DRAFT 8 / ISSUE TO TEAM

Brand Guidelines 2015
Introduction
How to use these guidelines
Contact

1. Brand Mark
Brand Mark
The Shield
The Shield & URL lock-up
Colourways
Backgrounds
Clear space & minimum size
Usage rules
School & program lock-up
Co-branding

2. Brand architecture
Hierarchy
URL
Tone of voice

3. Toolkit
Colour
Typography
Typography hierarchy
Page architecture
A4 covers
A4 Spreads
A5 Cover
A5 Spreads
DL Flyer
Advertising

4. Photography
Introduction
Student portraits
Staff portraits
Campus life
Executive
Adjustment of existing images

5. Brand applications
Stationery
Letterhead
Compliment slip
Business card
Business card co-branded
Envelopes
Fax and memo
Email signature

Digital
Website
Mobile app
Presentation
Banners

Promotional items
Banners
Merchandising

Ceremonial items
Certificate
Testamur
Folder

6. Undergraduate applications

Literature
Brochure covers
Brochure spreads
A5 two colour leaflets
DL Flyer

Advertising
Half page ad
Strip ad
Digital banners

7. The Academy
Logo
Colour
Clear space & minimum size
Co-branding
Usage rules

Stationery
Business cards
Digital presentation

Literature
Brochure covers

8. Research
Introduction
Brand Mark lock-up
Co-branding
Colour
Page Architecture

Stationery
Letterhead
Digital presentation

Literature
Brochure covers

9. Graduate School
Brand Mark lock-up
Colour

Stationery
Business cards
Digital presentation

Literature
Brochure covers

10. On campus
Introduction
Page architecture
Page architecture examples

11. The Social brand
Introduction
Merchandise
Placemaking

12. Built environment
Introduction
Brand principles
Brand mark
The Shield
Forms
Materials
Surfaces

13. Print specification
Paper stocks
Print specification example
INTRODUCTION
About the guidelines and how to use them

This document outlines the positioning and design guidelines for Western Sydney University. The contents of these guidelines cover all elements of the brand required for its consistent and most expressive application.

Positioning Western Sydney University as a strong brand helps the University to differentiate itself from other providers and gives the University a long-term competitive advantage.

The tools and guidelines have been created to ensure Western Sydney University has a consistent look, feel, and tone of voice across all internal and external communication.

The contents of this document are here to inform, assist and inspire you to respect and retain the essence of the brand.

Contact

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

Office of Brand Marketing and Communication Western Sydney University
Building AH, Room AH.G.15, Werrington North
Telephone +61 (0)2 9678 7087
We are a University of academic excellence and we are also young and vibrant. As such our brand must represent the full picture. We do this by formalising and building gravitas in our Brand Mark, and then by letting our identity incorporate an unexpected boldness in our secondary palette.

The cornerstone of the University’s identity is the Brand Mark and the Shield. These elements need to be nurtured and protected to ensure their accurate application.

These elements offer the brand gravitas and in their consistent application will drive equity in the brand creating legacy for alumni to connect with years after their studies.

The use of the Shield in isolation is the short-hand for our brand. We aspire to create both a formal legacy brand as much as we do a cultural brand that everyone can feel a part of.
1. BRAND MARK

Brand Mark
The Shield
The Shield & URL lock-up
Colourways
Backgrounds
Clear space & minimum size
Usage rules
School & program lock-up
Co-branding
Brand Mark

The Brand Mark is the unique mark which identifies our University and is the most fundamental and important component of our visual identity. It is the preferred logo for all applications and must be reproduced only in the forms shown in these guidelines.

The type and the symbol are symbiotic and must remain in the same relationship at all times. The word mark is always locked up with the Shield and can never be used in isolation. The Shield however can be used as a graphic device in isolation. The following pages will illustrate it’s usage.

Left Aligned Brand Mark

The left aligned Brand Mark is reserved for website use only and very special circumstances such as on a pen for merchandise. This version of the logo should not be used without permission from the Office of Brand Marketing and Communication.
Brand Mark
The Shield

The Shield
The Shield is directly taken from the Brand Mark. We use it when we wish to make a confident statement of who we are, without having to use our full Brand Mark. Primarily it can be seen as a feature on the front covers of collateral and in the built environment as part of place-making on campus.

The Shield is powerful symbol of academia and signals to our students and alumni the high value we place on academic excellence the future of Western Sydney.

The simple ‘W’ becomes an abbreviation of our full name and heroes the University’s geographical position within Sydney. The form of the ‘W’ is suggestive of two forces at play - pushing out from the west and pulling in from the east.

The Shield is to be applied only on selective and limited brand touch points and collateral, for example merchandise and brochure covers. The Shield should always be experienced and seen in the vicinity of the primary Brand Mark.
Brand Mark
The Shield & URL lock-up

URL lock-up
The Shield can be locked up with the University URL. This lock-up is for special use only i.e. on sponsorship banners at events, advertising and as a sign-off on collateral.

Strict rules around how the lock-up appears have been created. This page illustrates the correct scale and position, based on a proportionate scaling approach. The scale of this proportion is defined by the overall height and width of the Shield, as a spacing guide.
Brand Mark

Colourways

To ensure legibility and accuracy in the representation of the Brand Mark these colour rules apply:

When used on a white/light backgrounds the colour Brand Mark is the strongest and should be predominantly used.

On backgrounds which are busy, either the black or white Brand Mark should be used at the discretion of the designer. The Brand Mark which ensures greatest clarity and legibility should be used.

In instances where printing is limited to black and white, the black Brand Mark should be used on all white/light backgrounds and the white reversed Brand Mark should sit on all black/dark backgrounds.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Western Sydney University Brand Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td><img src="image1.png" alt="Black Brand Mark" /></td>
</tr>
<tr>
<td>White</td>
<td><img src="image2.png" alt="White Brand Mark" /></td>
</tr>
</tbody>
</table>

Colourways
Brand Mark

This page illustrates the application of the Brand Mark on dark and light colour backgrounds. Always ensure there is significant contrast between the Brand Mark and background colour.

Note: Background colours shown here are detailed in the Toolkit section of this guideline.
Brand Mark

Backgrounds

**The Shield**
The application of the Shield to a background colour varies to the Brand Mark. Where possible the Shield is always to appear in Crimson.

Note: Background colours shown here are detailed in the Toolkit section of this guideline.
Photographic Backgrounds
While the Brand Marks can appear on photographic backgrounds, significant contrast and tonal difference between the Brand Marks and the background colour or texture must always be considered and ensured to achieve legibility and readability.

Brand Mark
Legibility of the Brand Mark coloured logo is of the utmost importance across all mediums and should therefore the full colour version should only appear on light backgrounds. If an image is dark the Mono reversed logo should be used.

The Shield
Where possible the Shield should appear in Crimson on a photograph. Unlike the Brand Mark, legibility of the Shield is not paramount, its use is more of a decorative graphic device.
**Brand Mark**

**Clear space & minimum size**

**Clear space**

Clear space ensures the impact of the Brand Mark is not diminished by being crowded by other design elements or logos.

In special circumstances it may be necessary to use less clear space, e.g. the reproduction of the logo on a pen. Please consult the Brand Custodian for approval.

This includes looking for the ideal placement when layering the Brand Mark on an image so the Brand Mark is clearly visible and the brand is easily identified.

**Note:** The Shield can sit over an image, in this instance the clear space is not applicable.

**Minimum size**

Minimum size conditions ensure reproduction and appropriate scale of the Brand Mark.
Brand Mark
Usage rules

Do not's
It is important that we protect our Brand Mark. The Brand Mark must never be altered, recreated or distorted in any way. Should you ever have a specific need that is not answered in this document please contact the Brand Custodian.

Note: All usage rules specified in this document are applicable to both the Brand Mark and the Shield.

It is noted here that the Brand Mark should not be made all Crimson. If print production is limited to one colour then an all Crimson Brand Mark is allowed.

Do not colour the Brand Mark in colours not specified within these guidelines

Do not make the Brand Mark all Crimson (with the exception of one colour print production)

Do not add a drop shadow

Do not change the positioning of the elements that make up the Brand Mark

Do not make the Brand Mark transparent

Do not distort or alter the proportions of the Brand Mark in any way

Do not add a colour effect or stroke to the Brand Mark
Programs, Schools, and Institutes (PSI)
Special Programs and Institutes which are part of the University are aligned to the Brand Mark visually. Creating a strong alignment strengthens the Western Sydney University brand and creates recognition.

This page illustrates the rules to be applied when creating a lock-up.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the Shield in the Brand Mark. The Shield used for spacing is half the size of the Brand Mark Shield, as shown in the diagram.

The PSI name is set in Chronicle Text G1 Roman, sentence case. The cap height of the PSI is defined by the top of the ‘half Shield’ to the base line of the ‘W’, as shown in the diagram. As a general rule, the leading is defined by the cap height of the PSI name, measured from the baseline to the top of the x height of the next line. A PSI name should not exceed the overall width of the Brand Mark, stack the name if necessary.

The dividing keyline is spaced by a ‘half Shield’ and is the width of the ‘University’ word mark in the Brand Mark. This remains consistent across all PSI lock-ups.

Note: All PSI use the same lock-up rules. The word ‘School’ has been removed for a more streamlined approach to naming.
Recommended scale, proportions and lock-up

The following rules are a guide to harmonising the relationship between the University Brand Mark and other potential partners, supporters or related organisations.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the overall height and width of the Brand Mark and the Shield width, as a spacing guide. In practice, this means that partnering logos do not exceed the width or height of the Brand Mark.
Special initiatives
Special initiatives which are run by the University may use individual logos, but it is preferred that they are created in such a way that they capture the spirit of the brand and are inspired by these brand guidelines.

The examples shown here use brand fonts and colours to create initiative logos which align with the Brand Mark, whilst having a personality of their own.

Note: Indicative examples only. Consult the Office of Brand Marketing and Communication when creating an Initiative logo.

Example initiative logos and co-branding
2. BRAND ARCHITECTURE, NOMENCLATURE & TONE OF VOICE

Hierarchy
URL
Tone of voice
### Brand architecture

#### Hierarchy

The following table shows the Western Sydney University brand architecture known at time of publication.

<table>
<thead>
<tr>
<th>Brand Level</th>
<th>Master brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Western Sydney University</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Academy</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Co-brand / lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logos</strong></td>
</tr>
<tr>
<td><strong>Visual system</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Co-brand / lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logos</strong></td>
</tr>
<tr>
<td><strong>Visual system</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third party / campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logos</strong></td>
</tr>
<tr>
<td><strong>Visual system</strong></td>
</tr>
</tbody>
</table>

---

*As the premium territory within the university, this is the only entity allowed to create this lock-up.*

---

*Logo is a subset of master*  
*Visual system is aligned*

---

*Independent logo*  
*Strict co-branding rules*  
*Leverage master assets*
The following table shows the Western Sydney University URL, known at time of publication.

<table>
<thead>
<tr>
<th>Logo</th>
<th>URL</th>
<th>URL</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WESTERN SYDNEY UNIVERSITY</td>
<td>WESTERN SYDNEY UNIVERSITY</td>
<td>WESTERN SYDNEY UNIVERSITY</td>
</tr>
<tr>
<td></td>
<td>W</td>
<td>W</td>
<td>W</td>
</tr>
<tr>
<td></td>
<td>College</td>
<td>Online</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WESTERNSYDNEY.EDU.AU</td>
<td>WESTERNSYDNEY.EDU.AU/COLLEGE</td>
<td>WESTERNSYDNEY.EDU.AU/ONLINE</td>
</tr>
</tbody>
</table>

Creating one master portal to all entities of the University
When we speak we are:

**Assertive but not imposing.**
**Intelligent but not condescending.**
**Mature but not boring.**
**Youthful but not childish.**
**Confident but not cocky.**
**Respectful but not apologetic.**
**Friendly but not overly familiar/chatty.**
**Positive but not naive/bouncy.**
**Challenging.**
**Progressive.**
3. TOOLKIT

Colour
Typography
Typography hierarchy
Page architecture
  A4 covers
  A4 spreads
  DL flyer
  Advertising
The Western Sydney University colour palette is inspired by the unique warmth and intensity of the western light and the heritage of academia. The depth and richness of the primary colours extends to a secondary palette which also includes unexpected surprises of fluorescent orange and vibrant purple. The overall collection of colours creates a bold and contemporary direction. The consistent use of these colours creates a brand that is highly recognisable.

The Western Sydney University colour palette exists at three levels: primary, secondary and tertiary.

**Primary**
The hero colour in this palette is crimson. Crimson forms the academic base for all our communications. The crimson is supported by a fluorescent orange, when used in combination these colours create an unexpected, vibrant contrast. When reproduction is limited to CMYK a colour breakdown has been supplied.

The primary palette is to be used across core brand communications.

**Colour Consistency**

Accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

Colours will vary depending on paper stock and printer. Printing on uncoated paper will produce a different result to printing on coated paper stocks. Please match as closely as possible to the coated/uncoated PMS swatches.

**Note:** Some colours have been allocated PMS Coated and Uncoated numbers to ensure the closest match. As a general rule the preference is to print on Uncoated stocks.
## Secondary

The secondary palette is used to highlight core programs at Western Sydney University. The Academy, Research and Graduate School have their own designated colour.

The secondary palette is to be used across core program communications in combination with the Primary palette.

## Tertiary

The tertiary palette is made up of tints of the crimson and teal with the addition of a vibrant purple, to further extend the bold, unexpected palette.

The tertiary palette is to be used in combination with the Primary and Secondary palette.

## Colour Consistency

Accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

Colours will vary depending on paper stock and printer. Printing on uncoated paper will produce a different result to printing on coated paper stocks. Please match as closely as possible to the coated/uncoated PMS swatches.

**Note:** Some colours have been allocated PMS Coated and Uncoated numbers to ensure the closest match. As a general rule the preference is to print on Uncoated stocks.

---

### Toolkit

**Colour**

**VIBRANT PURPLE**

PMS 521 Coated
C9 M30 Y55 K0
R187 G128 B209
HTML #CC99FF

**ORANGE**

PMS 184 Coated
C0 M70 Y40 K0
R255 G102 B102
HTML #FF6666

---

**RED THE ACADEMY**

PMS 402 Coated
C0 M86 Y63 K0
R239 G51 B64
HTML #FF0033

**PURPLE RESEARCH**

PMS 268 Coated
C82 M98 Y0 K12
R88 G44 B131
HTML #663399

**TEAL GRADUATE SCHOOL**

PMS 7468 Coated
R255 G102 B102
HTML #006699

---

**CRIMSON (30%)**

PMS 201
C7 M30 Y24 K5
R225 G180 B175
HTML #E1B4AF

**TEAL (50%)**

PMS 7468
C49 M23 Y13 K2
R130 G180 B200
HTML #82B4C8

**CRIMSON (15%)**

PMS 201
C4 M15 Y12 K3
R240 G215 B215
HTML #F0D7D6

**TEAL (25%)**

PMS 7468
C24 M11 Y7 K0
R190 G215 B225
HTML #F0D7D6

**CRIMSON (15%)**

PMS 201
C4 M15 Y12 K3
R240 G215 B215
HTML #F0D7D6

**TEAL (25%)**

PMS 7468
C24 M11 Y7 K0
R190 G215 B225
HTML #F0D7D6

---

**PURPLE (15%)**

PMS 268
C18 M26 Y2 K0
R205 G185 B215
HTML #CDB9D7

**PURPLE (30%)**

PMS 268
C18 M26 Y2 K0
R205 G185 B215
HTML #CDB9D7
Text on colour
Text can appear on solid coloured backgrounds, however rules around combinations have been established to ensure legibility and consistency.

Core content must be legible. Where the colours offer more subtly in their contrast only use these colour for larger graphic statements.

This page illustrates permitted colour combinations.

Note: For instances where long lengths of copy are set in reverse on a coloured background, Chronicle Text Roman should be substituted for Chronicle Text Bold to ensure legibility.

Whilst black type can sit on coloured backgrounds it is not preferred.
I AM GOTHAM

There are two typefaces used in the Western Sydney University brand. The combination of these typefaces have been chosen for their balance of bold confidence with academic gravitas.

Primary
Gotham Narrow is a distinct and modern sans serif typeface which reflects the modern and confident nature of our brand.

Gotham Narrow is primarily used as a headline font set in caps.

Typefaces are available to purchase at: www.typography.com

Gotham Narrow Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Gotham Narrow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?
I am Chronicle

Chronicle Text (G1) Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%^&*()_+<>?

Chronicle Text (G1) Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%^&*()_+<>?

Secondary
Chronicle Text complements our primary typeface, creating a classic academic balance to the bold Gotham Narrow. It is a time-honored form with a contemporary design.

Chronicle Text is primarily used as a supporting typeface in headlines and body copy, set in sentence case.

Typefaces are available to purchase at:
www.typography.com
In-house / Digital Fonts

There will be instances when the primary and secondary brand fonts are not available for use. In this instance the following fonts can be used.

These fonts are primarily used for internally produced documents such as:

- Letters
- Memos
- Presentations
- Reports
- Emails
- Websites

These fonts are not to be used as a permanent replacement on externally generated corporate communication material.

These fonts are available at no cost to all computers.

Open Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Georgia Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?

Georgia Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?
Expressive Typography
Expressive and creative typography is a key feature in the brand palette. When designing page layouts and campaigns look for opportunities to play with the type to keep the brand interesting and fresh.

Key tips:
– Always use brand fonts
– Be bold with Gotham Narrow and confidently restrained with Chronicle Text

Note: The examples shown here do not have the full Brand Mark and use the Shield and URL lock-up as a sign-off. This use of the Brand should be limited to internal/on campus communications only. Once the brand has been established in the market and gains momentum, this treatment can move across to external facing communications.
The following pages outline the typography principles for messaging and typesetting. The following typesetting examples illustrate the proportionate relationships of messaging based on an A4 publication.

HOW GIANTS THINK

Why study business at Western Sydney?

Whether you aim to become a corporate business executive or run your own enterprise, a University of Western Sydney Business degree will equip you with the knowledge, experience and contacts to successfully apply proven business principles in new and innovative ways.

Contemporary curriculum
With modern unit choices and materials, industry-based projects and placements, a flexible course structure, and a balance of theory and practical field studies, you will have the best preparation to be career-ready when you enter the world of business.
The following typesetting examples illustrate the proportionate relationships of messaging based on a A4 publication.

### Profile Name

PROFILE INTRO LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT
DONEC METUS ELIT


### BOX HEADING

BOX INTRO LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. DONEC METUS ELIT, INTERDUM LOBORTIS TINCIDENTAT.


### TABLE HEADING

<table>
<thead>
<tr>
<th>HEADING</th>
<th>HEADING</th>
<th>HEADING</th>
<th>HEADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>X00000</td>
<td>Lorem</td>
<td>OX/OX</td>
<td>00.00</td>
</tr>
<tr>
<td>X00000</td>
<td>Lorem</td>
<td>OX/OX</td>
<td>00.00</td>
</tr>
</tbody>
</table>

---

Pullout

PULLOUT HEADING

Pullout Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Toolkit
Page architecture – A4 covers

**Grid (A4)**
Page size: 210 x 297mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 20mm,
Left/right 16mm
Fonts: Gotham Narrow, Chronicle Text G1

**Brand Mark**
Brand mark centred at the top of the page and scaled to fit the middle two columns.

**The Shield**
The Shield centred on page and aligned to the third row down. Scaled as shown to fit grid.

**URL**
The URL centred at the bottom of the page, when possible the URL is locked up with the Shield 22mm in width, spaced by the distance of the Shield height in the cover logo.

**Template file:**
Template_A4Cover_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
Toolkit
Page architecture – A4 covers

**Title style 1**
Gotham Narrow Light

**Title style 2**
Chronicle Text (G1)

**Title style 3**
Gotham Narrow Bold

**Template file:**
Template_A4Cover_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
The following pages show the page architecture of typical A4 brochure spreads.

**Grid**
- Page size: 210 x 297mm
- Columns: 6
- Gutter: 4mm
- Margins: Top/bottom 20mm, Left/right 16mm

**Template file:**
Template_A4Spreads_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.

---

**Introduction spread**
Toolkit
Page architecture – A4 spreads

Grid
Page size: 210 x 297mm
Columns: 6
Margins: Top/bottom 20mm, Left/right 16mm

Template file:
Template_A4Spreads_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
### Toolkit

#### Page architecture – A4 spreads

**Grid**
- Page size: 210 x 297mm
- Columns: 6
- Gutter: 4mm
- Margins: Top/bottom 20mm, Left/right 16mm

**Template file:**
Template_A4Spreads_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.

---

#### Tinted course information

**Page headline**

**lorem ipsum dolor**

**Intro.**

**Body subtitle**

**Body crimson lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec metus elit, interdum lobortis tincidunt at.**

**Table heading**

<table>
<thead>
<tr>
<th>Body text black</th>
<th>Body text black</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE FACTS ON FEES</strong></td>
<td><strong>THE FACTS ON FEES</strong></td>
</tr>
<tr>
<td><strong>Full-time</strong></td>
<td><strong>Full-time</strong></td>
</tr>
<tr>
<td>$00,000</td>
<td>$00,000</td>
</tr>
</tbody>
</table>

**Note:**

**Body notes lorem ipsum dolor sit amet, consectetur adipiscing elit.**

---

#### Fullout information

**Pullout heading**

**Pullout text**

---

**Box heading**

**Box text**

---

**Toolkit**

**Page architecture – A4 spreads**

---

Prepared by Citizen Group Pty Ltd

© 2015 Western Sydney University Brand Guidelines
Toolkit
Page architecture – A5 cover

Grid
Page size: 148 x 210mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 10mm,
Left/right 8mm
Fonts: Gotham Narrow, Chronicle Text G1

Template file:
Template_A5Cover_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
### Toolkit

#### Page architecture – A5 spreads

**Grid**
- Page size: 148 x 210mm
- Columns: 6
- Gutter: 4mm
- Margins: Top/bottom 10mm, Left/right 8mm
- Fonts: Gotham Narrow, Chronicle Text G1

**Template file:**
- Template_A5Cover_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
Toolkit
Page architecture – DL flyer

Grid
Page size: 99 x 210mm
Columns: 2
Gutter: 4mm
Margins: Top/bottom 10mm,
Left/right 8mm
Fonts: Gotham Narrow, Chronicle Text G1

Template file:
Template_DLCover_FA.indd
Template_DLSpreads_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
**Toolkit**

**Page architecture – advertising**

**Strip advert example**
This page illustrates the grid rules for setting up a strip advert. There is flexibility in the fonts used for the heading, depending on the message. Always use brand fonts.

**Grid**
- Page size: 210 x 70mm
- Columns: 6
- Gutter: 4mm
- Margins: 8mm
- Fonts: Gotham Narrow, Chronicle Text G1

**Template file:**
Template_AdvertStrip_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.

### Style 1 example

![Strip advert example image](image-url)

**Headline goes here**

lorem ipsum

**Ranked in the worlds top 100 young universities**
Toolkit
Page architecture – advertising

Strip advert example

Grid
Page size: 210 x 70mm
Columns: 6
Gutter: 4mm
Margins: 8mm
Fonts: Gotham Narrow, Chronicle Text G1

Template file:
Template_AdvertStrip_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
Half page advert example
This page illustrates the grid rules for setting up a strip advert. There is flexibility in the fonts used for the heading, depending on the message. Always use brand fonts.

Grid
Page size: 210 x 148mm
Columns: 6
Gutter: 4mm
Margins: 10mm
Fonts: Gotham Narrow, Chronicle Text G1

Template file:
Template_AdverthalfPage_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
Toolkit
Page architecture – advertising

**Half page advert example**

**Grid**
Page size: 210 x 148mm
Columns: 6
Gutter: 4mm
Margins: 10mm
Fonts: Gotham Narrow, Chronicle Text G1

**Template file:**
Template_AdverthalfPage_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting.
4. PHOTOGRAPHY

Student portraits
Staff portraits
Campus life
Executive
Photography
Introduction

Photography is a key element of our brand communications. We focus on our students and alumni through portraiture.

There are several art direction approaches used to bring variety to the brand, they are:

– Black and white portraiture
– ‘Western light’ portraiture
– ‘Colour block’ student profiles
– Campus lifestyle infused with brand colour

A strong concept in the art direction is the sense of directionality and in particular ‘the west’ being the left hand side of the page.

We express this concept in a few ways. Firstly the cropping of portraits to only show half of the face and secondly through the movement of the subject through the frame, for example, walking from left to right.

As of June 2015 the first round of new brand images will be available. To maximise the use of the existing library, images are used in black and white. This removes the previous blue focus in imagery. Be careful when using images from the old library to not use any that showcase the old logo.
Photography
Student portraits

Black and white portraits
The black and white series of portraits focuses on key students who have been selected for their academic achievements and the confidence an individual has in front of the camera - a willingness to simply be themselves. The subject must be photogenic; this does not mean good looking. Photogenic is related to the level of comfort and confidence an individual has in front of the camera and a willingness to simply be themselves. This willingness is essential in delivering an engaging and authentic image.

Usage
The black and white portraits can be used on front covers and as hero images on inside spreads.

Art direction notes:
- Studio environment
- Natural attitude displaying confidence and enjoyment
- White background
- Side directional lighting
- Rich black tones
- Shoot variations of poses and crops remembering the role of the angle in the final page layout design
- Allow for simplicity in the crop to allow for logo placement and profile text.

Note: Images should always be of Western Sydney University students, staff and Alumni. No stock library images are to be used.
Photography
Student portraits

Colour block
The colour block series of images focuses on key students who have achievements worth sharing; these pictures will primarily be used as student profiles, so it is important we capture the right people.

It should not be seen as necessary for every student profile to be captured in this manner, but rather the identification of the most photogenic. This does not mean good looking. Photogenic is related to the level of comfort and confidence an individual has in front of the camera and a willingness to simply be themselves. This willingness is essential in delivering an engaging and authentic image.

Usage
The colour block images are primarily used for student profiles within brochures and specific brochure covers for The Academy, Research, Graduate School and College. As a general rule the below lists colour associations:

- All applications – Crimson
- The Academy – Red
- Research – Purple
- Graduate School – Teal/Blue
- College – Pink

Art direction notes:
- Studio environment
- Natural attitude displaying confidence and enjoyment
- Brand colour backgrounds; these do not need to be exact brand colours but should be in the same tone.
- Side directional lighting
- Rich black tones
- Shoot variations of poses and crops remembering the role of the angle in the final page layout design
- Allow for simplicity in the crop to allow for logo placement and profile text.
Photography
Student portraits

Western light
The Western light series captures students in the unique warmth and intensity of the western light.

Usage
The Western light images can be used on front covers and as hero images on inside spreads.

Art direction notes:
- People in their natural environment
- People can either look to camera or engage in activity
- People must look comfortable and confident
- Angle to be straight on i.e. no extreme low angles
- Lighting to be natural
- Do not use flash
- Preference for red elements in shot but not mandatory
- When shooting groups look for height variations and determine a focal point i.e. avoid people standing in a single line
Photography

Campus life

Colour
The campus life series captures students on Western Sydney University campuses. The campus life images can be used in colour or converted to black and white, as shown on the next page.

Art direction notes:
- People in their natural environment
- People can either look to camera or engage in activity
- People must look comfortable and confident
- Angle to be straight on i.e. no extreme low angles
- Lighting to be natural
- Do not use flash
- Preference for red elements in shot but not mandatory
- When shooting groups look for height variations and determine a focal point i.e. avoid people standing in a single line

Note: Images should always be of Western Sydney University students, staff and Alumni. No stock library images are to be used.
Photography

Campus life

Black and white
The campus life images can be used in colour or converted to black and white.

Art direction notes:
– People in their natural environment
– People can either look to camera or engage in activity
– People must look comfortable and confident
– Angle to be straight on i.e. no extreme low angles
– Lighting to be natural
– Do not use flash
– When shooting groups look for height variations and determine a focal point i.e. avoid people standing in a single line

Note: Images should always be of Western Sydney University students, staff and Alumni. No stock library images are to be used.
Photography
Staff portraits

On location
To be updated post shoot.

The images shown here are indicative of style only.
Portraits
Shot on campus
Photography
Adjustment of existing images

Whilst new photography should be commissioned to develop the full potential of the Western Sydney University brand, as an interim measure, adjustments can be made to some of the existing images.

Considerations when selecting which image to adjust:
- Does the individual look comfortable i.e. happy to have their picture taken
- Do they look positive as opposed to sad
- Is the shot wide providing some background
- Is there an element of Crimson (brand colours) in the image (not mandatory but desirable)

Adjusting the image - Colour
Every image will require slightly different levels of adjustment. This photography guideline should be a reference point as you manipulate an image to be closer to the intended art direction.

Examples of adjustments to colour images:
- Increase colour balance of warm tones, reds, yellows.
- Be careful to ensure skin tones are still within a reasonable zone
- Increase levels of dark tones to deepen the overall picture
- Very subtly adjust the saturation
- Position the hero of the image to be on the left of the image

Adjusting the image - Greyscale
- Increase levels of dark tones to create more contrast
- Position the hero of the image to be on the left of the image
5. BRAND APPLICATIONS

Stationery
- Letterhead
- Compliment slip
- Business card
- Business card co-branded
- Envelopes
- Fax and memo
- Email signature

Promotional items
- Banners
- Merchandising

Ceremonial items
- Certificate
- Testamur
- Folder

Digital
- Website
- Mobile app
- Powerpoint
- Banners
Dear name Surname


Yours faithfully

Name Surname

Title

College/School/Division/Office

University of Western Sydney

Locked Bag 1797 Penrith NSW 2751 Australia

westernsydney.edu.au

Grid
Size: 210 x 297mm
Columns: 3
Gutter: 4mm
Margin: 20mm

Logo/department
Position: Top centred, as shown
Font: Chronicle Text G1 Roman
Leading: 12/13pt
Colour: text - Black, logo - Crimson/black

Recipient address
Position: 65mm from top
Font: Open Sans Regular
Leading: 8/10pt
Colour: Black
Space after: 1 line space separates the date

Letter content
Position: 110mm from top
Font: Open Sans Regular
Leading: 8/10pt
Colour: Black

Postal address
Position: Centred, aligned to bottom
Font: Chronicle Text G1 Bold/Roman
Line Leading: 6.5/7.5pt
Colour: Crimson
Space after: 1.5mm (URL)

Template file:
Template_LetterHead_FA.indd

Please use templates supplied.
Do not recreate.
Brand applications
Stationery - letterhead

Grid
Size: 210 x 297mm
Columns: 3
Gutter: 4mm
Margin: 20mm

Logo/department
Position: Top centred, as shown
Font: Chronicle Text G1 Roman
Leading: 12/15pt
Colour: text - Black, logo - Crimson/black

Recipient address
Position: 65mm from top
Font: Open Sans Regular
Leading: 8/10pt
Colour: Black
Space after: 1 line separates the date

Letter content
Position: 110mm from top
Font: Open Sans Regular
Leading: 8/10pt
Colour: Black

Postal address
Position: Centred, aligned to bottom
Font: Chronicle Text G1 Bold/Roman
Line Leading: 6.5/7.5pt
Colour: Crimson
Space after: 1.5mm (URL)

Template file:
Template_LetterHead_FA.indd

Please use templates supplied.
Do not recreate.
Brand applications
Stationery - compliment slip

**Grid**
Size: 210 x 100mm
Margin: 10mm

**Logo/department**
Position: Top centred, as shown
Brand Mark: 38mm wide
Font: Chronicle Text G1 Roman
Leading: 12/13pt
Colour: text - Black, logo - Crimson/black

**Postal address**
Position: Centred, aligned to bottom
Font: Chronicle Text G1 Bold/Roman
Line Leading: 6.5/7.5pt
Colour: Crimson
Space after: 1.5mm (URL)

**Template file:**
Template_CompSlip_FA.indd

Please use templates supplied. Do not recreate.
Brand applications
Stationery - business card

Grid
Size: 85 x 55mm
Columns: 3
Gutter: 2mm
Margin: 6mm

Front
Contact details aligned to bottom of grid. If more lines are needed, content moves up from bottom. Do not allow content to sit above the bottom of the Shield, indicated here.

Logo: top left corner
Name/URL: Chronicle Text G1 Bold
Title/contact: Chronicle Text G1 Roman
Leading: 6.5/7.5pt
Space after: 1.5mm
Double space separates telephone numbers.
Colour: text - Black, logo - Crimson/black

Back - Brand Mark
Shield: 10mm from top of card, aligned to grid as shown
Colour: Crimson

Back - The Academy
Logo: 20mm from top of card, centred on card as shown.
Colour: Crimson/Academy Red

If you have additional requirements for personalising business cards please contact the Office of Brand Marketing and Communication.

Template file:
Template_BussinessCard_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate files.
Brand applications
Stationery - business card co-brand

Grid
Size: 85 x 55mm
Columns: 3
Gutter: 2mm
Margin: 6mm

Front
Contact details aligned to bottom of grid if more lines are needed, content moves up from bottom. Do not allow content to sit above the bottom of the Shield, indicated here.

Logo: top left corner
Co-brand logo: top right
Name/URL: Chronicle Text G1 Bold
Title/contact: Chronicle Text G1 Roman
Leading: 6.5/7.5pt
Space after: 1.5mm
Double space separates telephone numbers.
Colour: text - Black, logo - Crimson/black

Back - Brand Mark
Shield: 10mm from top of card, aligned to grid as shown
Colour: Crimson

Back - The Academy
Logo: 20mm from top of card, centred on card as shown
Colour: Crimson/Academy Red

If you have additional requirements for personalising business cards please contact the Office of Brand Marketing and Communication.

Template file:
Template_BusinessCard_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate files.
Brand applications
Stationery - envelopes

C4
Size: 324 x 229mm
Margin: 15mm

Logo
Size: 324 x 229mm

Postal address
Position: Centred
Font: Chronicle Text G1 Roman
Line Leading: 6.5/7.5pt
Colour: Crimson

Template file:
Template_EnvelopeC4_FA.indd
Please use templates supplied.
Do not recreate.
Brand applications
Stationery - envelopes

DL
Size: 220 x 110 mm
Margin: 15mm

DXL
Size: 235 x 120 mm
Margin: 15mm

Logo
Size: 324 x 229mm

Postal address
Position: Centred
Font: Chronicle Text G1 Roman
Line Leading: 6.5/7.5pt
Colour: Crimson

Template file:
Template_Envelope_DL_FA.indd
Template_Envelope_DXL_FA.indd

Please use templates supplied.
Do not recreate.
### Brand applications

#### Stationery - fax & memo

**Grid**
- Size: 210 x 297mm
- Columns: 4
- Gutter: 4mm
- Margin: 20mm

**Logo**
- Position: Top centred, as shown
- Colour: Black

**Postal address**
- Position: Centred, aligned to bottom
- Font: Chronicle Text G1 Bold/Regular
- Line Leading: 6.5/7.5pt
- Colour: Black
- Space after: 1.5mm (URL)

**Fax & Memo content**
- Open Sans Regular is used for all text within the file as this is a standard font available to all users.
- Line Position: 65mm from top
- Body Font: Open Sans Regular
- Leading: 10/12pt
- Colour: Black

**Template file**
- Template_Fax_FA.indd
- Template_Memo_FA.indd

Please use templates supplied. Do not recreate.
Brand applications
Stationery - email signatures

**Position**
The email signature sits at the bottom of the email. Personal contact details sit above the Brand Mark.

**Sender Details:**
Position: Left aligned
Font: Georgia Regular
Leading: 12/14pt
Sender Name: Crimson
Sender Info: Black
Space after: 1 line space separates the sender info from University info.

**University Details:**
Position: Left aligned
Font: Georgia Regular
Leading: 12/14pt
Colour: Crimson

**Logo**
Position: Left aligned
Space Before: 1 line space separates the logo from URL.
Size: 142 x 55px at 72dpi

---

**John Citizen | Administration Officer**
Office of Engagement and partnerships
Division of International and Development
P: 1234 5678 | M: 1234 5678 | E: j.citizen@westernsydney.edu.au

University of Western Sydney
Locked Bag 1797 Penrith NSW 2751 Australia
westernsydney.edu.au

**WESTERN SYDNEY UNIVERSITY**
Brand applications
Stationery - email signatures

**Promotional footer**
Position: Left aligned
Space Before: 1 line space separates the promotional area from URL.
Logo size: 142 x 55px at 72dpi
Promotional area: 600px 95px at 72dpi

**Note:** The promotional area replaces the logo. Therefore it is important that the Brand Mark is incorporated into the promotional message in a consistent position as shown.

University of Western Sydney
Locked Bag 1797 Penrith NSW 2751 Australia
westernsydney.edu.au
Brand applications
Digital - website

Indicative of style only, does not reflect structure of University website.
- Clean layout and navigation
- Left aligned logo - special use for website
- Bold use of Shield and brand photography
- Clear messaging
Brand applications
Digital - mobile app
Digital Presentation

Presentation templates have been designed to have clear hierarchy of information. The template uses both a two and three column grid to allow for flexibility and accommodate a wide range of content.

In a text heavy situation it is possible to run text the whole way across the page, but for legibility it is not recommended. Shorter line lengths are more comfortable to read.

There are two versions of the digital presentation:

1. Inhouse - uses open source fonts
2. Brand - uses brand fonts

These files are available in Powerpoint and InDesign.

Colour Use
The cover page should use Crimson as its background colour, with exceptions made for The Academy, Research and Graduate School. The following section dividers or hero pages may however use different colours or tones from the brand colour palette. Please refer to the colour section of this guideline.

Template file:
Template_PowerPoint_A4_Inhouse_FA.indd
Template_PowerPoint_A4_Inhouse_FA.ppt
Template_PowerPoint_A4_Brand_FA.ind
Template_PowerPoint_A4_Brand_FA.ppt

The templates supplied have styles applied, please use these styles when typesetting. There are more slide layout options in the template file.
Brand applications
Digital - presentation

**Digital Presentation**

**Template file:**
Template_PowerPoint_A4_Inhouse_FA.indd Template_PowerPoint_A4_Inhouse_FA.ppt Template_PowerPoint_A4_Brand_FA.ind  
Template_PowerPoint_A4_Brand_FA.ppt

The templates supplied have styles applied, please use these styles when typesetting. There are more slide layout options in the template file.

**Content Page: Large Bullet Points**

Heading Chronicle Text G1 Regular 25pt
Text can run over second line

Bullet Point Heading Gotham Narrow Bold 18pt
- Bullet Points Gotham Narrow Light 18pt. Et omnis molupta ipsuntium faceropar endaniusdae vero.
- Bullet Points Gotham Narrow Light 18pt. Et omnis molupta ipsuntium faceropar endaniusdae vero.
- Bullet Points Gotham Narrow Light 18pt. Et omnis molupta ipsuntium faceropar endaniusdae vero.
- Bullet Points Gotham Narrow Light 18pt. Et omnis molupta ipsuntium faceropar endaniusdae vero.

**Content Page: Photography & Body Copy**

Heading Chronicle Text G1 Regular 25pt
Text can run over second line

Body Heading Gotham Narrow Bold 20pt

**Content Page: Small Bullet Points & Chart**

Heading Chronicle Text G1 Regular 25pt
Text can run over second line

Bullet heading Gotham Narrow Bold 12pt

**Content Page: Statement Type & Chart**

Statement type style in Chronicle Text G1 Regular 20pt. Has volore et ra ium quium sum lat excessi tatur. Erum vlo mo alit ohendebis autem even essimi, voluptata dit ips aperiptae noh et que voluptauxi sequae.
Brand applications
Digital - banners

Banner A
Size: 728x90px
Margins: 20px
Logo Height: 50px
Background Colour: Crimson
Font: Gotham Narrow Bold

Banner B
Size: 300x250px
Margins: 20px
Logo Width: 100px
Background Colour: Crimson
Font: Gotham Narrow Bold

Template file:
Template_Web_Banner_728x90_FA.indd
Template_Web_Banner_300x250_FA.indd
Brand applications
Promotional - banners
Brand applications
Promotional - merchandise
Brand applications
Ceremonial items – certificate

The certificate is preprinted and can be obtained only from the Office of Brand Marketing and Communication.
For security reasons no attempts are to be made to re-create this certificate.

This is to certify that

John Doe Smith

has successfully completed an internship approved by the Australian Art Association.

University Foundation Studies
2 Semester

from Xst Month 2015 to XXst Month 2016

Professor Janice Reid
Vice-Chancellor

Prepared by Citizen Group Pty Ltd © 2015 Western Sydney University Brand Guidelines
Brand applications
Ceremonial items – testamur

The testamur is pre-printed and can be obtained only from the University. They are individually signed, numbered and sealed, and have general additional security embedded into each document.

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

In the name of the Board of Trustees of the University of Western Sydney and by the Authority of the same be it known that

John Doe Smith

having fulfilled all the requirements has this day been admitted to the

Bachelor of Business and Commerce

with all the privileges attached to the same

the Board of Trustees has authorized the

Seal of the University to become hereunto affixed

Vice-Chancellor

Chancellor

Registrar

1 April, 2016
In the name of the Board of Trustees of the University of Western Sydney and by the Authority of the same be it known that John Doe Smith having fulfilled all the requirements has this day been admitted to the Bachelor of Business and Commerce with all the privileges attached to the same. The Board of Trustees has authorised the Seal of the University to become hereunto affixed.

Vice-Chancellor

1 April, 2016

Chancellor
Registrar
6. UNDERGRADUATE APPLICATIONS

Literature
  - Brochure covers
  - Brochure spreads
  - A5 two colour leaflets
  - DL Flyer

Advertising
  - Half page ad
  - Strip ad
  - Digital banners
Undergraduate applications
Literature – brochure covers

Brochure spreads
Please refer to page architecture section for grid layout.
Undergraduate applications

Literature – brochure covers

Brochure spreads
Please refer to page architecture section for grid layout.
Undergraduate applications
Literature – brochure covers

Brochure spreads
Please refer to page architecture section for grid layout.
Undergraduate applications
Literature – brochure covers

Brochure spreads
Please refer to page architecture section for grid layout.
Located in the heart of one of Australia’s fastest growing economic regions, Western Sydney University offers unlimited potential to students with the talent, drive and ambition to succeed.

Western Sydney is an exciting place to be. As the nation’s third largest economy and one of the fastest-growing population and employment centres in Australia, it is an increasingly important, dynamic and culturally diverse hub of business, industry and innovation.

With a large multicultural population of more than two million people from 170 nationalities, Western Sydney’s global links are creating unlimited opportunity for international business, investment, education and cultural exchange.

Ranked amongst the top two per cent of universities in the world, Western Sydney University values academic excellence, integrity and the pursuit of knowledge. We are globally focused, research-led and committed to making a positive impact on the communities we engage with.

Your success starts here.
WHY STUDY AT WESTERN SYDNEY?

≥ LEADERSHIP IN ONE OF AUSTRALIA’S FASTEST GROWING REGIONS
Western Sydney is Australia’s third largest and fastest growing economy. With a large multicultural population and a vibrant international community, we are perfectly placed to help students tap into a global mindset.

≥ REPUTATION FOR EXCELLENCE
We’re ranked amongst the top 2% of universities in the world, with a growing international reputation for research-led, student-centred learning.

≥ OUR STUDENTS ARE PARTNERS IN LEARNING
Unlike the traditional lecturer-down approach, our pioneering model of co-created learning treats our students as partners in their education.

≥ OUR CURRICULUM PREPARES YOU FOR TODAY’S WORLD
We work with our community and business partners to ensure our course content keeps ahead of the needs of employers, preparing you for the challenges of a global workplace.

≥ WE EMBRACE TECHNOLOGY- INFUSED LEARNING
From our Apple iPad initiative (see page x) to our online learning environments, we adopt new and emerging technologies to provide a richer study experience.

≥ OUR RESEARCH HAS GLOBAL IMPACT
We see learning and research as connected aspects of the student experience, putting you close to world-leading research that is changing lives in the communities we serve. (See page x)

≥ WE ARE GLOBALLY FOCUSED AND CONNECTED
With our growing international reach and over 100 international education agreements, we have 300 destinations around the world through our Global Mobility, internship and work-placement programs. (See page x)

≥ ADVANCED OPPORTUNITY. UNLIMITED SUCCESS
From advanced degrees and The Academy, to The College and alternative entry programs, scholarships, internships and student exchange opportunities, we provide multiple pathways for entry and academic success. (See page x)
The Academy

An Arts degree has the potential to open career doors to the world. Your degree will be supported by academics that are internationally recognised.

Unique to the Western Sydney University, The Academy offers high-achieving students opportunities to gain the intellectual and practical skills needed in today’s ever-changing world.

Formerly known as Faculty, within an interdisciplinary environment, The Academy provides students with a unique learning experience, combining research with the latest teaching opportunities. Innovation and collaborative environment is at the heart of ourlearning experience.

Explored within our comprehensive degree, students and graduates will be part of The Academy and gain access to our student experience programs.

Career opportunities

The Academy is designed to develop your potential for an array of career paths, including teacher, and arts, culture and communications. The wide range of career opportunities found within The Academy will prepare you for a wide range of careers. They specifically cater to the needs of arts graduates.

If you’re interested in a double degree. Selected degrees within Business can be taken in conjunction with any Bachelor degree. Please check the location of the single campus. Please check the website and Area of Study course guides for more details of study.

Note: Please check the website and Area of Study course guides for more details of study. You can find the location of the single campus.

Arts

An Arts degree has the potential to open career doors to the world. Year degree will be supported by academics that are internationally recognised.

A Bachelor of Arts (Dean’s Scholar) offers high-achieving students opportunities to gain the intellectual and practical skills needed in today’s ever-changing world.

The Academy offers internships, community engaged services, teaching, and personal development workshops. The Academy provides extension-level academic opportunities to high-achieving students. The Academy offers high-achieving students opportunities to gain the intellectual and practical skills needed in today’s ever-changing world.

If you enrol in any of our Advanced degrees and personal development workshops. The Academy provides extension-level academic opportunities to high-achieving students. The Academy offers high-achieving students opportunities to gain the intellectual and practical skills needed in today’s ever-changing world.

If you are driven to succeed in business, here is the right place to start. A Business degree offers industry-specific projects and industry placement.

With a high level of qualitative, research and accreditation, The Academy provides students with a wide range of career opportunities. Business degrees are an array of career opportunities. With a high level of qualitative, research and accreditation, The Academy provides students with a wide range of career opportunities.

If you are driven to succeed in business, here is the right place to start. A Business degree offers industry-specific projects and industry placement.

With a high level of qualitative, research and accreditation, The Academy provides students with a wide range of career opportunities. Business degrees are an array of career opportunities. With a high level of qualitative, research and accreditation, The Academy provides students with a wide range of career opportunities.
Unlimited learning possibilities beyond your undergraduate degree.

POSTGRAD
Alternative entry pathways

If you do not meet the entry requirements for an undergraduate course, or miss out one place in the course of your choice, we offer alternative pathways to study.

TERTIARY EDUCATION PATHWAYS AND PARTNERSHIPS

TIPS, Community College and people providers are the Commonwealth’s academic partners. If you do not meet the entry requirements, consider a tertiary education pathway. You are not required to enrol in a foundation program. For more information, visit our website.

UNITRACK

Through UNITRACK, you can enrol in individual units outside the University’s programs. You can then use these credits towards a Foundation Studies, Diploma Studies or a Bachelor degree program. For more information, visit our website.

THE COLLEGE

Owned by Western Sydney University, The College offers students excellence in education through its commitment to learning, social responsibility and community engagement. The College provides a range of further education and training programs, including Diploma and Certificate qualifications. Students can enrol in credit-bearing modules of study, and it is also possible to study for a Diploma in Advanced Studies. The College also offers alternative pathways to students who do not meet the entry requirements of a Western Sydney University undergraduate course.

SUMMER SCHOOL

If you would like more flexibility to plan and manage your study load, Summer School is the option for you. Western Sydney University offers a range of courses that you can complete in a single session off to travel or work full-time and start earning a salary sooner, or take further in your course so you can graduate in fewer years. If you have any questions about alternative pathways, please call the University.

WESTERN SYDNEY ACCESS

Through Western Sydney Access, you can apply to special entry pathways to study Western Sydney University’s undergraduate course that have established pathways and partnerships with other tertiary providers. For more information, visit our website.

THE COLLEGE

The College is committed to providing higher education opportunities for disadvantaged students. The College offers a range of programs, including Foundation Studies, Diploma Studies, and a Bachelor of Social Science (Community and Social Work) that is designed to support students who want to enter the workforce or continue their education. The College also offers a range of alternative pathways to students who do not meet the entry requirements of a Western Sydney University undergraduate course.

THE FACTS ON FEES

The Federal Budget announced in 13 May 2013 introduced changes to higher education and vocational education and training (VET) arrangements. The Budget confirmed that the student contribution fee cap under the Higher Education Support Act 2003 (Cth) (‘the Act’) will be increased from $3,450 to $5,788 for domestic students enrolled in a full-time undergraduate course, and from $5,500 to $7,590 for domestic students enrolled in a full-time VET course. These changes were confirmed in the 2013-14 Commonwealth Budget and will apply from 1 January 2014. For more information, visit our website.

PREPARED BY:
Western Sydney University

For more information, visit our website.
## Undergraduate applications

### Literature – brochure spreads

**Brochure spreads**

Please refer to page architecture section for grid layout.

<table>
<thead>
<tr>
<th>COURSE</th>
<th>LOCATION</th>
<th>DURATION</th>
<th>ATAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Arts (Dean's Scholars)</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>90.25</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F/6P</td>
<td>90.25</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>3F/6P</td>
<td>90.25</td>
</tr>
<tr>
<td>B Arts (Cultural and Social Analysis; English; History and Political Thought; Indigenous Australian Studies; International Relations and Asian Studies; Islamic Studies; Languages (Arabic, Chinese, Indonesian, Japanese): Linguistics; Philosophy; Psychological Studies)</td>
<td>Key Program: Psychology</td>
<td>Bankstown</td>
<td>3F/6P</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td>B Arts (Interpreting and Translation)</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>90.00</td>
</tr>
<tr>
<td>B Arts/B Applied Leadership and Critical Thinking</td>
<td>Parramatta</td>
<td>4F/9P</td>
<td>80.00</td>
</tr>
<tr>
<td>B Arts/B Business and Commerce</td>
<td>Bankstown</td>
<td>4F/8P</td>
<td>70.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>4F/8P</td>
<td>70.00</td>
</tr>
<tr>
<td>B Arts/B Laws</td>
<td>Campbelltown</td>
<td>5F/10P</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>5F/10P</td>
<td>90.00</td>
</tr>
<tr>
<td>B Arts/B Social Science</td>
<td>Bankstown</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Campbelltown</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td>B Arts (Pathway to Teaching Birth–5/Birth–12)</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td>B Arts (Pathway to Teaching Primary)</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F/6P</td>
<td>65.00</td>
</tr>
<tr>
<td>B Communication/B International Studies</td>
<td>Parramatta</td>
<td>5F</td>
<td>65.00</td>
</tr>
<tr>
<td>B International Studies (Dean's Scholars)</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F/6P</td>
<td>90.00</td>
</tr>
<tr>
<td>B International Studies (International Relations and Asian Studies; Arabic, Chinese, Indonesian, Japanese)</td>
<td></td>
<td>Bankstown</td>
<td>3F/6P</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F/6P</td>
<td>70.00</td>
</tr>
<tr>
<td>B International Studies/B Applied Leadership and Critical Thinking</td>
<td>Parramatta</td>
<td>4F/9P</td>
<td>80.00</td>
</tr>
<tr>
<td>B International Studies/B Business and Commerce</td>
<td>Bankstown</td>
<td>4F/8P</td>
<td>70.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>4F/8P</td>
<td>70.00</td>
</tr>
<tr>
<td>B International Studies/B Laws</td>
<td>Bankstown</td>
<td>5F/10P</td>
<td>90.00</td>
</tr>
<tr>
<td>B International Studies/B Social Science</td>
<td>Bankstown</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Campbelltown</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>4F/8P</td>
<td>65.00</td>
</tr>
<tr>
<td>B Language and Linguistics</td>
<td>Bankstown</td>
<td>3F/6P</td>
<td>nc</td>
</tr>
<tr>
<td>B Science/B International Studies</td>
<td>Parramatta</td>
<td>4F</td>
<td>70.00</td>
</tr>
<tr>
<td>B Information and Communications Technology</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>Penrith</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information and Communications Technology (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
<tr>
<td>B Information Systems (Advanced)</td>
<td>Parramatta</td>
<td>3F</td>
<td>90.00</td>
</tr>
</tbody>
</table>

**Key:**

B = Bachelor of, F = Full-time, P = Part-time, N/A = ATAR Not Applicable, Alternative Entry
Undergraduate applications
Literature – A5 two colour leaflet

Covers
Please refer to page architecture section for grid layout.
Undergraduate applications
Literature – A5 two colour leaflet

Spreads
Please refer to page architecture section for grid layout.
Undergraduate applications

Literature – DL flyer

DL flyer covers
Please refer to page architecture section for grid layout.
Undergraduate applications

Literature – DL flyer

Page headline

lorem ipsum dolor amet

Body subtitle


Body text


BOX HEADING


Pullout heading


Body text


Profile Name


Profile intro


Profile body


Note

Body text

Undergraduate applications
Advertising – half page ad

Half page ad
Please refer to page architecture section for grid layout.
Undergraduate applications
Advertising – strip ad

Strip ad
Please refer to page architecture section for grid layout.

Ranked in the worlds top 100 young universities

WESTERN SYDNEY UNIVERSITY

WESTERN SYDNEY UNIVERSITY
Undergraduate applications
Advertising – digital banners

Digital banners
Please refer to page architecture section for grid layout.

POSTGRAD EXPO
Wednesday 20th October from 6pm-8pm westernsydney.edu.au/pgexpo

Ranked in the worlds top 100 young universities

WESTERN SYDNEY UNIVERSITY
7. THE ACADEMY

- Logo
- Colour
- Clear space & minimum size
- Co-branding
- Usage rules

Stationery
  - Business cards
  - Digital presentation

Literature
  - Brochure covers

Advertising
  - Half page
  - Strip ad

Digital
  - Website
The Academy logo

The Academy is positioned as a membership brand of the University. As the premium territory within the University, this is the only entity allowed to create its own lock-up with the Shield. This strong alignment to the Brand Mark creates recognition to Western Sydney University.
The Academy

Colour

**Colourways**
The Academy logo primarily appears in Crimson and Black. Collateral should have a strong use of Academy Red. The following outlines colour usage.

It is important to use colour in a way that suits the specific application. When used on a white/light background the colour Academy Logo should be predominantly used.

On backgrounds which are busy, either the black or white logo should be used at the discretion of the designer. The logo which ensures greatest clarity and legibility should be used.

In instances where printing is limited to black and white, the black Brand Marks should be used on all white/light backgrounds and the white reversed Brand Marks should sit on all black/dark backgrounds.

**Backgrounds**
This page also illustrates the application of the The Academy Logo on Brand colours. The Academy Logo only ever appears on Crimson or Red. The preference being the Red as this is associated with the Academy.

**Note:** Never change the Shield to Red this always remains Crimson.
The predominant colour for all Academy applications is Academy Red. This can be used in combination with the Primary colour palette. Please refer to brand colours in the Toolkit section.

**Colour Consistency**

Accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

Colours will vary depending on paper stock and printer. Printing on uncoated paper will produce a different result to printing on coated paper stocks. Please match as closely as possible to the coated/uncoloured PMS swatches.

**Note:** Some colours have been allocated PMS Coated and Uncoated numbers to ensure the closest match. As a general rule the preference is to print on Uncoated stocks.
**Clear space**
Clear space ensures the impact of the logo is not diminished by being crowded by other design elements or logos.

In special circumstances it may be necessary to use less clear space, e.g. the reproduction of the logo on a pen. Please consult the Brand Custodian for approval.

This includes looking for the ideal placement when layering the Academy logo on an image so the logo is clearly visible and the brand is easily identified.

**Minimum size**
Minimum size conditions ensure reproduction and appropriate scale of the Academy logo.
The Academy
Co-branding

Recommended scale, proportions and lock-up
The following rules are a guide to harmonising the relationship between the Academy logo and other potential partners, supporters or related organisations.

The rules for scale and position are based on a proportionate scaling approach, using the height of the Shield and a half the width of the Shield as shown in the diagrams.

In practice, this means that partnering logos do not exceed the width or height of the Academy logo.

Horizontal relationship

Vertical relationship
The Academy Usage rules

Do not's

It is important that we protect our logo. The Academy logo must never be altered, recreated or distorted in any way. Should you ever have a specific need that is not answered in this document please contact the Brand Custodian.

- Do not colour the logo in colours not specified within these guidelines
- Do not make the logo all Crimson
- Do not add a colour effect or stroke to the logo
- Do not add a drop shadow
- Do not change the positioning of the elements that make up the logo
- Do not rotate or crop the logo
- Do not make the logo transparent
- Do not distort or alter the proportions of the logo in any way
- Do not add a drop shadow
The Academy
Stationery - business card

Grid
Size: 85 x 55mm
Columns: 3
Gutter: 2mm
Margin: 6mm

Front
Contact details aligned to bottom of grid. If more lines are needed, content moves up from bottom. Do not allow content to sit above the bottom of the Shield, indicated here.

Logo: top left corner
Name/URL: Chronicle Text G1 Bold
Title/contact: Chronicle Text G1 Roman
Leading: 6.5/7.5pt
Space after: 1.5mm
Double space separates telephone numbers.
Colour: text - Black, logo - Crimson/black

Back
Logo: 20mm from top of card, centred on card as shown.
Colour: Crimson/Academy Red

If you have additional requirements for personalising business cards please contact the Office of Brand Marketing and Communication.

Template file:
Template_AcademyBusinessCard_FA.indd

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the file.
Power Point Presentation
Presentation templates have been designed to have clear hierarchy of information. The template uses both a two and three column grid to allow for flexibility and accommodate a wide range of content.

In a text heavy situation it is possible to run text the whole way across the page, but for legibility it is not recommended. Shorter line lengths are more comfortable to read.

There are two versions of the digital presentation:
1. Inhouse - uses open source fonts
2. Brand - uses brand fonts

These files are available in Powerpoint and InDesign.

Colour Use
The cover page should use Academy Red as it’s background colour.

Template file:
Template_PowerPoint_A4_Inhouse_FA.indd
Template_PowerPoint_A4_Inhouse_FA.ppt
Template_PowerPoint_A4_Brand_FA.ind
Template_PowerPoint_A4_Brand_FA.ppt

The templates supplied have styles applied, please use these styles when typesetting. There are more slide layout options in the template file.
The Academy
Literature – brochure covers

Brochure cover
Please refer to page architecture section for grid layout.
The Academy
Digital - website

Indicative of style only, does not reflect structure of University website.
- Clean layout and navigation
- Left aligned logo - special use for website
- Bold use of Shield and brand photography
- Clear messaging
- Strong use of Academy Red
Students enrolled in an Advanced Degree at UWS also automatically join The Academy. This program at UWS Apart as a unique opportunity to enhance in-depth academic and professional skills through a premium academic experience. Personal academic mentoring, industry experience, networking opportunities and engagement with our various communities.

Please refer to page architecture section for grid layout.

8. RESEARCH

Introduction
Brand Mark lock-up
Co-branding
Colour
Page architecture

Stationery
   Letterhead
   Digital presentation

Literature
   Brochure covers
Research
Introduction

The University has a strong commitment to research and innovation. Within the brand rules apply regarding the lockup of names with the Brand Mark.

The three tiers that exist within research are:

– Institutes

– Centres

– Groups

Only Institutes are allowed to lock-up their names with the Brand Mark. This affords them the highest level of prestige within our brand. For centres and groups the use of the Brand Mark is permitted, but naming must only appear in text in the headline whether that be on a brochure front cover or a page on a website.

It is the preference of the University that all Research naming is expressed as words only and no other program logos are created. The focus for reputational value must reside with the University Brand Mark.
This page illustrates the rules to be applied when creating a Research Institute lock-up.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the Shield in the Brand Mark. The Shield used for spacing is half the size of the Brand Mark Shield, as shown in the diagram.

The Institute name is set in Chronicle Text G1 Roman, title case. The Cap height of the Institute name is defined by the top of the ‘half Shield’ to the base line of the ‘W’, as shown in the diagram. Once a point size has been defined add 1pt to the leading, i.e. 12/13pt. As a general rule a Institute name should not exceed the overall width of the Brand Mark, stack the name if necessary.

The Institute name is set in Chronicle Text G1 Roman, sentence case. The cap height of the Institute name is defined by the top of the ‘half Shield’ to the base line of the ‘W’, as shown in the diagram. As a general rule, the leading is defined by the cap height of the Institute name, measured from the baseline to the top of the x height of the next line. A Institute name should not exceed the overall width of the Brand Mark, stack the name if necessary.

The dividing keyline is spaced by a ‘half Shield’ and is the width of the ‘University’ word mark in the Brand Mark. This remains consistent across all Institute lock-ups.

**Note:** Only Institutes can be locked-up with the Brand Mark. All Institutes use the same lock-up rules, unless a specific logo has been created. Research groups and centre names are to appear separate to the Brand Mark, i.e. in the title of a publication.
Research
Brand Mark lock-up

Lock-up horizontal
This lock-up can be used when space is restricted or an existing logo exists.
The preferred and primary lock-up is the vertical, shown on the previous page.

This page illustrates the rules to be applied when creating a Research lock-up.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the Shield in the Brand Mark. The Shield used for spacing is half the size of the Brand Mark Shield, as shown in the diagram.

The Research name is set in Chronicle Text G1 Roman, title case. The point size of the Research name is defined by the overall height of the Brand Mark ‘word mark’, when set over two lines, as shown. The leading should have a difference of 1pt, i.e. 12/13pt.

As a general rule a Research name should not exceed the overall width of the Brand Mark, stack the name if necessary.

The dividing keyline is spaced by the Shield in the Brand Mark and is the height of the Brand Mark. This remains consistent across all PSI lock-ups.

Note: Only Institutes can be locked-up with the Brand Mark. All Institutes use the same lock-up rules, unless a specific logo has been created. Research groups and centre names are to appear separate to the Brand Mark, i.e. in the title of a publication.
The predominant colour for all Research applications is Research Purple. This can be used in combination with the Primary and Tertiary colour palette. Please refer to brand colours in the Toolkit section.

**Colour Consistency**
Accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

Colours will vary depending on paper stock and printer. Printing on uncoated paper will produce a different result to printing on coated paper stocks. Please match as closely as possible to the coated/uncoated PMS swatches.

**Note:** Some colours have been allocated PMS Coated and Uncoated numbers to ensure the closest match. As a general rule the preference is to print on Uncoated stocks.
Research
Page architecture

It is important that Western Sydney University remains the lead on all collateral. The consistent representation of the brand is paramount in delivering this lead. The following pages illustrate the page architecture for collateral covers.

**Grid (A4)**
Page size: 210 x 297mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 20mm, Left/right 16mm
Fonts: Gotham Narrow, Chronicle Text G1

**Brand Mark/lock-up**
Brand mark centred at the top of the page and scaled to fit the middle two columns.

**Institute logo**
Research logos which are not aligned to the Brand Mark are to appear on the back cover, centred bottom as shown.
Research
Page architecture

It is important that Western Sydney University remains the lead on all collateral. The consistent representation of the brand is paramount in delivering this lead. The following pages illustrate the page architecture for collateral covers.

Grid (A4)
Page size: 210 x 297mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 20mm, Left/right 16mm
Fonts: Gotham Narrow, Chronicle Text G1

Brand Mark/lock-up
Brand mark centred at the top of the page and scaled to fit the middle two columns.
Dear Name Surname


Yours faithfully

Name Surname

Title
Research
Stationery – digital presentation

Power Point Presentation
Presentation templates have been designed to have clear hierarchy of information. The template uses both a two and three column grid to allow for flexibility and accommodate a wide range of content.

In a text heavy situation it is possible to run text the whole way across the page, but for legibility it is not recommended. Shorter line lengths are more comfortable to read.

There are two versions of the digital presentation:
1. Inhouse - uses open source fonts
2. Brand - uses brand fonts

These files are available in Powerpoint and InDesign.

Colour Use
The cover page should use Research Purple as its background colour.

Template file:
Template_PowerPoint_A4_Inhouse_FA.indd
Template_PowerPoint_A4_Inhouse_FA.ppt
Template_PowerPoint_A4_Brand_FA.ind
Template_PowerPoint_A4_Brand_FA.ppt

The templates supplied have styles applied, please use these styles when typesetting. There are more slide layout options in the template file.
Research

Literature – brochure covers

Brochure cover
Please refer to page architecture section for grid layout.
9. GRADUATE SCHOOL

Brand Mark Lock-up
Colour

Stationery
  Digital presentation

Literature
  Brochure covers
Graduate School

lock-up

Lock-up vertical

This page illustrates the rules to be applied when creating the Graduate School lock-up.

The rules for scale and position are based on a proportionate scaling approach. The scale of this proportion is defined by the Shield in the Brand Mark. The Shield used for spacing is half the size of the Brand Mark Shield, as shown in the diagram.

‘Graduate School’ is set in Chronicle Text GI Roman, title case. The Cap height of ‘Graduate School’ is defined by the top of the ‘half Shield’ to the base line of the ‘W’, as shown in the diagram. ‘Graduate School’ should not exceed the overall width of the Brand Mark.

The dividing keyline is spaced by a ‘half Shield’ and is the width of the ‘University’ word mark in the Brand Mark.
Graduate School Colour

The predominant colour for all Research applications is Research Purple. This can be used in combination with the Primary and Tertiary colour palette. Please refer to brand colours in the Toolkit section.

**Colour Consistency**

Accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

Colours will vary depending on paper stock and printer. Printing on uncoated paper will produce a different result to printing on coated paper stocks. Please match as closely as possible to the coated/uncoated PMS swatches.

**Note:** Some colours have been allocated PMS Coated and Uncoated numbers to ensure the closest match. As a general rule the preference is to print on Uncoated stocks.

---

**TEAL GRADUATE SCHOOL**

PMS 7468 Coated  
C90 M18 Y7 K29  
R157 G34 B53  
HTML #990033

---

**TEAL**

PMS 7468 (50%)  
C49 M23 Y13 K2  
R130 G180 B200

---

**TEAL**

PMS 7468 (25%)  
C24 M11 Y7 K0  
R 190 G215 B225

---

**CRIMSON (PRIMARY)**

PMS 201 Coated  
C7 M100 Y68 K32  
R157 G14 B53  
HTML F990033

---

**BLACK**

---

**WHITE**

---

---

---
Power Point Presentation

Presentation templates have been designed to have clear hierarchy of information. The template uses both a two and three column grid to allow for flexibility and accommodate a wide range of content.

In a text heavy situation it is possible to run text the whole way across the page, but for legibility it is not recommended. Shorter line lengths are more comfortable to read.

There are two versions of the digital presentation:
1. Inhouse - uses open source fonts
2. Brand - uses brand fonts

These files are available in Powerpoint and Indesign.

Colour Use

The cover page should use Graduate School Teal as its background colour.

Template file:
Template_PowerPoint_A4_Inhouse_FA.indd
Template_PowerPoint_A4_Inhouse_FA.ppt
Template_PowerPoint_A4_Brand_FA.indd
Template_PowerPoint_A4_Brand_FA.ppt

The templates supplied have styles applied, please use these styles when typesetting. There are more slide layout options in the template file.
Graduate School
Literature – brochure covers

Brochure cover
Please refer to page architecture section for grid layout.
10. ON CAMPUS

Introduction
Page architecture
Page architecture examples
On campus

Introduction

This section documents design intent for the Western Sydney University Brand Mark on campus. The use of the Shield in isolation is the short-hand for our brand. We recommend that for on campus applications the Shield can be used in isolation as a sign off on communication pieces. However any communications which will be seen off campus must use the full Brand mark.

The cornerstone of the University’s identity is the Brand Mark and the Shield. These elements need to be nurtured and protected to ensure their accurate application.

These elements offer the brand gravitas and, in their consistent application, will drive equity in the brand.
On campus
Page architecture

Grid (A4)
Page size: 210 x 297mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 20mm,
Left/right 16mm
Fonts: Gotham Narrow, Chronicle Text G1

Shield/URL
The URL centred at the bottom of the page,
when possible the URL is locked up with
the Shield.

Template file:
Template_Oncampus_FA.indd
On campus
Page architecture examples

Grid (A4)
Page size: 210 x 297mm
Columns: 6
Gutter: 4mm
Margins: Top/bottom 20mm,
Left/right 16mm
Fonts: Gotham Narrow, Chronicle Text G1

Shield/URL
The URL centred at the bottom of the page,
when possible the URL is locked up with
the Shield.

Template file:
Template_Oncampus_FA.indd

There are no secrets to success.
It is the result of preparation,
hard work, and learning from failure.

How Giants Think

2016

Take the Step.
Lorem ipsum dolor
11. THE SOCIAL BRAND

Introduction
Merchandise
Placemaking
The Social brand

Introduction

The success of the University's brand lies in the connect that student, staff and alumni form with the brand. We want it to matter what’s on your testamur as much as it matters what’s on your sweatshirt.

Forming a strong cultural or social brand will be built by the way the campus is activated to create a branded experience through to the personal touchpoints we offer in merchandise.

Ultimately we need to create memorable experience and then strongly associate our brand with them.
The Social brand
Merchandise
The Social brand
Placemaking
12. BUILT ENVIRONMENT

Introduction
Brand mark
Forms
Materials
  Paint
  Vinyl
  Anodised metal
Surfaces
  Red brick
  Concrete
  Glass
Built environment

Introduction

This section documents design intent for the Western Sydney University Brand Mark in the built environment. The following pages illustrate colour and material treatment for signage on various campus surfaces to achieve the best representation of the Brand Mark.

The cornerstone of the University’s identity is the Brand Mark and the Shield. These elements need to be nurtured and protected to ensure their accurate application.

These elements offer the brand gravitas and, in their consistent application, will drive equity in the brand.

The use of the Shield in isolation is the short-hand for our brand. We aspire to create both a formal legacy brand as much as we do a cultural brand that everyone can feel a part of.
Built environment
Brand principles

Key principles for the logo in the built environment are:

• Respect the form of the logo and do not recreate or reorder elements.

• Use only the brand typefaces for accompanying messages.

• Where possible the first preference is always to represent the logo in its primary colour scheme.

• Where an alternative colour is required only consider ‘architectural colours’ for example stainless steel and not other shades of red etc.

• When applying to a facade consider elegant integration. On new buildings it should be allowed for by the architects.

• Never attempt to ‘box’ or contain the logo as a means of deriving clear space from the background. Look for alternative solutions.

• Overall finishing and lighting should aim to be elegant, timeless and befitting of a premium brand.
Brand Mark

The Brand Mark is the unique mark which identifies our University and is the most fundamental and important component of our visual identity. It is the preferred logo for all applications and must be reproduced only in the forms shown in these guidelines.

The type and the symbol are symbiotic and must remain in the same relationship at all times. The word mark is always locked up with the Shield and can never be used in isolation. The Shield however can be used as a graphic device in isolation. The following pages will illustrate its usage.
Brand Mark
The Shield

The Shield is directly taken from the Brand Mark. We use it when we wish to make a confident statement of who we are, without having to use our full Brand Mark. Primarily it can be seen as a feature on the front covers of collateral and in the built environment as part of place-making on campus.

The Shield is powerful symbol of academia and signals to our students and alumni the high value we place on academic excellence the future of Western Sydney.

The simple ‘W’ becomes an abbreviation of our full name and heroes the University’s geographical position within Sydney. The form of the “W” is suggestive of two forces at play – pushing out from the west and pulling in from the east.

The Shield is to be applied only on selective and limited brand touch points and collateral, for example merchandise and brochure covers. The Shield should always be experienced and seen in the vicinity of the primary Brand Mark.
The new brand provides opportunity to consider the overall form design of signage to best suit the new shapes. In the instance shown here a place-making free standing form is proposed. Key brand opportunities such as this help build a sense of identity on campus and also provide a backdrop for graduation photos.

**Note:** The current sketch is indicative of a sign form being developed at time of writing. Specification subject to change.
This page specifies the best match of paint, vinyl and anodised metal finishes to the Western Sydney University primary brand colours.

Consistent and accurate representation of these colours is critical to building brand awareness and reinforcing Western Sydney University ownership of this colour palette.

**Suppliers**
- Dulux - paint
- Avery - vinyl
- Sapphire - anodised metal

**Note**: The colours specified are the closest match possible to the Western Sydney University brand. Slight variation to the PMS colours may happen.

<table>
<thead>
<tr>
<th>Paint</th>
<th>Vinyl</th>
<th>Anodised metal</th>
<th>Powder Coat *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WESTERN RED (PRIMARY)</strong></td>
<td><strong>WESTERN RED (PRIMARY)</strong></td>
<td><strong>WESTERN RED (PRIMARY)</strong></td>
<td><strong>WESTERN RED (PRIMARY)</strong></td>
</tr>
<tr>
<td>Finish: Satin</td>
<td>Vinyl - Transparent: Ultra clear vinyl with PMS 201 printed. Tests to confirm density of colour required.</td>
<td></td>
<td>Note: the colour is from the standard Dulux range (2014) and is subtly brighter than the brand colour. For large scale powder coating projects consideration should be given to matching to PMS 201.</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td><strong>WHITE</strong></td>
<td><strong>SILVER</strong></td>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>Paint: Dulux Vivid White PN2E1</td>
<td>Vinyl: Avery 700 Premium Film White Matt 730</td>
<td>Anodised Metal: Sapphire Exterior Matt: Ice FBM601</td>
<td>Powdercoat: Dulux Fluroset Xtreme Silver 9647273Q, Finish: Satin</td>
</tr>
<tr>
<td>Finish: Satin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td><strong>BLACK</strong></td>
<td><strong>BLACK</strong></td>
<td><strong>BLACK</strong></td>
</tr>
<tr>
<td>Paint: Dulux Black PN2A9</td>
<td>Vinyl: Avery 700 Premium Film Black Matt 721</td>
<td>Anodised Metal: Sapphire Exterior Matt: Abyss M6699</td>
<td>Powdercoat: Dulux Fluroset Xtreme Charcoal 9647297M, Finish: Satin</td>
</tr>
<tr>
<td>Finish: Satin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>THE ACADEMY RED</strong></td>
<td><strong>THE ACADEMY RED</strong></td>
<td><strong>SILVER</strong></td>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>Paint: Dulux Red Clown PR1F1</td>
<td>Vinyl: Avery Translucent Sharp Red 5528 QM</td>
<td>Anodised Metal: Sapphire Exterior Matt: Alps M6699</td>
<td>Powdercoat: Dulux Fluroset Xtreme Silver 9647273Q, Finish: Satin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WESTERN ORANGE</strong></td>
<td><strong>WESTERN ORANGE</strong></td>
<td><strong>SILVER</strong></td>
<td><strong>SILVER</strong></td>
</tr>
<tr>
<td>Paint: Fluro paint to match PMS 806 (Fluro)</td>
<td>Vinyl: Avery SL300 Fluorescents RED 3004</td>
<td>Anodised Metal: Sapphire Exterior Matt: Alps M6699</td>
<td>Powdercoat: Dulux Fluroset Xtreme Silver 9647273Q, Finish: Satin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Built environment
Surfaces

Red brick
3D sign form, pin-fixed off building structure.

Finishes
Anoised metal:
Matt, Tabasco M6673
Matt, Abyss M6699
Fine Brushed Matt, Ice FBM601

Note: Contractor to confirm best materials for execution. Alternative method would be marine grade 316 stainless steel and automotive paints or powdercoating.
**Built environment**

**Surfaces**

**Red brick**
3D sign form, pin-fixed off building structure.

**Finishes**
Anoised metal:
Matt, Tabasco M6673
Matt, Abyss M6699

**Note:** Contractor to confirm best materials for execution. Alternative method would be marine grade 316 stainless steel and automotive paints or powdercoating.
Built environment

Surfaces

**Red brick**
3D sign form, pin-fixed off building structure.

**Finishes**
Anoised metal:
Fine Brushed Matt,
Ice FBM601

**Note:** Contractor to confirm best materials for execution. Alternative method would be marine grade 316 stainless steel and automotive paints or powdercoating.
Built environment

Surfaces

Concrete wall
3D sign form, pin-fixed off building structure.

Finishes
Anoised metal:
Matt, Tabasco M6673
Matt, Abyss M6699
Fine Brushed Matt, Ice FBM601

Note: Contractor to confirm best materials for execution. Alternative method would be marine grade 316 stainless steel and automotive paints or powdercoating.
Built environment

Surfaces

Concrete wall
3D sign form, pin-fixed off building structure.

Finishes
Anoised metal:
Fine Brushed Matt, Ice FBM601

Note: Contractor to confirm best materials for execution. Alternative method would be marine grade 316 stainless steel and automotive paints to achieve the metallic finish.

At this scale the crest will be made up of 2-4 pieces, depending on how large sheet sizes are, & what size pieces they can fit in the anodising bath.

There may also be joins along the edges, if the crest is thicker than a standard sheet - i.e. fabricated like a box with metal cladding. To conceal joins it might be better to finish with a 2 pak or automotive paint finish.
**Built environment**

**Surfaces**

**Glass**
Sky level:
3D internal illuminated sign form, fixed to glass facade. Flexface front edge to edge, colour to match PMS 201, opal diffuser behind to ensure even lighting. Sides to be metal frame, powdercoat (see paint specification page). All structure required to be concealed housed within frame. Depth to be nominal, required to house structure & lighting, & ensure consistent even illumination. 24hr illumination. Transformer located remotely internal to building for maintenance.

Street level:
Decal vinyl

**Finishes**
Lightbox sign: Powdercoated metal frame, Flexface to match PMS 201, Opal diffuser.

Vinyl: Avery 700 Premium Film Dark Red 767 / Avery 700 Premium Film Black
Avery Translucent Garnet Red 5526 QM

**Note:** Contractor to confirm best materials for execution.
Built environment
Surfaces

**Glass - sky level**
3D internal illuminated sign form, fixed to glass facade.

**Finishes**
Lightbox sign:
Powdercoated metal frame, Flexface to match PMS 201, Opal diffuser.
Built environment
Surfaces

Glass - street level
Vinyl decal applied to interior face.

Finishes
Vinyl:
Avery Translucent Garnet Red 5526 QM
13. PRINT SPECIFICATION

Paper stocks
Print specification example
Print specification
Paper stocks

When choosing paper for Western Sydney University collateral the following factors should be considered:

– Tactile/aesthetic: uncoated stock is preferred for Western Sydney University to increase the sense of premium.

– Colour: paper should not have a blue appearance.

– Ink handling: can the paper handle full page ink without too much show through

– Environmental standards: probably true of most papers these days, but should have some credentials.

– Suitable for offset and laser printing: print runs can sometimes be large or short, aim for consistency.

– Manufacture location: It is preferred that papers are manufactured in Australia.

Stock recommendations
Two stocks have been recommended, one for mass printing and a second used on special items such as the launch brand book (a commemorative keepsake) and leadership stationery etc.

Note: It is recommend to press test selected stock to ensure all stakeholders are happy with the sheet performance.

PREFERRED PAPER STOCKS:

Economy stock:
Doggetts Grange Offset
http://www.kwdoggett.com.au

Premium stock:
Doggetts Strathmore
http://www.kwdoggett.com.au

Coated stock:
Spicers Monza Satin
Note: Only for use on folders where a matt cello is applied.

PAPER STOCK OPTIONS
Additional economy paper stocks that could be considered based on cost comparison with Grange are:

– Spicers Pacesetter
– BJ Ball Nordset

Cost comparisons:
A good strategy is to work with a printer to understand the relative differences between the paper costs.

To secure major contracts printers are known to suggest alternative stocks. This is acceptable, but only when they declare transparently what they are proposing and the alternative paper stock is assessed to see if it is right for the brand (performance and aesthetic).

Note: Ultimately one stock should be chosen for all collateral to ensure consistency...not a brochure by brochure basis.

Reserving stock:
It is advised that once a paper has been selected advise the paper merchant that their paper has been selected.

They can then work with the printer to ensure enough stock is on hand. This will ensure the whole brand is on one consistent stock.

Samples:
Arranging mock-ups of brochures in the chosen stock and page count is simple and can be arranged through the paper merchant. Email the merchants and they will assist at no cost.
## PROSPECTUS (BROCHURE)

The Undergraduate prospectus is the main publication produced by the University annually. It is a brochure that forms the lead in the suite. It features full bleed images on many pages.

<table>
<thead>
<tr>
<th>Finished size</th>
<th>A4 (210w x 297h mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sides</td>
<td>NA</td>
</tr>
<tr>
<td>Pages</td>
<td>64 + 4 page cover</td>
</tr>
<tr>
<td>Colour</td>
<td>CMYK + 2 x PMS spot + inline mat varnish</td>
</tr>
</tbody>
</table>
OPTION 2: Cover: Doggetts Grange 250gsm Text: Doggetts Grange Offset 120gsm |
| Binding       | Perfect binding     |
| Finishing     | Clear foil stamp to front cover (centred on cover, size approx. 100x100mm) |
| Kind          | 1                   |
| Qty           | 45,000              |
| Artwork issue date | 3 August          |
| Delivery date | 24 August           |
| Notes         | For this project a press test will be required to assess the performance of the two spot colours. One of them is a fluro and hence the interaction of the two colours is of interest as well as the sequencing of the channels on press. |

Notes: Common foil block artwork and size across all A4 brochures.