NEW IDENTITY GUIDELINES

What you'll need to know

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

CONTENTS

WELCOME TO YOUR NEW WAY OF DOING

EXCITEMENT
CURIOSITY
ATTITUDE
NEW
NEEDS
YOUR...
NAIVETY
THINKING
IDEALISM
IMPULSE
NATURE

Now, more than ever, the world needs new.

New thinking, new ideas, new approaches to face the challenges of tomorrow.

New needs your flair, your vision, your passion.

It needs those who are excitedly entrepreneurial and those eager to have impact.

To do good things, to make good things, invent good things.

Those who might not know it yet, but who are going to breakthrough. Those who will erupt in culture, widen eyes and astound.

For the inspired, and those who truly want to be, new needs you.

BRAND POSITIONING

A PURPOSEFUL BRAND IDEA

THINK NEW:
Where forward thinkers, create, collaborate and innovate

THE WORLD NEEDS NEW
Building our brand reputation by highlighting how work positively impacts our regions and the world

NEW NEEDS YOU
Recruiting Staff, Students, Industry etc.

WELCOME TO NEW
An invitation to take part

WHAT DOES NEW MEAN?

New means – new thinking, innovations, approaches, ways, breakthroughs.

New is what helps us innovate and solve the world's greatest problems.

New is in our name. Something we can truly own.

New is not simply an adjective to describe new events, new courses, new degrees, new buildings.

RULES AROUND USING THE NEW MESSAGES

THE WORLD NEEDS NEW

Use this message anytime that you're highlighting the impactful work of researchers/students/groups/clusters/centres around the University. Ideally, you should use striking and impactful photography to highlight the problem and emotive copy to demonstrate how we're making a positive impact in this space.

NEW NEEDS YOU

Can be used for student recruitment – use photo of student that provides context for the area they're studying. It can also be used for staff recruitment and industry engagement.

WELCOME TO NEW

An invitation to take part or welcome people to campus or events, e.g. expos, open days

Notes:

Other areas will work with Marketing and Communications to determine how to best leverage new.

Don't "over new" it

Less is more. Use new sparingly as it loses its impact if overused in headings and copy

BRAND
VOICE

BRAND VOICE

At its simplest, our brand is the personification of our University. When writing on behalf of the brand, the words should sound less like an institution and more like a human being. Keep it from being too soaring and abstract or too coldly rational. The voice can be high-level inspiring (manifesto) or grounded in specifics (brochures), but always write/speak like a person inspiring another person, and don't sound too corporate. The content of our message can adapt to different audiences and objectives, but the voice should be consistent. These are its defining characteristics:

CURIOUS

UON is in a perpetual state of wonder and discovery. Venturing into the unknown, observing closely and asking lots of questions. And when the answer is found, pursuing the next unknown.

PASSIONATE

UON has boundless energy and enthusiasm for all its endeavors, from the academic to the entrepreneurial to the communal. Driven by the firm belief that the greatest impact can only be achieved by engaging fully—not just intellectually, but emotionally.

OPTIMISTIC

UON isn't defeated by formidable challenges. Rather, it sees them as transformative opportunities. This optimism is relentless and expansive, and says that with the right mindset, any of the world's problems can be solved.

SPECIFIC TIPS

Writing in the voice of the curious, passionate and optimistic doesn't mean talking in first person. But it does mean:

- Speak in active tense.
- Aim to inspire, not just impress.
- Be accessibly smart.
- Start conversations with insights.
- Distill complexity without dumbing down.
- Avoid jargon or academic vernacular in favor of a more informal tone.
- Connect UON to "you"—the audience.
- Make people feel like they, too, can make a difference.
- In long copy, use quotes from hero researchers and students as much as possible. Let them tell their stories in their own words.
- In banner copy, lead with interesting information on why the world needs "NEW."
- In social media, consider "clickbait" headline styles to engage our target in these channels.

Lastly, a word about "NEW." Treat it primarily as a noun, not an adjective. Think of it as a valuable entity the world needs, and that UON prepares its students to deliver. And use it judiciously so it doesn't lose its impact, sticking mainly to headlines, key sentences and calls to action.

CURIOUS
PASSIONATE
OPTIMISTIC

SOME
SIMPLE
BASICS

BRAND OVERVIEW

Core Elements

The University of Newcastle brand is made up from a suite of assets that allow us to build up a recognisable visual language, while being flexible enough to maintain consistency across a variety of applications.
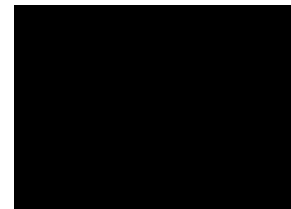
SQUARE LOGO

IMAGERY

COLOURS

TYPE

FUSE BLACK **FUSE BOLD** Fuse Book **Heuristica Bold** Heuristica Regular

SQUARE LOGO

An Introduction

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 black square behind the seahorse gives our logo maximum visibility and brand presence. It should be used where possible.

OUR LOGO

Logo Versions

SQUARE LOGO (PREFERRED)

The black square behind the seahorse gives our logo maximum visibility.

The Square logo should be used wherever possible, in particular when maximum brand presence is needed.

Examples: Newspaper ads, publications, exhibition banners, website (homepage), 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), testimonials, 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).

Square logo

Alternate logo

Restricted logo

OUR LOGO

Size Guide

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.

All logos are shown at actual size.

SQUARE LOGO (PREFERRED)

Minimum size 40mm.

The logo's size is 17% of the longest edge – for example on an A4 page would be 17% of 297mm = 50mm.
(Refer to 'Recommended Size Guide').

Logo may be used at 32mm on smaller materials where space is limited. (Where minimum square logo doesn't fit, consider using alternate or restricted logo).

ALTERNATIVE LOGO

Minimum size 20mm(width) or 10% on all print applications.

RESTRICTED SPACE LOGO

Minimum size 30mm (width) or 10% on all print applications.

DIGITAL

Minimum size 120px on all digital formats.

RECOMMENDED SIZE GUIDE

Paper size	Logo size
A5	36mm
A4	50mm
A3	71mm
A2	101mm
A1	143mm
A0	202mm

NB: Logo sizes have been rounded off.

It's almost impossible to allow for every format proportion, therefore use the 17% (of the longest edge) rule as a guide to working out the correct logo size. The equation works best for A-sizes i.e.. A5, A4, A3, A2, A1, A0.

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

40mm

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

20mm

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

32mm

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

30mm

OUR LOGO

Clear Space

CLEAR SPACE

There should be clear space on all sides of the square logo. This ensures nothing sits tightly against the edge of the box. Simply use the clear space technique shown on the right.

OUR LOGO

Incorrect Usage

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

2. It must always appear in black and white. Don't change the colour of any logo elements.

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

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

5. Don't remove any elements of our logo.

6. Don't change the typeface in the logo.

7. Don't add copy to any part of the logo. See Clear Space.

8. Do not alter the square in any way.

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

☒ **INCORRECT**

☒ **INCORRECT**

☒ **INCORRECT**

1

2

3

☒ **INCORRECT**

☒ **INCORRECT**

☒ **INCORRECT**

4

5

6

☒ **INCORRECT**

☒ **INCORRECT**

☒ **INCORRECT**

7

8

9

OUR LOGO

Placement

The Square logo is positioned under the headline, aligned to the 'N', not the text box, even if the headline changes to, say, NEW NEEDS YOU. The logo's height is 17% of the longest edge – for example the height of the logo on an A4 page would be 17% of 297mm = 50mm.

RECOMMENDED SIZE GUIDE

Paper size	Logo size
A5	36mm
A4	50mm
A3	71mm
A2	101mm
A1	143mm
A0	202mm

NB: Logo sizes have been rounded off.

It's almost impossible to allow for every format proportion, therefore use the 17% rule as a guide to working out the correct logo size. The equation works best for A-sizes i.e.. A5, A4, A3, A2, A1, A0.

FRESH
COLOURS

COLOUR PALETTE

Primary

Our brand consists of three primary colours; blue, black and white. Black and white are rational and conservative. They do the job of conveying the 'Think' part of our positioning.

Blue adds a touch of humanity, making our brand feel fresh, modern, progressive and forward-looking. Blue adds an element of NEW. Blue may be used as 15% tint sparingly, in brochures or print to add an extra layer where typography is concerned (or for backgrounds).
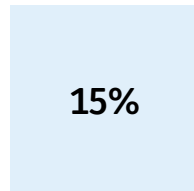
Black can be used at 80% 50%, 20% and 10% tint also for backgrounds or to add a typography detail, in heavy formats such as brochures or websites.

Note: If you are applying the brand to a web system contact the web team.

BLUE
CMYK 69, 10, 0, 0
RGB 53, 176, 230
HEX CODE 35b0e6
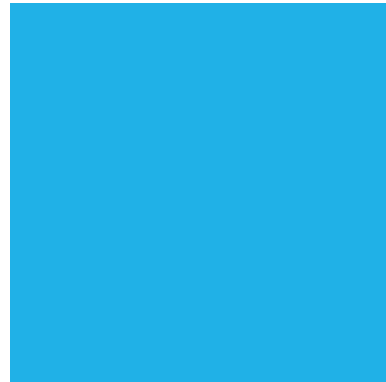
15%

BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX CODE 000000

80%
CMYK 0, 0, 0, 80
RGB 50, 50, 50
HEX CODE 323232

50%
CMYK 0, 0, 0, 50
RGB 127, 127, 127
HEX CODE 7F7F7F

20%
CMYK 0, 0, 0, 20
RGB 191, 191, 191
HEX CODE BFBFBF

10%
CMYK 0, 0, 0, 10
RGB 229, 229, 229
HEX CODE E5E5E5

WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX CODE ffffff
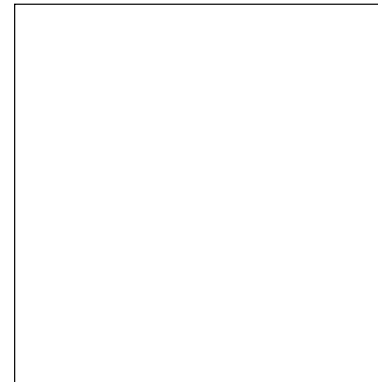
UON SPECIFIC WEB COLOURS

RGB 16, 144, 213
HEX CODE 1090D5

RGB 45, 49, 56
HEX CODE 2d3138

TYPOGRAPHY
TREATMENTS

BRAND TYPOGRAPHY

Primary Font

FUSE V.2 DISPLAY

We're outgoing, articulate, lively and are confident in the way we communicate. Our typeface and typography provide the platform for us to express this. Our primary typeface, Fuse V.2 Display is simple and pragmatic but well-designed, allowing it to stand the test of time. With its rounded corners, it's a friendly and approachable font that's still also impactful.

HEURISTICA

Opposites attract. That's why we combine Heuristica Regular with Fuse V.2 Display. It's an interesting combination of the traditional and the new, the bold and the understated, the impactful and the functional.

Note: If you are applying the brand to a web system contact the web team.

FUSE V.2 DISPLAY BLACK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

FUSE V.2 DISPLAY BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

FUSE VOL 2 BOOK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

Heuristica Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

Heuristica Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

BRAND TYPOGRAPHY

Alternate Font

If it's not possible to access our brand fonts, the following can be used as a substitute. However this is for extreme cases only. If you require the fonts please contact those listed on the back of this document.

ARIAL

When Fuse V.2 Display is unavailable, Arial can be used in its place.

GEORGIA

Where Heuristica is unavailable, Georgia can be used in its place.

Note: If you are applying the brand to a web system contact the web team.

ARIAL BLACK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

ARIAL BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

ARIAL REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

Georgia Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

Georgia Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ~ ! @ # $ % ^ & * ( ) _ + =

BRAND TYPOGRAPHY

Hierarchy For General Use

HEADLINES

Headlines are set in Fuse V.2 Display Black, always in uppercase and always arranged left. The leading is always the width of the stem of the N on its side.

We would also advise to manually kern as the auto kerning is not consistent. A kerning of around -5 with special attention given to specific letter pairings should work.

Where possible in headlines the word 'NEW' should appear in blue, alternatively if 'NEW' does not appear in the headline choose a key word to highlight in blue.

TIER ONE SUB HEADS

Tier one sub heads are set in Fuse V.2 Display Black, always in uppercase, coloured blue and are 5 points larger than body copy where possible. Tier one sub heads leading (line spacing) is always set at a 1:1 ratio e.g. 16pt size set to 16pt leading.

TIER TWO SUB HEADS

Tier two sub heads are set in Fuse V.2 Display Bold, always in uppercase, 100% black and are 1.5 points larger than body copy where possible. Tier two sub heads leading (line spacing) is always 3 points higher than the font size e.g. 11pt size set to 14pt leading.

Note: Tier two sub heads are preferred if using only one sub head.

CALL OUTS

These are sections you wish to draw attention to, such as quotes or important information from longer body copy. Call outs are set in Heuristica Regular and are 1.5 points larger than body copy, always in sentence case and 100% black. Call outs leading (line spacing) is always 3 points higher than the font size e.g. 11pt size set to 14pt leading.

INTRODUCTION PARAGRAPH

Intro paragraphs are set in Fuse V.2 Display Regular always in sentence-case and 100% black. Size and leading is the same as the body copy.

BODY

Body copy is set in Fuse V.2 Display Book always in sentence-case, no lower than 8.5pt and 80% black To ensure legibility the leading (line spacing) is always 3 points higher than the font size e.g. 9pt size set to 12pt leading.

BULLET POINTS

Bullet points are set in Fuse V.2 Display Book sentence-case. Size and leading is the same as the body copy.

- Bullet point, set to (Left indent 2.5, First Line indent-2.5, Tab Position 2.5)
  - Sub bullet point, set to (Left indent 7.2, First Line indent-3, Tab Position 0)

≥ HEADLINES ARE SET IN FUSE BLACK

TIER ONE SUB HEADS ARE SET IN FUSE V.2 DISPLAY BLACK, UPPERCASE, 5 PT LARGER THAN BODY COPY AND BLUE.

Call outs are set in Heuristica Regular sentence case, 1.5pt larger than body copy and 100% black.

TIER TWO SUB HEADS ARE SET IN FUSE V.2 DISPLAY BOLD UPPERCASE, 1.5 PT LARGER THAN BODY COPY AND 100% BLACK.

Intro paragraph copy is set in Fuse V.2 Display Book sentence case, same size as body copy and 100% black.

Body copy is set in Fuse V.2 Display Book sentence case, no lower than 8.5pt and 80% black. **CTA (inline) in Fuse Display Bold 80% Black**

CTA (separate) is set to Fuse V.2 Display Bold in Blue, the same size as the body copy.

BRAND TYPOGRAPHY

In Use Example

This in use example demonstrates what can be achieved when the previous typography guidelines are followed correctly.

NEW
HEADER

FUSE BLACK 80PT, 66PT LEADING

SUB-HEADER, TIER 1
FUSE BLACK 16PT, 16PT LEADING

"Call outs/quotes
 Heuristica Regular 11pt, 14pt leading".

SUB-HEADER – TIER 2
FUSE BOLD 11PT, 14PT LEADING

Intoduction paragraph – 100% black
Fuse Regular 9pt, 12pt leading

Body copy – 80% black
Fuse 9pt, 12pt leading

Itam dis dunt. Edis esequiam, consequi corepra sedis dernam qui blacidem et qui tempori que dollorem ipsame est, officaepe nonesto maio. Bea sequatus dolorit esequis rerum eturia iur aut abora cullaborem corerit faccustist,

erferum il imust landiorae. Et id quia am eatem fugia exped que nes mos de prercius asperum eati officimod est endit auda numquod ipitiandae des cus dollabora con perum am etur aspis volor reperum is eaquataqui reseque nus rem ideliqui nis et volorru nderia quis et quam que pro diam, aut volupti unt fugit am, con est aliandi taspiendam, sitatur?

- Body copy bullet point
  Fuse Bold 9pt, 12pt leading
  Et id quia am eatem fugia exped que nes mos de prercius asperum eati officimod est endit
  – Body copy sub bullet point
     Fuse Bold 9pt, 12pt leading Et id quia am eatem fugia exped que nes mos de prercius asperum
- Body copy bullet point   · exped que nes mos de
- header, 1 column   · prercius asperum eati
  Fuse Bold 9pt, 12pt leading   officimod est endit
  Et id quia am eatem fugia

Body URL / Fuse 9pt, 12pt leading

SUB-HEADER, TIER 1
FUSE BLACK 16PT, 16PT LEADING

"Call outs/quotes
 Heuristica Regular 11pt, 14pt leading".

SUB-HEADER – TIER 2
FUSE BOLD 11PT, 14PT LEADING

Intoduction paragraph – 100% black
Fuse Regular 9pt, 12pt leading

Body copy – 80% black
Fuse 9pt, 12pt leading

Itam dis dunt. Edis esequiam, consequi corepra sedis dernam qui blacidem et qui tempori que dollorem ipsame est, officaepe nonesto maio. Bea sequatus dolorit esequis rerum eturia iur aut abora cullaborem corerit faccustist,

erferum il imust landiorae. Et id quia am eatem fugia exped que nes mos de prercius asperum eati officimod est endit auda numquod ipitiandae des cus dollabora con perum am etur aspis volor reperum is eaquataqui reseque nus rem ideliqui nis et volorru nderia quis et quam que pro diam, aut volupti unt fugit am, con est aliandi taspiendam, sitatur?

- Body copy bullet point header, 1 column
  Fuse Bold 9pt, 12pt leading
  Et id quia am eatem fugia exped que nes mos de prercius asperum eati officimod est endit
  – Body copy sub bullet point
     Fuse Bold 9pt, 12pt leading Et id quia am eatem fugia exped que nes mos de prercius asperum
- Body copy bullet point   · exped que nes mos de
- header, 1 column   · prercius asperum eati
  Fuse Bold 9pt, 12pt leading   officimod est endit
  Et id quia am eatem fugia

Body URL / Fuse 9pt, 12pt leading

1 | footer – Fuse Book 9pt

BRAND TYPOGRAPHY

Hierarchy For Advertising

HEADLINES

Headlines are set in Fuse V.2 Display Black, always in uppercase and always arranged left. The leading is always the width of the stem of the N on it's side.

BODY

Body copy is set in Fuse V.2 Display Book. To ensure legibility the leading (line spacing) is always 3 points higher than the font size e.g. 10pt size set to 13pt leading.

CTA AND URLS

CTA's are set in Fuse V.2 Display Black, always in uppercase and 1.5 points larger than body copy.

E.g. Body copy = 10pt - CTA/URL= 11.5pt

If no body copy appears on the advert, as a guide the CTA pt size should be around 25% of the header size, where possible.

E.g. Header = 46pt - CTA/URL= 11.5pt

The preferred method is to have CTA's on one line but in some cases the CTA's can be stacked. CTA's leading (line spacing) is set to the same size as the font size.

E.g. 11.5pt font size, leading set to 11.5pt.

Refer to print advertising examples on pages 29-30.

HEADLINES ARE SET IN FUSE BLACK

Body copy is set in Fuse V.2 Display Book. Ris eatis voluptur, qui omnis ut as arci doluptibus repta peribus adis ad que et dunt.Uga. Illupta con con et peles si dus coneceariam faccabribusdae erum id que venes rem quibus, officte nam autecte quide pernatem aut volupta ssuntion eserferum iligendit et aute con nonet rerum dolor minulpa runduntur molora voles esc.

THE CALL TO ACTION IS SET IN FUSE V.2 DISPLAY BLACK UPPERCASE E.G. 11.5PT SIZE SET TO 11.5PT LEADING.

BRAND TYPOGRAPHY

Colour Usage

ADVERTISING

Depending on the background image, headlines are set in either 80% black (grey) or white, with 'NEW' always in blue.

OTHER PUBLICATIONS

Headlines can be set in either 80% black (grey) or white, with 'NEW' always in blue.

Publication titles are in Heuristica Bold in titlecase and set at 16pt over 16pt leading. Refer to the sample '2018 Undergraduate Degrees' at far right.

WAYS TO
CREATE

BROCHURE LAYOUT GRID

Print | A4 Grid

When designing a brochure, a simple grid system has been created to allow structure, with flexibility.

INTERNAL SPREADS

- A margin of 15mm surrounds the page

- On large brochures the centre margin is slightly larger, to allow for binding, this margin is set to 20mm

- A grid of 6 columns and 8 rows sits from the margin (not from the page edge)

- 4mm gutters sit between each column and row

FRONT COVERS

- Front covers may be treated differently and have a minimum border width of 20mm all the way around

Internal spreads

15 mm   4 mm   20 mm

15 mm

Cover

20 mm   4 mm   20 mm

20 mm
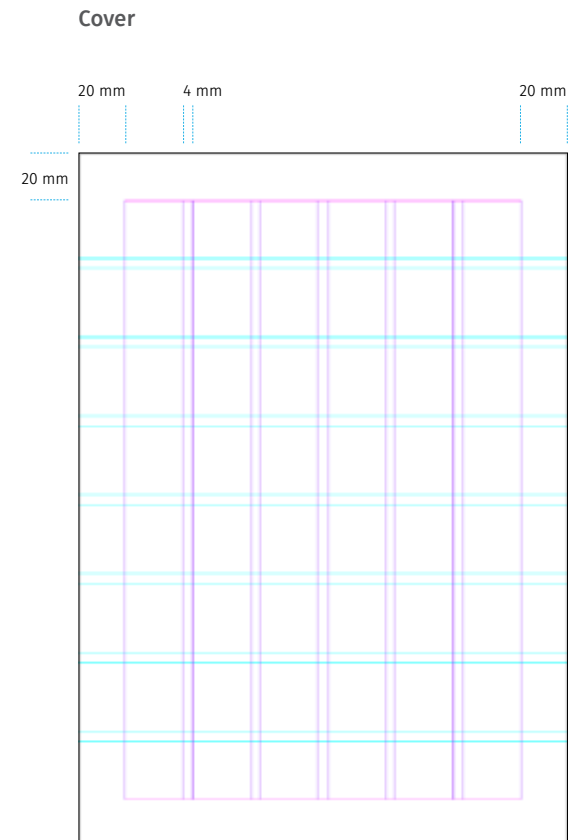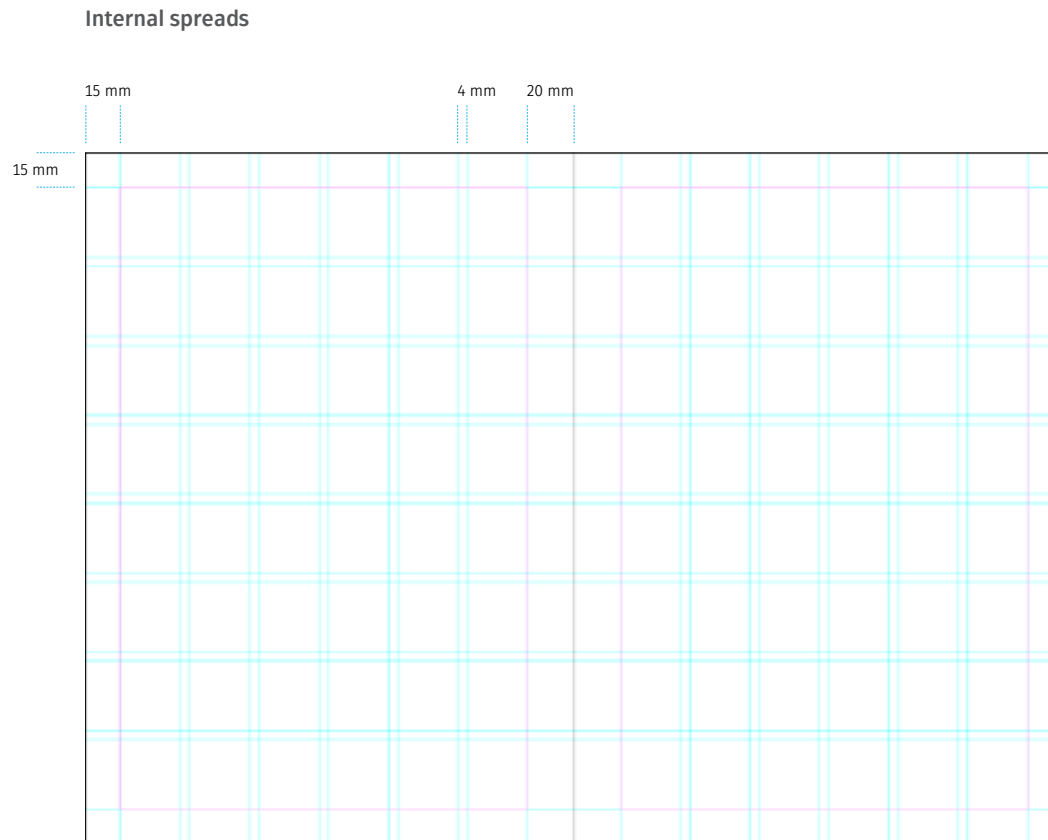
BROCHURE
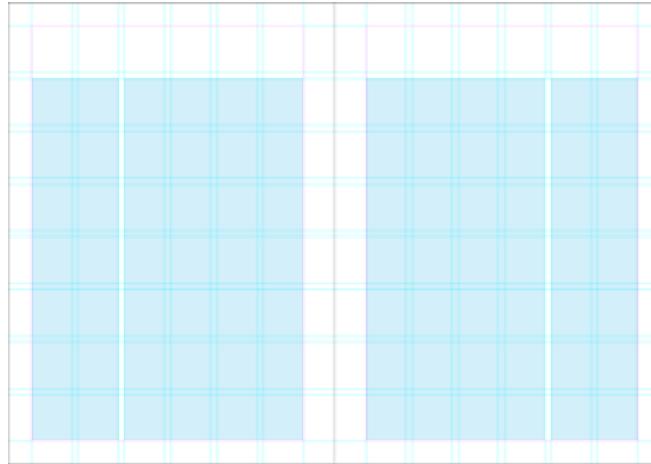# INSIDE SPREADS GRID

Print | A4 Grid

Two column grid

Two column alternative grid
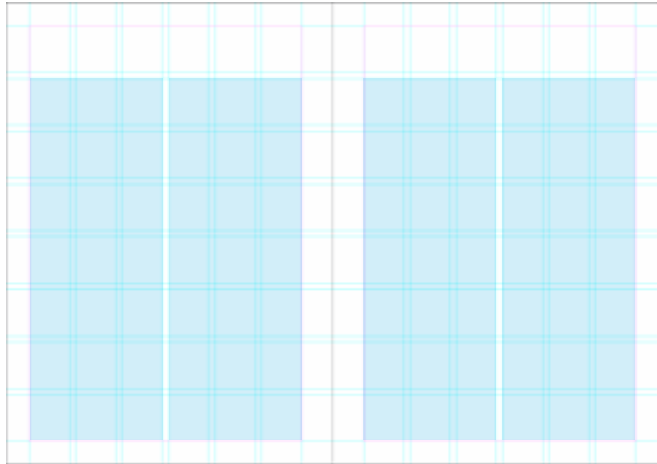
Three column grid

This is the preferred use of a two column grid

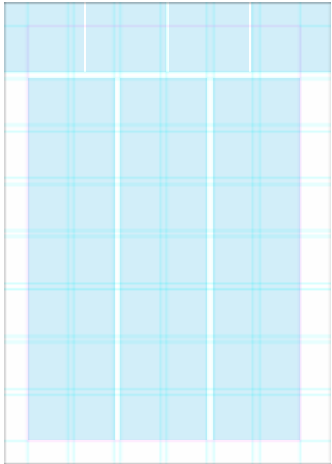This option may be a useful tool for technical publications
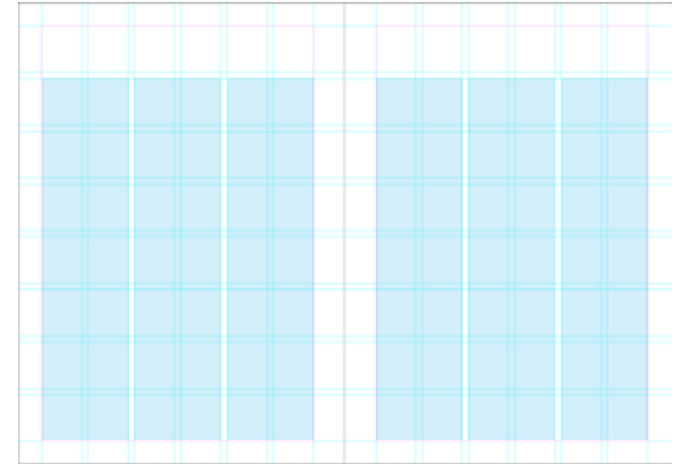
This is often used in brochures and may be used in conjunction with the two column format

BROCHURE ALTERNATIVE GRID RESTRICTED USE

Print | A4 Grid

Four-box grid

This grid is restricted to corporate designs and publications

PRINT
ADVERTISING

Magazine

In print we apply a clear space border that is 5% of the shortest edge of the artwork.

Body copy can either be placed along side the first line of the headline, ensuring it does not exceed the height of the type.

Or it can be placed beneath the logo, ensuring it does not exceed the width of the logo.

THE
WORLD
NEEDS
NEW

Body copy is set in Fuse V.2 Display Book. Ris eatis voluptur, qui omnis ut as arci doluptibus repta peribus adis ad que et dunt.Uga. Illupta con con et peles si dus concecariam faccabribusdae erum id que venes rem quibus, officte nam autecte quide pernatem aut volupta ssuntion.

THE CALL TO ACTION IS SET IN FUSE V.2 DISPLAY BLACK UPPERCASE

THE
WORLD
NEEDS
NEW

Body copy is set in Fuse V.2 Display Book. Ris eatis salute voluptur, qui omnis ut as arci doluptibus reptaralia peribus adis ad que et dunt.Uga. Illupta con con et peles sialiash dus concecariam ey faccabribusdae er id que venes rem quibus, officte nam autecte quide pernatem aut volupta ssuntionola. quibus, offictenam.

THE CALL TO ACTION IS SET IN FUSE V.2 DISPLAY BLACK UPPERCASE

PRINT
ADVERTISING

Magazine

Same rules apply in landscape formats, however the border is 5% of the height (the shortest edge) of the artwork.

Body copy can either be placed along side the first line of the headline, ensuring it does not exceed the height of the type.

When placing body copy beneath the logo. The width of the text may exceed the width of the logo but not the width of the headline.

THE
WORLD
NEEDS
NEW

Body copy is set in Fuse V.2 Display Book. Ris eatis voluptur, qui omnis ut as arci doluptibus repta peribus adis ad que et dunt. Illupta con con et peles si dus conecaariam faccabribusdae erum id que venes rem quibus, offcte nam autecte quide pernatem aut volupta ssuntion. Ris eatis voluptur, qui omnis ut as arci doluptibus repta peribus adis ad que et dunt.

THE CALL TO ACTION IS SET IN FUSE V.2 DISPLAY BLACK UPPERCASE

THE
WORLD
NEEDS
NEW

Body copy is set in Fuse V.2 Display Book. Ris eatis voluptur, qui omnis ut as arci doluptibus repta peribus adis ad que et dunt.Ilga. Illupta con con et peles sialiashdus conecaariam faccabribusdae er id que venes rem quibus, offcte nam autecte quide pernatem aut volupta ssuntion. Illupta con con et peles sialiashdus conecaariam faccabribusdae er id que venes rem quibus.

THE CALL TO ACTION IS SET IN FUSE V.2 DISPLAY BLACK UPPERCASE

PRINT ADVERTISING

Large Scale Outdoor

In large scale outdoor advertising we apply the same rules as mentioned previously, however a few exceptions/variations are made to ensure legibility.

The border is still 5% of the height (shortest edge) of the artwork.

BODY

Longer body copy should be avoided in out of home placements to ensure legibility from a distance. We recommend running short subheads and CTAs only.

SUB HEADS, CTAS AND URLS

Sub heads, CTAs and URLs are set in Fuse V.2 Display Black, always in uppercase. As a guide the CTA pt size should be around 20% to 25% of the header size, where possible.

E.g. Header = 46pt - CTA/URL= 11.5pt

They are differentiated by colour – with the sub head in same colour as headline and CTAs and URLS in blue.

Where possible they are placed in the bottom left, align to the logo and maintain clear space requirements around the page border.

The preferred method is to have CTA's on one line but in some cases the CTA's can be stacked. CTA's leading (line spacing) is set to the same size as the font size.

E.g. 11.5pt font size, leading set to 11.5pt.

THE WORLD NEEDS NEW

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

NEW PROVOKES THOUGHT
FIND YOUR NEW AT NEWCASTLE.EDU.AU/NEW

Artist: Shan Turner-Carroll

DIGITAL ADVERTISING

Mrec

With an Mrec the same rules apply as they do in print, with the border set to 5% of the width of the artwork.

The final frame is always the University of Newcastle logo.

MREC concept using image

MREC concept with no image

DIGITAL ADVERTISING

Leaderboard

With a Leaderboard, we alter the border rule slightly to achieve a more balanced overall aesthetic.

The border is 10% of the height of the artwork.

The logo fills up the available space with copy set to the same height. Copy can be over one or two lines depending on length but a consistent treatment should be used across the whole banner.

The final frame is always all black, with the alternate University of Newcastle logo centered.

Leaderboard concept using image

Leaderboard concept with no image

DIGITAL ADVERTISING

Skyscraper

With a Skyscraper we alter the border rule slightly to achieve a more balanced overall aesthetic.

The border is 10% of the width of the artwork.

The final frame is always all black, with the alternate University of Newcastle logo centered.

In order to keep copy large and legible we recommend running only brand messages in Skyscrapers or keeping messages to short sharp sentences with words 5 characters or less.

Skyscraper concept using image

Skyscraper concept with no image

DIGITAL ADVERTISING

Halfpage

With a Halfpage we alter the border rule slightly to achieve a more balanced overall aesthetic.

The border is 10% of the width of the artwork.

The final frame is always all black, with the alternate University of Newcastle logo centered.

Halfpage concept using image

DIGITAL ADVERTISING

Mobile

Digital mobile ads have the least amount of space, and as such, text and imagery should be kept to a minimum.

Copy can be over one or two lines depending on length, however copy should remain short and sharp.

The final frame is always all black, with the alternate University of Newcastle logo centered.

THE WORLD NEEDS NEW

NEW THINKING TO
SOLVE GLOBAL CHALLENGES

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Mobile concept with no image

DIGITAL ADVERTISING
Social Media

INSTAGRAM

When communicating on Instagram, use brand imagery. The imagery should fill the frame and select a crop that best enhances the story within the image.

FACEBOOK

Choose brand imagery that best communicates the story you want to tell. Keep in mind all the points made around selecting brand imagery on page 39. For Facebook imagery, ensure the photography is cropped in a way that frames it best.
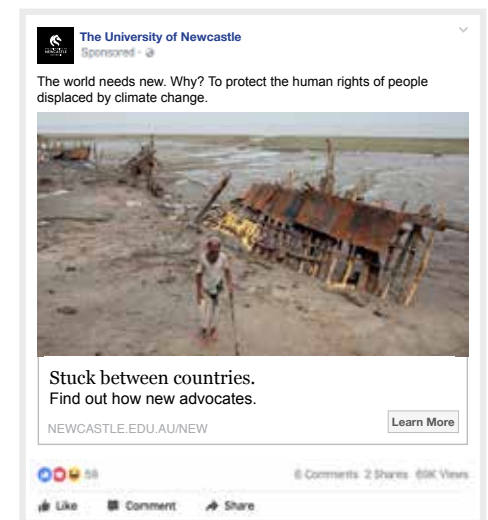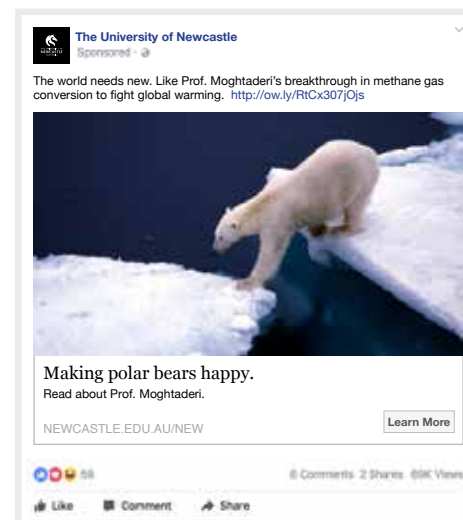
IMAGERY

OUR
IMAGERY

Brand

BRAND

When selecting imagery, ensure it is enhancing the narrative in the body copy in a beautiful way. Always consider the following when selecting imagery:

- Imagery that intrigues and entices the viewer

- Have a graphic composition

- Enable typography to sit in a way that doesn't fight with the imagery

- Includes a living element

- Avoid images that contain text or other brand logos. E.g. T-Shirts, hats, signage in background, name tags

'WORLD NEEDS NEW' and 'NEW NEEDS YOU' brand campaign images can only be used in central marketing brand campaigns.

ON CAMPUS

When photographing on and around campus consider the following:

- Natural observational moments between students

- Interesting crops with good use of space

- Capturing the environment or landscape

OUR
IMAGERY
Brand Photography Guide

When undertaking a shoot there are a few simple guidelines to follow to ensure our imagery remains consistent and further build on our brand.

PEOPLE

Shots containing people shouldn't feel overly posed or cheesy. Aim for a mix of observational shots where groups of students are engaged with one another, and others where single students are engaging the camera.

Avoid clichéd shots of students holding books and smiling. Instead capture something that feels coincidental and natural.

CAMPUS

When shooting specific areas of the campus, hunt around for interesting angles and points of view. These could be both interior and exterior. These should then be complimented with a couple of wider shots that represent the campus as a whole.

Shots can have students or not, depending on whatever feels natural for each setting.

COMPOSITION

Shots containing single people should be shot wide to ensure flexibility in layouts and cropping. The surroundings should be either simple or out of focus, so as not to distract from the students themselves.

OUR
IMAGERY
Brand Photography Guide

COLOUR PALETTE

The colour palette should be predominately neutral with hints of cooler tones. Avoid any large areas of primary colours that pull the focus of the viewer. Images should feel light and friendly, opposed to dark and moody with natural light preferable.

The above will apply to how you grade the images. Keep things bright and fresh. And avoid the cliché of over saturated colour and high contrast.

WARDROBE

Clothing colours should align with the overall palette outlined above, with students dressed in neutral tones. Avoid bright primary colours and larger patterns.

Hair and makeup should be natural. Accessories should be kept to a minimum. Outfits should also feel seasonally neutral, and not overly summery or wintery.

Wardrobe should represent how students dress every day. Encourage subjects to bring any bags or backpacks they would usually use.

OUR
IMAGERY
Featured People

When photographing portraits always consider the following:

• Ensure the subject is making eye contact

• Make sure the subject has a natural stance and looks comfortable within the image

• Select interesting environments that don't distract from the subject

• Enable typography to sit in a way that doesn't fight with the imagery

• Ensure person is in context to their work. E.g. Usage of props or photographing in workspace environment.

OUR
IMAGERY

Featured People | Layouts

When shooting portraits, ensure that the subject is framed in a way that leaves amicable space for headlines and typography, without intruding on the portrait. A basic formula would be to ensure the following:

PORTRAIT

The right 1/2 of the image is subject, and the left half is a soft focus background, allowing for overlay of typography. When creating portrait layouts consideration must also be given to allow approximately 1/4 breathing space above the subject.

LANDSCAPE

1/2 the image is subject, half the image is soft focus background allowing for overlay of typography.

OUR
IMAGERY
Featured People | Don'ts

When photographing portraits never do the following:

- Shoot in a contrived setting

- Have the subject force a pose

- Have disingenuous expressions

- Take the whole frame so that there is no place to layout typography

- Have talent dressed in overly bright colours, or in clothing marked with large logos/graphics

- Photoshop the subject onto a background in a way that feels fake

SOME
DETAILS

ICONOGRAPHY

Recommended Usage

The University of Newcastle has a portfolio of icons available for use, downloadable online from the Marketing Resource Centre (MRC), image library.

Additional icons can be requested by contacting the M&C team through the MRC.

DO

Ensure all icons are the same stroke weight, viewed here at 2pt.

When scaling, adjust the stroke weight proportionately.

Reverse stroke colour to white when using icons on coloured backgrounds.

DON'T

Use as an image, only as a complementary icon to illustrate a point.

Create your own icons, if you can't find an icon to suit, please contact the M&C team through the MRC.

SOCIAL MEDIA
ICONS

Recommended Usage

The University of Newcastle has a portfolio of social media icons available for use, downloadable online from the Marketing Resource Centre (MRC) image library.

Social media icons are preferably set in blue.

DO

Ensure all icons are the same size.

Reverse colour to white when using icons on coloured or dark backgrounds.

Change colour to blue when using icons on a grey (80% Black) background.

DON'T

Use as a major feature in your designs, only as a complementary element.

Create your own icons, if you can't find an icon to suit, please contact the M&C team through the MRC.

Facebook

GooglePlus

LinkedIn

Instagram
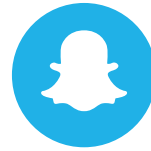
Snapchat

Twitter
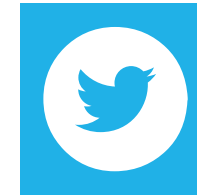
Youtube

Website

Phone

SOCIAL MEDIA ICONS

Recommended Usage

The University of Newcastle has a portfolio of social media icons that can be used either horizontally or vertically.

Social media icons are preferably set in blue and the handles are set in Heuristica Regular in grey (80% Black) and no smaller than 9pt size.

DO

Ensure all icons are the same size.

Reverse icon and handle colour to white when using icons on coloured or dark backgrounds.

Change icon colour to blue and handle colour to white when using icons on a grey (80% Black) background.

Horizontal

Equal spacing between icons

newcastle.edu.au/signup

Height of capitals

uonfuturestudents

Horizontal

2mm   newcastle.edu.au/signup

Equal spacing between icons

uonfuturestudents

Vertical

newcastle.edu.au

Equal spacing between icons

uonfuturestudents

1300 ASK UON
(1300 275 866)
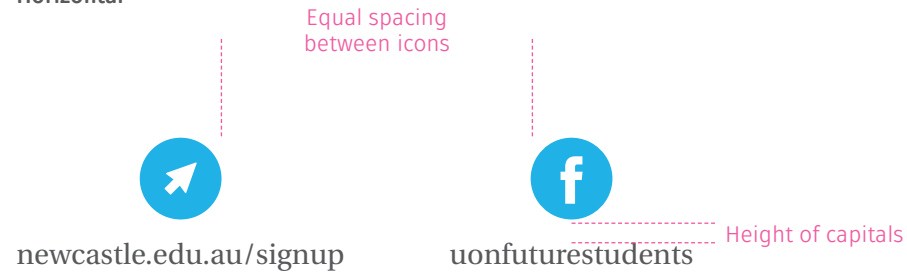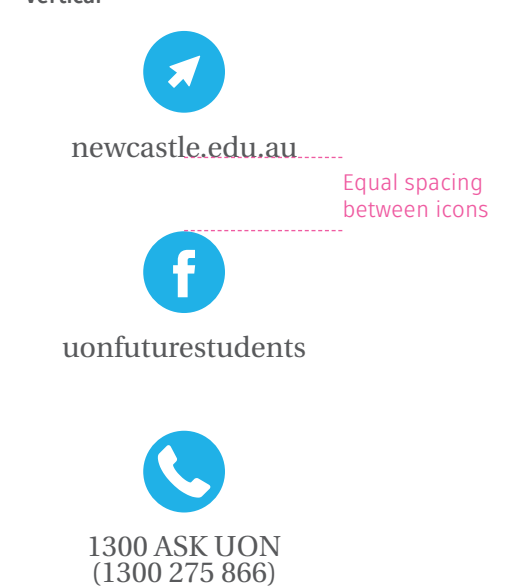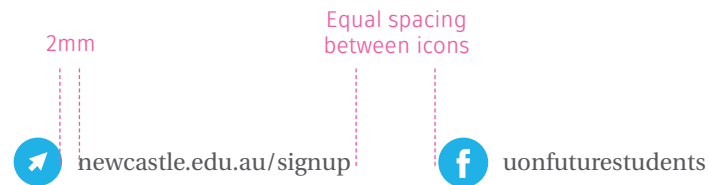
PREFERRED COLOUR SCHEME

Preferred - Blue and grey on white or light backgrounds

newcastle.edu.au

newcastle.edu.au/signup
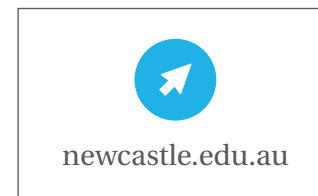
Reverse colour to white when on coloured or dark backgrounds.

newcastle.edu.au

newcastle.edu.au/signup
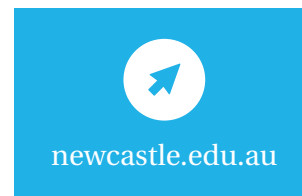
Blue and white on grey

newcastle.edu.au
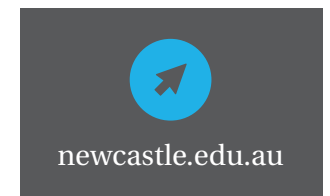
PAPER STOCKS

Recommendations

Selecting paper stocks and materials should all be done through the New positioning. We want to do good for our planet, so choose recycled, paper stocks that are good for the environment whenever possible. Some suggestions are below.

BE GREEEEEN!

STATIONERY

Letterhead
Stock: Saxton Brilliant White Vellum
Weight: 100gsm

With Compliments Slips
Stock: Saxton Brilliant White Vellum
Weight: 100gsm

Business Cards
Executive Staff
Stock: Novatech Satin (coated)
Weight: 350gsm

General Staff
Stock: Hannon Silk (coated)
Weight: 350gsm

MARKETING COLLATERAL

Stock	Available Weights
Grange Offset	70gsm
	80gsm
	90gsm
	100gsm
	120gsm
	135gsm
Grange Board	150gsm
	210gsm
	250gsm
	300gsm
	350gsm

APPLIED WEIGHTS

DL Postcards
Grange Board   350gsm

A5/A4 Flyers
Grange Offset   135gsm

A4 Fold to DL Flyer
Grange Offset   135gsm

A4 Self-Cover Publication
Grange Board   150gsm

Publication
Grange board - Cover   250gsm
Grange board - Offset   120gsm

A3 Posters
Grange Offset   135gsm

SOME
EXAMPLES

FACULTY TEMPLATES

Degree Brochure Template

Where possible the cover image should feature a single student, looking directly at camera. They should be photographed according to the guidelines outlined earlier.

If a group must be used we recommend using an image where there's a single student looking directly at camera, with other members of the group out of focus in the background.

UON
SCREENS

Screen Savers - Lecture Room Screens - Staff Screens - Student Screens

On TV and computer screen applications we apply a border of 5% of the height (shortest edge) of the artwork.

HEADLINES

Are set in Fuse V.2 Display Black either 80% black (grey) or white, with 'NEW' always in blue.

BODY

Body copy is set in Fuse V.2 Display Book and copy should be kept to a minimum to ensure legibility from a distance. We recommend running short sub heads and CTAs.

SUB HEADS, CTAS AND URLS

Sub heads, CTAs and URLs are set in Fuse V.2 Display Black, always in uppercase.

They are differentiated by colour – with the sub head in same colour as headline and CTAs and URLS in blue.

Where possible they are placed in the bottom left, align to the logo and maintain clear space requirements around the page border.

The preferred method is to have CTAs on one line but in some cases the CTAs can be stacked.

SCREEN SIZE GUIDE

The University of Newcastle has several different screen sizes depending on audience and placement.

Lecture Theatre	1650x1080px
Screensaver - Staff	1650x1080px
Screensaver - Students	1024x768px
UON TV Screens	1300x735px

Note: All screens are consistent across all campuses including NeW Space.

UON
SUPERS
Typography Options

Our preferred Supers are type with no highlight, in either black or white, depending on what is most legible.

If both white type and black type aren't legible we would advise that a bold highlighter is used to ensure the type is clear. Please see the next page for details.

Careful attention to the kerning should be given to typography, ensuring letters do not touch and that there is consistent breathing space.

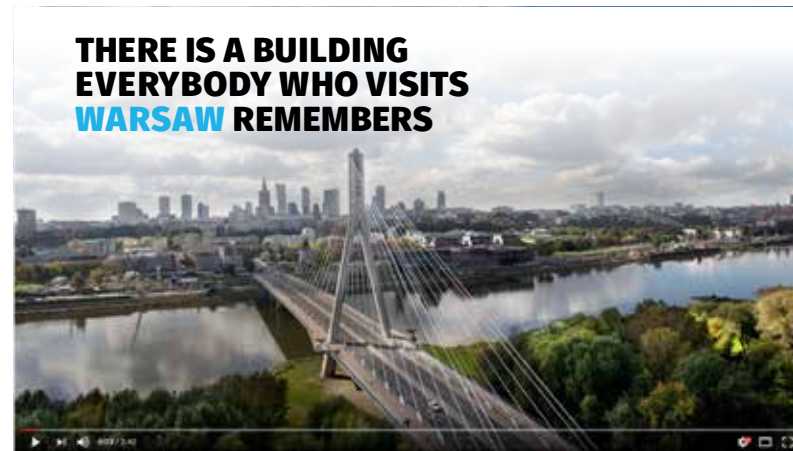If appropriate, one word can be called out in blue.

Headline typography details are:

HEADLINE TYPE
— Fuse V.2 Display Black
— Uppercase
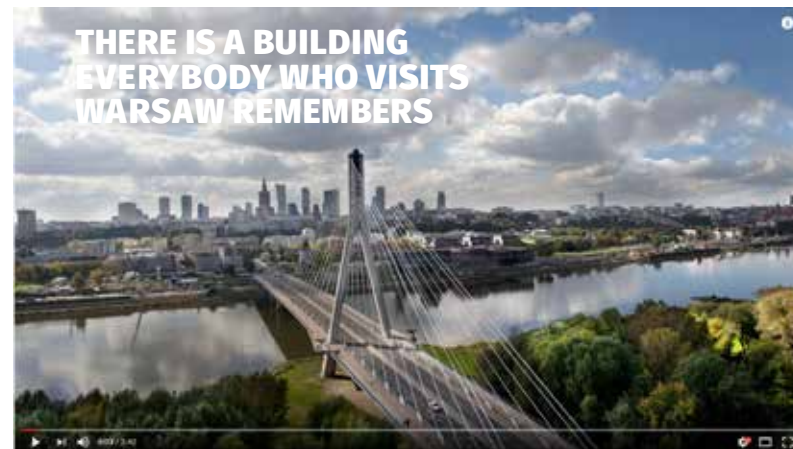— Ranged left
— Leading 1:1

CORRECT

INCORRECT

Please note:
in this particular instance white type would not be legible

UON
SUPERS
Typography Options

Here you can see how incorporating a highlighter ensures type is always clear. The highlighter colour should always be grey and the type colour white. Do not use other colour combinations.

If appropriate, one word can be called out in blue.

Headline typography with highlight details are:

HEADLINE TYPE
— Fuse V.2 Display Black
— Uppercase
— Ranged left
— Leading 1:1

HIGHLIGHTER
— Grey highlighter should be 80% transparent
　— For spacing leave a clear space of one character space before the first word and after the last word on each line.

✓ CORRECT

THERE IS A BUILDING
EVERYBODY WHO VISITS
WARSAW REMEMBERS

UON
SUPERS

Naming Titles

When using a naming title please place type in either white or black depending on what is most visible

Naming title typography rules are below:

NAMING TYPOGRAPHY

Name in
— Fuse V.2 Display Black
— Upper case
— Ranged left

Faculty or School
— Heuristica Regular
— Title case
— Ranged left

Text must sit on a clear space either black or white

The naming title should only be used when the image of the named person or subject is on screen.

☑ CORRECT

PROFESSOR PAUL DASTOOR
Faculty of Science

☑ CORRECT

PROFESSOR PAUL DASTOOR
Faculty of Science

UON
SUPERS

Overall branding

When applicable the last two frames of any video collateral should have the following messages.

Second last frame

'The World Needs New' or 'New Needs You' on a grey (80% Black) background.

Refer to page 7 for rules around using these messages.

Last frame

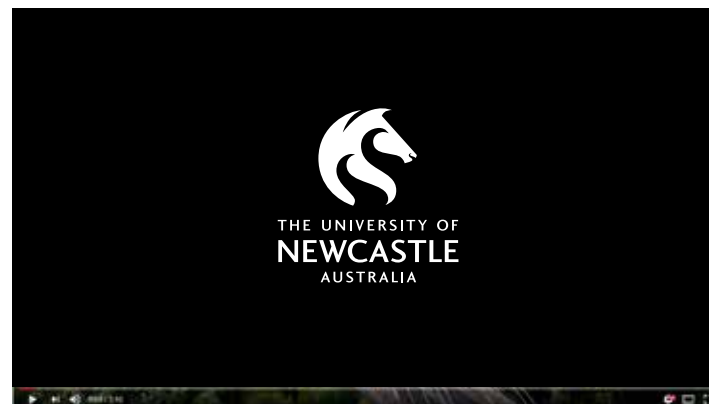Is the University of Newcastle's alternate logo on a black background.

Second last frame - The World Needs You

Second last frame - New Needs You

Last frame - UON logo

UON
SUPERS

What not to do
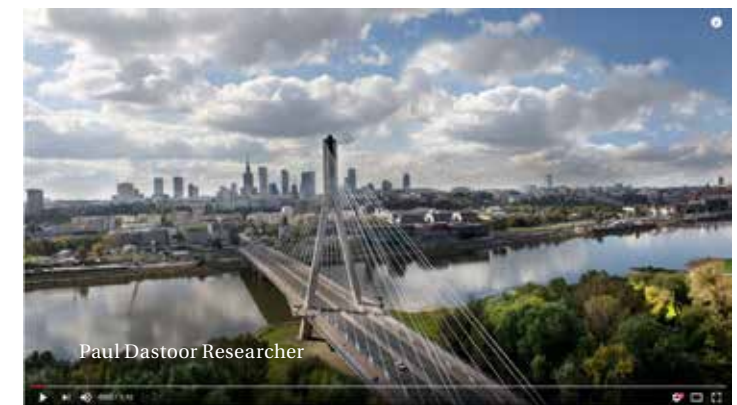
When creating titles we should consider the following:

DON'T

- Show 2 types of titles at the same time as it becomes too hard to read.
- Don't show a naming title when it isn't the correct subject
- Don't put titles over important parts of the imagery
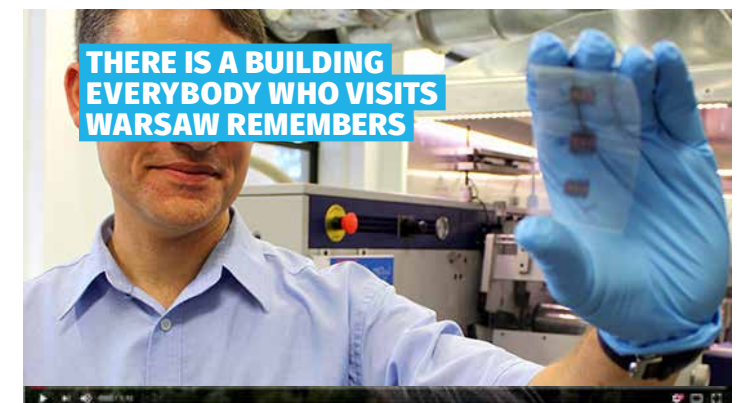- Don't use another colour highlighter

INCORRECT

THERE IS A BUILDING EVERYBODY WHO VISITS WARSAW REMEMBERS

Paul Dastoor Researcher

INCORRECT

Paul Dastoor Researcher

INCORRECT

THERE IS A BUILDING EVERYBODY WHO VISITS WARSAW REMEMBERS

INCORRECT

THERE IS A BUILDING EVERYBODY WHO VISITS WARSAW REMEMBERS

THANK YOU!