



Charles Sturt  
University

# Condensed Brand Guidelines

Version 2: October 2020

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For assistance, logo requests and brand approvals, please email [brand@csu.edu.au](mailto:brand@csu.edu.au)

The reality of a brand is what people experience every day. So our approach to brand isn't just a logo – it's deliberately guiding the expression of who we are. It proudly tells our story; the story of a dynamic university full of passionate people doing the things that really matter to create a world worth living in.

The Charles Sturt University brand has been developed through consultation and collaboration with students, staff and our communities. The result is a framework for clear and consistent expression of who we truly are. This framework is built on our purpose and values to define our drivers, attributes, tone of voice, logo, typography, imagery and colours.

To assist you to apply our brand we've developed these handy guidelines. In here you'll find practical tools, explanations and tips for communicating the impact of what we do as an organisation to the world. Please consult these guidelines for all your communication in and outside our university.

In that way, we will clearly communicate our brand and the power of the difference of Charles Sturt University.

#### **The Charles Sturt difference**

*Yindyamarra Winhanganha\**. This is the ethos at the heart of everything we stand for, the belief that we can create a world worth living in.

To us, a world worth living in is a place that protects and values society's core needs. The security of our land and food. The health and education of our people. And clear and honest communication with ourselves and each other.

Charles Sturt University was founded on a quest to meet these fundamental needs. Since day one, we have empowered graduates to make the world a better place.

Because we believe in the difference one person can make. When we connect one person to their role for better, we make communities better. And when we make communities better, we create a world worth living in.

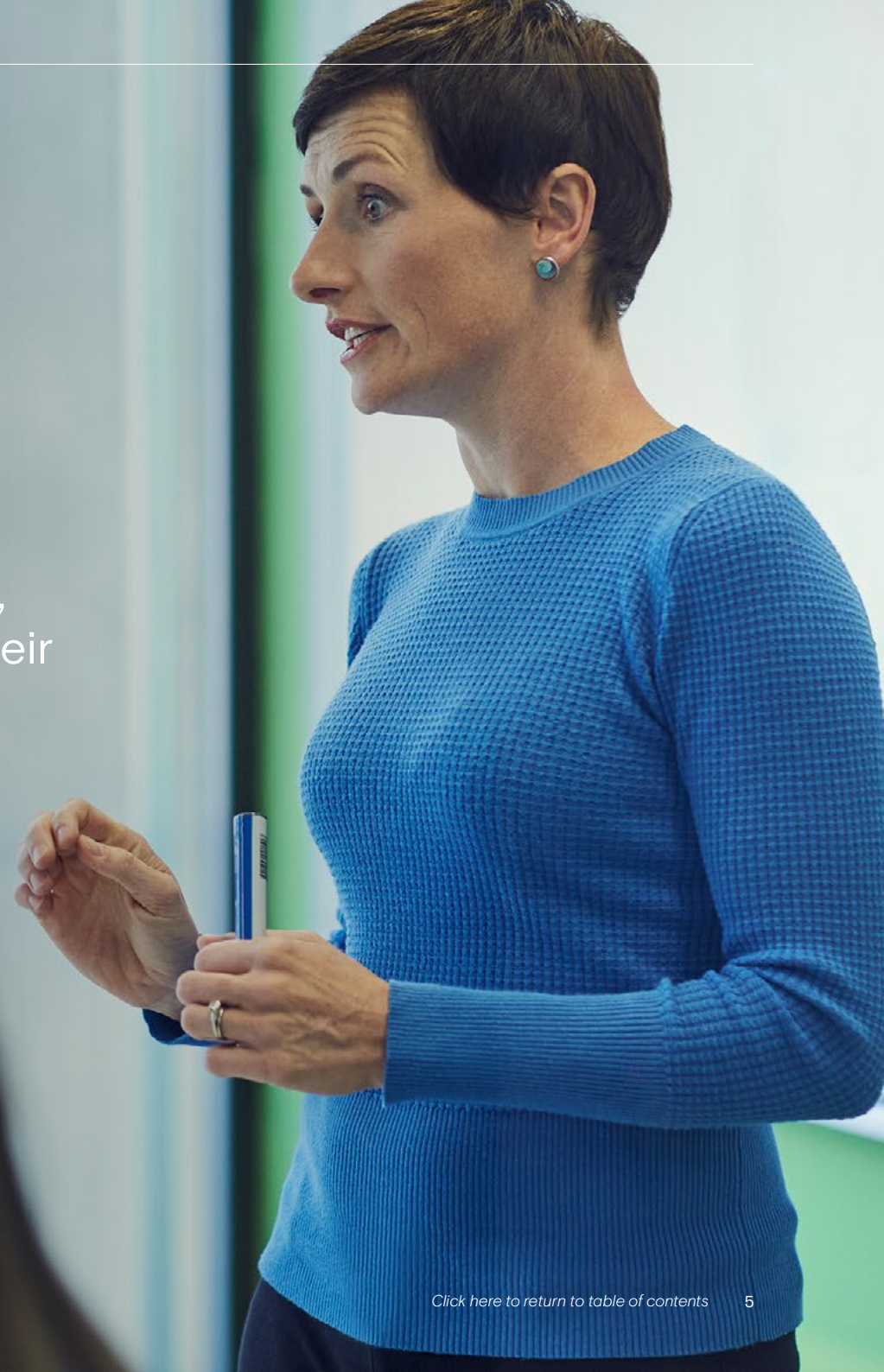
Charles Sturt University believes in the difference of one. Because the difference of one, can make a difference for many.

*\*The wisdom of respectfully knowing how to live well in a world worth living in*

# 01 Drivers and attributes

# Our role

To be an education leader for Australia by empowering our communities with resilience, drive and the mindset to positively impact their world, and the world around them.



# Brand drivers

Our brand drivers define our competitive edge.

Our brand drivers:

- provide a blueprint for how to achieve objectives
- are action oriented
- have direction (are qualified actions)
- inform how we should design and organise our communication
- are used as a collective
- help us communicate our overarching story.

**Real connections**

**Make it worth it**

**Make it happen**

**Never stand still**

## Brand driver #1

# Real connections

**Go deeper,  
connect wider**

Contact does not equal connection. When we connect – whether students and staff or community and university – we go beyond establishing contact to create real and lasting connections. In an age of superficiality, we believe real connections must be honest, reliable and sincere. Strong connections are built from a shared interest, and buoyed by mutual understanding. We are connected to our environment, to knowledge and to our stakeholders. The connections we make aren't short term. We build real connections that go deeper than the surface, and wider than others can see.

## Brand driver #2

# Make it worth it

### Find your purpose, play your part

It's our relentless focus on what matters that drives us. Because, if it's important to our communities and to us, we believe in it and we do it. That's why we were Australia's first carbon neutral university. That's why we've established groundbreaking and world-leading programs in health, education, medicine, agriculture, engineering, security and Indigenous knowledge. We're in the business of delivering life-changing experiences – enriching students' lives and equipping them with the skills they need to succeed in a demanding world. Skills they need to change that world for the better. It's the value of what we do that keeps us centred. And it's the potential impact we can have that drives us to find our part to play.



## Brand driver #3

# Make it happen

### You can, here

A journey of a thousand miles begins with a single step. Start today. And get up again and continue tomorrow. It's up to you to find your first step. We're not afraid to take a step forward. Even if there's risk, we take positive action. Positive action leads to positive impact, and learning. As we act, we learn and grow wiser. We become more confident, and more able to reach our goal. Whether the action is big or small, we start today. Because a small step now will be the start of something bigger tomorrow.

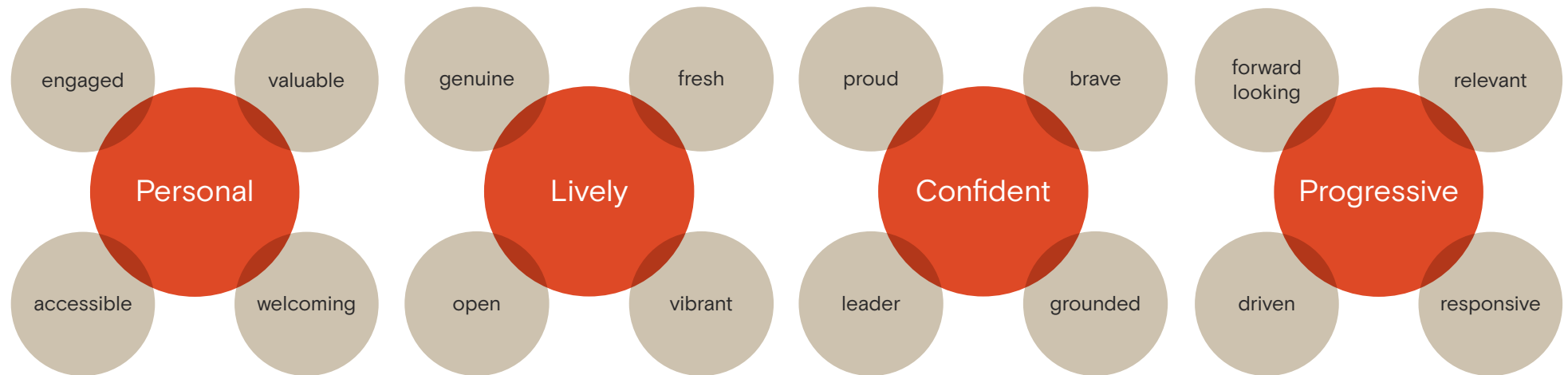
## Brand driver #4

# Never stand still

### **The world is changing, and so must we**

Old certainties are falling away. Changes in our world, climate and technology mean we can no longer do things the way we used to. We love our land, our communities and our people. If we are to help lead them into the future, we must use our ability to learn, our knowledge, connections, research and innovation to look outside the boundaries of our world, and into the worlds of others. Across the globe, change is constant. What was accepted yesterday will be challenged tomorrow. What was once defined will be redefined. And just as the world continues to change, so will we. As we face the challenges of tomorrow, we will continue to harness change as a powerful force for the better.

# Our four attributes



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THEME 1

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Seeking connection

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Engaging, inclusive, authentic

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THEME 2

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More energy!

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Momentum and vibrancy

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THEME 3

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Bring back the confidence

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Bold, brave, proud

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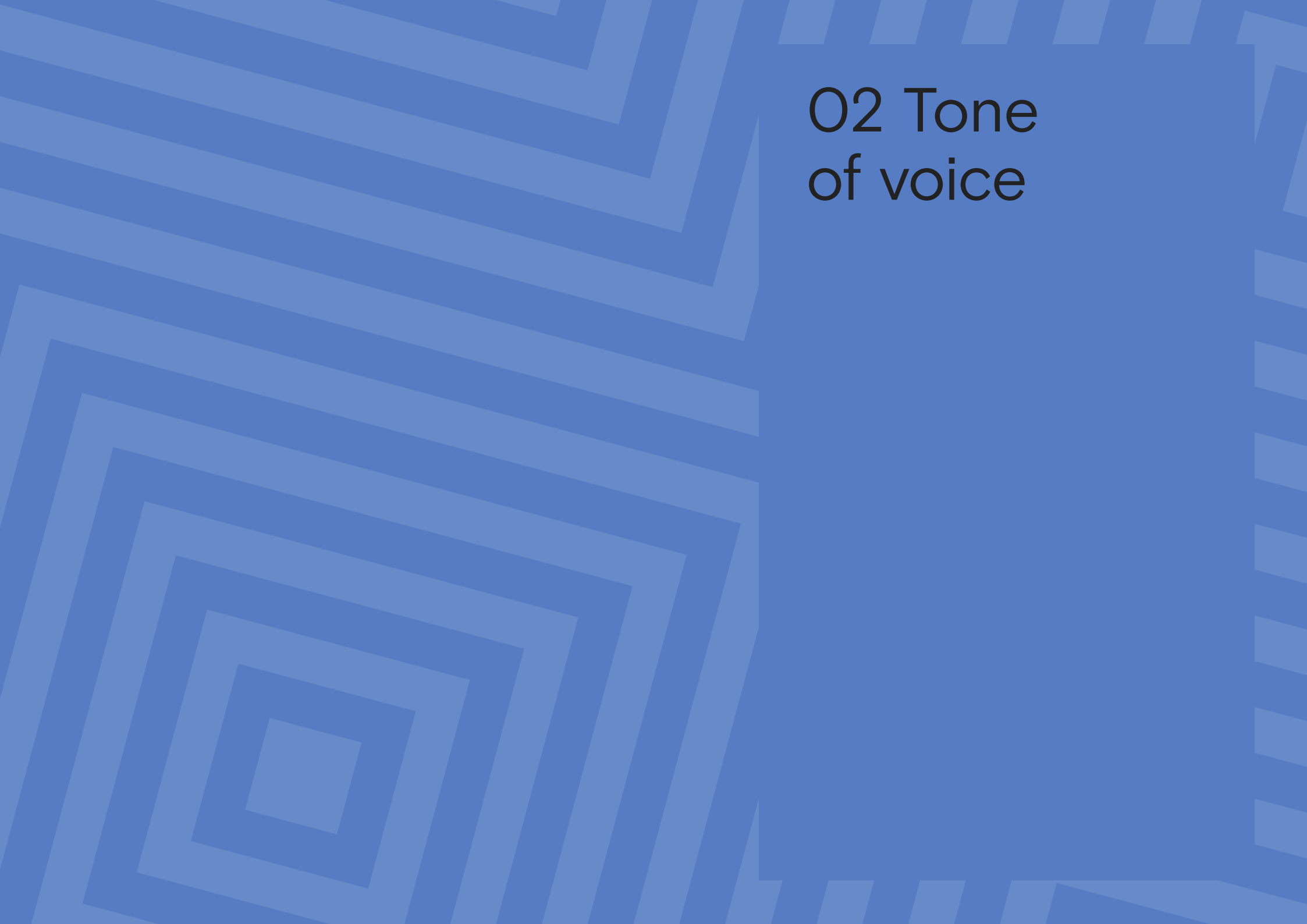
THEME 4

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Proactive, not reactive

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Forward-looking, responsive



## 02 Tone of voice

# Our voice

Since day one, we have empowered graduates to make the world a better place. At Charles Sturt University, we're all about rolling up our sleeves and getting stuck in.

We're the doers; the practical hard workers who keep this country, and our world, moving forward. But while we're busy getting things done, it's important to make sure people know who we are and what we stand for.

One of the ways we can do this is through the way we write and talk – our tone of voice (TOV). We can use our communications to relay our messages, but also to bring our personality to life and connect with our audiences.

From advertising campaigns to corporate communications, if the tone is consistent, we'll reinforce the integrity of our character, values and beliefs.

## The foundations of our voice

# Practical progress

Our tone of voice starts with a simple idea: **practical progress**. It's not a tagline or campaign. It's an intention that runs beneath everything we say, write and do. A guiding light that helps us communicate with a consistent tone, style and story.

While this idea motivates our communication, our personality gives it colour.

We have a unique personality that sets us apart from other universities. A character that comes to life through our brand – the way we look, feel and talk – so that everything we do is recognisably Charles Sturt University.

Our personality is made up of four key attributes.

**Personal**  
**Lively**  
**Confident**  
**Progressive**

Alongside practical progress, our core idea, these attributes are the foundation of our tone of voice.

Brand attributes



## Our audience

### Who do you think you're talking to?

It's an important question, and one we need to think about every time we sit down to write. An on-campus undergraduate student is very different to a business partner, or a member of the local community. Yet they are all part of our audience.

This is one of the reasons we have created a definitive tone of voice. So that we have a reference point for our communication that can stretch and adapt depending on who it is we're talking to.



## Our name

# ANU, SCU, UNE...

So many universities, so many letters.  
We don't want to be like any other  
university, lost in a sea of sameness.

So we're no longer going to refer to ourselves as CSU. We are Charles Sturt University. And very occasionally, when we want to be brief and casual, Charles Sturt.

Our full name is stronger than an abbreviation. It has a straightforward confidence that leaves no room for misinterpretation and clearly states our position as an education leader.

Always use one of these versions of our name whenever you refer to us, in writing or speaking.



## Our core idea

# Practical progress Real people making a real difference

It's about putting in the practical hard yards to actively create a world worth living in – for the greater good of our communities.

### Why practical progress?

We embrace this spirit of practical progress because we're not just content to exist in a world worth living in. We want to do our bit to actively create it. And we know that takes more than forward-thinking or challenging ideas. It takes hard work.

We're proud to put in that work – to sit on the practical side of progress. To equip our students and ourselves with the skills that add genuine value to Australia and the world at large. To not only consider the 'what', but to get our hands dirty and deliver on the 'how' – while always being guided by the 'why' (our brand purpose).

We connect people in regional communities, major cities and further afield to the tools and resources they need to build their skills, expand their thinking, and make a real difference in their communities. We connect them to careers that reward through more than just salaries.

On the following pages, we've put together a practical guide on how to weave our personality attributes through your communications.

## How it fits in the sector



Practical progress helps Charles Sturt University steer clear of the lofty ‘change the world’ sentiment of many of the G8 universities... without going all the way into nuts-and-bolts ‘hard graft’ simplicity.

By occupying the grounded and pragmatic area between, we’re giving Charles Sturt University some breathing room in a crowded space. We’re forming authentic connections with our audiences, always demonstrating progressive thinking with practical proof points, and embracing our down-to-earth Australian roots without becoming an overly familiar caricature.

**It’s a space that few other universities can own the way Charles Sturt University can.**

## Attribute #1

# Personal

### Be refreshingly real

Our first priority? Forming real, one-to-one connections with our audience – whether they're walking onto a campus, or logging in from the other side of the world. And to help us do that, we always speak in an authentic, down-to-earth and welcoming way.

That means taking the hard work out of our language so that more people can understand what we stand for – and what we can do for them. If we wouldn't say it in a face-to-face conversation, we don't write it. And we know that even the simplest exercises – like using first-person pronouns and writing in the active voice – can make a massive difference.

We embrace our roots as a down-to-earth Australian university, but never go into a full 'Aussie as' caricature. Instead, we level the playing field – making it clear that we're on the same page as our audience. And using that as a consistent springboard for stronger, more human connections.

## Attribute #2

# Lively

### Inspire excitement

We're excited about the ways we can create a world worth living in. And we want to make sure as many people as possible share the same energy and enthusiasm as we do.

So we always speak with an active, switched-on sense of momentum. We keep our sentences short and punchy. Our headlines eye-catching and creative. And our ideas fresh and forward-thinking.

We steer clear of the long-winded and passive language of yesterday – without getting too lost in the 'what ifs' or 'how abouts' of tomorrow. After all, our ability to think big is always matched by our ability to get things done.

When anyone interacts with Charles Sturt University, it should be clear that we're a dynamic, inspired bunch – and we encourage our audience to share in that energy.

## Attribute #3

# Confident

## Show them how it's done

Positive change is happening all across our university on any given day. And we reckon that counts for something. So we speak with a confidence that matches the great work that's being done (not to mention our 'consider-it-done' work ethic).

As a university that prefers to lead by example, we always have the proof points to back up a little boldness. It's not about courting controversy or disrupting the conversation for the sake of it. It's about showing the world exactly how we're creating a world worth living in – so that people sit up and take notice for the right reasons.

And while we're proud of where we've come from – and where we're headed – we're never overly boastful or arrogant. We stay grounded.

## Attribute #4

# Progressive

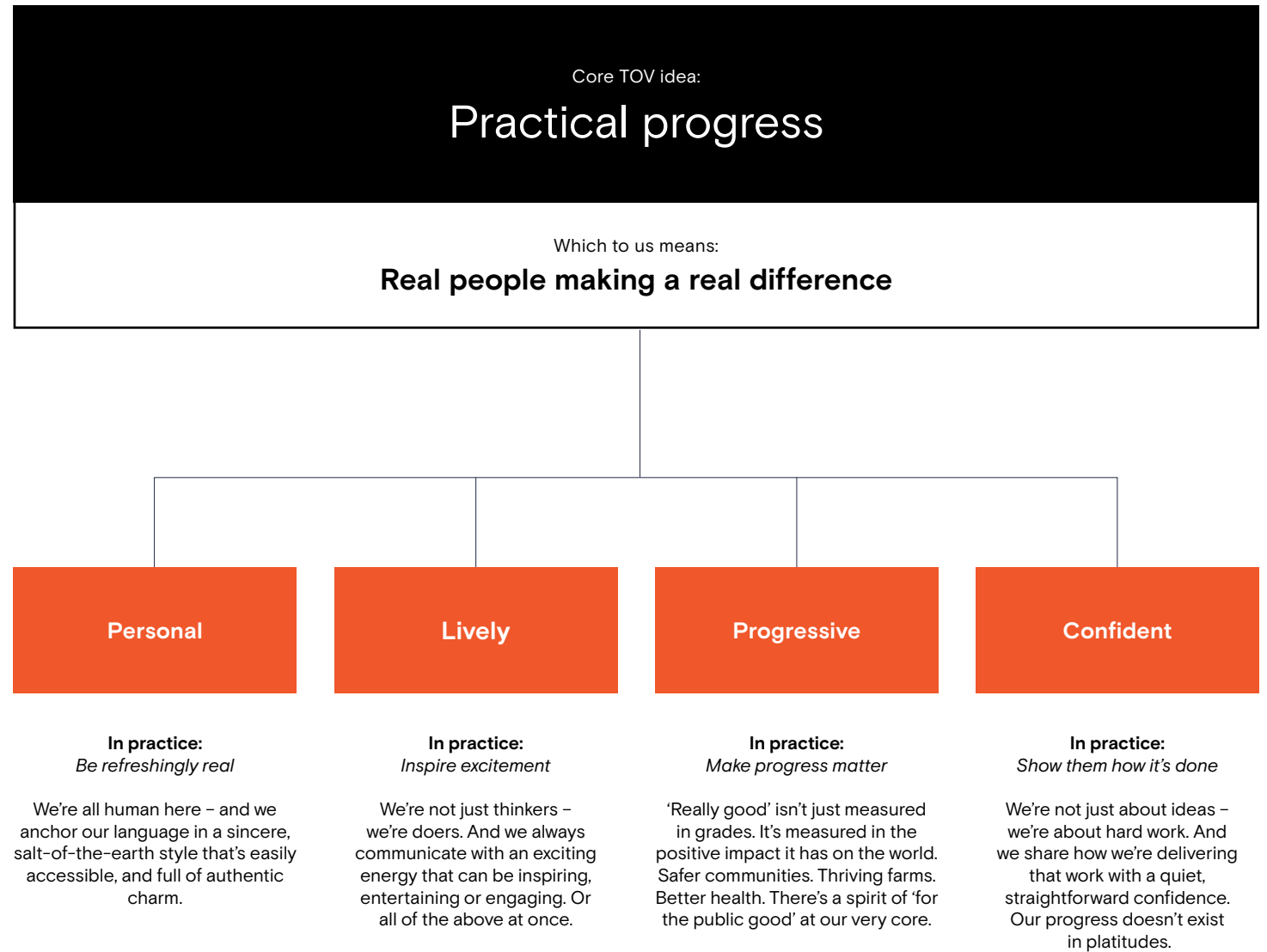
## Make progress matter

We're always looking ahead. Thinking of ways we can proactively make a difference – not just responding to the world's needs but anticipating them. Seizing opportunities as they pop up. And making it clear that every person is capable of making a difference.

At Charles Sturt, our progress is always grounded in practicality. In real-world stories, where results only mean something if we can make a difference in people's lives. So when we share those stories, we do so through a human lens.

For example, we wouldn't just share the details of an agricultural breakthrough. We'd hero the ways that breakthrough can benefit farmers in the industry or region. Or the Charles Sturt University researcher who made that breakthrough – and why it means something. We're not stuck in the past around here. We anticipate what's needed – and we make progress that means something for people.

# How it all fits together



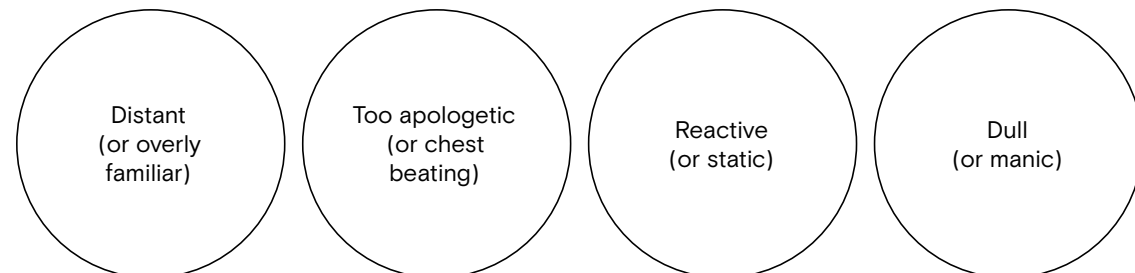
## Find the right balance

Our tone of voice is informed by our four key personality attributes. But we don't have to give equal weight to all four at all times. It's a matter of fine-tuning the balance to fit the message, the audience and the channel you're writing for. Think of it like adjusting the dials on a dashboard – depending on your context, you turn each one up or down until you get the balance right. So if, for example, you're writing about a research finding, you would amplify the 'Progressive' and 'Confident' attributes. If it's a social media post for an on-campus event, you'd lead with 'Lively' and 'Personal'.

Charles Sturt University is:



Charles Sturt University isn't:





# Sample 01

There's no single way to put 'practical progress' to work. Especially not when you consider the different channels we use to communicate – or the diverse audiences we're speaking to.

We've put together a range of samples to show you how you might fine-tune the balance on our attributes to suit your platform – without ever straying too far from the core idea that anchors our voice to the Charles Sturt University brand.

Key:

- Before TOV update
- After TOV update
- Notes

# 01

## Undergraduate prospectus

**Everyone is unique. That's why there are so many ways to get a place at Charles Sturt.**

**Let's work out the best way in to uni for you**

*Headings are not simply descriptive, but are an opportunity to draw people in with a personal connection with readers, showing we understand where they're at. Make them relatable.*

**We look beyond your ATAR, and recognise the unique attributes you can bring to our university. It's not always about exam results – at Charles Sturt it's also about who you are, what you want to achieve and your passion to make it happen.**

**Charles Sturt University is full of dedicated, open-minded students who want to work hard. They come from many different backgrounds, but what they all share is a passion to make good things happen.**

*Take the opportunity to weave in the core TOV idea of 'practical progress' where possible. Remind readers that this is a community of hard working people doing what it takes to make a better world.*

**So when it comes to getting a place here, we look at more than just your ATAR and exam results. We consider all the things that make you who you are, and the unique experience you have to offer. We're interested in what fuels you and what you want to achieve.**

*Make it personal. Give readers a sense that 'we see you'.*

**Access schemes**

**Other ways to open doors**

**We take into account any difficulties that might have affected your studies – such as finances, illness and legal issues – and can adjust your selection rank accordingly. If you are a sportsperson and your sporting commitments have affected your preparation for uni, you can apply for special consideration through the Elite Athlete Program.**

**We know life takes different turns for everyone. So if your studies have been impacted by difficult experiences – like financial troubles, legal issues or illness – we'll look into adjusting your selection rank. The same goes if you're a sportsperson whose time on the field or in the pool has made it hard to prepare for uni. Our Elite Athlete Program is another pathway for special consideration.**

*Make it simple and easy to understand with real conversational language.*

**Early offer**

**Get a head start here**

**You could receive an offer for a Charles Sturt course before you've received your ATAR. We recognise your passion and potential and will consider your academic achievements from Year 11 and your school's recommendation.**

**Your potential to do great things could lead to an offer from Charles Sturt University before you've even received your ATAR (we'll consider your Year 11 marks and school recommendation too).**

**Location (Regional) Adjustment**

**A home-grown advantage**

**If you're completing high school in a regional area, we'll automatically adjust your selection rank by five points.**

**Have you been completing high school in a regional area? We'll automatically adjust your selection by five points.**

*Ask direct questions to engage with readers.*

## Sample 01

## Undergraduate prospectus

**Undergraduate prospectus**

We've dialled up the 'Personal' attribute, so that each student really feels as though Charles Sturt University has a plan – and a path – for them. Our 'Confident' and 'Lively' attributes back this up with a straightforward, can-do energy.

The diagram consists of four rounded rectangular buttons stacked vertically, each with a horizontal line extending to the right and a small circle at the end. The buttons are labeled: Personal (dark green), Lively (orange), Confident (orange), and Progressive (orange). The length of the lines increases from Progressive to Personal, indicating that 'Personal' is the most emphasized attribute.

### Before

**Everyone is unique. That's why there are so many ways to get a place at Charles Sturt.**

We look beyond your ATAR, and recognise the unique attributes you can bring to our university. It's not always about exam results – at Charles Sturt it's also about who you are, what you want to achieve and your passion to make it happen.

**Access schemes**  
We take into account any difficulties that might have affected your studies – such as finances, illness and legal issues – and can adjust your selection rank accordingly. If you are a sportsperson and your sporting commitments have affected your preparation for uni, you can apply for special consideration through the Elite Athlete Program.

**Early offer**  
You could receive an offer for a Charles Sturt course before you've received your ATAR. We recognise your passion and potential and will consider your academic achievements from Year 11 and your school's recommendation.

**Location (Regional) Adjustment**  
If you're completing high school in a regional area, we'll automatically adjust your selection rank by five points.

### After

**Let's work out the best way in to uni for you.**

Charles Sturt University is full of dedicated, open-minded students who want to work hard. They come from many different backgrounds, but what they all share is a passion to make good things happen.

So when it comes to getting a place here, we look at more than just your ATAR and exam results. We consider all the things that make you who you are, and the unique experience you have to offer. We're interested in what fuels you and what you want to achieve.

**Other ways to open doors**  
We know life takes different turns for everyone. So if your studies have been impacted by difficult experiences – like financial troubles, legal issues or illness – we'll look into adjusting your selection rank. The same goes if you're an elite sportsperson or performer whose time on the field or in the pool has made it hard to prepare for uni. Our Elite Athlete Program is another pathway for special consideration.

**Get a head start here**  
Your potential to do great things could lead to an offer from Charles Sturt University before you've even received your ATAR (we'll consider your Year 11 marks and school recommendation too).

**A homegrown advantage**  
Have you been completing high school in a regional area? We'll automatically adjust your selection by five points.

## Sample 02

## Corporate voice

Key:

- Before TOV update
- After TOV update
- Notes

### Strategic focus areas

#### Three pillars of progress Our strategic goals

*To reinforce a sense of confidence and self-belief, we talk about our 'goals' rather than 'focus areas' – it's not about what we want to achieve, but what we will achieve.*

#### Our students

**Our students have a strong sense of belonging and connectedness to their university. They will receive a high-quality, flexible learning experience that fits around their life and their aspirations.**

#### Our students

**We connect students to a university experience that suits their lives and their ambitions – whether they're studying on campus, in Australia or further abroad. As part of a community of hard-working, bright-minded people, they'll gain the skills, knowledge and networks to turn what they've learned into the way they work. Every one of our students' time with us should be the beginning of an exciting career – where making a positive impact is part of going to work.**

*Make corporate communications human by talking to the hopes and dreams of our students – as individuals as well as pupils.*

*Evoke a progressive mindset by drawing connections to the future, as well as the present.*

#### Our communities

**We are a university of the land and people of our regions. We have a critical role in building strong, vibrant regional communities with intellectual capital, social capital and infrastructure.**

#### Our communities

**The regional communities we're based in have never just been a place for us to lay physical foundations. They're a part of our identity as a university. Our students and staff call them home – and even those of us working remotely feel the same commitment to creating stronger, more vibrant communities.**

**We use social capital, intellectual capital and infrastructure to make that happen.**

*Give corporate language a human energy and reinforce our proactive forward-looking approach.*

#### Our internal capabilities

##### Ourselves

*Avoid corporate jargon. Use clear and simple human language.*

**To remain true to our mission and achieve our strategic objectives for our communities, our students and ourselves, we need to evoke our capacity and workforce to develop a strong university that has the organisational culture, workplace capability and agility to adapt and thrive in a continually changing environment.**

**To meet the strategic objectives we're striving towards, we need to be a stronger, more agile university. And we continue to challenge ourselves to evolve our capabilities and our workforce – approaching our own organisation with the same drive we encourage in our students.**

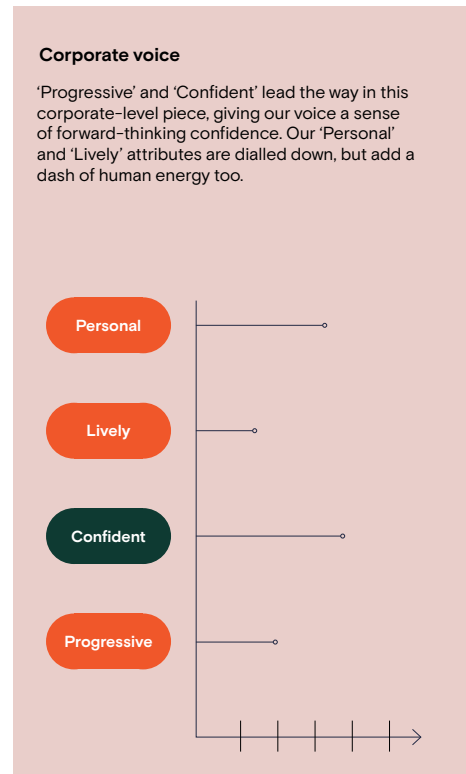
**Progress starts within.**

*Give all corporate language a strong sense of our confident, progressive spirit.*

# 02

## Sample 02

## Corporate voice



### Before

**Strategic focus areas**

**Our students**  
Our students will have a strong sense of belonging and connectedness to their university. They will receive a high-quality, flexible learning experience that fits around their life and their aspirations.

Our students will graduate with the knowledge, skills, attitudes and professional networks for a meaningful life and a successful career.

**Our communities**  
We are a university of the land and people of our regions. We have a critical role in building strong, vibrant regional communities with intellectual capital, social capital and infrastructure.

**Our internal capabilities**  
To remain true to our mission and achieve our strategic objectives for our communities, our students and ourselves, we need to evoke our capacity and workforce to develop a strong university that has the organisational culture, workplace capability and agility to adapt and thrive in a continually changing environment.

### After

**Three pillars of progress**  
Our strategic goals

**Our students**  
We connect students to a university experience that suits their lives and their ambitions – whether they're studying on campus, in Australia or further abroad. As part of a community of hardworking, bright-minded people, they'll gain the skills, knowledge and networks to turn what they've learned into the way they work.

Every one of our students' time with us should be the beginning of an exciting career – where making a positive impact is part of going to work.

**Our communities**  
The regional communities we're based in have never just been a place for us to lay physical foundations. They're a part of our identity as a university. Our students and staff call them home – and even those of us working remotely feel the same commitment to creating stronger, more vibrant communities.

We use social capital, intellectual capital and infrastructure to make that happen.

**Ourselves**  
To meet the strategic objectives we're striving towards, we need to be a stronger, more agile university. And we continue to challenge ourselves to evolve our capabilities and our workforce – approaching our own organisation with the same drive we encourage in our students.

Progress starts within.

## Sample 03

## Undergraduate recruitment eDM

Key:

- Before TOV update
- After TOV update
- Notes

**Title:** You've got this, Sam

**Subject:** We're ready when you are, Sam.

*Create a sense of immediacy and instill confidence. Establish a personal relationship through a one-to-one conversation.*

**Good call, Sam:**

**It's go time.**

Use verbs to weave in a feeling of proactivity.

**The best way to get what you want is to get what you need — experience and qualifications.**

**We can help you with those. At Charles Sturt University, we're not here just for our fantastic facilities, amazing teachers and great coffee.**

**Getting a job. Kickstarting a career. Making a mark. They're the reasons most of us go to uni (although there are always one or two students just there for the coffee).**

*Try to write from the reader's point of view. Position the information in terms of what it means for them, rather than what it means for the university.*

**We're here to get you a job. One that you actually want.**

**That's why our courses are full of hands-on experience in real-world facilities, so you'll graduate ready to start earning in your chosen profession. With Charles Sturt University by your side, you may even get the job before you graduate.**

**Why wait until you graduate?**

**When it comes to getting out in the world, we prefer to get the ball rolling from day one. So along with top teachers and slick new study spaces, Charles Sturt University gives you plenty of hands-on experience in real-world facilities. It's par for the course – whatever course you choose to sink your teeth into.**

**You won't just be ready to start looking for a job when you finish studying. You'll be ready to start doing awesome work. You might even have that first gig before you've graduated.**

*Break text up into bite-sized paragraphs with headings, for easy navigation and easy digestibility.*

**Don't forget to update your school email address to your personal email address.**

**Save even more brain space by letting Charles Sturt University send you all the information you need.**

**Simply log in and update your details through UAC or VTAC, so we can make sure your offer and extra info reaches you.**

**We'll do the work for now, though. Just log in and update your school email address to your personal account through UAC or VTAC. We'll send you all the info you need. And hopefully an offer too.**

**Then it's time to get to work. And that's when things get really interesting.**

# 03

# Sample 03

# Undergraduate recruitment eDM

**Undergraduate recruitment eDM**

For this audience and channel we've dialled up all our attributes – with 'Lively' and 'Confident' leading the way to maintain an energetic and engaging spirit throughout. Our 'Personal' and 'Progressive' attributes make the sense of possibility in the messaging mean something for each individual reader.

The chart displays four attributes on the y-axis: Personal, Lively, Confident, and Progressive. Each attribute has a corresponding colored pill-shaped label. To the right of these labels is a vertical line with a horizontal axis at the bottom. Four horizontal lines extend from the vertical line to the right, each ending in a small circle. The 'Lively' attribute has the longest line, followed by 'Personal', 'Confident', and 'Progressive'.

**Before**

**Title: You've got this, Sam**

Good call, Sam.

The best way to get what you want is to get what you need – experience and qualifications.

We can help you with those. At Charles Sturt University, we're not here just for our fantastic facilities, amazing teachers and great coffee.

We're here to get you a job. One that you actually want.

That's why our courses are full of hands-on experience in real-world facilities, so you'll graduate ready to start earning in your chosen profession. With Charles Sturt University by your side, you may even get the job before you graduate.

Don't forget to update your school email address to your personal email address.

Save even more brain space by letting Charles Sturt University send you all the information you need. Simply log in and update your details through UAC or VTAC, so we can make sure your offer and extra info reaches you.

**After**

**Subject: We're ready when you are, Sam.**

**It's go time.**

Getting a job. Kickstarting a career. Making a mark. They're the reasons most of us go to uni (although there are always one or two students just there for the coffee).

**Why wait until you graduate?**  
When it comes to getting out in the world, we prefer to get the ball rolling from day one. So along with top teachers and slick new study spaces, Charles Sturt University gives you plenty of hands-on experience in real-world facilities. It's par for the course – whatever course you choose to sink your teeth into.

You won't just be ready to start looking for a job when you finish studying. You'll be ready to start doing awesome work. You might even have that first gig before you've graduated.

**We'll do the work for now, though**  
Just log in and update your school email address to your personal account through UAC or VTAC. We'll send you all the info you need. And hopefully an offer too.

**Then it's time to get to work. And that's when things get really interesting.**

## Sample 04

## Postgraduate prospectus

Key:

- Before TOV update
- After TOV update
- Notes

### Doing a research degree

#### Be part of something great

*Create real one-to-one connections with our audience; appeal to their aspirations.*

~~If you want to contribute new knowledge to the world, you've come to the right place. Charles Sturt University is committed to excellence in research, identifying and supporting projects that allow internationally competitive research and research training.~~

Undertake a research degree at Charles Sturt University, and you'll be joining a community of forward-thinking doers. People whose hard work helps shape a better future.

You'll be contributing new knowledge and developing new ways of doing things. It's your opportunity to have a positive impact not only on how we understand the world, but also on how we live and work within it.

*Write from the point of view of the audience (students) rather than the university.*

*Link back to the idea that every one of us can make a difference.*

*Try to weave in a proactive focus on the future wherever possible, and on how the information is meaningful to students.*

#### What can you expect?

*Break text up into bite-sized paragraphs with headings, for easy navigation.*

*Use questions to engage with readers, creating a conversation, a one-to-one connection.*

A research degree is an opportunity to delve deep into an area that's important to you.

*Make it personal and relevant – think about the reader's personal motivations/ what's meaningful to them.*

You'll look at existing literature, participate in research workshops and conduct independent, unique research to uncover new knowledge.

You'll work with a dedicated supervisor to formulate an original project, and they will guide you through the research process. You'll also be plugged in to a network of researchers and industry experts to collaborate on theoretical and applied projects.

#### Access scholarships

*Break text up into paragraphs with headings, use verbs to engage and connect with the reader.*

Domestic postgraduate research candidates at Charles Sturt may be offered a Research Training Program (RTP) Scholarship. These scholarships are funded by the Australian Government and are used by the university to offset your tuition fees so that you may receive free research training.

*Include references to the future and being forward-looking.*

#### Places for exchanging knowledge

*Use headings to evoke the meaningful personal benefits, rather than just being factually descriptive.*

Besides world-class facilities across our campuses, we have four dedicated research centres that bring academics, industry, community and students together.

# 04

## Sample 04

## Postgraduate prospectus

**Postgraduate prospectus**

Few areas of Charles Sturt University offer the chance to dial up our 'Progressive' attribute like when we're talking about our research. Which is why this attribute has been dialled almost all the way up. It's supported with our 'Confident' attribute to link that progress to real work, while our 'Personal' and 'Lively' attributes have been dialled up to maintain our human authenticity and energy.

Personal

Lively

Confident

Progressive

### Before

### Doing a research degree

If you want to contribute new knowledge to the world, you've come to the right place. Charles Sturt University is committed to excellence in research, identifying and supporting projects that allow internationally competitive research and research training.

A research degree involves completing literature reviews, participating in research workshops and conducting independent, unique research to uncover new knowledge. You will work with a dedicated supervisor to formulate an original project, and they will guide you through the research process. You will be plugged into a network of researchers and industry experts to collaborate on theoretical and applied projects.

This is your opportunity to shape the future of knowledge.

Domestic postgraduate research candidates may be offered a Research Training Program (RTP) Scholarship. These scholarships are funded by the Australian Government and are used by the university to offset your tuition fees so that you may receive free research training.

#### Dedicated Research Centres

Besides extensive world-class facilities across our campuses, we have four dedicated research centres that bring academics, industry, community and students together.

### After

### Be part of something great

Undertake a research degree at Charles Sturt University, and you'll be joining a community of forward-thinking doers. People whose hard work helps shape a better future.

You'll be contributing new knowledge and developing new ways of doing things. It's your opportunity to have a positive impact not only on how we understand the world, but also on how we live and work within it.

#### What can you expect?

A research degree is an opportunity to delve deep into an area that's important to you. You'll look at existing literature, participate in research workshops and conduct independent, unique research to uncover new knowledge.

You'll work with a dedicated supervisor to formulate an original project, and they will guide you through the research process. You'll also be plugged in to a network of researchers and industry experts to collaborate on theoretical and applied projects.

#### Access scholarships

Domestic postgraduate research candidates at Charles Sturt may be offered a Research Training Program (RTP) Scholarship. These scholarships are funded by the Australian Government and are used by the university to offset your tuition fees so that you may receive free research training.

#### Places for exchanging knowledge

Besides world-class facilities across our campuses, we have four dedicated research centres that bring academics, industry, community and students together.



# Our TOV cheat sheet

Here's a quick reminder of the tools we use to deliver on-brand comms.

## Ready to put our voice to work?

Now that you're familiar with the idea of practical progress – and the tools to help bring it to life – it's time to start applying it to your communication. If you get stuck, the brand team is here to help. Get in touch by emailing [brand@csu.edu.au](mailto:brand@csu.edu.au)

### Be refreshingly real — Personal

#### Have you:

**Taken the hard work out of it...**  
without losing your key messages  
along the way.

**Spoken like a real person...**  
but not been overly familiar.

**Embraced our Aussie spirit...**  
and avoided going full 'ocker'.

### Inspire excitement — Lively

#### Have you:

**Approached things with a fresh perspective...**  
without getting too complicated.

**Kept your sentences short and snappy...**  
but not come across as abrupt.

**Had fun with your headlines...**  
without getting too silly or 'punny'.

### Show them how it's done — Confident

#### Have you:

**Found proof points to back yourself...**  
but avoided getting bogged down in facts or details.

**Shown pride in what we've achieved...**  
while steering clear of chest-beating.

**Made a bold statement where appropriate...**  
and not just to be controversial.

### Make progress matter — Progressive

#### Have you:

**Solved an audience's problem or  
answered their question...**  
without being overly reactive.

**Shared the positive changes we're making...**  
while giving it some real world, human context.

**Shown how we're looking forward...**  
without losing sight of what's important today.

# 03 Logo

# Crest

A contemporary evolution of the original coat of arms that takes pride in Charles Sturt University's heritage and where we are headed. The lively repeated line work reflects a human ripple effect through social impact.

## Three rivers

Representing Captain Charles Sturt's spirit of exploration and discovery. A symbol of the location of our foundation campuses.

## The field

Symbolic of Charles Sturt University's agricultural heritage.

## The book

Representing Sturt's tradition of learning and inquiry; a seeking or request for truth, information, or knowledge.



## Crest and wordmark

A typeface that connects the past to the future - a modern and timeless serif style.



Charles Sturt  
University

# Primary logos



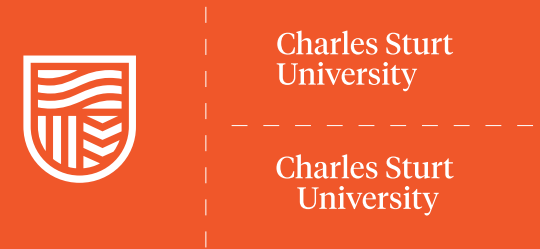
**Horizontal**  
Charles Sturt University logo



**Vertical left-aligned**  
Charles Sturt University logo



**Vertical centre-aligned**  
Charles Sturt University logo



**Crest and wordmark (detached)**  
Charles Sturt University logos

# Clear space and minimum size – crest and wordmark

## Crest

The height of the crest dictates the amount of clear space required. The clear space equals 50 per cent height of the crest. This is strictly the minimum clear space allowed in any application. The clear space rule is in place to retain legibility when applying Charles Sturt University crest.

Minimum size – print  
5mm high

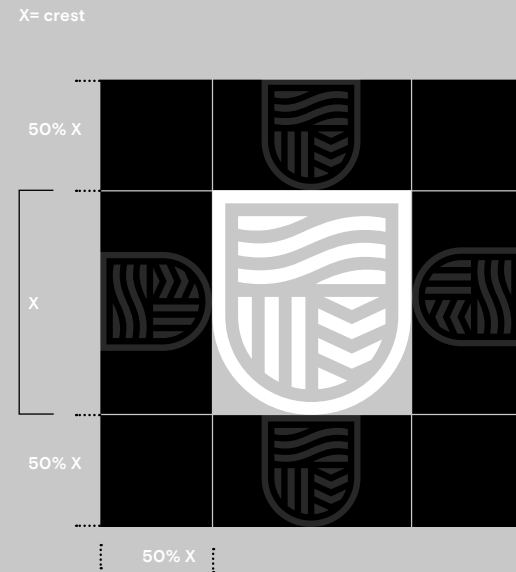
Minimum size – digital  
40px high

## Detached wordmarks

The height of the capital 'U' dictates the amount of clear space required. The clear space equals 1x height of the 'U'. This is strictly the minimum clear space allowed in any application. The clear space rule is in place to retain legibility when applying wordmark.

Minimum size – print  
5mm high

Minimum size – digital  
50px high



Minimum size – Print

Minimum size – Digital



Note: Logos are not to scale.

X='U'



Minimum size – Print and digital



Minimum size – Print and digital



# Clear space and minimum size — logos

The height of the Charles Sturt University full version logo dictates the amount of clear space required. The clear space equals 1/2 x or 1 x the logo height. This is strictly the minimum clear space allowed in any application. The clear space rule is in place to retain legibility when using any Charles Sturt University logo.

**Full version - horizontal**  
 Print: 30mm wide  
 Digital: 80px wide

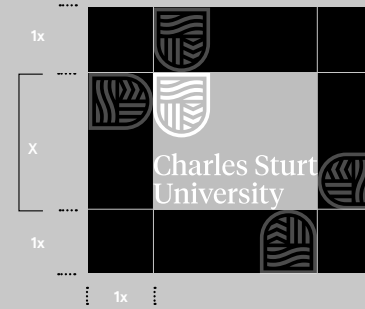
**Full version - left-aligned**  
 Print: 20mm wide  
 Digital: 40px wide

**Full version - centred**  
 Print: 15mm wide  
 Digital: 40px wide

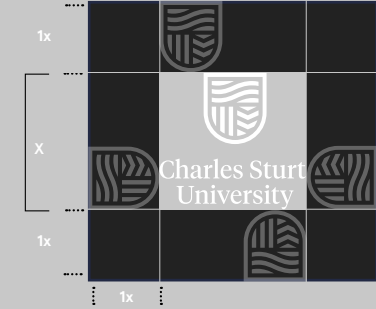
Full version logo - horizontal



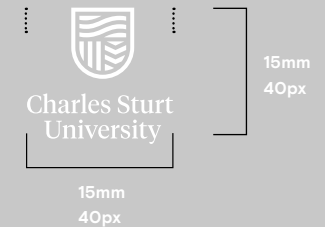
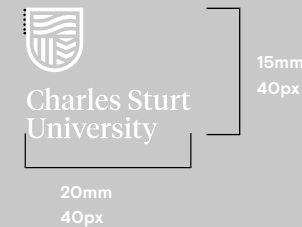
Full version logo - left-aligned



Full version logo - centred



Minimum size - print and digital



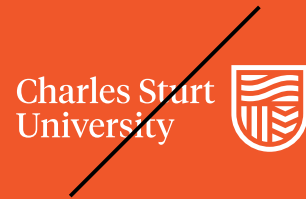
Note: logos are not to scale.

# Incorrect use

Select the appropriate logo for your Charles Sturt University application and use only the provided logo artwork.

Do not rotate, stretch, recolour outside of the colour palette, alter type or outline the logo.

Do not modify the lock-up



Do not modify the lock-up



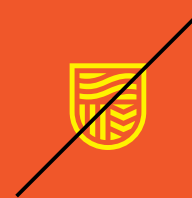
Do not outline



Do not modify the 'Charles Sturt University'



Do not use colours outside of the brand palette



Do not skew any elements



Do not rearrange any elements



Do not stretch or scale any part individually



Use current logo assets



Do not use over busy imagery



Do not use over busy imagery



Do not use over washed out backgrounds



# Logo roles

## Primary logos



Charles Sturt University primary logo – horizontal left-aligned

The primary logo is used for internal and external marketing and promotions. Context, format, space and legibility will determine which version of the primary logo is used.



Charles Sturt University primary logo – vertical left-aligned

The full version logo is used for international marketing and promotions and in instances where the full university name is required.



Charles Sturt University primary logo – vertical centre-aligned

The full version logo – large format is used for signage, wayfinding and display banners.

## Separated components



+

Charles Sturt  
University

or

Charles Sturt  
University

Charles Sturt University crest

The Charles Sturt University crest is a symbol that represents our history and traditions. The crest can be used independently of the logotype in specific marketing and promotions including corporate stationery, onsite signage, in cases where the Charles Sturt University logotype is amplified as a graphic device or as an embellishment on premium applications.

Charles Sturt University primary logo – centred detached

The primary logo is used for internal and external marketing. Context, format, space and legibility will determine which version of the primary logo is used.

Charles Sturt University primary logo – left-aligned detached

The primary logo is used for internal and external marketing. Context, format, space and legibility will determine which version of the primary logo is used.



# Embroidered logo

Either the horizontal or centred logo can be used for embroidery. The proportions and structure are not to be altered in any way.

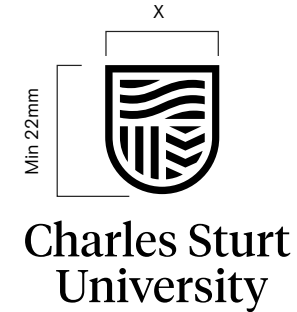
The minimum height of the crest should not be less than 22mm.

The preferred positioning of the logo is on the left breast of any garment.

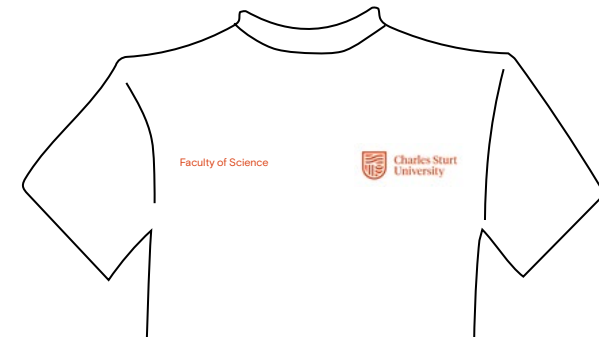
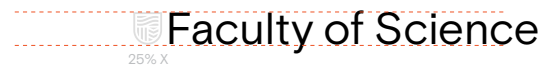
If needed, additional text can be added to the shirt, in Basis Grotesque Regular or Arial Regular. The text should not appear near the logo. Logo and text should appear on opposite sides of shirts, with the Charles Sturt logo over the left breast. Alternatively, text can be placed on the back of the shirt and the Charles Sturt logo on the front of the shirt. Sizing of the text in this instance can be bigger than specified opposite, and will be considered on a case-by-case basis.

Placement must be approved by submitting the mocked up design to [brand@csu.edu.au](mailto:brand@csu.edu.au) before production.

## Logo sizing



## Additional text example



Not to scale.



# 04 Brand architecture

# What is the Charles Sturt brand architecture?

Our brand architecture is the strategy that determines how we categorise and brand our products, programs, services, strategic sub-brands and partnerships to ensure they exist harmoniously under the Charles Sturt masterbrand.

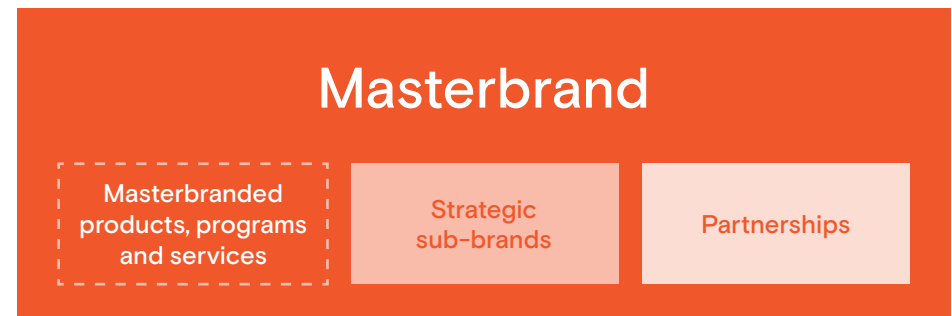
Our brand architecture plays an important role in creating a sustainable and distinct brand.

- Defines areas of strategic focus and aligns our products, programs and services to the Charles Sturt University masterbrand.
- Identifies the strategic sub-brands that we will invest in to drive equity and reputation.
- Creates consistency and efficiencies through consolidation, ensuring our products, programs, services, sub-brands and partnerships all serve a strategic purpose.
- Contextualises our offerings - explaining why they are part of Charles Sturt University.

# Our brand architecture is masterbrand-led

Our brand architecture enables our products, programs, services, strategic sub-brands and partnerships to maximise the equity, value and reputation of our brand, through their strong relationship with our masterbrand.

This masterbrand-led approach applies our brand guidelines to the visual representation and naming of our products, programs and services, strategic sub-brands and partnerships wherever fonts, graphics or colours are used. While there may be slight variations of visual treatment for strategic sub-brands or specialised offerings, these will always be influenced by the masterbrand.



## Our masterbrand-led approach

We have a single-brand focus. All masterbranded products, programs and services, strategic sub-brands and partnerships share the same visual identity.

# Benefits of a masterbrand-led approach

- ✓ Strengthens attribution and recall of the Charles Sturt University brand.
- ✓ Builds greater equity in the core brand over time.
- ✓ Elevates areas of strategic focus and expertise.
- ✓ Creates greater impact by cutting through the noise.
- ✓ Enables efficiencies by streamlining our brand representations in market.
- ✓ Reduces the number of visual assets and templates to manage.

# Brand architecture categories

Across Charles Sturt University we've categorised over 100 programs and services into three key categories.

- Masterbranded products, programs and services
- Strategic sub-brands
- Partnerships

# Masterbranded products, programs and services

Our organisational default is masterbranded products, programs and services, to ensure impact and attribution for the university brand is maximised.

All primary Charles Sturt University products, services, programs and operations fall into this category and as such will comply with our brand guidelines, unless there is a strong strategic rationale otherwise.

## Criteria for masterbranded products, programs and services:

- ✓ Fully owned by Charles Sturt University or an entity permitted to use core masterbrand assets.
- ✓ Would not be able to operate/exist if not a part of the university.
- ✓ A foundational internal division or service.
- ✓ Represents a singular program or activity e.g. an event such as orientation week.
- ✓ A key on-campus offering set up primarily to serve students, staff or visitors to the university, e.g. cafés, general stores.

# Guidelines for masterbranded products, programs and services

## Name

- Masterbranded products, programs and services must have succinct name that is descriptive, clear and meaningful. Acronyms are not to be used.
- A functional descriptor may be added to the name, to ensure the purpose of the product, program or service is clear, e.g. program, division, service/s, hub.
- The words 'Charles Sturt University' do not need to be included in the name of the product, program or service will only be referenced within the university environment (e.g. on a Charles Sturt University web page that will have the masterbrand logo on it). If the product, program or service is being referred to in a non-Charles Sturt University environment, the preference is to use the name of the university followed by the product, program or service name for first use and the name of the product, program or service only thereafter (e.g. 'The Charles Sturt University Earn as You Learn program equips students to find part-time work. Earn as You Learn provides students with coaching...')
- Masterbranded product, program and service names are treated as proper nouns, i.e. initial capital letters are used.

## Logo

- The Charles Sturt University logo is to be used.
- Masterbranded products, programs and services are to be referred to 'in name' in headings, text and copy only – no logo lock-ups of any kind are allowed.

## Design and colours

- Core brand templates, including fonts, graphics and colour palette are to be used for all internal and external communication.
- The Charles Sturt colour palette rules are to be applied. Do not adopt a specific colour scheme.

## Content

- When referring to masterbranded products, programs and services in body copy, use the name in full in the first instance e.g. 'Charles Sturt University Student Central', and thereafter you may use the shortened name, e.g. 'Student Central'.



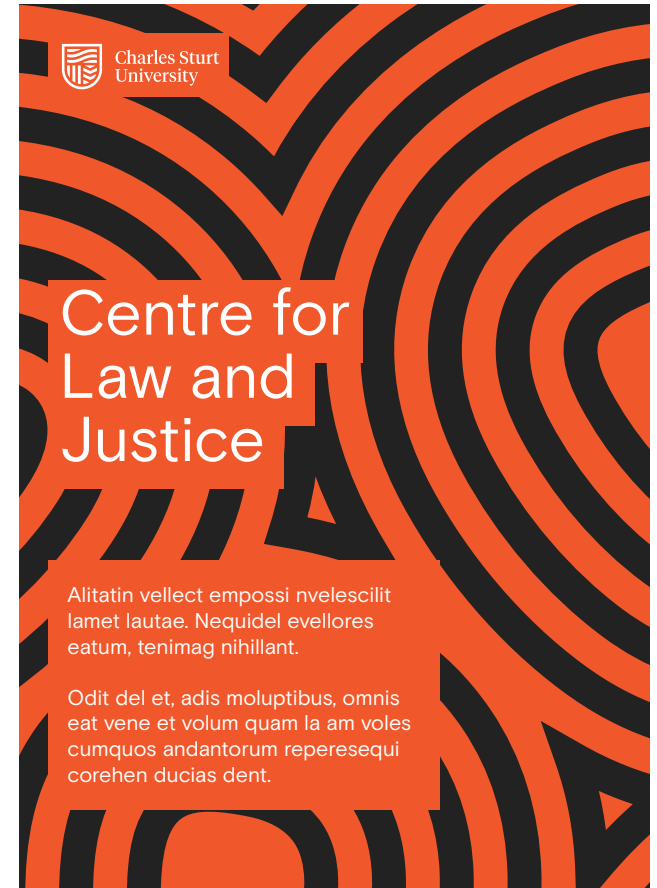
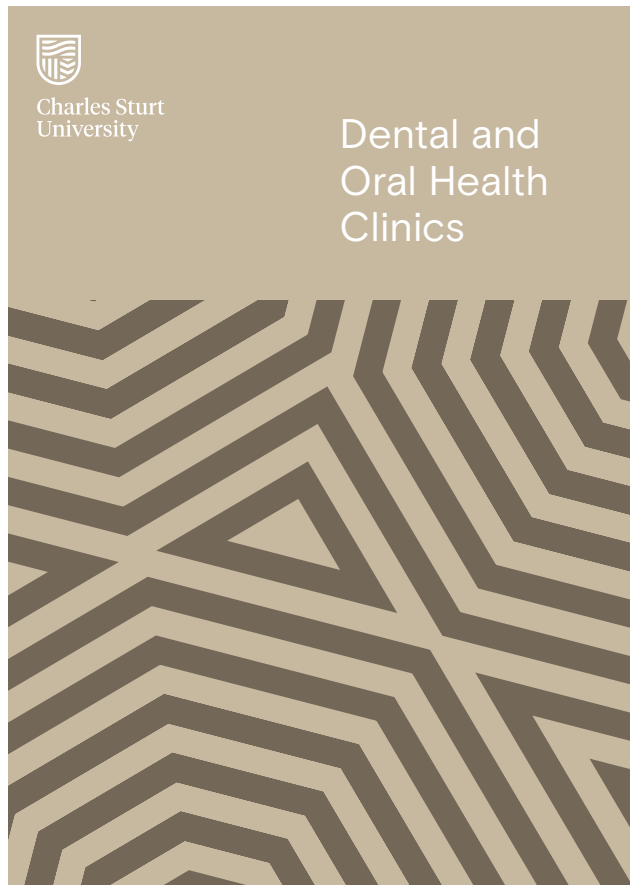
## Variations and exceptions to masterbranded products, programs and services

Wherever possible we avoid variations and exceptions for masterbranded products, programs and services. There are limited scenarios where it may not be appropriate for the Charles Sturt University masterbrand to be used. These are determined on a case-by-case basis and must be approved by [brand@csu.edu.au](mailto:brand@csu.edu.au)

### Internal communication

- Some internal assets, such as cafe and library signage, do not need to include the Charles Sturt University logo. As these assets are displayed within the university environment, it is reasonable for the viewer to assume the offering or communication is provided by Charles Sturt University. If you are unsure if an asset should include the logo, please contact [brand@csu.edu.au](mailto:brand@csu.edu.au) for advice.

# Masterbranded products, programs and services in application



# Strategic sub-brands

Strategic sub-brands are aligned to our university strategy and strongly influence our brand reputation.

All strategic sub-brands will follow the logo lock-up format outlined in this document. This will help to reinforce our core offerings, enable us to remain competitive and ensure potential customers can easily navigate to our products, services and programs.

The creation of strategic sub-brands at Charles Sturt University will be recommended by the Associate Director, Brand and Performance Marketing and/or the Executive Director, Division of Marketing and Communication and submitted to the Vice-Chancellor's Leadership Team for approval.

## Criteria for strategic sub-brand logo lock-up

- ✓ A major corporate strategic initiative and area of focus for the university.
- ✓ Identified as a key platform to build reputational value around – what we want to be known for.
- ✓ Represents a collection of activities and/or initiatives – not just a one-off product, service or program.
- ✓ It is critical that people (mainly our core customers, students) are able to navigate to these services easily and efficiently.

OR

- ✓ A university business with external clients where it is important for credibility to include a customised mark on communication or to promote the offer.
- ✓ The strategic sub-brand must be either fully owned by Charles Sturt University or an entity permitted to use core masterbrand assets, which would not be able to operate/would not exist if it were not part of the university.

# Guidelines for strategic sub-brands

## Name

- Strategic sub-brands need a short, ideally one-word, descriptive name.
- Names must stretch across all the activities represented by the strategic sub-brand e.g. Sustainability (larger idea) rather than Recycling (not encompassing enough).
- Names can be shortened to 'Charles Sturt' when naming social media accounts (e.g. @CharlesSturtSustainability).

## Logo

- A strategic sub-brand name will be developed in consultation with the brand team and a new lock-up logo created with the masterbrand logo.

## Design and colours

- Must use approved brand templates, including fonts, graphics and colour palette, for all internal and external communication.

## Content

- When referring to the strategic sub-brand in body copy, the strategic sub-brand name must be used in full in the first instance, e.g. 'Charles Sturt University Sustainability' and thereafter you may use the shortened name, e.g. 'Sustainability'.

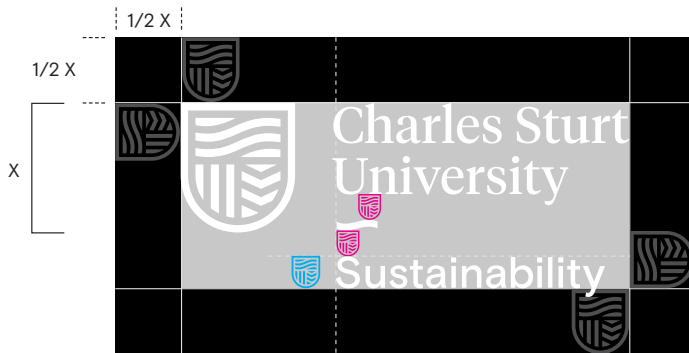
---


## Example



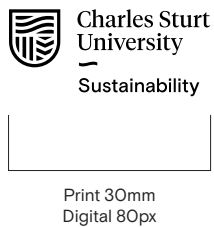
# Strategic sub-brand logo construction and usage guidelines

## Construction and clear space



  = 20% height of crest in logo       = 25% height of crest in logo

## Minimum sizes (not to scale)



## Colours

Please only use strategic sub-brand logos in the following colours shown – light orange, dark orange, black and reverse. See the [Charles Sturt palette](#) for a full breakdown of the colours. Permission to use a different colour must be sought from the brand team by emailing [brand@csu.edu.au](mailto:brand@csu.edu.au)

### Light orange



### Dark orange (website only)



### Black



### White (dark backgrounds only)



# Strategic sub-brand logo example

Horizontal format



Left-aligned format



Please only use the logos provided and do not construct the logo yourself.

## Variations and exceptions to strategic sub-brands

Wherever possible we avoid variations and exceptions for strategic sub-brands. There may be some scenarios where brand assets are unique to the strategic sub-brand, e.g. an approved alternate logo colour from the brand colour palette, or an approved photography style derived from the brand photography guidelines.

### Identifiers

- For some strategic sub-brands, we will consider providing additional supporting options for 'identifiers' based on established convention and known signifiers e.g. a green colour logo option for Charles Sturt University Sustainability.

# Strategic sub-brands in application

Please see [logo placement](#) and [colour](#) guidelines.



The preferred horizontal logo is used, reverse logo and copy is used.



The stacked logo is used, solid colour logo and copy is used.



The horizontal logo is used in small formats, reverse logo and copy is used on green background.



# Partnerships

Most Charles Sturt University partnerships allow our brand to stretch further than it could on its own, through association with or endorsement of the partner. Often the partnership is established to create greater access to technology, intellectual property, talent, audiences, geographies, industries, etc.

Our partnerships are likely to be a result of a shared funding model or the venture structure enabling additional funding and resource opportunities.

## Criteria for partnership lock-up

- ✓ An entity, group or organisation not fully owned or funded by Charles Sturt University.
- ✓ Contractual obligation exists to show a shared ownership (due to negotiations/funding/minority control).
- ✓ Shared responsibility demonstrates mitigation of risk.
- ✓ Borrows brand equity from the other party to establish further credibility and endorsement in a particular area.

# Guidelines for partnerships

## Name

- To add context to a partnership, you may add a descriptive line of copy above the logo lock-up. For example, 'An agricultural partnership' or 'A sustainability partnership', etc.

## Logo

- The Charles Sturt University logo leads in the line-up of logos where possible. Spacing and formatting must follow the [guidelines](#).

## Design and colours

- Templates used will be based on the arrangement with the partner or the joint venture agreement – this includes the choice of fonts, graphics, colour palette, photography, etc.

---

### Descriptive partnership name example

A wellbeing partnership



---

### Partnership lock-up example



# Partnership logo guidelines

## Construction and clear space

The two logos are centred vertically, separated by a 0.5pt vertical line and the distance either side of the line is usually the width of the featured Charles Sturt University crest. The preferred sizing and format will be considered on a case-by-case basis in consultation with the brand team to ensure the lock-up is visually balanced.



## Colours

It is important that all the logos featured on a single piece of collateral are the same colour breakdown, i.e. all versions are full colour or reversed or monochrome.



## Logo hierarchy

The Charles Sturt University logo should be featured first in the lock-up. The only exception to this is if Charles Sturt is not the primary partner.

## Minimum sizes

The Charles Sturt University logo [minimum size guidelines](#) must be observed when using a partnership lock-up in a design.

# A note on standalone entities

Standalone entities do not feature Charles Sturt University branding and are not encouraged as part of our masterbrand-led approach. However, permission for a standalone entity may be granted where the university does not control the end-user experience, there is the possibility of reputational risk, or a sensitivity may exist if the entity overtly signified a relationship with the masterbrand.

## Criteria for standalone entities

- ✓ A legal requirement or political sensitivity determines the entity is required to be seen as independent from Charles Sturt University.
- ✓ The entity has significant and well-established recognition and equity in the market – which could potentially be lost by changing its identity.
- ✓ Charles Sturt University doesn't control the entity's end result or product and it poses a risk to our reputation.
- ✓ Alignment to the masterbrand may impede other strategic partnerships or relationships.

## Treatment

- ✓ Refer to the entity's specific brand guidelines (not Charles Sturt's brand guidelines).

## Permission

- ✓ For permission to create a standalone entity please contact [brand@csu.edu.au](mailto:brand@csu.edu.au)

# 05 Colours

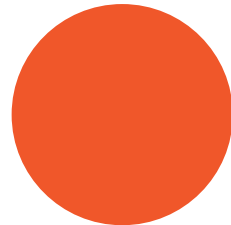
# Colour palette

The Charles Sturt University colour palette is made up of a primary and secondary colour palette. The primary palette is predominantly used for Charles Sturt University's corporate communications. The secondary colour palette can be used to accompany the primary palette for broader applications like marketing collateral and campaigns.

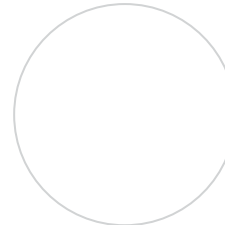
Colour values should be kept as is and should not be altered. The correct values should be used for the corresponding application. For example, RGB should be only used on digital applications and not print.

The pink should be used sparingly as an alternative to white or grey. It should always be used with a strong contrasting colour like the light orange, dark green, dark brown or black. Please see next page for colour pairings.

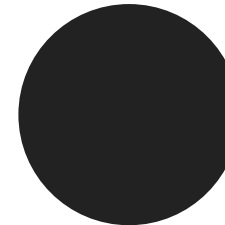
## Primary palette



**LIGHT ORANGE**  
R240 G87 B42  
#f0572a  
CO M73 Y85 KO  
PMS 2026C

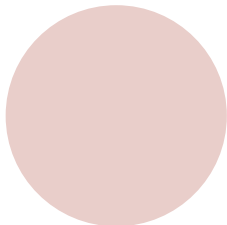


**WHITE**  
R255 G255 B255  
#ffffff  
CO MO YO KO

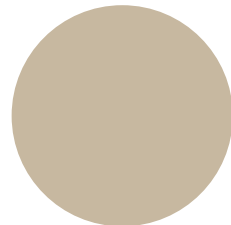


**BLACK**  
R34 G34 B34  
#222222  
CO MO YO K95  
PMS 419C

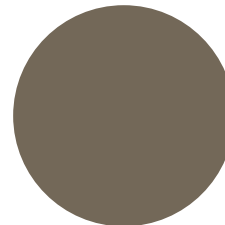
## Secondary palette



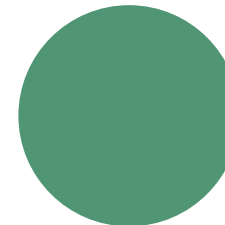
**PINK**  
R233 G206 B202  
#e9ceca  
C1 M17 Y5 KO  
PMS 691C



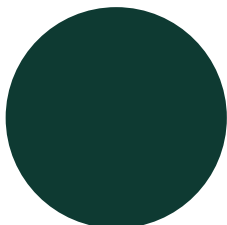
**LIGHT BROWN**  
R199 G184 B160  
#c7b8a0  
C3 M16 Y20 K9  
PMS 4755C



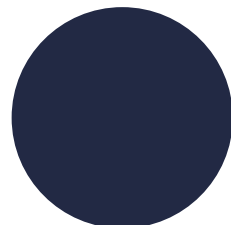
**DARK BROWN**  
R115 G104 B88  
#736858  
C16 M29 Y38 K53  
PMS 7531C



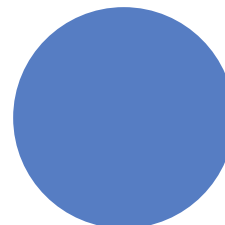
**LIGHT GREEN**  
R81 G150 B116  
#519674  
C79 M7 Y71 K2  
PMS 2417C



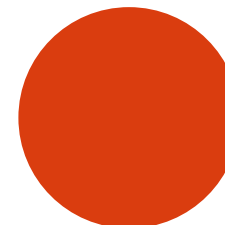
**DARK GREEN**  
R14 G58 B50  
#0e3a32  
C95 M12 Y56 K64  
PMS 3302C



**DARK BLUE**  
R34 G41 B68  
#222944  
C100 M85 Y5 K36  
PMS 281C



**LIGHT BLUE**  
R86 G125 B195  
#567dc3  
C66 M38 YO KO  
PMS 2381C



**DARK ORANGE**  
R218 G61 B15  
#da3d0f

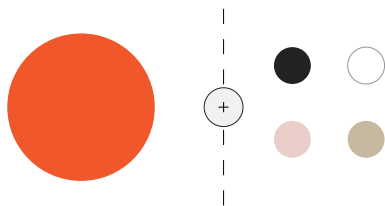
(Accessible orange - website use only)

# Colour palette pairing

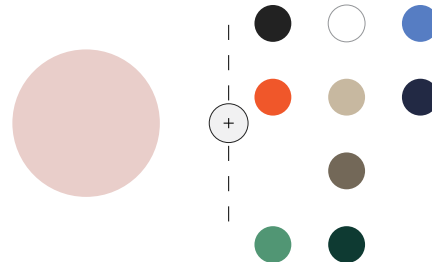
In application, colours are paired to create strong contrasting and complementary colour combinations. The illustrations below show the preferred colour pairs. It is important that the colour pairings are not mixed and matched.

The pairings are predominantly used with the patterns in the graphic language, but can also be a guide to inform which colours are used on coloured backgrounds in application. Colours should only be paired with one other corresponding pair, with the exception of black/white. Black or white can be used to accompany a coloured pair.

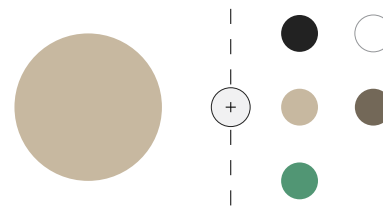
### Light orange



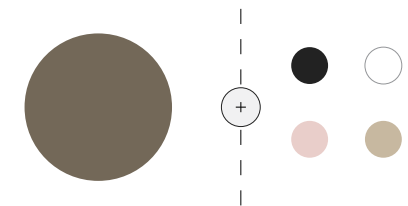
### Pink



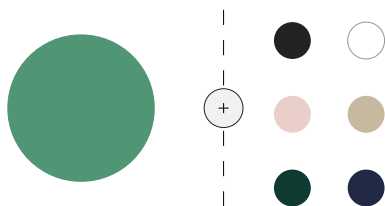
### Light brown



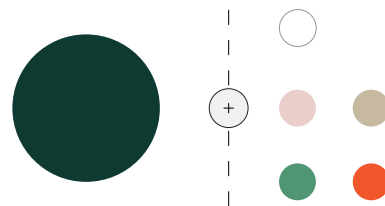
### Dark brown



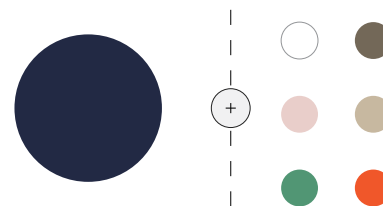
### Light green



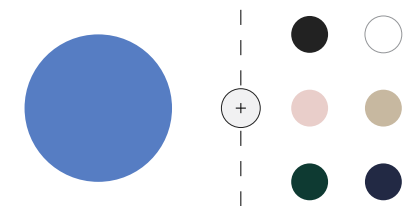
### Dark green



### Dark blue



### Light blue

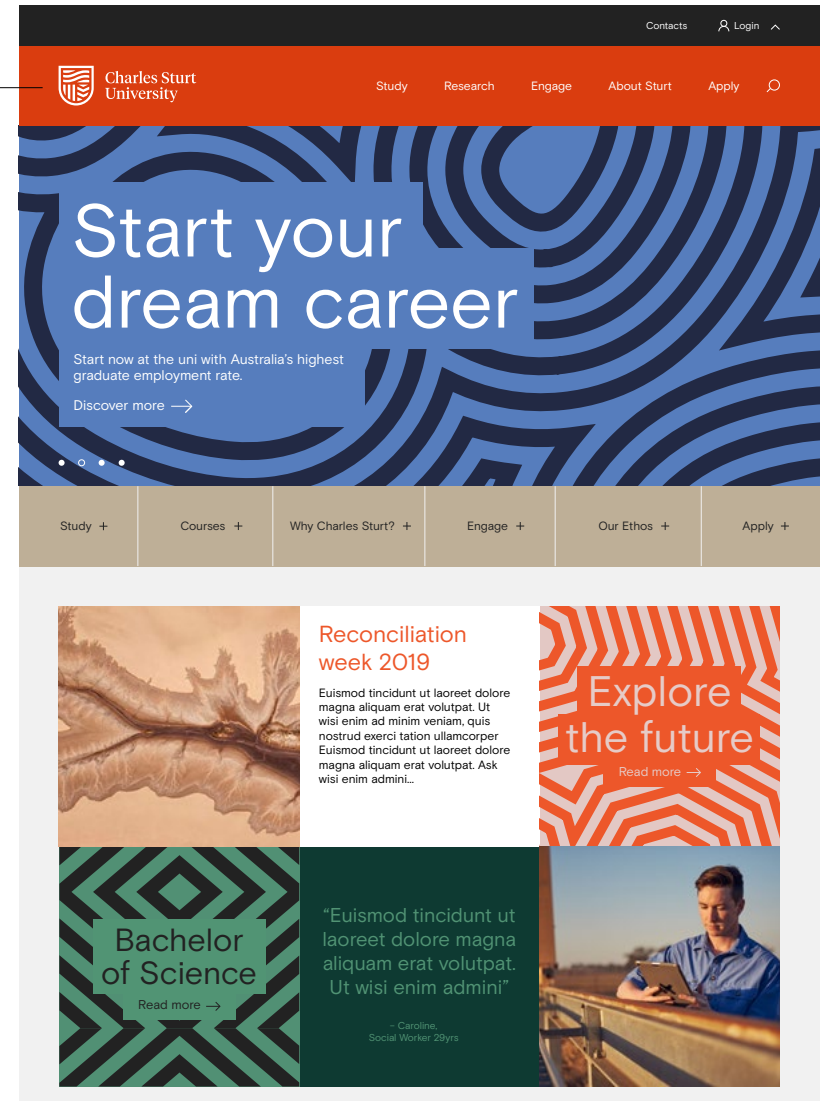


# Restricted colour applications

The dark orange is Web Content Accessibility Guidelines 2.0 Level AA compliant when overlaying white text and white logo.



R218 G61 B15  
#da3d0f







# 06 Typography

Basis  
Grotesque  
is our official  
typeface

# Headline typeface

Annotations

- Basis Grotesque can be used in all digital and print application unless specified otherwise.
- Only Basis Grotesque Regular and Medium should be used for communication headline and sub-headline font.
- All headlines are to be set in 'sentence case'.
- Leading on headlines are to be the same as the point size or lower for headlines over 20pt. For example, if a headline is 30pt the leading should be 30pt, if a headline is 180pt the leading should be 160pt.

Headline and sub-headline

**Basis Grotesque Regular – primary**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (.,:;?+!#)\*“\$£%”[\]&@</>

**Basis Grotesque Medium – secondary**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (.,:;?+!#)\*“\$£%”[\]&@</>

AaBbCc  
 012345

# Body copy typeface

Annotations

- Basis Grotesque can be used in all digital and print application unless specified otherwise.
- Only Basis Grotesque regular, italic and bold should be used for communication body copy and caption font.
- Italics are to be used to highlight important information. Bold can be used like this, but very sparingly.

Body copy

# Basis Grotesque regular, *italic* and **bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
**nopqrstuvwxyz**  
0123456789

Basis Grotesque  
Regular is used as  
the primary typeface  
for body copy and  
captions.

15pt

**Nam eumquas aliqui**  
sitae dolores nonsent  
enit omnihit qui que  
nonsectio quis reur  
remporem quo ilit fuga  
*cus dolorep eruntisdi*

12pt

**Puditaque quosandaeria**  
enditio coreped moleste non  
cuptata tenisquod mi, odit  
ut dolore sim rest, sum est  
venecum acea vel magnis et  
rem sequi consent landi *acias*  
*mossit inihil maiorru ptatas*  
*voluptio preiure.*

10pt

**Nam eumquas alie nonsectio quis**  
rer rempit omnihit qui que nonsectio  
quis reur remporem quo ilit fuga  
cus dolorep eruntis ciissi numet  
remquamus et ilibus acepedit, ut  
*experum res volesseriam quas pm*

8pt

**Os dent eostius et in estis aborepedi blaboria**  
que vidunte vitatemporem qui ipsunto verum  
iundi doluptaspis eos sequunt et dolori consu  
atetur quid magnaten deni odigni velio essius,  
vel iundel iustibu saerum atur assit dolupta  
ectusaerest eum volorerem assitis modiae.  
*Eratur solore nihit re pedipsus aliquam, sit*

6.5pt

**Tur, aspienda ipsaest, corum quasped magnis repero**  
dias sini dunto cum re recid quis dendae re explitas  
dolorem. Mene aliciet resequia quatiatur, volupti onseque  
pro et liquid utesequi sequis dolupta quam di alibeaq  
uiaspitia consedia dolores tinvell ecatis molorec atibus ant  
lab ipiciendit, quaestis dus peribust arior rerum andiora  
*nitass sequas reporem quam ut alis eos et harchil ipsam*

# System typeface

Annotations

- Arial is used as a system font for digital applications.

System font

# Arial

## regular, *italic* and **bold**

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789

Arial is only to be used if Basis Grotesque Regular is not supported for body copy and captions.

15pt

**Nam eumquas aliqui**  
 sitae dolores nonsent  
 enit omnihit qui que  
 nonsectio quis reieur  
 remporem quo ilit fuga  
*cus dolorep eruntisdi*

12pt

**Puditaque quosandaeria**  
 enditio coreped moleste non  
 cuptata tenisquod mi, odit  
 ut dolore sim rest, sum est  
 venecum acea vel magnis et  
 rem sequi consenit landi acias  
*mossit inihil maiorru ptatas  
 voluptio preiure.*

10pt

**Nam eumquas alie nonsectio quis**  
 rer rempit omnihit qui que nonsectio  
 quis reieur remporem quo ilit fuga  
 cus dolorep eruntis ciissi numet  
 remquamus et ilibus acepedit, ut  
*experum res volesseriam quas pm*

8pt

**Os dent eostius et in estis aborepedi**  
 blaboria que vidunte vitatemporem qui ipsunto  
 verum iundi doluptaspis eos sequunt et dolori  
 consu atetur quid magnaten deni odigni velio  
 essius, vel iundel iustibu saerum atur assit  
 dolupta ectusaerest eum volorerem assitis  
*modiae. Eratur solore nihit re pedipsus aliquam*

6.5pt

**Tur, aspienda ipsaest, corum quasped magnis repero**  
 dias sini dunto cum re rercid quis dendae re explitas  
 dolorem. Mene aliciet resequia quatiatur, volupti onseque  
 pro et liquid utesequi sequis dolupta quam di alibeaq  
 uiaspitia consedia dolores tinvell ecatis molorec atibus ant  
 lab ipiciendit, quaestis dus peribust arior rerum andiora  
*nitas sequas reporem quam ut alis eos et harchil ipsam nos*

# Typography notes

## Annotations

- Typography should be kept as simple as possible.
- Avoid mixing and matching type styles. For example, in a headline italics, bold or underlines should not be used to highlight single words or lines.
- Text should always be in sentence case, never in all caps (e.g. HEADING ONE).
- Bold should only be used in copy to highlight certain information and not for headlines.
- Italics should only be used in copy to highlight certain information and not for headlines.
- Underlines may be used in headlines, but only when it's used on the whole sentence.

## Do

Keep typography  
simple

Use sentence case

Use underlines  
in headlines

## Don't

~~USE ALL CAPS~~

~~Mix *and* *match*  
type styles~~

~~Use bold in  
headlines~~

~~Use italics in  
headlines~~

The background is a solid green color with a complex, abstract pattern of concentric, irregular shapes that resemble ripples or organic forms. The pattern is most prominent on the left side, where it forms a large, central, teardrop-like shape surrounded by several layers of concentric, slightly distorted circles. The right side of the image is mostly a plain green color, with the pattern fading or being less distinct.

# 07 Graphic language

# Primary graphic language

The Charles Sturt University primary graphic language is made up of a suite of concentric patterns based on six core shapes including a square, rectangle, circle, octagon and two organic shapes. Underneath these core shapes are six pattern variations to suit different design applications.

Use of the graphic language is restricted to approved designers. If you would like to request access, please email [brand@csu.edu.au](mailto:brand@csu.edu.au)

Square



Rectangle



Circle



Octagon



Organic 01



Organic 02



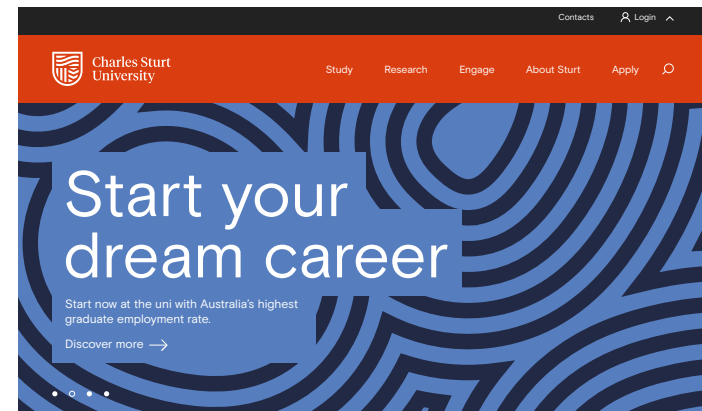


# Secondary graphic language — text holding box

A content holding device that allows us to place the logo and text within a safe and highly visible area over the dynamic and lively graphic language. The box should wrap to the text.

## Framing examples

Let's create a world  
worth living in



Find your  
purpose

# Secondary graphic language – supporting graphics

## Web arrow

The arrow is used to indicate a web address. It should be used in calls to action rather than in body text as per the examples to the right.

## Icon



## Correct use

Register now  
→ study.csu.edu.au

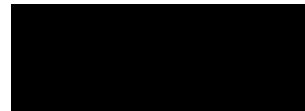
## Incorrect use

~~The winner will be drawn on 14 December 2020 at 2.00pm AEST and will be contacted by mobile. By completing and submitting this form, you are agreeing to the terms below. For more information visit → [about.csu.edu.au/our-university/publications-policy/legal](#) You can opt out at any time.~~

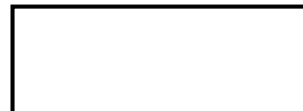
## Other

To the right is an overview of additional secondary graphic language devices.

### Holding graphic - solid box



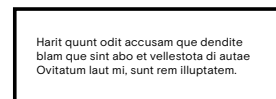
### Holding graphic - photography keyline box



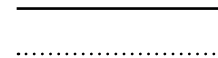
### Button/header styles



### Supporting text graphics



### Keyline styles



### Page number styles





08

# Iconography

# Career area icons

Career area icons can be featured in any of the colours in the Charles Sturt colour palette (see page 52).



Agriculture and wine sciences



Allied health and pharmacy



Animal and veterinary sciences



Business



Christian theology and ministry



Communication and creative industries



Engineering



Environmental science and outdoor recreation



Exercise and sports sciences



Humanities, social work and human services



Information and library studies



Information technology, computing and mathematics



Islamic and Arabic studies



Medical science and dentistry



Medicine



Nursing, midwifery and indigenous health



Policing, law, security, customs and emergency management



Preparation courses



Psychology



Science



Teaching and education

# Values icons

Always ensure the values icon and the accompanying text are the same colour, e.g. the owl icon and the word 'Insightful' should always be the same colour. When icons are presented side-by-side ensure all icons are the same colour.

## Simple version



**Inspiring**



**Impactful**



**Inclusive**



**Insightful**

## Subtext version



**Inspiring**

Leading for the future



**Impactful**

Outcome driven



**Inclusive**

Stronger together



**Insightful**

Understanding people and the world

## Social and contact icons

Social icons are an engaging, space-saving and easily identifiable way to convey information.



Insight



Facebook



Twitter



Youtube



Instagram



Snapchat



Linkedin



TikTok



Phone



Web



Email

# Miscellaneous icons

The icons on the right are examples from our icon library.

If you would like an icon added to this library please email [brand@csu.edu.au](mailto:brand@csu.edu.au)



Beverage



Food



Food



Cooperation



Support



Question



Information



Students



Engagement



Location



Security



Idea / amenities



Wifi



Team



Maintenance



Finances



Travel



Furnishings



Scholarship



Apparel



Transport



Targeted



Finances



Photography



Search



Approved



Presentation



Graduation

## Values in action icons

Always ensure the values in action icon and its accompanying text are the same colour, e.g. the word 'think' should be the same colour at the surrounding graphic.

Simple version



Subtext version







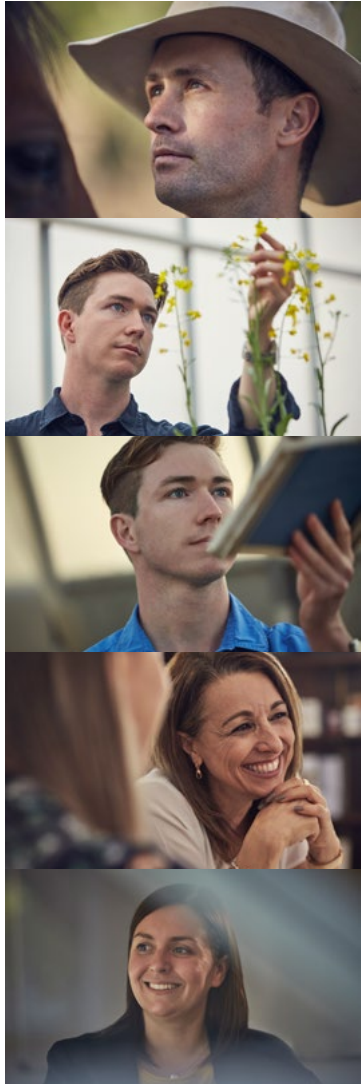
09

# Photography

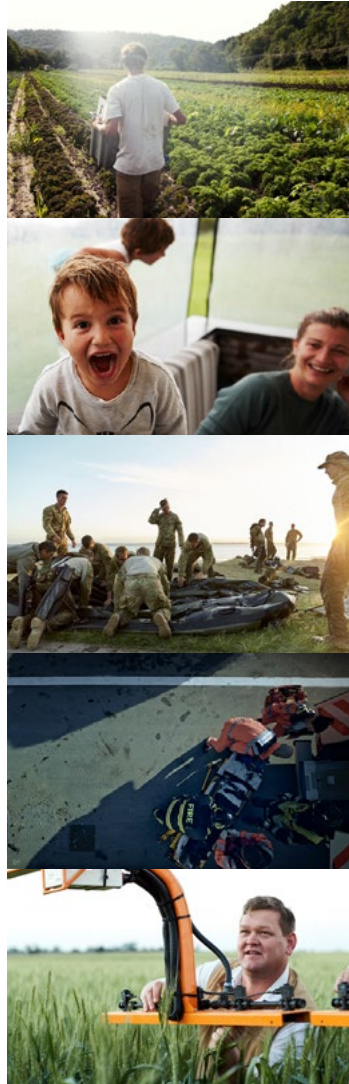
- We aim to capture the idea of human impact and portray real human stories.
- We have focused on an authentic reportage, documentary style of photography.
- Contrasting, very close up and connecting human images against expansive environments from above.
- Capturing an active moment of human impact.

# Photography style

Portraiture



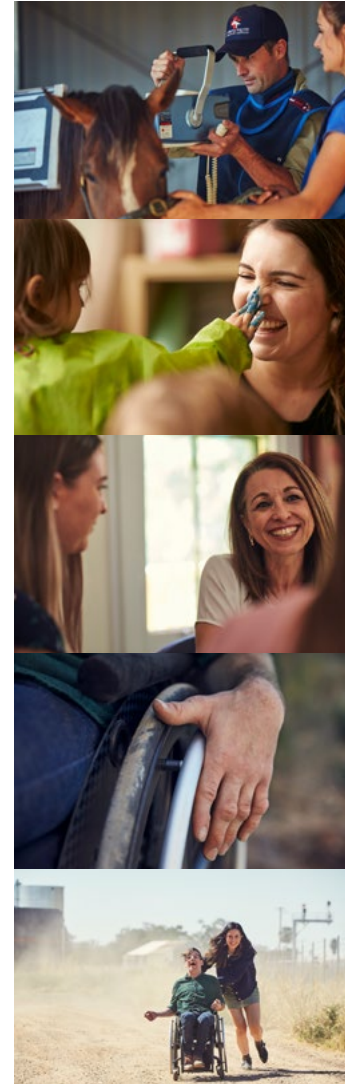
Course themes



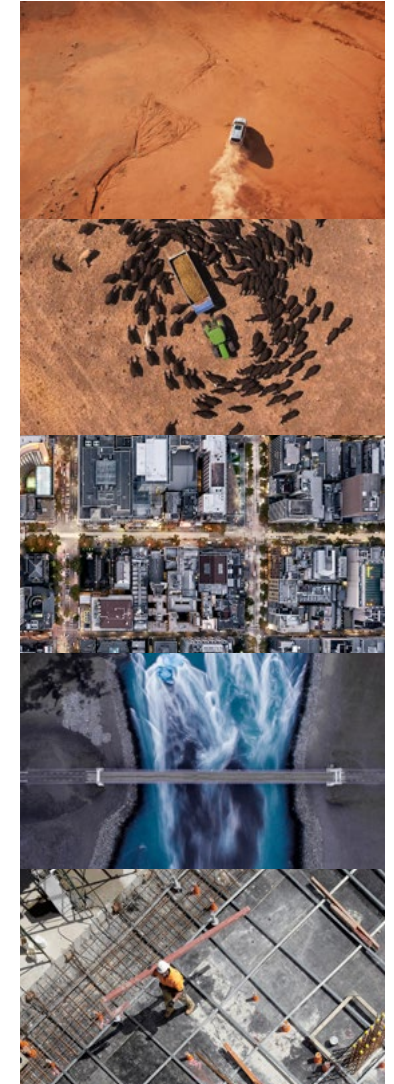
Campus/facilities



Human impact stories (reportage imagery)



Aerials/landscapes



# Portraiture

Shots must be a mix of portrait and landscape formats, and both should be able to be cropped.

## Annotations

- Caught in real and relevant environments
- A mix of students in close-by cityscapes
- Students/faculty in spaces
- Shooting people from high and low angles
- People collaborating
- Wide demographic and ethnic diversity
- People collaborating
- Relaxed natural expression
- Warm light and tones
- Short depth of field
- Connecting and engaging
- Authentic
- Reportage style

01



02



03



04



05



06



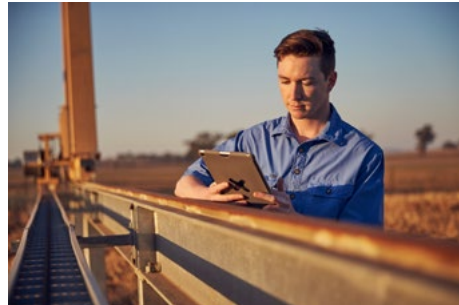
# Course themes

Shots must be a mix of portrait and landscape formats, and both should be able to be cropped.

## Annotations

- Caught in real and relevant environments
- A mix of students in close-by cityscapes
- Students/faculty in spaces
- Shooting people from high and low angles
- People collaborating
- Wide demographic and ethnic diversity
- People collaborating
- Relaxed natural expression
- Warm light and tones
- Short depth of field
- Connecting and engaging
- Authentic
- Reportage style

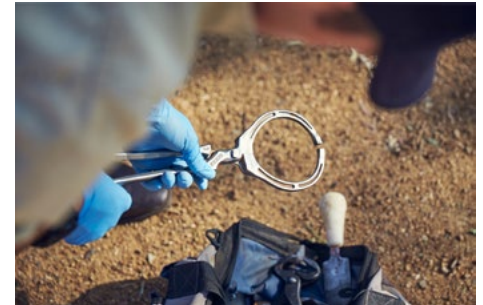
01



02



03



04



05



06



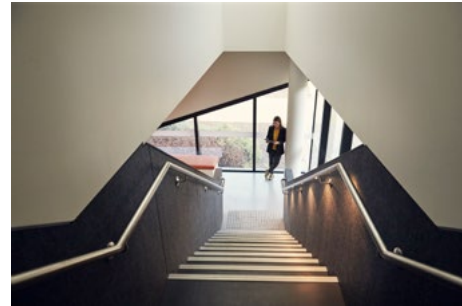
# Campus/ facilities

Shots must be a mix of portrait and landscape formats, and both should be able to be cropped.

## Annotations

- Caught in real and relevant environments
- A mix of students in close-by cityscapes
- Students/faculty in spaces
- Shooting people from high and low angles
- People collaborating
- Wide demographic and ethnic diversity
- People collaborating
- Relaxed natural expression
- Warm light and tones
- Short depth of field
- Connecting and engaging
- Authentic
- Reportage style

01



02



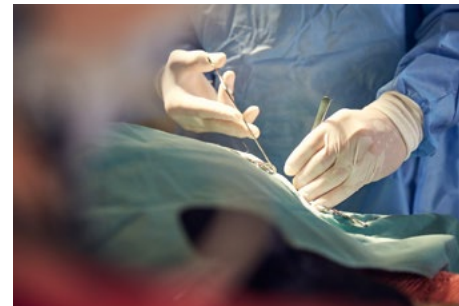
03



04



05



06



# Human impact stories

Shots must be a mix of portrait and landscape formats, and both should be able to be cropped.

## Annotations

- Shooting people from high and low angles
- People collaborating
- Wide demographic and ethnic diversity
- People collaborating
- Relaxed natural expression
- Warm light and tones
- Short depth of field
- Connecting and engaging
- Authentic
- Reportage style

01



02



03



04



05



06



# Aerials/ landscapes

Shots must be a mix of portrait and landscape formats, and both should be able to be cropped.

## Annotations

- Student/faculty spaces
- Shooting people from high and low angles
- People collaborating
- Wide demographic and ethnic diversity
- People collaborating
- Relaxed natural expression
- Warm light and tones

01



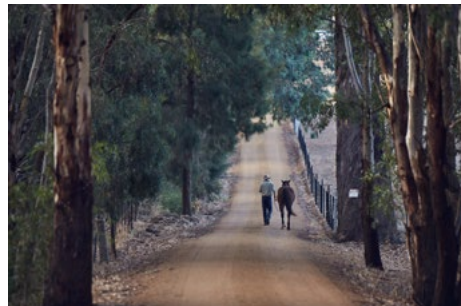
02



03



04



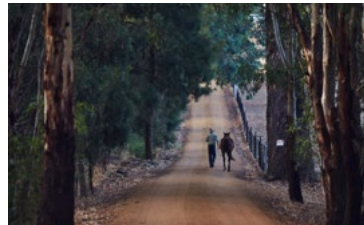
05



06



# General brand photography





The background is a solid orange color with a complex, abstract pattern of concentric circles and wavy lines. The pattern is composed of multiple layers of these shapes, creating a sense of depth and movement. The lines are smooth and fluid, resembling organic or liquid forms. The overall effect is a vibrant, textured surface.

# 10 Videography

# Watermark

## Annotations

### Watermark

- White crest from the Charles Sturt logo.
- Positioned in the bottom right corner of the video.
- 70 per cent opacity.
- Fade the shield out as the video moves into the endframe.

## Watermark



# Titles

## Titles

- Basis Grotesque or Arial regular font.
- Centred to the screen.
- Text enters the frame as a feather fade from left of copy.
- A subtle drop shadow can be added to increase contrast against a busy background.



# Captions

## Annotations

### Captions

- Basis Grotesque or Arial medium, with an approximate font size of 45px.
- Should include the full name, title or course of the person being interviewed.
- Text enters the frame as a feather fade from left of copy.
- A subtle drop shadow can be added to increase contrast against a busy background.

[Here is an example](#)

## Captions



# End frames

## Annotations

### End frame option A

1. The white crest from the Charles Sturt logo feather fades into the centre of the frame over the footage.
2. The Charles Sturt University text then comes in as a feather fade from left of copy, behind the crest as the crest moves to the left of frame.
3. The footage behind the logo blurs as the full logo remains for two seconds.
4. The logo remains for two seconds. As the background fades to black, the logo fades out.

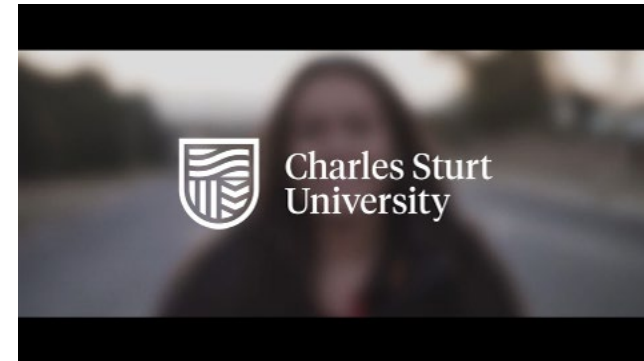
[Here is an example](#)

### End frame option B

1. The footage dissolves to a solid orange (R218 G61 B15).
2. The white crest from the Charles Sturt logo feather fades into the centre of the frame over the footage.
3. The Charles Sturt University text then comes in as a feather fade from left of copy, behind the crest as the crest moves to the left of frame.
4. The logo remains for two seconds. As the background fades, the logo fades out.

[Here is an example](#)

## Endframe A – image overlay



## Endframe B – colour



# Exclusions

## Annotations

### Video call to action (CTA)

Do not incorporate CTAs into the video. This is to ensure the longevity of the video is not affected by a change to the CTA or the video only being useful for one purpose. The CTA can be included with the accompanying copy to the video.

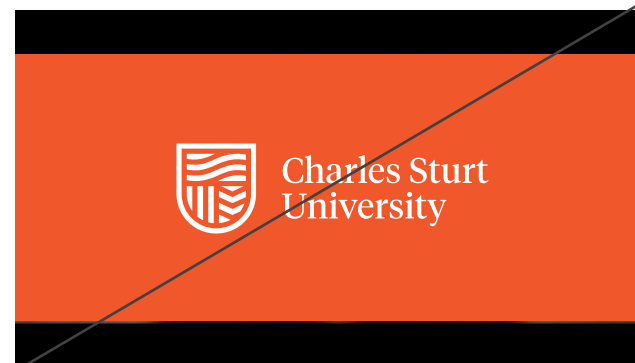
## Do not include calls to action



### Startframes

Do not incorporate a logo startframe into the video, instead move straight into the content of the video.

## Do not include start frames





# 11 Social media

# Overview




The university has six central social media channels: Facebook, LinkedIn, Twitter, Instagram, SnapChat and YouTube, as well as 300 sub accounts. These guidelines ensure the look and feel of our social media presence is cohesive and uniquely Charles Sturt.





# Writing for social media


## Platform specifics


Generally, our content on social media is lively, casual and conversational. However, the audience on each platform influences how we write (within the framework of our brand **tone of voice**).

 Instagram is warm, humorous and conversational.

 Facebook's tone of voice is adaptable depending on a number of variables including audience. As a general rule it is informal and conversational. However, if it is used to communicate a crisis or serious issue, the tone of voice should reflect that (but still use plain language in the first person). Facebook can also accommodate longer form articles and stories that require a tone of voice to be aligned to the topic, which may be serious, uplifting, heartfelt or aspirational.

 LinkedIn is a friendly, professional space with a warm and intelligent tone of voice respectful of the depth of the concepts shared and the alumni feedback and stories shared.

 Twitter's tone of voice is light, relaxed, newsy and provides a quick call to action.

 Snapchat is our student voice: the content is image-focused with fun, short and chatty callouts or hashtags. The tone of voice reflects the student experience of life at uni.

## Point of view

Writing for social is always in the first person.

- ✓ We're thrilled to welcome our newest students!
- ✗ ~~Charles Sturt is thrilled to welcome its newest students.~~

## Spelling and grammar

Spelling and grammar must be correct. However, the goal of communicating through social media channels is to create and nurture a community. On our social channels, we speak the language of our communities. So, where appropriate we can be a little 'looser' in our language, e.g.:

- ✓ incorporating slang and text speak into our content
- ✓ using numbers instead of numerals
- ✓ using emojis.

# Social branding

## Annotations

### Profile pictures

- Profile pictures are always the Charles Sturt crest on a background using a colour from our corporate palette.
- Ensure there is ample space around the crest as per the example to the right.

### Posts

- If appropriate to the audience and subject matter, the Charles Sturt crest can be subtly applied to a post as per the example to the right. Positioning is dependent on the post.
- The crest does not have to appear on all social posts. This is to avoid the posts looking too corporate or sponsored.
- The full logo should not be used on social posts, with the exception of endframes on official videos.
- Avoid featuring anything that conflicts with the Charles Sturt brand attributes e.g. offensive graffiti, single use coffee cups etc.

## Profile picture



## A Facebook post with no brand overlay



## A Facebook post with no brand overlay



## A Facebook post featuring the crest



## An Instagram post with no brand overlay



## A LinkedIn post with no brand overlay

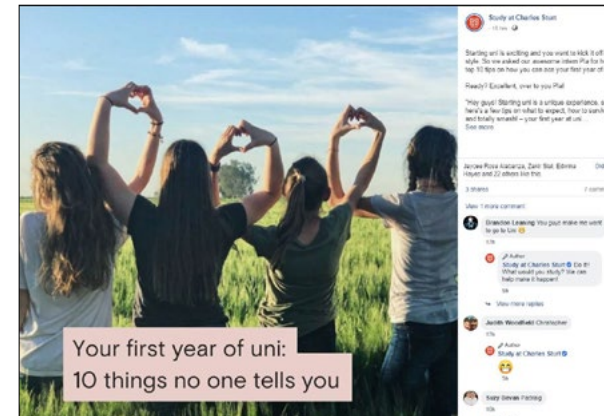


# Social photography

## Annotations

- Must be clear, focused and of high quality.
- Check all photos to ensure no old branding or offensive elements are featured in the background.
- Where possible, take new photos of staff and students rather than using old shots.
- Stock photos must follow the [photography guidelines](#)
- Photos of current staff and students should be taken in and around the modern facilities on campus, ideally involved in a relevant activity.

## Examples of social posts utilising photography



# Social videography

## Annotations

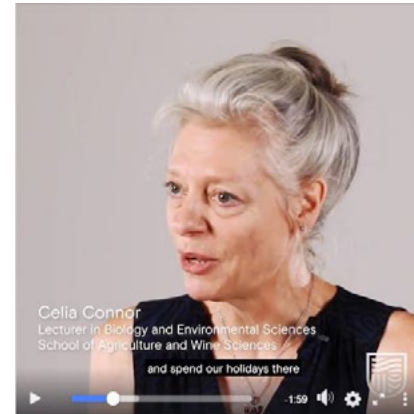
### Videos

- Must adhere to the [Videography Guidelines](#)
- Use staff and students who are engaging on screen.
- Film in and around our modern facilities on campus. Avoid featuring office spaces as they do not present well on screen.
- Video created specifically for social channels should be done in consultation with the central social media team, or with the Division of Marketing and Communication's social media officer, for advice on best practice.
- Endorsed and official videos should feature the watermark and endframe as per the [Videography Guidelines](#). User generated content should avoid this to appear more organic.
- All videos must be evaluated for brand compliance by emailing to [brand@csu.edu.au](mailto:brand@csu.edu.au) prior to upload.

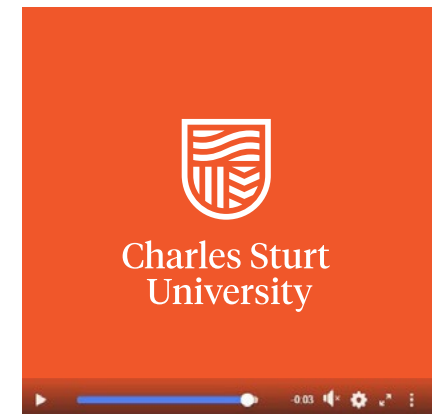
## Example of a Facebook post utilising videography



## Social video watermark



## Social video end frames



# Creating social media posts: brand checklist

## Annotations

For information regarding the Charles Sturt social strategy, platform breakdowns, content recommendations, sizing specifications, policies and processes visit [news.csu.edu.au/contact-us/staff](https://news.csu.edu.au/contact-us/staff) or email [social@csu.edu.au](mailto:social@csu.edu.au)

## Content

### Have you:

- written according to tone of voice?
- written for your specific audience, subject matter and channel? Remember that creating content for Year 12 HSC students on Instagram will be a lot more relaxed and fun than a post on LinkedIn detailing our research success.
- conversed with your audience, rather than talking 'at' them?
- used 'we' rather than Charles Sturt where applicable?
- triple checked your spelling, grammar and punctuation?

## Design

### Have you:

- checked posts adhere to current sizing recommendations?
- checked that any featured logo or crest follows our social branding guidelines?
- ensured fonts are either Basis Grotesque or Arial?
- ensured colours are taken from our corporate palette?
- checked any photography follows our social photography guidelines?
- checked any videography follows our social videography guidelines?
- sent any videography to [brand@csu.edu.au](mailto:brand@csu.edu.au) prior to upload for compliance?



This guide has been developed by the Division of Marketing and Communication, Charles Sturt University.

For assistance, logo requests and brand approvals, please email [brand@csu.edu.au](mailto:brand@csu.edu.au)