the allowed space.

UniSA as an acronym is acceptable for use in body text. The first reference to the University should be in full (i.e. University of South Australia) and thereafter the University may be referred to as UniSA or the University.

'UniSA' as an acronym of University of South Australia should not be used in international communications, as the University could be confused with other organisations using the same acronym internationally.

Capital letters should be included in the acronym 'UniSA' when it appears as text in any document and when it appears with the crest as part of the University logo. The all-lower-case 'unisa' is a typographical treatment used as a design feature of this suite of brochures and should be used only as set out in this document.

## The positioning statement and slogans

The University's positioning statement is 'Educating Professionals, Creating and Applying Knowledge, Serving the Community'.

The University uses slogans in conjunction with its various marketing campaigns. Information on slogans can be obtained from the Marketing and Development Unit.

## Secondary logos

In some cases a secondary logo may be used to identify or brand an area of the University. Secondary logos are sanctioned for use by the University Marketing Committee via the Director, Marketing and Development Unit.

When applied, sanctioned logos must be less prominent than the University logo. A secondary logo must not encroach the zone of exclusion of the University logo.

## Joint ventures

Where collaborative or joint ventures require more than one logo to be printed on any material, the UniSA logo must be equal in size and prominence to the presentation of the partner institution. UniSA must not be smaller or less prominent.

## Incorrect usage of the logo



UniSA

*do not reproduce the logo as a vignette or stipple*



*do not reproduce the logo with a keyline*



*do not change the proportions of the logo elements*



*do not change the positions of the logo elements*

*for stronger branding and best legibility or using a logo in very small areas*



University of South Australia



UniSA

## Stationery

University stationery follows a standard design. Document Services can supply University stationery, including business cards. Examples of stationery are shown below.

Electronic templates for computer-generated communications can be downloaded from [www.unisa.edu.au/mdu/forstaff\\_designcopystd.htm](http://www.unisa.edu.au/mdu/forstaff_designcopystd.htm)



## Advertising

All University advertising is placed through the University's contracted advertising agency to a format prescribed by the Marketing and Development Unit. For assistance please contact the Advertising Coordinator.

## International communications

The ESOS Act 2000 requires that all advertising, promotional and marketing materials for international prospective students must contain the University's CRICOS provider number: 00121B.

Although certain marketing materials may be aimed at what is considered a domestic market, domestic markets include potential international students, eg. Yr12 international students, undergraduate and postgraduate degree students studying either at UniSA or other institutions, all within Australia.

Please consult with the Promotions and Communications Officer, UniSA International on all marketing materials to be used.

## Use of logo by other entities

Use of the University logo by other entities requires the permission of Alan Brideson, Director Marketing and Development or his delegate.

## Signage

The Property Unit determines standards as they apply to signage.

All signage shall conform to the Campus Signage manual (available at [www.unisa.edu.au/pro/signagemanual](http://www.unisa.edu.au/pro/signagemanual)). The manual details step-by-step instructions for requesting signage.

## University seal

The University seal is used to certify documents such as parchments, memoranda of understanding, agreements and other legal documents or products that require signatures and authorisations.

The seal can also be applied as artwork in some circumstances. Permission to use the seal design should be sought from the Office of the Vice Chancellor.



## Samples of the stationery and University seal



# Publication design standards

University publications fall into three major categories.

## 1. Corporate communication

Publications that present information about the University usually associated with brand management or mission.

Level 1



University-wide

Level 2



Division

Level 3



School or Unit

## 2. Research

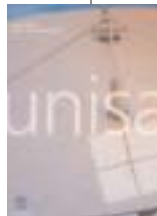
Publications that have information about the University's research activities and capabilities.

Level 1



University-wide

Level 2



Research Institute  
Centre, concentration  
or group

## 3. Student recruitment publications

Publications that promote the University's programs and services to prospective students.

Level 1



University-wide  
aggregate program info  
from all Divisions

Level 2

Division



Level 3

School or Suite of  
Programs



Level 4

Single Program  
or service



The samples shown on this page document the standards on which the design of the Corporate Communication covers should be based.

### Corporate communication

There are three levels in this category, all three levels use a distinctive metallic blue (PMS 8183) background. The image for the background should reflect the content of the individual publication, with a strong emphasis on diagonals. The colour images in the four

squares should also reflect the content of the publication. This enables each publication to reflect the corporate style and the flexibility to give each publication its own identity.

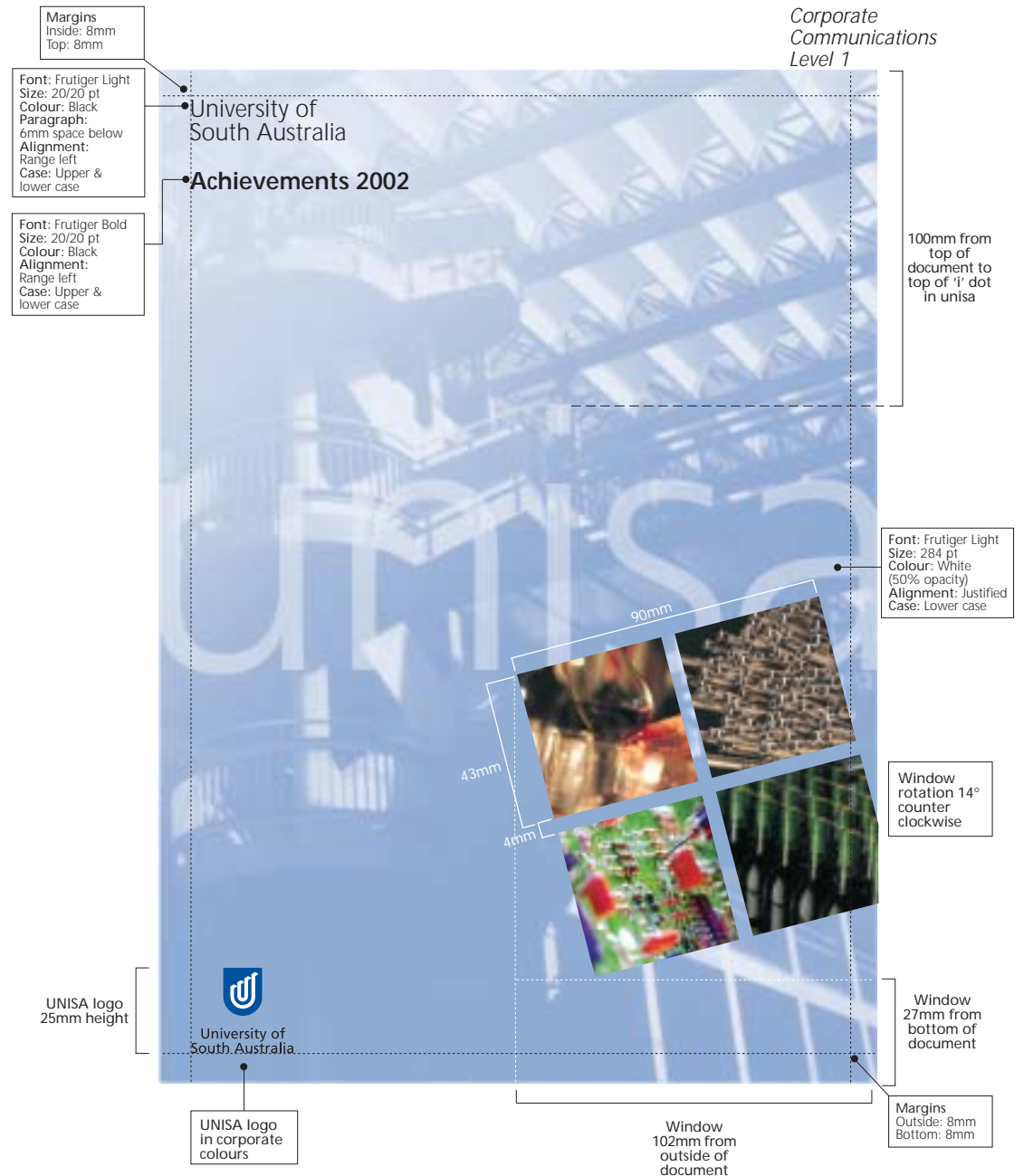
Corporate Communication Level 1 University-wide



Corporate Communication Level 2 Division



Corporate Communication Level 3 School or Unit





**Research**

There are two levels in this category. Level 1 has a full-colour background image with four colour images in the four squares that should all reflect the content of the publication. Level 2 has a full colour background

image and the four squares are ghosted to 50% with the background image still visible. See main image this page.

The samples shown on this page document the standards on which the design of the Research covers should be based.

*Research Level 2*

**Margins**  
Inside: 8mm  
Top: 8mm

**Font: Frutiger Light**  
Size: 20/20 pt  
Colour: White  
Paragraph: 6mm space below  
Alignment: Range left  
Case: Upper & lower case

**Font: Frutiger Bold**  
Size: 20/20 pt  
Colour: White  
Alignment: Range left  
Case: Upper & lower case

University of South Australia  
Jan Wark Research Institute (IWRI)

unisa

UNISA logo 25mm height

University of South Australia  
Secondary Logo

UNISA logo in corporate colours  
Secondary logo see page 5 this publication for details  
Window 103mm from outside of document

unisa 110mm from top of document

Font: Frutiger Light  
Size: 284 pt  
Colour: White (50% opacity)  
Alignment: Justified  
Case: Lower case

Window rotation 14° counter clockwise  
Colour: White 50% opacity

Window 30mm from bottom of document

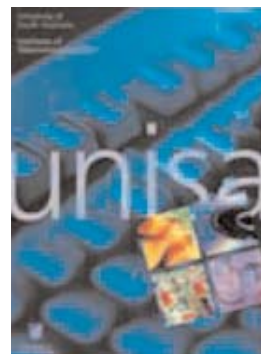
Margins Outside: 8mm Bottom: 8mm

90mm  
43mm  
4mm

*Research Level 1 University-wide*



*Research Level 1 University-wide*



*Research Level 2 Centre or group*



The samples shown on this page document the standards on which the design of the Student Recruitment Publications covers should be based.

### Student recruitment publications

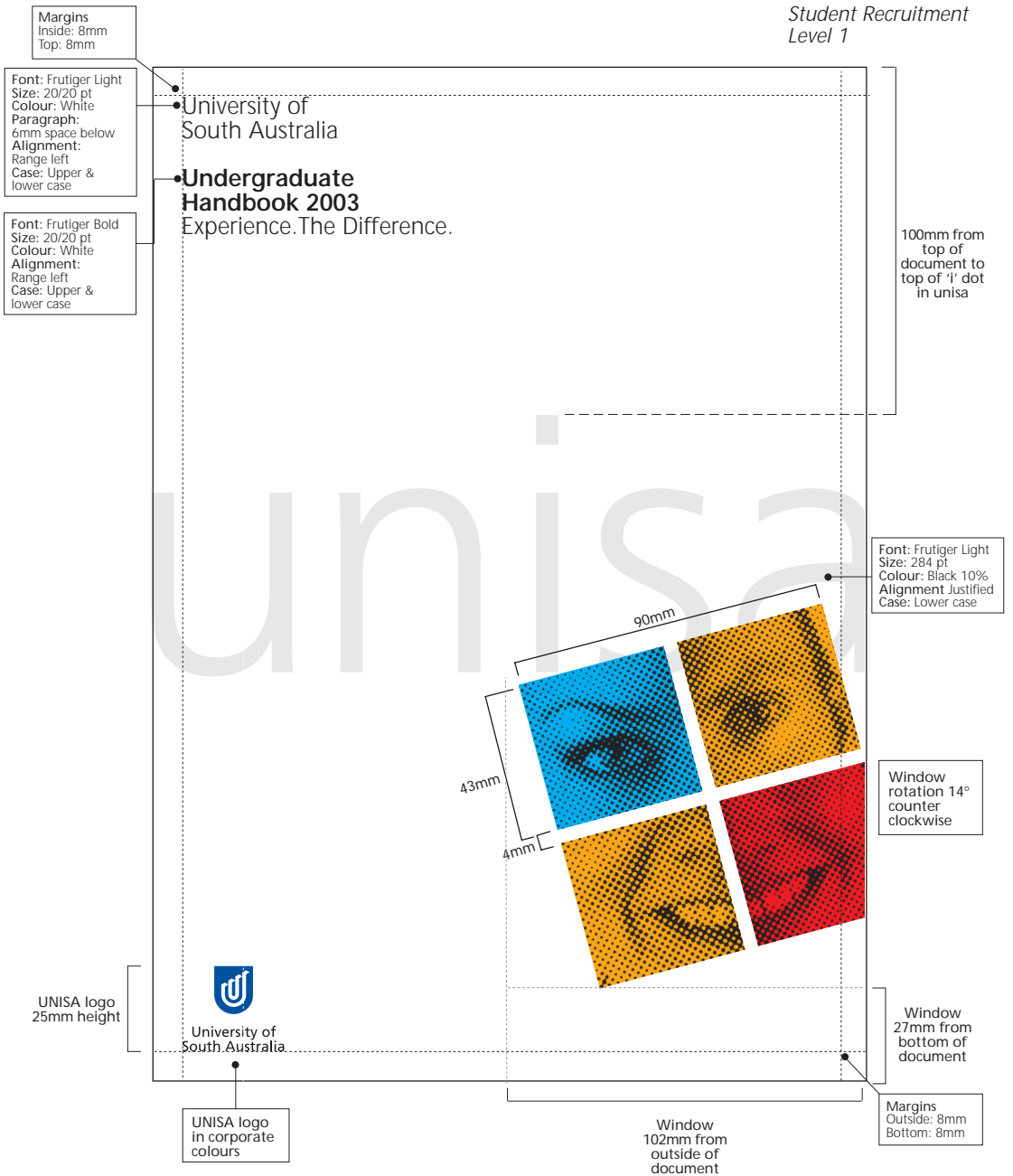
This is a level 1 category for University-wide aggregate program information. The four squares feature a strong design, with each square differently coloured. This element will be updated annually. The

background is a single colour that is colour-coded for each publication. .

Student Recruitment Level 1



Student Recruitment Level 1



**Student recruitment publications cont.**

• **Division Level**

The samples shown on this page document the standards on which the design of the Division Level covers should be based.

*Student Recruitment Level 2*

Margins  
Inside: 8mm  
Top: 8mm

Font: Frutiger Light  
Size: 20/20 pt  
Colour: White  
Paragraph:  
6mm space below  
Alignment:  
Range left  
Case: Upper & lower case

Font: Frutiger Bold  
Size: 20/20 pt  
Colour: White  
Alignment:  
Range left  
Case: Upper & lower case

University of  
South Australia

Division of Information Technology,  
Engineering and the Environment  
Experience. The Difference.

156mm

75mm

6mm

Window rotation 14° counter clockwise

UNISA logo  
25mm height

Window  
40mm from bottom of document

UNISA logo in corporate colours

Window  
178mm from outside of document

Secondary logo see page 5 this publication for details

Margins  
Outside: 8mm  
Bottom: 8mm

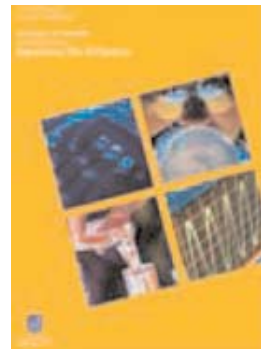
*Student Recruitment Level 2*



*Student Recruitment Level 2*



*Student Recruitment Level 2*



The samples shown on this page document the standards on which the design of School Brochure or Suite of Programs covers should be based.

**Student recruitment publications cont.**

• **School brochure or suite of programs**

The images in three of the four squares are full-colour and should reflect the content of the publication. The fourth is 50% black and lists the brochure's contents.

The background is a single colour and will either be symbolic of the Division, School or the Student Recruitment publication suite of which it is a part.

School Brochure or Suite of Programs Level 3



School Brochure or Suite of Programs Level 3



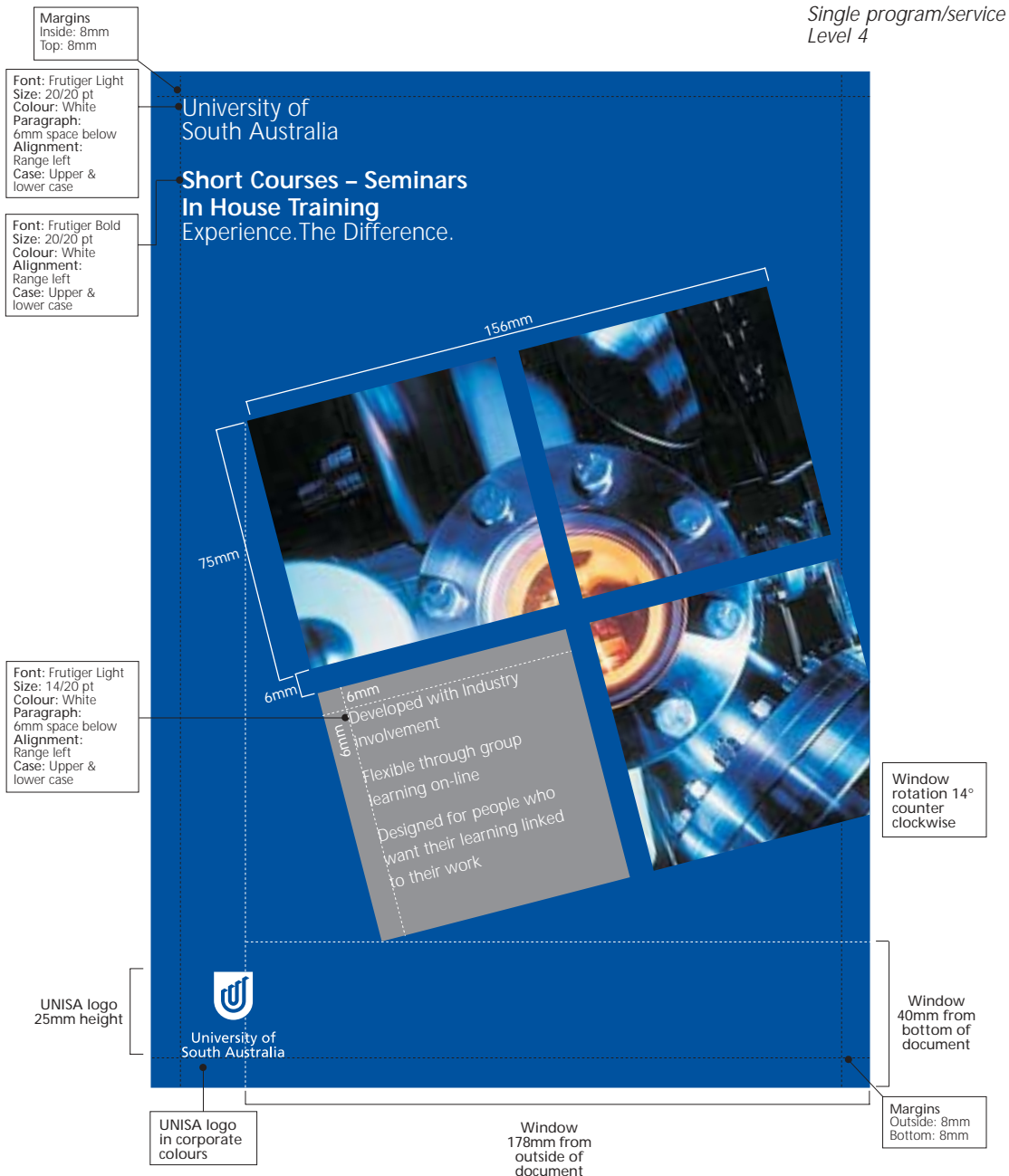
**Student recruitment publications cont.**

• **Single program or service**

The four squares contain a full-colour, single image that should reflect the content of the publication. The larger 50% black square lists the publication's contents. The background is a single colour and will

either be symbolic of the Division, School or the Student Recruitment publication suite of which it is a part.

The samples shown on this page document the standards on which the design of a Single Program cover should be based.



*Single program/service Level 4*



*Single program/service Level 4*



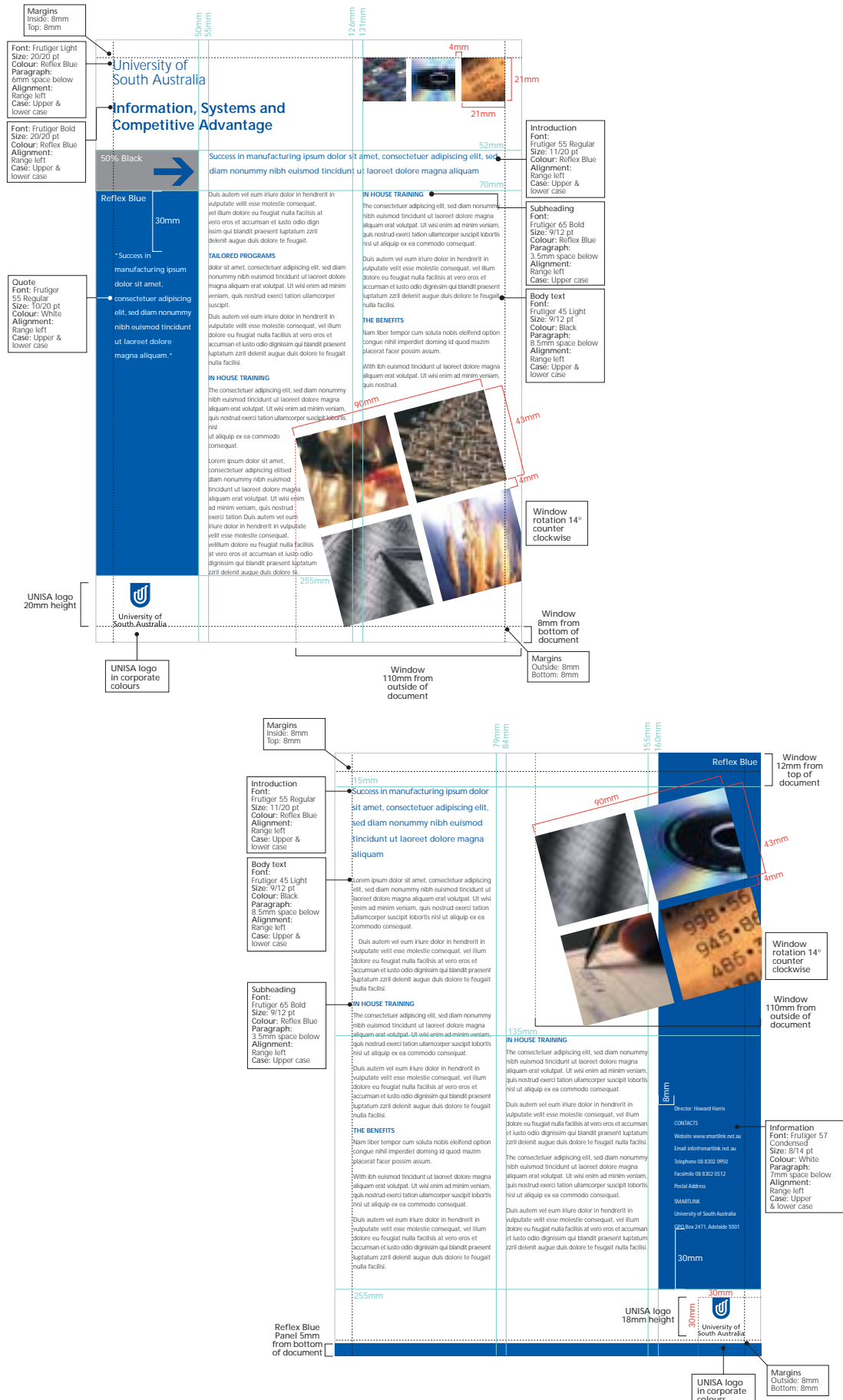
*Single program/service Level 4*



The samples shown on this page document the standards on which the design of the A4 full-colour leaflets should be based.

## Multi purpose full-colour leaflet

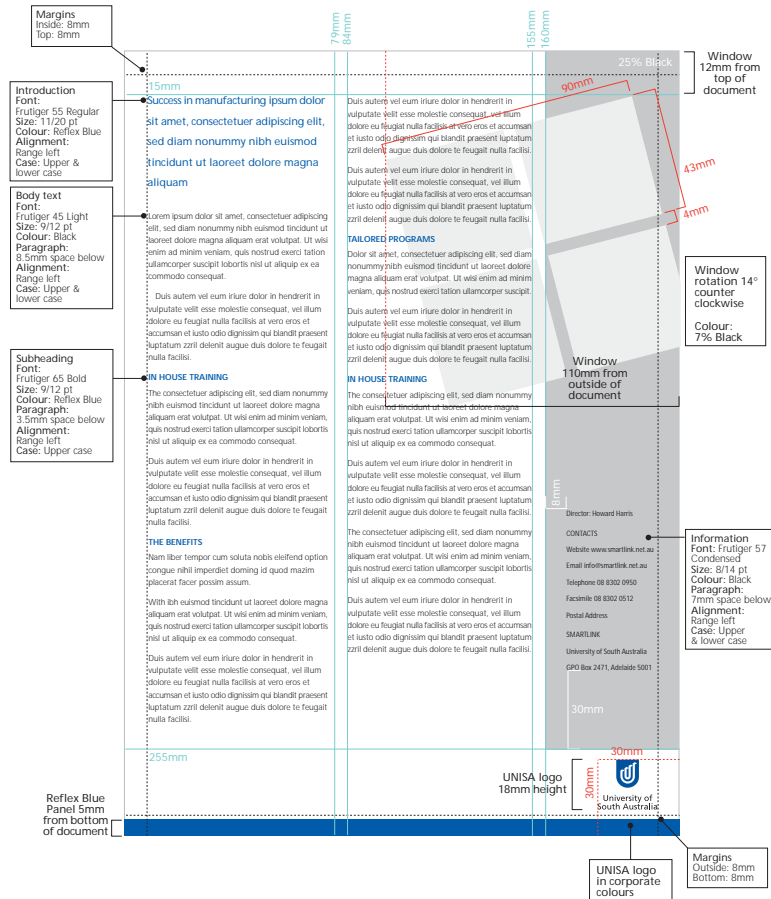
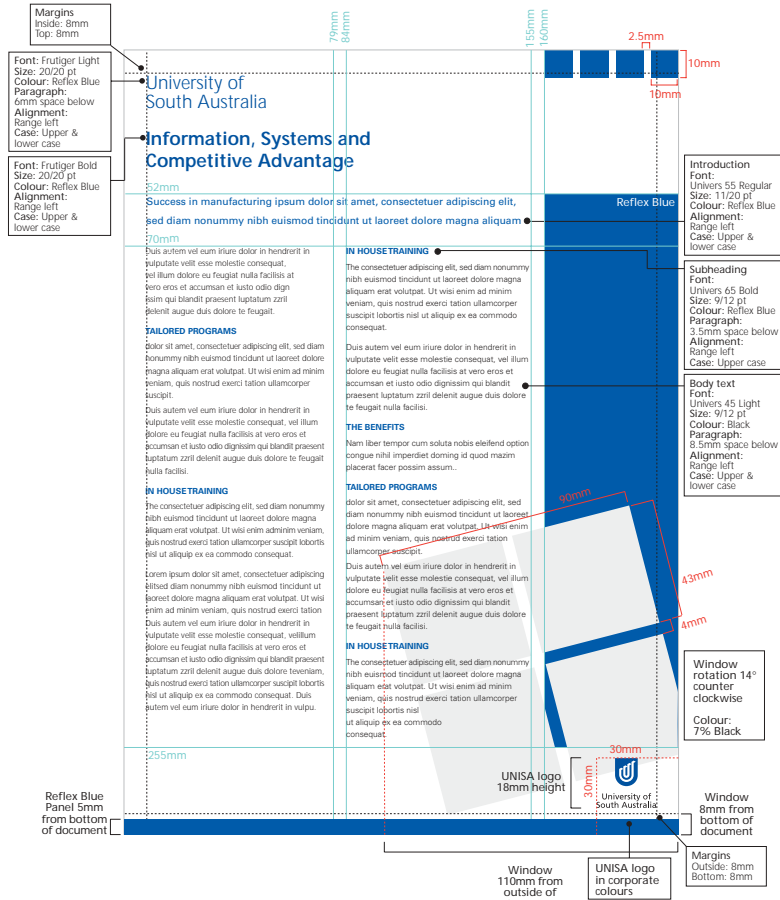
This is a full-colour, double-sided single A4 leaflet that combines text with colour images. The leaflet can be used for various purposes.



## Multi purpose two-colour leaflet

This is a two-colour (reflex blue and black) double sided, single A4 leaflet.

The samples shown on this page document the standards on which the design of the A4 two colour leaflet should be based.



The Marketing and Development Unit can provide assistance in the production of publications.

- **Photographs**

A photo library is maintained at MDU, containing high-resolution images which are available for use in University publications. The photos are in digital format and copies can be supplied on CD. Low resolution images are also available on

[www.unisa.edu.au/images\\_library/forstaff\\_imagelib.htm](http://www.unisa.edu.au/images_library/forstaff_imagelib.htm)

- **Logos**

The University logo can be downloaded in JPG format from [http://www.unisa.edu.au/mdu/forstaff\\_logodown.htm](http://www.unisa.edu.au/mdu/forstaff_logodown.htm). For high-resolution TIF copies of the logo, contact MDU.

- **Designers, Photographers and Printers**

A number of independent businesses are used to design and print University publications. MDU can provide designer or printer referrals to staff who wish to outsource these services.

MDU is interested in seeing any publications being produced within the University and is happy to provide feedback on any aspect of document publication. For assistance, contact the Publications Coordinator on 8302 0969.