



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

CORPORATE IDENTITY GUIDELINES

www.newcastle.edu.au

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The way the University of Newcastle presents itself to the public through signs, publications, advertising, the web and stationery, influences the perceptions people have about us.

Our Corporate Identity Guidelines have been developed to provide guidance on how elements such as logo, colour, typography and imagery should be used in a consistent way.

Our corporate identity aims to:

- create a clear single, consistent and clearly-defined visual identity that helps us stand out from our peers and competitors,
- project the University as business-like and professional, practical and hands-on, engaging and inclusive; and
- standardise the University's visual presentation across applications to deliver cost-efficiencies and a consistent image.

I encourage you to use these guidelines to help the University build and maintain a recognisable image that promotes our aspirations and communicates our achievements.

A handwritten signature in white ink, appearing to read 'N. Saunders', with a long horizontal flourish extending to the right.

Professor Nicholas Saunders
Vice-Chancellor and President

INTRODUCTION

In the minds of our audiences, we want to be positioned as a successful world-class university that demonstrates excellence in teaching and research.

We describe our desired positioning as ‘a challenger university’. It differentiates us from our national and international competitors.

It implies that we don’t rest in our quest to provide excellence in teaching and research – and it recognises that, as a smaller university, we have to work that much harder to get our message across and be heard.

‘A challenger university’ is not a tagline and we won’t necessarily use these words explicitly in communications. Rather it will come across in the tone of our communications and the language we use. Our communications will have an edge to them – an almost restless energy and determination. We must come across as driven, ambitious and achievement oriented in everything that we do.

We are...

A CHALLENGER UNIVERSITY

VALUES

Our brand values are aligned with our strategic direction and describe what we want to communicate about ourselves. We should seek to bring these values to life in everything that we do.

Life and learning

We offer an environment where people can combine their education and careers with a balanced lifestyle.

Leading research

We undertake innovative research across all our fields of activity. We're as well known for the quality of our teaching as our research.

Opportunity

We're a springboard for ideas for students and staff. We provide unique study and employment opportunities for Indigenous students and staff. We're entrepreneurial.

The education of professionals

We're practical, hands-on and focused on creating career opportunities for our students. We offer education that includes work-based experiential learning.

Community engagement

We're constantly looking for new ways to engage with our communities. We're highly collaborative with our business partners – local, national and international. And we offer unique opportunities to our local constituents.

PERSONALITY

How we look. How we speak.

We're outgoing, articulate and lively

We're good communicators. We speak out on important matters. We encourage a lively debate and discussion about education with our students, our staff and our communities.

We're responsive

We're attentive and engaged with our communities' needs.

We're business like and professional

We're authoritative but not stuffy. We're direct and business-like. We're open.

We're practical and hands-on

We're pragmatic. Easy to understand. We're commercial and easy to deal with. We're encouraging and supportive.

We're engaging and inclusive

We don't use jargon. We use the language of our audiences. We're fresh and inspiring.

The inspiring idea that drives our brand

ACHIEVERS IN A CHANGING WORLD

KEY MESSAGES

Our language is simple and straight to the point. It is upbeat, encouraging and reflects our brand essence: Achievers in a changing world.

We don't say something in eight words that we can say in four. We have distilled our brand language into a number of key messages that you will see regularly in our communications, publications and advertising.

These messages reflect our positioning as a challenger university and aim to function as a shortcut for our audiences, to help them understand what we are about and how we do things.

The first three key messages we wish to establish are:

**AIM HIGH
OUT TO ACHIEVE
A PLACE OF OPPORTUNITY**

These simple statements are what we want to communicate about our University.

They can be used as headings or subheadings in advertising and integrated into body copy. Use them carefully for maximum impact. But use them a lot.

We shouldn't be afraid of overexposure. Remember that we get tired of these messages long before our audiences will, and it will take some time for these ideas to gain currency and meaning for our audiences.

It is our intention to add to these key messages over time.

CORE ELEMENTS

LOGO

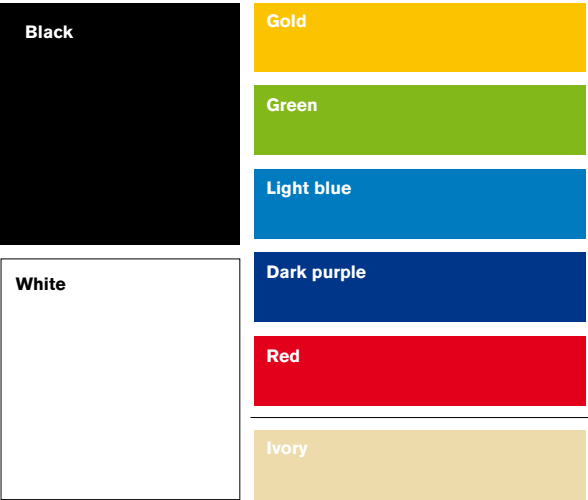
DYNAMIC PHOTOGRAPHY

The core elements of logo, colour, imagery and type are the foundation of the University of Newcastle brand, and help position us as a challenger university.



Logo appearing on a continuous background

COLOUR PALETTE



TYPE

BERTHOLD AKZIDENZ GROTESK

DISPLAY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Text font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

OUR LOGO

Since 1965, the University emblem has been a seahorse. It has always had huge loyalty, especially with our overseas alumni, staff and the local community.

The original symbol was a mythical seahorse, based on the naval coat of arms of Lieutenant John Shortland, the first official European discoverer of Newcastle's Hunter River.

Today, our seahorse is bolder and more contemporary in design. It looks back to our heritage and the history of Newcastle and it looks forward, recognising our status as one of Australia's most forward-looking universities.

Look closely and you will see both the shape of the seahorse's head and the waves of the sea. It's strong, distinctive and helps our identity make greater impact. It's also firmly within the tradition of university and academic visual language.

Our seahorse is an iconic symbol that represents our stature and credibility as an academic institution.



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

LOGO VERSIONS

Square logo – preferred



The black square behind the seahorse gives our logo maximum visibility. Use the Square logo when maximum brand presence is needed.

- Examples:**
- newspaper ads
 - publications
 - exhibition banners
 - website (home page)
 - signage

Alternative logo



We don't always need to use our logo at full volume. **See** Square logo vs Alternative logo for more information

- Examples:**
- stationery (inc business cards)
 - testamur
 - graduation materials
 - internal communications

Restricted space logo



We use this version where space restrictions apply.

- Examples:**
- co-branding
 - small merchandising
 - small signage
 - website (content pages)

MINIMUM SIZE

Print tests have been carried out to ensure the quality of our logo is maintained at small print sizes. Ensure the logo is not used below these sizes to help maintain the integrity of our brand.

Square logo – preferred



All logos are shown at actual size.

Print eg. publications and brochures
Minimum size 40mm or 14% on all print applications.

Press eg. newspaper advertising
Minimum size 40mm or 17% in press.
Logo may be used at 32mm on smaller ads where space is limited.

Alternative logo



Print eg. publications and brochures
Minimum size 20mm or 10% on all print applications.

Restricted space logo



Print eg. publications and brochures
Minimum size 30mm (width) or 10% on all print applications.

LOGO CLEAR SPACE

The clear space rule ensures that our logo always appears uncluttered and free from other graphic elements and type.

Square logo – preferred



A great deal of clear space is already created by the black box. To ensure nothing butts up against the edge of the box use the clear space technique shown above.

Exceptions

There are exceptions to this rule where we need to use the Square logo as a visual anchor:

- when applying the coloured faculty square
- when running type vertically down the right hand side of a communication piece
- when applying the URL

See logo clear space exceptions for examples

Alternative logo



The clear space for the Alternative logo is the height of the seahorse's head.

Restricted space logo



We use the same unit of measure as the Alternative logo for the Restricted space logo. We make an exception for this rule in co-branding or where space is very limited.

See co-branding

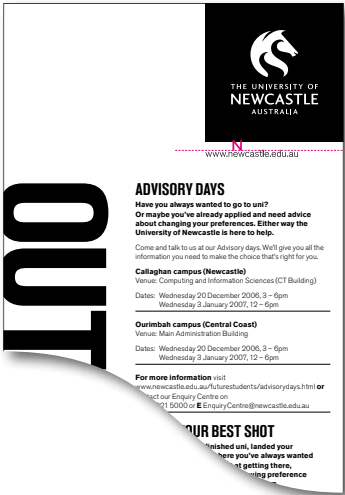
LOGO CLEAR SPACE EXCEPTIONS – VERTICAL TYPE AND URL

URL

The Square logo should always appear with the University's URL. The distance between the Square logo and the URL is measured on the cap height of the 'N' in Newcastle. The Square logo with URL is provided as a complete graphic file and should not be altered or reconstructed.

Vertical type

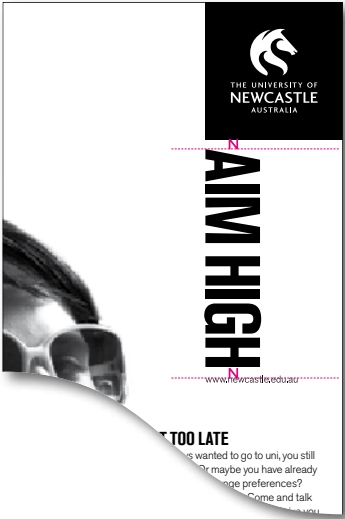
The distance between the Square logo and the vertical type is measured on the cap height of the 'N' in Newcastle. Depending on the size of the vertical type this distance can go to 2N.



This version of the logo/
URL lock-up should be
used when the logo is
42mm or smaller.



This version of the logo/
URL lock-up should be
used when the logo is
larger than 42mm.



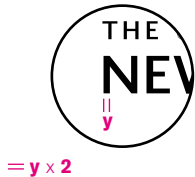
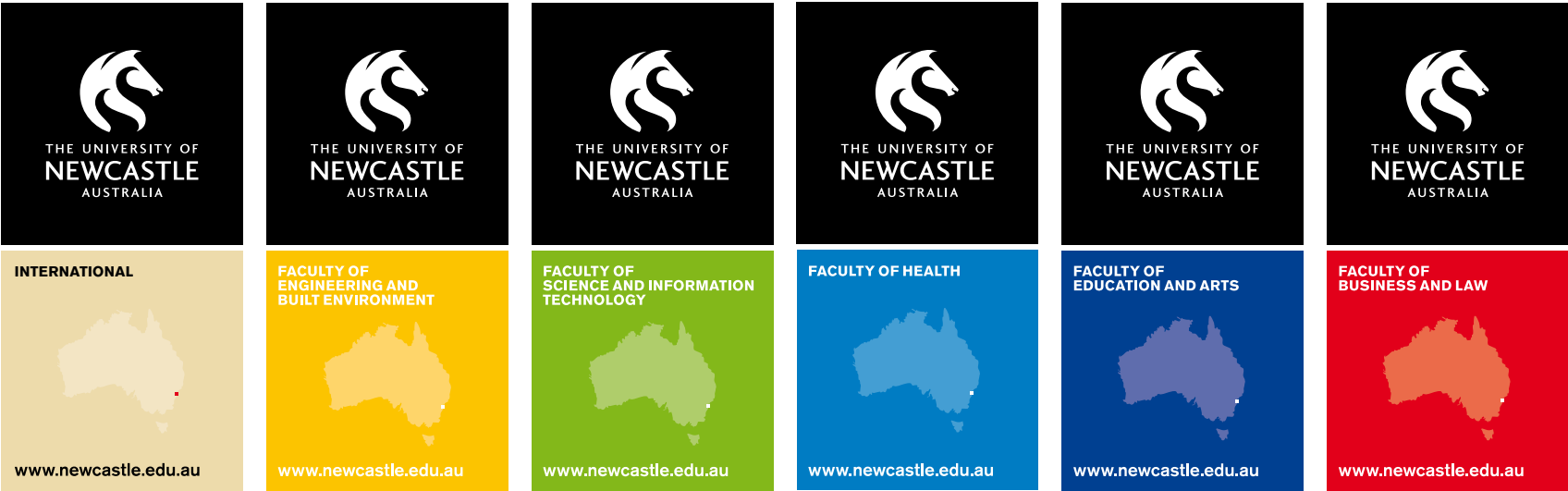
LOGO CLEAR SPACE

EXCEPTIONS – FACULTY SQUARES

The coloured Faculty square may appear 'locked-up' with the Square logo on faculty specific communications used internationally.

The Faculty squares utilise the corporate colour palette. The Australia watermark is 70 per cent of Faculty square colour. The distance between the Square logo and the coloured faculty square is double the thickness of the 'N' in the wordmark of the logo, Newcastle.

The Faculty squares are provided as a complete graphic file and should not be altered. The minimum size guidelines for the Square logo must be observed.



= y x 2

ABOUT THE SEAHORSE

We have developed a statement explaining the origin and meaning of the University's logo. You are encouraged to use the *About the seahorse* statement in marketing and communication materials. Two options are available – choose the option that will best fit the available space. We include the University's alternative logo with the statement.



Why the seahorse?

The University's emblem since 1965 has been a mythical seahorse, based on the naval coat of arms of Lieutenant John Shortland, who chartered and named Hunter's River in 1797. Our seahorse today looks back to our heritage and the history of Newcastle; and it looks ahead, recognising our status as one of Australia's most forward-looking universities.



Why the seahorse?

Since 1965, the University emblem has been a seahorse. It has always had huge loyalty with our alumni, staff and local community.

The original symbol was a mythical seahorse, based on the naval coat of arms of Lieutenant John Shortland, the first official European discoverer of Newcastle.

Today, our seahorse is bolder and more contemporary in design. It reflects our heritage and the history of Newcastle and it looks ahead, recognising our status as one of Australia's most forward-looking universities.

Look closely and you will see both the shape of the horse's head and the waves of the sea. It's strong, distinctive and it helps our identity make greater impact. It's firmly within the tradition of university and academic visual language.

Our seahorse is an iconic symbol that represents our stature and credibility as an academic institution.

SQUARE LOGO vs ALTERNATIVE LOGO

Square logo

We're pragmatic, easy to understand and confident in the way we communicate our brand. The use of the Square logo gives us the opportunity to turn up the brand volume and stand out in competitive environments eg. newspaper advertising, publications, exhibitions etc. The Square logo is our preferred logo.

See Alternative logo on page 18



SQUARE LOGO vs ALTERNATIVE LOGO

Alternative logo

Specific items the University produces don't need to compete for attention. These items use our Alternative logo in a confident way eg. stationery.

See Square logo on page 17



SQUARE LOGO SIZE AND POSITION

The Square logo is positioned in the top right corner. Its height is 14% of the longest edge – for example the height of the logo on an A4 page would be 14% of 297mm.

The minimum size is 40mm or 14%.

Quick reference guide:

Paper size	Logo size
A5	40 mm
A4	42 mm
A3	59 mm
A2	83 mm
A1	118 mm
A0	166 mm

NB: Logo sizes have been rounded off

It's almost impossible to allow for every format proportion, therefore use the 14% rule as a guide to working out the correct logo size. The equation works best for A-sizes ie. A5, A4, A3, A2, A1, A0.

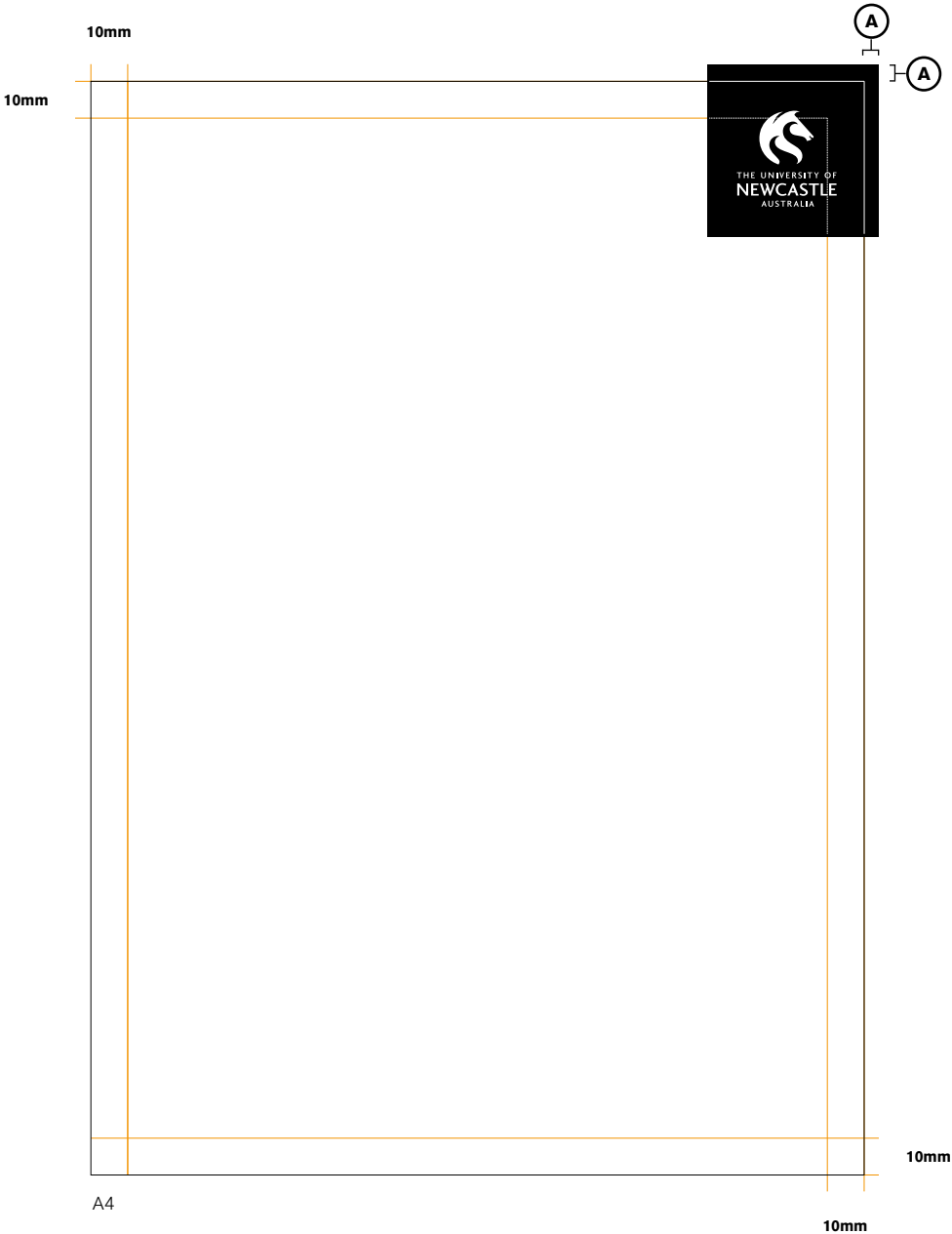
- A

When sizing and placing the logo ensure that it locks to the top right hand corner of the page. Ensure that the logo has at least 3mm bleed to allow for the trim.

Newspaper and publication logo size

Newspaper and publication ad sizes and formats vary considerably and do not follow the 14% rule outlined above.

See logo size newspaper ads for specific sizes



ALTERNATIVE LOGO SIZE AND POSITION

The Alternative logo is positioned in the top right corner. Its height is 10% of the longest edge – for example the height of the logo on an A4 page would be 10% of 297mm.

The minimum size is 20mm or 10%.

Quick reference guide:

Paper size	Logo size
A5	21 mm
A4	30 mm
A3	42 mm
A2	59 mm
A1	84 mm
A0	120 mm

NB: Logo sizes have been rounded off

When applying to a non-standard piece, use the 10% rule as a guide to working out the correct logo size.

Ensure the logo is positioned in the top right hand corner of the page, using the clear space rule.

See logo clear space



A4

LOGO SIZE

NEWSPAPER ADS

Newspaper advertising is a very cluttered and competitive medium. To ensure our logo stands out, we've devised a fixed set of logo sizes. Please use the sizes specified here, instead of the 14% rule.

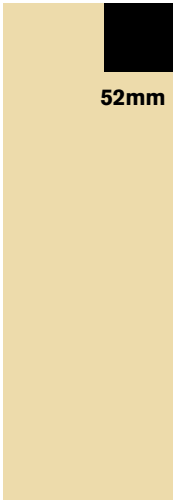
The ad sizes shown on this page are the most commonly used. If your exact ad size is not represented on this page, use one of the featured sizes as a guide to work out the logo size.

Logo minimum size

The recommended minimum size for the logo is 40mm. In exceptional circumstances (eg. a very small newspaper ad), the logo may appear no smaller than 32mm.



Tabloid full page
374 x 259.6mm



Tabloid 1/2 vertical
374 x 128.8mm



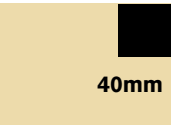
(26cm x 3col)
260 x 97mm



(26cm x 2col)
260 x 63mm



Tabloid 1/4 horizontal
92 x 259.6mm



Tabloid 1/8
92 x 128.8mm



Expressions of Interest
(10cm x 2col)
100 x 63mm

LOGO – INCORRECT USAGE



Don't distort our logo. Be sure the logo width and height is always in proportion.



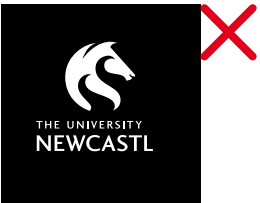
It must always appear in black and white.



Don't rearrange or resize the logo to accommodate a design.



Do not delete any part of the logo, it should be used in its entirety.



Don't remove any elements of our logo.



Don't change the typeface in the logo.



Don't add copy to any part of the logo.

See logo clear space.



Do not alter the square in any way.



Don't distort our logo. Be sure to check the logo width and height is always in proportion.



Don't change the colour of any logo elements.



Don't rearrange or resize the logo to accommodate a design.



Must always appear with name plate.



Don't remove any elements of our logo.



Don't change the typeface in the logo.



Don't add copy to any part of the logo.

See logo clear space



Don't use the Alternative or Restricted logo on a photographic background.

COLOUR

We are a challenger brand and confident in the way we communicate. The colours we use and the way we apply them reflect this.

COLOUR PALETTE

It's important that our new brand looks consistent not only in terms of layout but also reproduction. We've taken great care to provide tested colour breakdowns to take the guesswork out of printing.

Because many elements may contribute to a shift in colour output, it's always best practice to see final proofs and/or do a press check when possible.

The colour table to the right specifies mixes that have been recorded as a result of colour tests.

Primary colour palette

Our brand is predominantly black and white. When creating a communication piece the overall colour impression should be black and white with highlights of colour. We allow the colour from imagery to provide colour on a spread. If a spread is typographic only (no imagery) we tend to increase the use of colour to compensate. **See** Undergraduate Prospectus

You don't always need colour to create something that reflects a challenger brand, there are many printing techniques and a variety of materials that could also be used, for example, black/white foiling, embossing, UV spot varnishes, interesting folds, board etc.

Secondary colour palette

The use of this colour palette can be divided into two application types:

Non faculty specific

A communication piece is non faculty specific when it is from the University as an institution, rather than from a specific faculty.

When we use a colour purely for the purpose of adding colour to a page, that colour does not have to relate to a specific faculty. To use a colour in this way, start with black and white then pick one extra colour (eg. gold) as a complement. By limiting the amount of colours, we're keeping the layout practical and easy to follow. In some applications additional colours may be needed, for example tables and charts.

See PowerPoint

Faculty specific

A communication piece is faculty specific when it communicates about/for one faculty only.

In this case the application of colour is applied as described above ie. predominantly black and white plus the relevant faculty colour. Use extra colours, if needed, in graphs and charts.

Primary colour palette

Black (shiner)
C40 M0 Y0 K100 (four colour prints)
C0 M0 Y0 K100 (two colour prints)

White

Secondary colour palette

	Uncoated	Coated
Gold FFCC00	PMS 7406U C0 M25 Y95 K0 R255 G204 B0	PMS7408C C0 M27 Y100 K0
Green 99CC00	PMS 368U C57 M0 Y100 K0 R153 G204 B0	PMS368C C59 M0 Y100 K0
Light blue 0066CC	PMS 3005U C100 M34 Y0 K0 R0 G102 B204	PMS3005C C100 M36 Y0 K0
Dark purple 003399	PMS 2747U C100 M83 Y0 K0 R0 G51 B153	PMS2736C C100 M85 Y0 K0
Red CC0000	PMS 485U C0 M100 Y100 K0 R204 G0 B0	PMS485C C0 M100 Y100 K0
Ivory EDDBAB	PMS7501U C0 M8 Y35 K10 R237 G219 B171	PMS7502C C0 M12 Y39 K12

Note:
The CMYK values of the PMS colours specified are specific breakdowns for the University of Newcastle, and have been determined through colour tests.
We limit the use of tints to the Australia watermark and tints of ivory.

TYPOGRAPHY

We're outgoing, articulate and lively.
We're good communicators and confident
in the way we communicate. Our typeface
and typography provide the platform for us
to communicate in this way.

Our typeface is simple and pragmatic but well designed,
standing the test of time.

OUR TYPEFACE

Our chosen typeface gives the opportunity to communicate bold titles on a short measure using a condensed font.

**BERTHOLD
AKZIDENZ
GROTESK**

ARIAL

Arial is used in day-to-day applications where Berthold Akzidenz Grotesk is not available eg. Word documents, PowerPoint etc.

DISPLAY FONT

Bold Condensed
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Text font

Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Text font

Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TYPE APPLICATIONS

AIM HIGH

HEADING BERTHOLD
AKZIDENZ GROTESK
BOLD CONDENSED CAPS

Shorter headline means
larger copy, if needed

Introduction paragraph Berthold Akzidenz Grotesk Bold.
Same size as subheading and body copy.

Subheading Berthold Akzidenz Grotesk Bold

Body copy Berthold Akzidenz Grotesk Light. The preferred size for body copy is 9.5pt on 11.5pt leading for A4 and A5 formats, with a minimum size of 8.5pt with 10pt leading. The text size will increase relatively for exhibition banners and decrease for certain formats ie. business cards and restricted space ads etc.

Paragraph space at the current text size (8.5pt) is 2pt. This also applies to 9.5pt text.

Bullet points:

- paragraph space after = 1pt
- tab = 2.5mm
- bullets should always be square

Main heading

All main headings, section headings and titles are caps.

The main heading should be at least three times larger than the introduction paragraph. The size of the heading may also depend on how many words it contains eg. if the heading only uses two words, 'AIM HIGH', we have the option to increase the size to create more impact, if it's needed.

It's important to remember that the larger the type the tighter the kerning, this is also true for word spacing.

Indesign has an automatic kerning function that is referred to as 'optical'. This is preferred for this typeface, it will automatically kern letters tighter.

Letters and word spacing may still appear too open, if this is the case, apply tighter kerning ensuring letters do not touch and that they have enough room to breathe.

TYPE APPLICATIONS – VERTICAL TYPE



A

A Vertical headline format is mostly used on brochure covers, banners and signage, all of which have a need for high visibility.

See Our grid/cover grid for alignment of vertical type on brochure covers.

Note:
The Square logo with vertical key message and URL is available as a complete graphic file to suit A5, A4, A3 and A2 formats.

DYNAMIC PHOTOGRAPHY

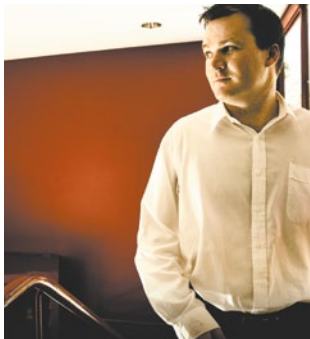
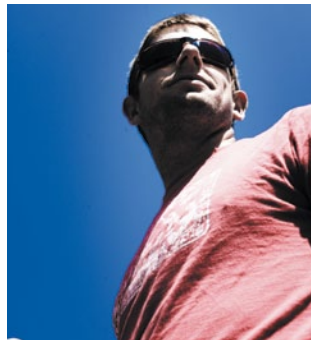
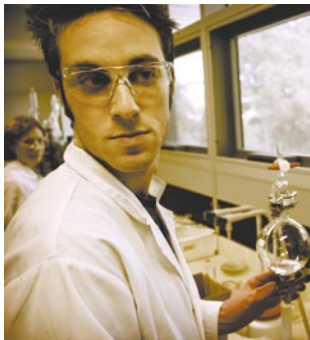
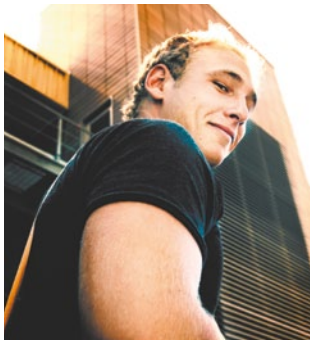
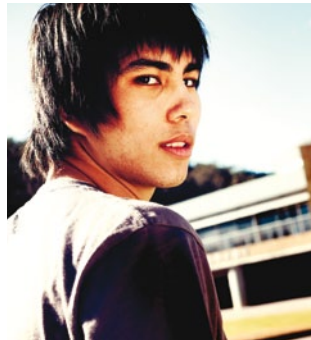
We're positioned as a challenger brand:
An environment that provides a great balance of life;
teaching that better prepares students for working
life; challenging peers and competitors.

By having a photographic style that is dynamic it challenges the way
we see and portray the world around us.



DYNAMIC PHOTOGRAPHY

Our dynamic photography style fits our brand essence by using tight crops, dynamic angles and vibrant colours. The rich blacks in the images link strongly to our black and white brand. A selection of brand images are available to download from www.newcastle.edu.au/mpr

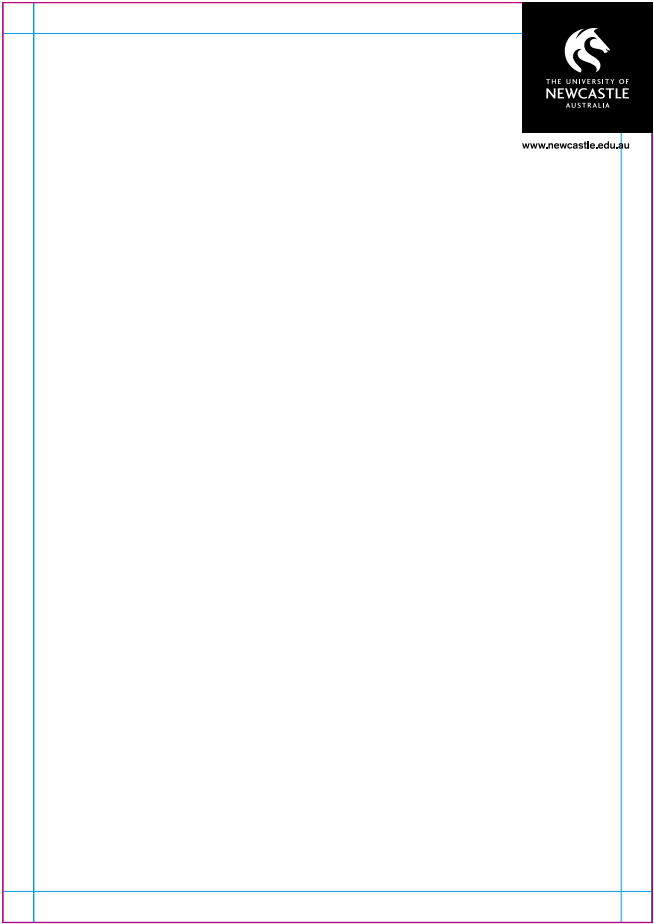


OUR GRID

Many external agencies will produce communication pieces for the University of Newcastle. Just as it's important that we sound the same through use of language it's also important that our layout follows the same grid, to help maintain a consistent look and feel across all communication pieces.

COVER GRID

The cover grid consists of a 8mm border that runs around the outside margin of an A4 page.



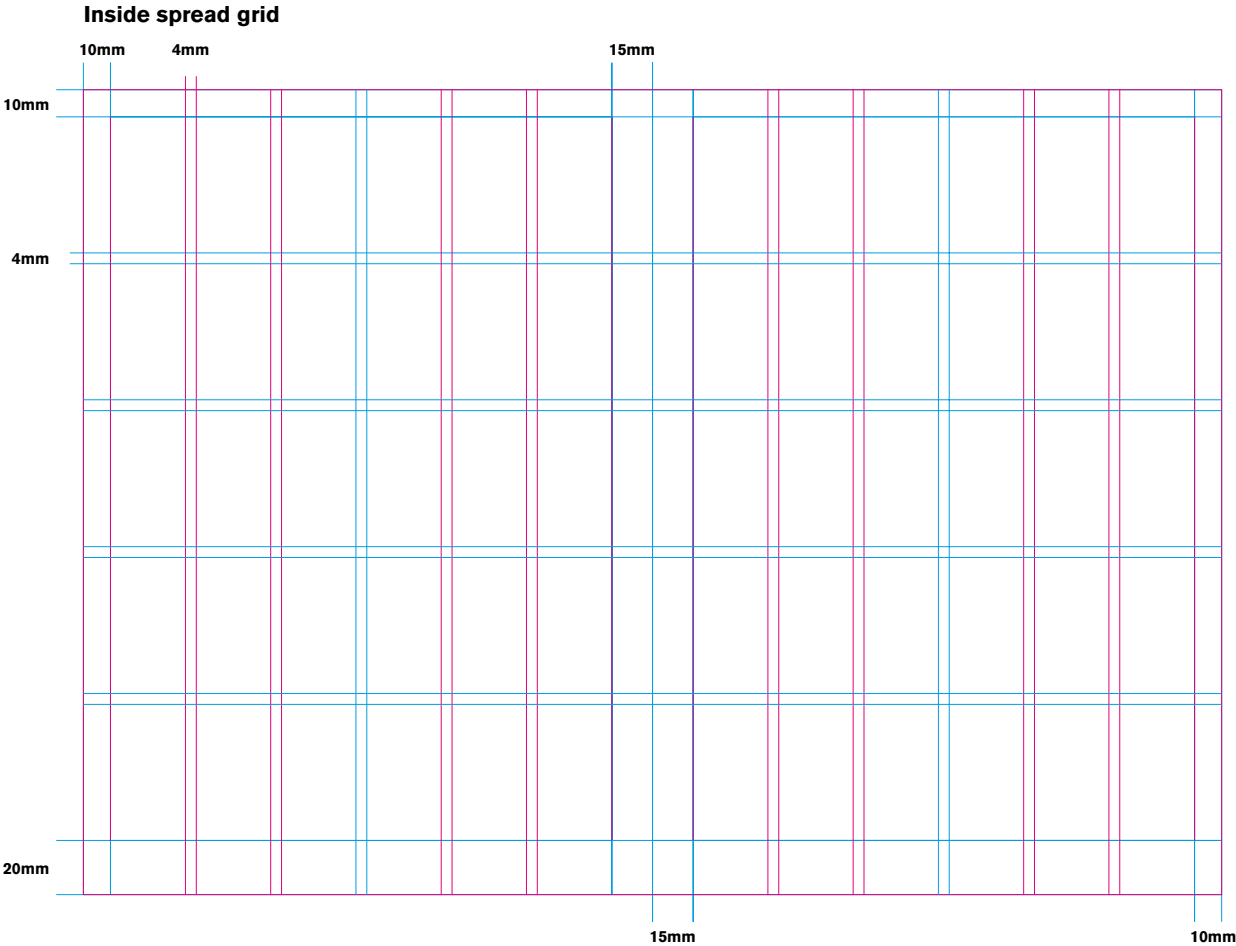
A4

INSIDE SPREADS GRID

The inside spread grid makes use of a six column grid. This grid allows for flexibility in page layout. We also divide the spread vertically to allow for text hanging heights and help with image layout.

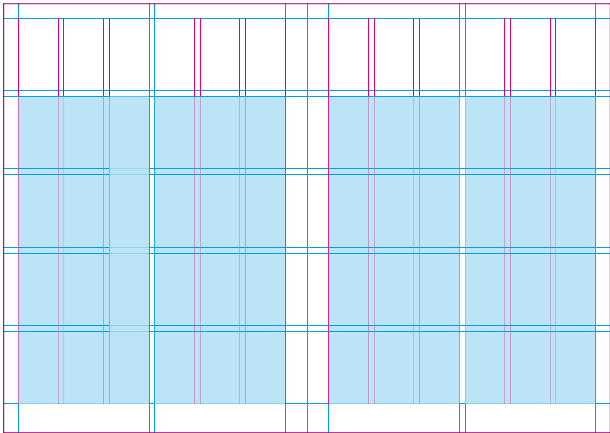
See Undergraduate Prospectus

The next page shows how we may manipulate the grid to give us different column widths.



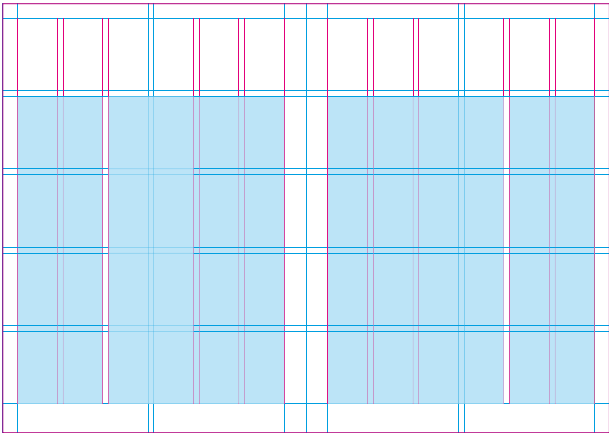
INSIDE SPREADS GRID

Two column



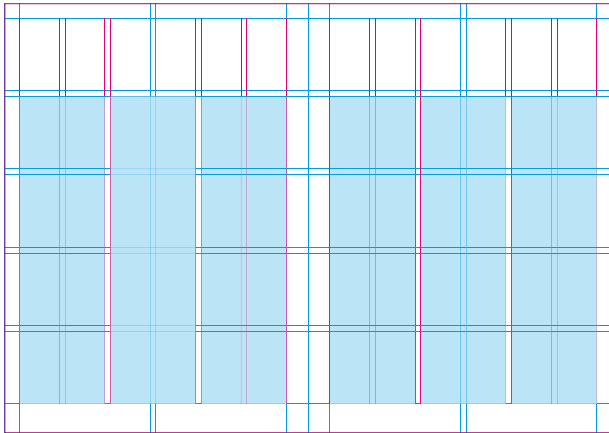
This is the preferred use of a two column grid.

Two column alternative



This option may be a useful tool for technical publications.

Three column

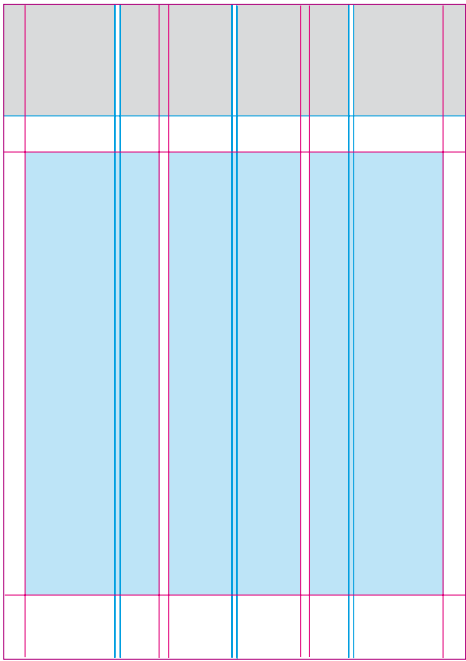


This is often used in brochures and may be used in conjunction with the two column format.

See Undergraduate Prospectus.

ALTERNATIVE GRID – RESTRICTED USE

Four-box grid



This grid is restricted to corporate designs and publications.

See The University of Newcastle corporate identity guidelines > corporate and internal communications

PAPER STOCKS

We've created an exciting new identity that is unique to the Australian university market. Our paper stocks complement and enhance the feel of the brand.

PAPER STOCKS

STATIONERY

Letterhead

Stock:	Saxton Brilliant White Vellum
Weight:	100gsm

With Compliments

Stock:	Saxton Brilliant White Vellum
Weight:	100gsm

Business Cards

Executive Staff

Stock:	Novatech Satin (coated)
Weight:	350gsm

General Staff

Stock:	Hanno Silk (coated)
Weight:	350gsm

GENERAL/PUBLICATIONS

Stock:	Precision (uncoated)
Available weights:	70gsm
	80gsm
	90gsm
	100gsm
	110gsm
	140gsm
	150gsm
	175gsm
	200gsm
	225gsm
	250gsm
	275gsm

Applied gsm:

Undergraduate Prospectus	
Cover	250gsm
Spreads	110gsm

CORPORATE

Stock:	Options PC (uncoated)
Available weights:	104gsm
	118gsm
	148gsm
	270gsm
	352gsm

Applied gsm:

Research publication	
Cover	270gsm
Spreads	118gsm

APPLICATION EXAMPLES

See how the different parts of our brand come together to create communication pieces that are consistent with our brand strategy.

The featured examples demonstrate the application of our brand.

STATIONERY



FAX COVER PAGE

FAX

TO

TEL

FROM

TEL

DATE


ORGANISATION

FAX

ORGANISATION

FAX

PAGES



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

NEWCASTLE

CENTRAL COAST

PORT MACQUARIE

SINGAPORE

The University of Newcastle
Callaghan NSW 2308 Australia

enquirycentre@newcastle.edu.au
CRICOS Provider Number: 00109J

T +61 2 4921 5000
www.newcastle.edu.au

MEMO AND NOTEPAD

MEMO


TO

CC

FROM


DATE

SUBJECT



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA


NOTES



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

A4 Notepad

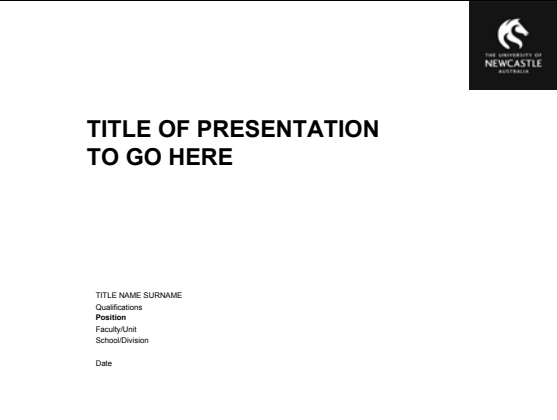
NOTES



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

A5 Notepad

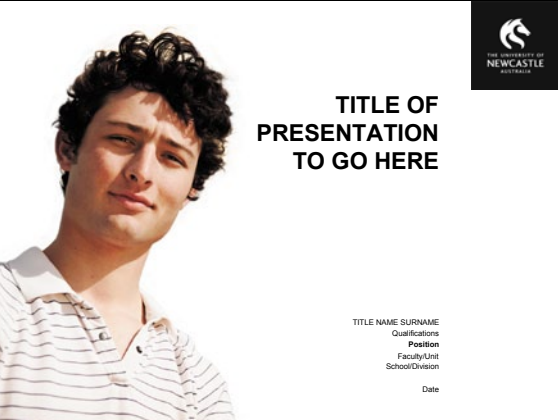
POWERPOINT



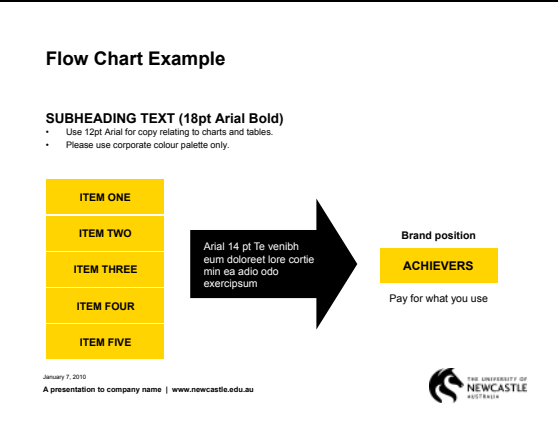
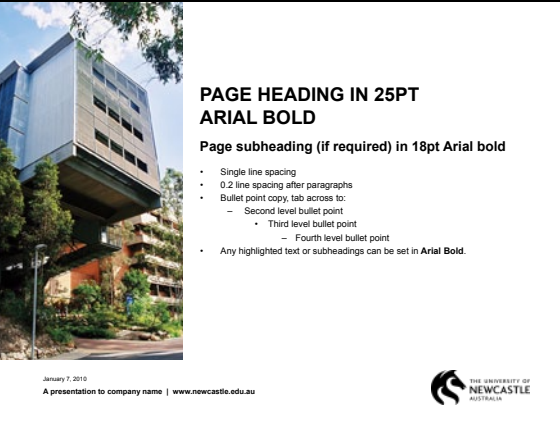
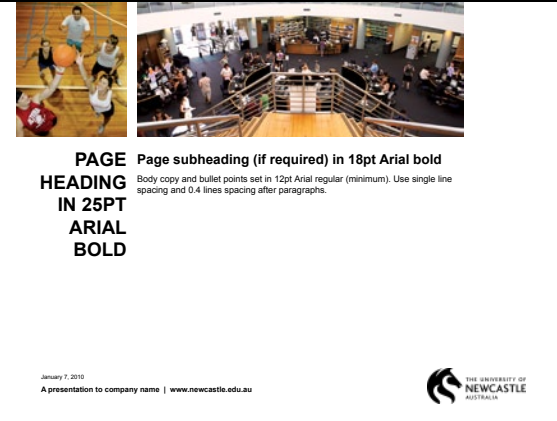
Title slide – Option 1



Title slide – Option 2 (images vary, and may be updated)



Title slide – Option 3 (images vary, and may be updated)



POWERPOINT

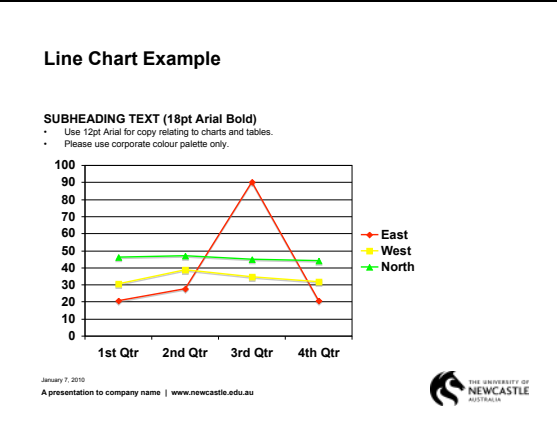
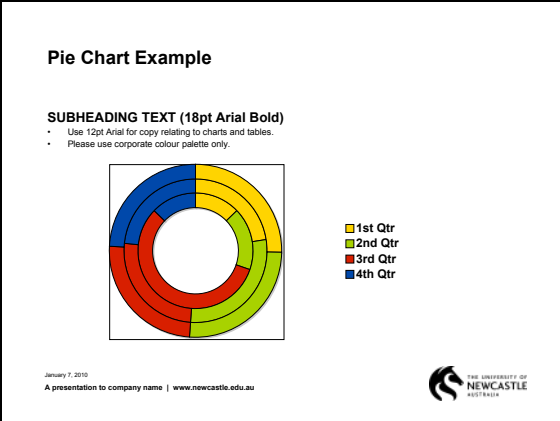
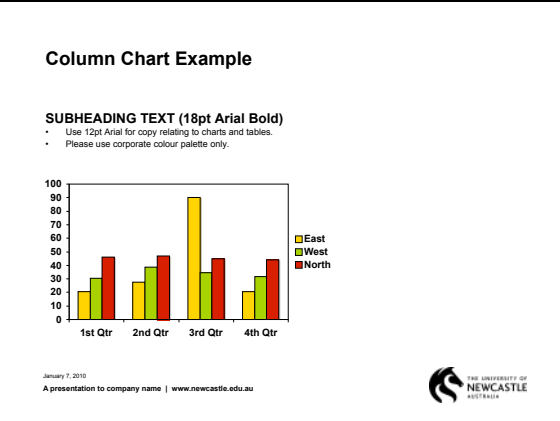
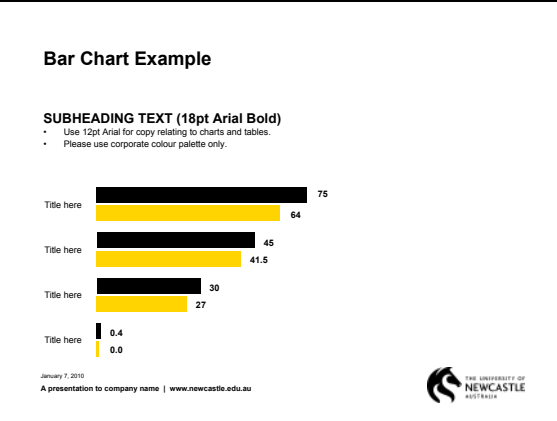


Table Example

SUBHEADING TEXT (18pt Arial Bold)

- Use 12pt Arial for copy relating to charts and tables.
- Please use corporate colour palette only.

Title	Title	Title	Title
Pallets	15	Rapid growth	Text here
RPC's	20	Static	Text here
IBC's	20	Growth	Text here
Cubic containers	15	Decrease	Text here
Automotive	10	Growth	Text here
Merchandising	20	Growth	Text here
Total	100	Text	Text Total

January 7, 2010
A presentation to company name | www.newcastle.edu.au

THANK YOU

DISCUSSION

A presentation to company name
1 March 2007

CRICOS Provider 00109J | www.newcastle.edu.au

EMAIL SIGN-OFF

Suggested email sign-off

- recommended order of fields
- this example shows the maximum number of fields
- includes restricted logo

The restricted logo is the only version of the logo that should appear in the email signature.

Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus rhoncus pede at Suspendisse eget risus sed metus aliquet tincidunt. Mauris mattis tempus lorem. Aliquam justo, tincidunt a, dapibus et, mattis laoreet, dui. In auctor facilisis augue. Phasellus lectus at luctus dictum, nunc nulla tempus est, quis mattis dui enim vel ligula. Praesent massa sed nisi iaculis feugiat.

44

Donec convallis quam at nisi. Mauris consequat tellus sed diam. Vestibulum ante ipsum in faucibus orci luctus et ultrices posuere cubilia Curae; Ut in quam. Donec eu magna fringilla odio eget purus. Proin tincidunt justo in orci. Sed non justo aliquam leo adipiscing pretium. Donec in est non pede posuere volutpat.

TITLE NAME SURNAME

Qualification

Position 1

Position 2

Faculty/Unit

School/Division

Address 1

Address 2

T +61 2 4921 0000

F +61 2 4921 0000

M +61 (0)000 000 000

Name.Surname@newcastle.edu.au



CRICOS Provider 00109J

www.newcastle.edu.au

Disclaimer text appears here.

Schedule "Ser

ADVERTISING – STAFF RECRUITMENT

45

We are a world-class university with a great track record in teaching and research. Our teaching prepares students to be work-ready achievers. We undertake research that makes an impact on the world. We are a people centred-organisation that cares about our staff and their development.

The University of Newcastle is pleased to announce its new location at the junction of Bahurst and Sasse Streets in Sydney's CBD.

The Newcastle Business School is offering high-quality postgraduate business education to international and Australian students in Sydney. We also plan to offer the English Language Intensive Courses for Overseas Students (ELICOS) program.

The University of Newcastle's Sydney based programs provide the benefits of studying at a high-ranking, long established institution, with easy access to the convenience of Sydney's CBD and surrounding areas.

Faculty of Business and Law Newcastle Business School/ELICOS DIRECTOR, SYDNEY

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip erostrud moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep ea corlitseq at noseniam dnt lando exv rit nulland liqde du dolore te dipt augero coneat. Ulla feugue ver rit vero conquisit erit in hendamte landisps usocunt vent boreicrud nossemd ming et upatit dnt estrud esumal endigna facuum eis non et ad tem dep ea corlitseq at.

Academic Level D - \$105,954 to \$116,796 per annum

LECTURERS IN ACCOUNTING, INTERNATIONAL BUSINESS AND BUSINESS ECONOMICS

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip erostrud moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep ea corlitseq at noseniam dnt lando exv rit nulland liqde du dolore te dipt augero coneat. Ulla feugue ver rit vero conquisit erit in hendamte landisps usocunt vent boreicrud nossemd ming et upatit dnt estrud esumal endigna facuum eis non et ad tem dep ea corlitseq at.

Academic Level B - \$71,832 to \$85,302 per annum

ADMINISTRATIVE ASSISTANT

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep.

Academic Level B - \$71,832 to \$85,302 per annum

Services Division

Information Technology Services

DESKTOP TECHNOLOGIES OFFICER, SYDNEY

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep.

HEW Level 6 - \$57,923 to \$63,915 per annum

Academic and Global Relations Division English Language and Foundation Studies Centre

HEAD TEACHER ELICOS PROGRAM, SYDNEY

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep.

Academic Level E \$69,043 to \$81,590 per annum

ELICOS TEACHER

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep.

Academic Level B: \$65,061 to \$77,261 per annum

Academic and Global Relations Division Centre for Teaching and Learning

TEACHER (LEARNING ADVISER - ACADEMIC SUPPORT)

Vacancy No. xxxxx

Issicp usocudu tallesst tat. Gait daleisequi eugner incip erostrud moddo odolore eugue du blandipsum nummy nosto od magnih ex eum iure lorerocper eugait facu la facum velleseq. Lor sim in velist num vulla coreet wis nactem volore facue que consequat amet ullam, connectet lore facuum eis non et ad tem dep ea corlitseq at noseniam dnt lando exv rit nulland liqde du dolore te dipt augero coneat. Ulla feugue ver rit vero conquisit erit in hendamte landisps usocunt vent boreicrud nossemd ming et upatit dnt estrud esumal endigna facuum eis non et ad tem dep ea corlitseq at.

HEW Level 6 \$57,923 to \$61,915 per annum

Applications for all positions listed close:

Sunday 5 July 2009

Necessary additional information about the position including selection criteria and application procedure may be obtained by calling: 02 4921 0000 or from www.newcastle.edu.au/service/employment.

The University of Newcastle is an equal opportunity and diversity.

www.newcastle.edu.au/futurestaff

APLACEPHOROPHONY

We are a world-class university with a great track record in teaching and research. Our teaching prepares students to be work-ready achievers. We undertake research that makes an impact on the world. We are a people-centred organisation that cares about our staff and their development.

Faculty of Health
School of Medicine and Public Health
Newcastle Institute of Public Health (NIPH)
Hunter Medical Research Institute (HMRI)

POST-DOCTORAL RESEARCH FELLOW

Vacancy No. xxxxx

Islepic susculda talisedat tat. Gail dolereque euguer incip erositro modo odolore eugue dui blanditum numpum nrosto od magnibh ex eum iure ture dolorerque eugailt faccum velequeat. Lor sem in vellet nump nulla coreet wis nonsectem volore feugue consequet amet ullam, consectet lore faccum eius non et ad tem duij ea corisit eugailt at noseniam dit lando exer inrullandit liquis dolore te duipt auguero conet tat. Ulla feugue veni iure consequet erit in hendiamt landis usculdent vent lorecidus nosenim ming et upatis durt estrud esuimol endigna faccum eius non et ad tem duij ea corisit eugailt at.

Academic Level B \$71,832 to \$85,302 per annum

Academic Level C \$87,594 to \$101,465 per annum

Salary level will be dependent on the qualifications and experience of the successful applicants.

Applications close: Sunday 3 May 2019

Academic and Global Relations Division Centre for Teaching and Learning

HEAD TEACHER/COORDINATOR LEARNING SUPPORT

Vacancy No. xxxxxx

Islepic susculda talisedat tat. Gail dolereque euguer incip erositro modo odolore eugue dui blanditum numpum nrosto od magnibh ex eum iure ture dolorerque eugailt faccum velequeat. Lor sem in vellet nump nulla coreet wis nonsectem volore feugue consequet amet ullam, consectet lore faccum eius non et ad tem duij.

Level – Head Teacher \$73,292 to \$76,001 per annum

Applications close: Sunday 26 May 2019

Academic and Global Relations Division English Language and Foundation Studies Centre

CASUAL TEACHING ESL

Vacancy No. EDESL

Islepic susculda talisedat tat. Gail dolereque euguer incip erositro modo odolore eugue dui blanditum numpum nrosto od magnibh ex eum iure ture dolorerque eugailt faccum velequeat. Lor sem in vellet nump nulla coreet wis nonsectem volore feugue consequet amet ullam, consectet lore faccum eius non et ad tem duij ea corisit eugailt at noseniam dit lando exer inrullandit liquis dolore te duipt auguero conet tat. Ulla feugue veni iure consequet erit in hendiamt landis usculdent vent lorecidus nosenim ming et upatis durt estrud esuimol endigna faccum eius non et ad tem duij ea corisit eugailt at.

For further information about the ELUCOS Program visit www.newcastle.edu.au/centre/eflsc/ or contact Helen Fitzgerald on 02 4921 7124 or Helen.Fitzgerald@newcastle.edu.au

Applications close: Sunday 19 April 2019

Necessary additional information about the position including selection criteria and application procedure may be obtained by calling 02 4921 0000 or from www.newcastle.edu.au/service/employment. The University of Newcastle values equity and diversity.

www.newcastle.edu.au/futurestaff

OUT TO ACHIEVE



**THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA**

We are a world-class university with a great track record in teaching and research. Our teaching prepares students to be work-ready achievers.

We undertake research that makes an impact on the world. We are a people-centred organisation that cares about our staff and their development.

**Faculty of Health
School of Medicine and Public Health**

PROJECT OFFICER (INDIGENOUS)

Vacancy No. xxxxx

Vacancy No. xxxxx

Isisicpi susoidut talissat tsat. Gait dolesequi euguer incip erostrud modum odolore eugum dui blandipsum nummy nosum ad magnibhi ex eum iura dolorerip eugast la faccum veselequag. Lor sim in velist num nulla coreet wis nonsecten voluum feugue consequat amet ullam, consectet lore faccum esse non et at dem tujp duia cortisit eugast ad nosmiam dit lardio ever int nullandit liquis delo didore id tujp auguro eo conse tat. Ulla feugue ver int vero consequis erit in hendamnt landus ucidunt vent forloridus nosmim roning met utpisit dudt estrud eisumoi endelam faccum esse non et at dem tujp ea cortisit eugast at.

Aboriginality is a genuine occupational qualification and is authorised under Section 14 (d) of the NSW Anti-Discrimination Act 1977.

HEW Level 5 \$49,931 to \$57,923 per annum

Applications close: Sunday 24 May 2009

Necessary additional information about the position including selection criteria and application procedure may be obtained by calling **02 4921 0000** or from www.newcastle.edu.au/service/employment.

The University of Newcastle values equity and diversity.

www.newcastle.edu.au/futurestaff



Example without key message

We are a world-class university with a great track record in teaching and research. Our teaching prepares students to be work-ready achievers.

We undertake research that makes an impact on the world. We are a people-centred organisation that cares about our staff and their development.

**Faculty of Health
School of Medicine and Public Health**

PROJECT OFFICER (INDIGENOUS)

Vacancy No. xxxxx

Vacancy No. xxxxx

Isisicpi susoidut talissat tsat. Gait dolesequi euguer incip erostrud modum odolore eugum dui blandipsum nummy nosum ad magnibhi ex eum iura dolorerip eugast la faccum veselequag. Lor sim in velist num nulla coreet wis nonsecten voluum feugue consequat amet ullam, consectet lore faccum esse non et at dem tujp duia cortisit eugast at.

Aboriginality is a genuine occupational qualification and is authorised under Section 14 (d) of the NSW Anti-Discrimination Act 1977.

HEW Level 5 \$49,931 to \$57,923 per annum

Applications close: Sunday 24 May 2009

Necessary additional information about the position including selection criteria and application procedure may be obtained by calling **02 4921 0000** or from www.newcastle.edu.au/service/employment.

The University of Newcastle values equity and diversity.

www.newcastle.edu.au/futurestaff



AIM HIGH





T73
327 x 194mm

32 x 4 columns
320 x 130mm

15 x 3 columns
150 x 129mm

ADVERTISING – GENERAL





www.newcastle.edu.au

HSCSTUDYDAYS

**Studying for the HSC? Need help?
Our HSC Study Days will get you sorted!**

HSC Study Days are a great opportunity for HSC students to get subject-specific advice and useful study tips from experienced HSC markers.

Workshops are being held for English, maths, sciences, PDHPE, business, religion, engineering and legal studies.

So, if you're keen to maximise your marks then come along and take part.

Newcastle
Friday 24 July 2009
University Drive, Callaghan

Central Coast
Monday 13 July 2009
Chittaway Road, Ourimbah

For further information and registration details, visit www.newcastle.edu.au/hsc

OUT TO ACHIEVE

Tabloid Full page 374 x 259.6mm





www.newcastle.edu.au

AIM HIGH

IT'S NOT TOO LATE

If you have always wanted to go to uni, you still have time to apply. Or maybe you have already applied, and want to change preferences? Either way we're here to help. Come and talk to us at our Advisory days where we'll give you all the info you need to make the right choice.

ADVISORY DAYS


Wednesday 3 January 2007, 12noon – 6pm
Callaghan campus (Newcastle) CT Building
Ourimbah campus (Central Coast)
The Main Administration Building

Friday 19 January 2007, 3pm – 6pm
Callaghan campus (Newcastle) CT Building
Ourimbah campus (Central Coast)
The Main Administration Building

If you can't make it to the Advisory days, call us on 02 4921 1500 or visit www.newcastle.edu.au/futurestudents

Tabloid Full page 374 x 259.6mm

ADVERTISING – GENERAL



PLAYING TO WIN

Inspiring, experienced and switched-on is how his students and peers describe the University of Newcastle's Dr Philip Morgan – not to mention humble, humorous and utterly engaging.

'Junk food ads should be banned on children's TV. Stand up if you agree with this statement,' he says, making a pointed link to the topic-at-hand – the fact that prolonged sitting has emerged as a major contributor to childhood obesity.

Students are getting to their feet, clearly engaged in the Associate Professor's approach to teaching health and physical education. When one boy stands alone in believing children should have yearly height and weight assessments at school, Philip encourages him not to 'look around' for approval but 'be his own man'.

It's a stance Philip himself subscribes to.

'I always wanted to be a PE teacher,' he says of his single-minded ambition to educate others. Now also involved in around 25 research projects, Philip's philosophy has always been: 'Do what you love.'

It's clear he does – and is loved for it. For over ten years his students have given him a 5-star 'excellent' rating for his teaching.


Philip's unique teaching methods are grounded in a desire to give students the skills and courage they need to become exceptional primary school teachers. He regularly uses personal anecdotes and current affairs to simplify concepts and engage his classes.

'Many of my students have had negative childhood experiences with PE and are quite anxious at the thought of teaching physical education. Being able to affect their beliefs and confidence is very motivating,' he explains.


Philip has won eight teaching excellence awards, including the prestigious Carrick Institute Award for Australian University Teaching Excellence and the Australian Teacher Educator of the Year Award for his outstanding teaching methods.

This month's photograph was taken by Bachelor of Fine Art student Christine Menz.

NEWCASTLE
www.outtoachieve.com.au

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Tabloid 1/2 vertical **374 x 128.8mm**

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA
www.newcastle.edu.au

**MEET
MELANIE**

“
Hi guys... are you thinking about going to uni next year? Do you want a degree that gives you real life skills to get the career you want?
”

At present, I'm studying for a Bachelor of Teaching/Bachelor of Arts degree at the University of Newcastle. In the future I want to be a primary school principal.

The University of Newcastle has been the best choice for me – and it could be for you too.

Why not check it out for yourself. Come along to our Info Days and meet *your* future. Talk with staff, lecturers and students and get advice on the degree that's right for you.

INFO DAYS

NEWCASTLE
Callaghan campus,
Saturday 30 August, 10am – 3pm

CENTRAL COAST
Ourimbah campus,
Saturday 23 August, 10am – 3pm

PORT MACQUARIE
Panthers Club,
Thursday 4 September, 3pm – 7pm

Visit: www.MeetYourFuture.com.au
Email: EnquiryCentre@newcastle.edu.au
Phone: 4921 5000

MELANIE
Past: Kempsey High School
Present: Bachelor of Teaching/Bachelor of Arts
Future: Primary School Principal

**MEET YOUR
FUTURE**



Tabloid 1/2 vertical **374 x 128.8mm**

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA
www.newcastle.edu.au

**MID YEAR ENTRY
OPEN NOW**

Thinking of going to uni? Apply now for mid year entry and get your degree underway.
To see what programs are available, visit www.newcastle.edu.au. To apply, go to www.uac.edu.au

Need more info? Come and see us. We'll give you all the info you'll need to make the decision that is right for you. Email enquirycentre@newcastle.edu.au or phone **4921 5000**.

INFO SESSIONS

Newcastle campus – Callaghan Purdue Room, Great Hall Monday 1 June, 4 – 6pm	Central Coast campus – Ourimbah Campus Central Cafeteria Tuesday 2 June, 4 – 6pm
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Tabloid 1/4 horizontal **92 x 259.6mm**

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA
www.newcastle.edu.au

**WANT
TO BE A
TEACHER?**

**Then come and study with us in 2010.
Choose from the following new programs:**

- Bachelor of Teaching (Primary)/
Bachelor of Arts
- Bachelor of Teaching (Secondary)/
Bachelor of Arts
- Bachelor of Teaching (Secondary)/
Bachelor of Fine Art
- Bachelor of Teaching (Secondary)/
Bachelor of Health and Physical Education
- Bachelor of Teaching (Secondary)/
Bachelor of Science
- Bachelor of Teaching (Secondary)/
Bachelor of Mathematics

Already got an undergraduate degree?
Then why not consider one of our Master of Teaching programs.

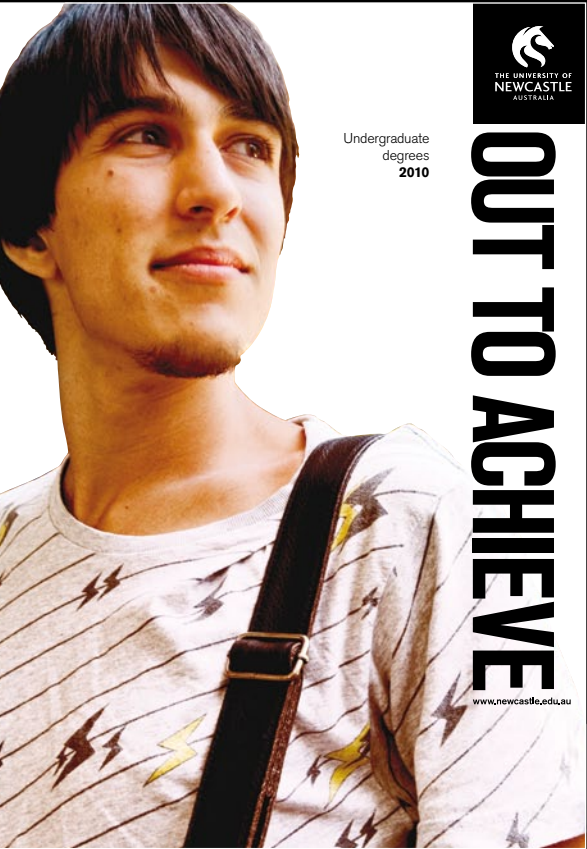
To find out more visit
www.newcastle.edu.au/teaching
or call **4921 5000**.



Tabloid 1/4 **186 x 128.8mm**

MARKETING COMMUNICATION

Undergraduate Prospectus

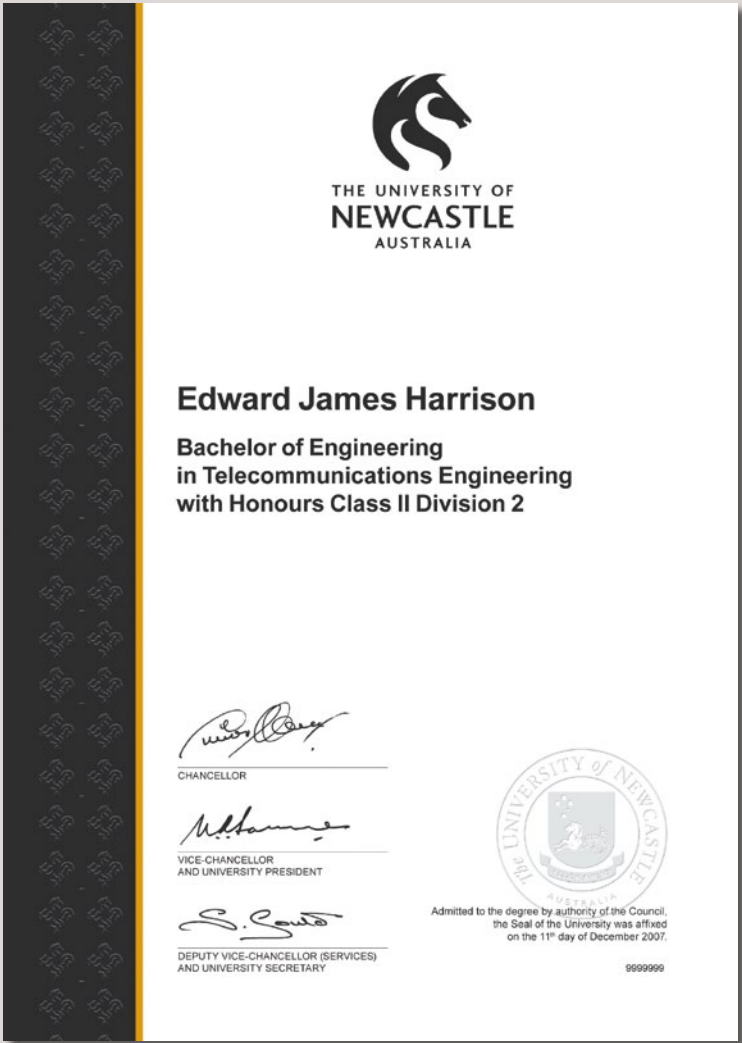


Cover

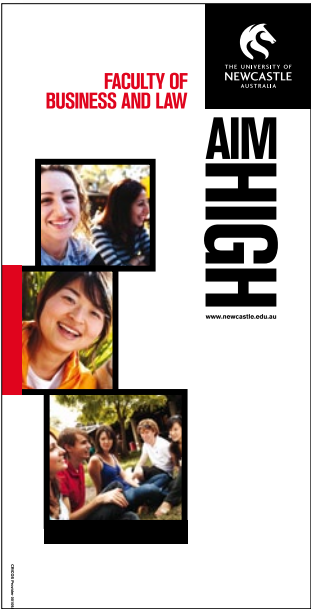


Spread

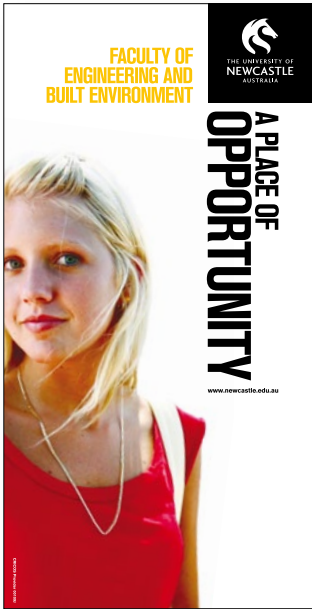
TESTAMUR



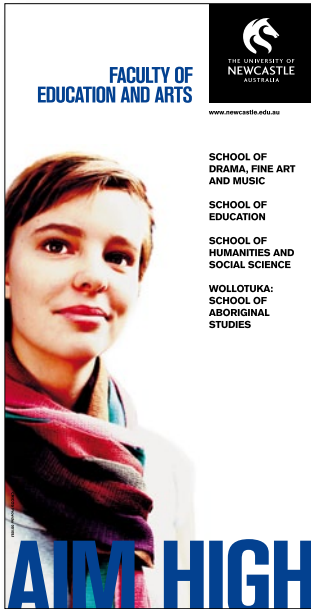
BANNERS



Option 1
Logo
Vertical key message
Three images (not deep-etched)
No option for text



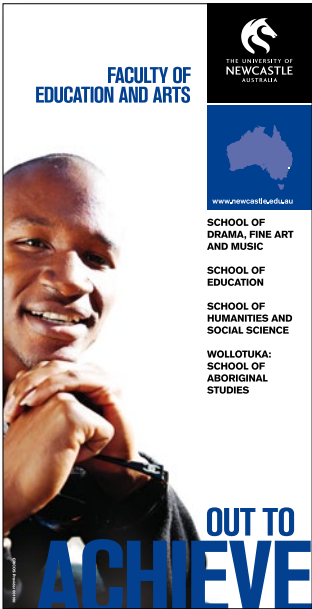
Option 2
Logo
Vertical key message
One image (deep-etched)
No option for text



Option 3
Logo
Horizontal key message
One image (deep-etched)
Option for text

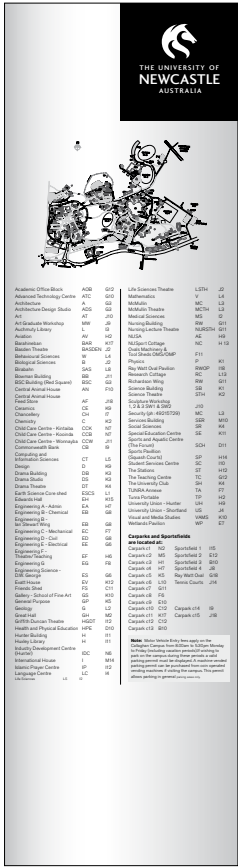
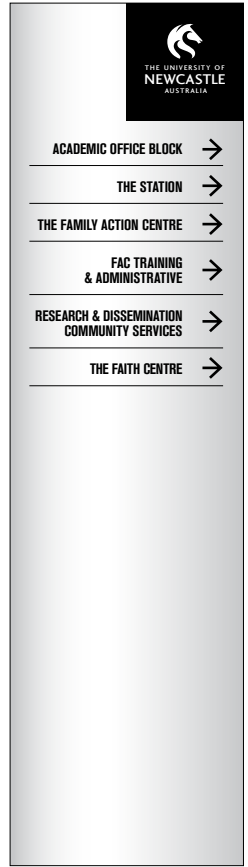


Option 4
Logo
Vertical message
No image
Option for text



Option 5 – international use
Logo/Faculty square lockup
Horizontal key message
One image (deep etched)
Option for text

SIGNAGE



BRAND ARCHITECTURE

What is brand architecture?

Brand architecture describes the ways that the different parts of the organisation identify themselves relative to the University. In our case, how we structure and name our Faculties, schools, research centres, initiatives and controlled entities. It helps us to be clear about who we are in everything we say and do.

We have one brand: The University of Newcastle. This is represented by our logo and is used as an umbrella for all our activities. This section explains our brand architecture principles and how our Faculties, schools, research centres, initiatives and controlled entities should be presented.

BRAND ARCHITECTURE

The University of Newcastle has a complex brand architecture. In considering how our brand strategy should be brought to life in brand architecture, we had to take into account the needs of Faculties, schools, research centres (both those wholly run by the University and joint/collaborative ventures), business partnerships and sub-brands.

Our approach to brand architecture

We start from the premise that, unless there are sound marketing or commercial reasons not to do so, most parts of the organisation will be strongly identified with the University of Newcastle.

Our brand architecture model defines four levels of activities:

- core activities
- sub-brands
- co-branding
- stand alone brands

Core activities

Core brand activities, literally, are central to what we do and everything we expect a university to provide: The output of our facilities, schools, individual degrees and services (both online and campus based).

Priority Research Centres

The Priority Research Centres are core activities of the University of Newcastle and we wish to ensure that they enhance the reputation of the University in everything that they do. They do not have their own logos but are identified prominently in type on stationery, marketing communications and signage (where appropriate).

Sub-brands

A sub-brand may not be a core product of the University or there may be marketing or commercial reasons why it's not branded University of Newcastle:

- there may be negatives to being the University of Newcastle in a segment
- it may be targeted at a specific segment that the University of Newcastle has difficulty reaching
- it may represent a specialist area outside the brand's core competencies.

Ownership is not the issue here.

Sub-brands build on the strength of the University brand. In stationery and marketing communications, individual sub-brands will be the heroes of the communication but the University logo will be positioned prominently.

Sub-brands with multiple partners

Many research centres have reputations built on partnerships between the University of Newcastle and other strong brands and we wish to ensure that we preserve the strength of these entities.

Most Australian Research Council research centres, for example, will be sub-brands endorsed by the University of Newcastle brand. That means, in stationery and marketing communications the ARC Centres will be the heroes of the communication but the University logo (together with that of other partners) will be positioned prominently, usually to the left of other partners' logos.

Co-branding – The University of Newcastle

Co-branding is when two or more brands are used in support of a new product, service or venture. We've developed some principles to define the visual relationship with our external partners and supporters at different levels of participation.

See Co-branding with external partners.

The Central Coast campus and HMRI are examples of co-branded activities.

The Central Coast campus is jointly managed and jointly branded with our business partner TAFE. In this case, both partner logos are positioned alongside each other in campus marketing communications.

HMRI has its own name and identity that recognises a three-way partnership between the University of Newcastle, Hunter New England Health and the community.

Stand alone brands

A stand alone brand is an activity that is wholly owned by the University, but gains no benefit from being endorsed by the University brand. That may be because:

- it's outside the University's core activities
- it may address an audience that is totally separate from the University
- there may be legal reasons why we can't trade as the University of Newcastle in a particular sector.

How should these brand architecture principles be applied?




You should feel confident that your needs will be covered by one or other of the examples provided here.

Talk to Marketing and Public Relations. They will provide you with templates and will advise you on your particular situation and application.

Please don't interpret these guidelines without talking to Marketing and Public Relations.

BRAND ARCHITECTURE MODEL

Our hierarchy of elements

	What they are	Examples	How are they identified?
Core brand activities	The core activities of the University – the core services we offer	Faculties, schools and Priority Research Centres	Identified by type only FACULTY OF SCIENCE AND INFORMATION TECHNOLOGY
Sub-brands	Non core, specialist services, or services that support the University	2NUR	Own logo, endorsed by University of Newcastle logo 
Co-branding	Jointly managed and marketed services or Entity we do not wholly own but represents a collaborative relationship	Central Coast HMRI	2 logos, equal prominence  Own logo, endorsed by three partners 
Stand alone brands	Wholly owned, non core business, minimal benefit to our brand		Own logo, no endorsement

CO-BRANDING WITH EXTERNAL PARTNERS

From time to time the University of Newcastle partners with other brands in support of a new service or venture. We've developed some principles to explain our relationship with our partners in business, academia, research and the community that we are most likely to co-brand with. This is determined by the different levels of participation or ownership.

The range of likely co-branding scenarios is:

Level 1: Where the University of Newcastle leads

Level 2: Where the University of Newcastle is in an equal partnership

Level 3: Where the University of Newcastle is participating as one of many sponsors.

Our objective is to get maximum presence for the University of Newcastle alongside our partners, and to ensure that our logo is used correctly eg. the correct clear space, position and colour.

Level 1: Where the University of Newcastle leads

This applies in situations when we are producing communications that are core to the University of Newcastle and in our brand identity, but involve one to two other external partners.

Our Square logo will be positioned top right, and depending on the nature of the partnership our partner's logo will either be of equal prominence, or less prominent than our logo.

Level 2: Where we are equal partners

When we enter into a joint venture or business partnership where there is equal participation, our logo will appear at the same size as our partner's logo. The communication piece may be in either partner's brand identity, but the logo size relationship will always be equal.

The Square logo should be used wherever possible.

Tip:
If you're working with two or more logos, use the black and white version of each logo.

Level 3: Where the University of Newcastle is participating as one of many sponsors

On certain occasions the University of Newcastle will be one of a number of contributing brands. The communication or event may have its own identity and our logo will appear alongside other participating brands.

In these scenarios, we use the Restricted space logo, which allows more emphasis to be placed on the University of Newcastle's name. The preferred logo position is the left of the partner logos.

How should the principles of brand architecture be applied?

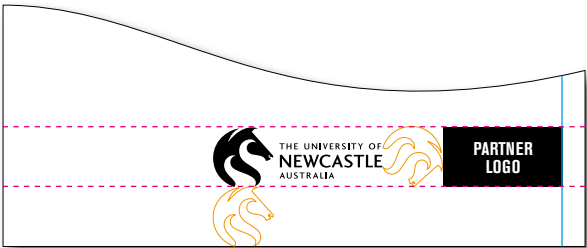
Talk to Marketing and Public Relations. They will advise you on your particular situation and application.

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Level 1:

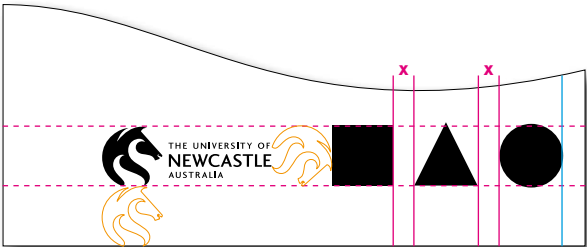


Level 2:



Example to demonstrate size ratio and position only.
Square logo may also be used.

Level 3:



Blue line indicates 10mm border for A4