



# ++++ **BRAND GUIDELINES**

NOVEMBER 2017- V8  
Created by the  
Division of Marketing and Communication

## NAVIGATION

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## SECTION 1

### INTRODUCTION

Welcome to CSU

The CSU Brand

CSU's Uniqueness and Differentiation

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## SECTION 1

# INTRODUCTION



# Welcome to CSU

These brand guidelines have been carefully designed to help you deliver clear and consistent communications, whenever and wherever our students and stakeholders come into contact with the Charles Sturt University brand. They are intended to help you to bring the brand to life across all our communications and interactions.

If you have any questions or require further advice or guidance on how to apply these guidelines, please contact the CSU Division of Marketing ([brand@csu.edu.au](mailto:brand@csu.edu.au)).

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With care and thought, we will not  
only differentiate ourselves from our  
competition, we will establish a platform  
to achieve our strategic aims for all our  
stakeholders and audience groups.

# The CSU Brand

### Inspiration

It's the right environment and attitude that delivers better outcomes.

### Who we are

We are Charles Sturt University, one of Australia's pre-eminent universities. Our campuses can be found across regional, metropolitan and international locations as well as via our distance and flexible education programs.

### What we do

We provide highest quality higher education and research to a range of audiences. Our cohort includes regional, metropolitan, government, industry, international and indigenous stakeholders, just to name a few.

### How we do it

We work closely with our community, government and industry stakeholders to create relevant educational and research programs and then work with our internal stakeholders and students to administer and deliver those programs.

### What makes us different

Our uniqueness is defined by our regional relevance, our demand driven approach to program development, a unique multi-campus and distance education structure that supports flexibility in learning and an attitude that seeks to bring out the best in our communities.

However, our willingness to work collaboratively with stakeholders across all interactions is what really makes us different, and allows us to create better outcomes and better futures.

At CSU we're 'Better Together.'

# CSU's Uniqueness and Differentiation

It's the combination of our Sense of Community, Flexibility, Our Focus on Individuals and Results that makes Charles Sturt University unique and different.

### Sense of Community

We are contextualised by the regions that we represent; our communities make us relevant. As a major contributor and stakeholder in our communities, we value and consider the needs of our regions and our locations.

### Flexibility

We were born into flexibility – it's part of our DNA. Our flexibility comes from a heritage of developing and administering programs in the context of our communities and their individual geography and distance.

### Our Focus on Individuals

Informed by our sense of community and our heritage of flexibility, we recognise the value of the individual and this focus is characterised by our determination to bring out the best in our people.

### Results

We take a unique, demand driven approach to the construction and administration of our research and teaching programs. We look to solve important community issues by engaging with industry up-front. This approach drives alignment between community and industry and results in better outcomes for all our stakeholders.

### National Ambition - Regional Focus

At CSU, we have a national vision that is enabled by our focus on regional opportunity. Our collaborative approach across stakeholders allows us to create better outcomes and better futures.

# CSU's Operating Values

## Collaborative

We believe we are at our best when we work together with others to achieve mutual goals.

## Student Centred

We recognise that delivering an excellent student experience is central to our success. We listen to our students and try to understand their individual needs. We work to make a real difference in our students' lives.

## Agile

We recognise that our environment, and the needs of our stakeholders, are constantly changing and we continually refine and adapt to these differing and changing needs.

## Agents of Change

We think differently and look beyond the obvious. We ask "why?" and "why not?". We constantly strive for new and better ways to achieve our goals. We make things happen.

## Reliable

We are consistent, trustworthy and dependable. We set realistic goals and we endeavour to achieve them.

## Inclusive

We recognise that we achieve better outcomes when we embrace and respect the different views and abilities of all our stakeholders, internally and externally.

# CSU – ‘Better Together’

Our brand is a unique promise that must be kept. Logos, taglines, advertising and communications are merely representations of the brand.

We understand that our brand is actually how all our stakeholders think and feel about our organisation, its people, products and services – and ultimately it is actually their perception.

So to be a great brand we have to:

- Define one simple, unifying idea which we can deliver clearly and consistently;
- Own that idea in the market to differentiate our brand from our competitors;

- Understand our students’ and stakeholders’ needs, deliver and exceed them;
- Build on solid foundations of strong business fundamentals;
- Internally ‘live and breathe the brand’;
- Ensure externally, our stakeholders believe what we stand for.

To ensure that we can embody the characteristics of a great brand, we have used our uniqueness and differentiation to inform and define a simple unifying idea – our brand essence – ‘**Better Together**’.

## What does ‘Better Together’ mean?

### ‘Better’ defined:

- More useful, suitable, or desirable
- More highly skilled or adept
- More advantageous or favorable
- Healthier or more fit than before
- One that is greater in excellence or higher in quality.
- A superior, as in standing, competence, or intelligence.
- Usually used in the plural: to learn from one’s betters.

Synonyms: Improved, enhanced, superior, healthier, advanced, developed.

### ‘Together’ defined:

- Interacting with in or into contact
- By joint or cooperative effort
- Regarded collectively; in total
- Simultaneously; in harmony
- Stable and self-confident: “she has got it together”
- Perform with maximum effectiveness: agreement

Synonyms: Jointly, mutual, in concert, collectively, simultaneously, concurrently, in sync, calm, composed, cool, in company, laid back

### ++++

‘Better Together’ aligns to Charles Sturt University’s uniqueness and differentiation and provides a platform to explain our proposition to our cohort and audiences.

# CSU & ‘Better Together’

At CSU, we have a national vision built out from our focus on regional opportunity. We achieve this by working closely with our stakeholders, and together, we solve the common challenges and issues. This togetherness enables us and our stakeholders to achieve the things we otherwise may not achieve.

We take the time to listen to all our stakeholders. We hear what’s important to them, and then consider, communicate and respond.

Our breadth and scale (as the fifth largest university in Australia) enables us to take a holistic view of stakeholders’ needs. This, combined with our inherent flexibility, supports our capacity to deliver and make a real difference.

At CSU we constantly ask, ‘how can we help our students and stakeholders achieve their goals?’. By doing this we proudly play a big part in their success.

## What will people say about CSU

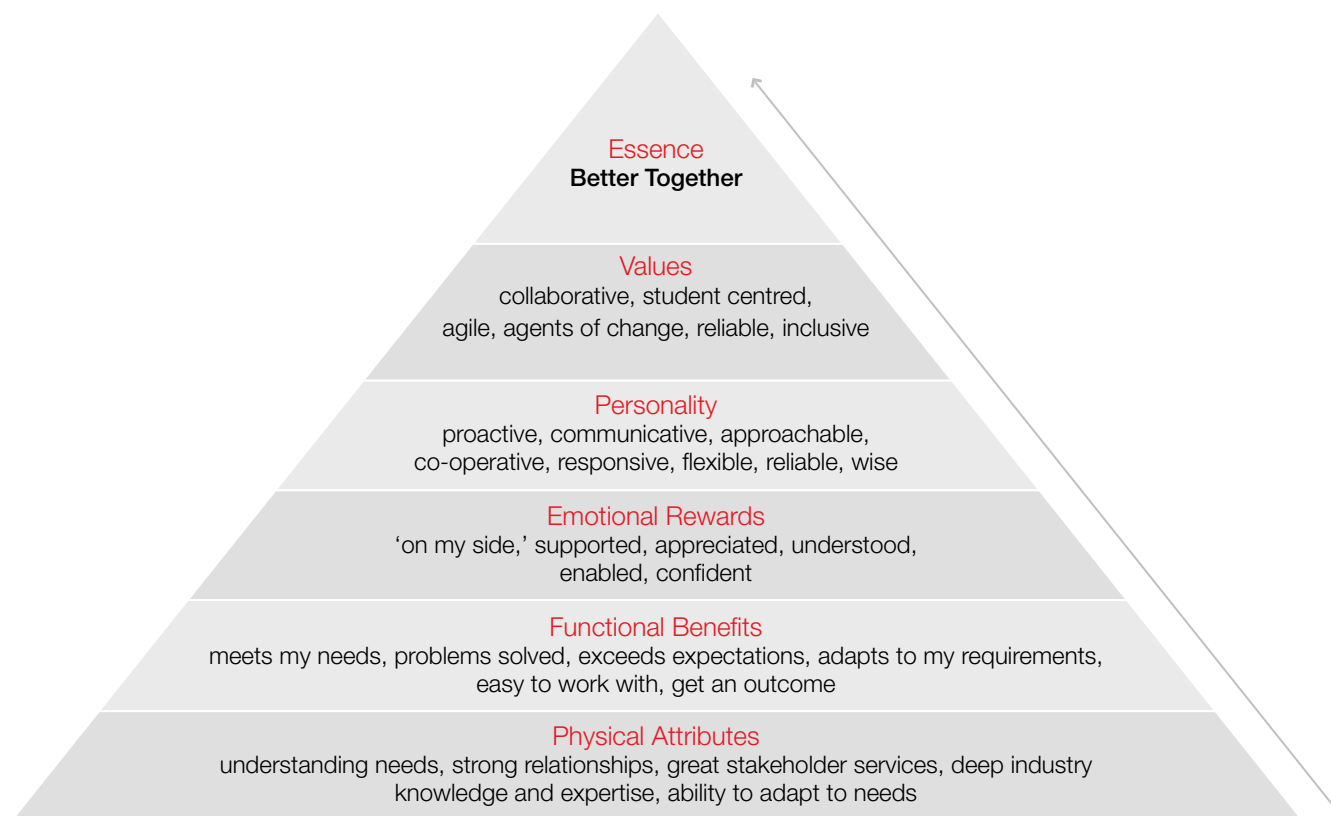
“CSU understands what’s important to me. They work closely with me to ensure that I achieve my potential; I really see this through their flexibility and the support that has been there throughout my studies (*across teaching, administration and services*). When I graduate, I know I’ll be able to use all the skills and experiences that I’ve been exposed to, and given my course has been developed closely with industry, I know that I’ll be a preferred candidate when the time comes.”

*CSU undergraduate student*

## ‘Better Together’ Underlying Themes

Experience	Style	Outcomes
<ul style="list-style-type: none"> <li>• Sharing and applying experiences</li> <li>• Success is not a benchmark we set – together we measure and determine what best is</li> <li>• Actively reviewing best practices and then applying</li> <li>• Constantly seeking solutions</li> <li>• Consistent experiences (across all interactions)</li> <li>• Reviewing prior activities to refine and improve current and future</li> <li>• Providing grounding to encompass and grow</li> <li>• ‘Together’ – keeping knowledge fresh</li> <li>• Firmly planted in the now; adaptable with a view to the future</li> <li>• Open to success and self belief</li> <li>• Non-judgemental environment</li> </ul>	<ul style="list-style-type: none"> <li>• Taking a strategic, national perspective, while acting locally (regionally)</li> <li>• Fresh – about doing, not being seen to be doing</li> <li>• Managing expectations</li> <li>• Focused on achieving success</li> <li>• Setting and aligning stakeholders’ aspirations</li> <li>• In partnership with meaningful collaboration</li> <li>• Enabling and nurturing</li> <li>• Applying our strong values and ideals</li> <li>• Knowing and competing within our space</li> </ul>	<ul style="list-style-type: none"> <li>• Pride</li> <li>• Our results speak for themselves</li> <li>• Consistently and confidently delivering</li> <li>• Striving with conviction and determination</li> <li>• Appropriately celebrating the successes of our students and stakeholders</li> </ul>

# Our Brand Pyramid



# Our Corporate Tone of Voice

Based on our new positioning, CSU has a distinctive corporate tone of voice. It's designed to work across all corporate communications, media and marketing materials.

We are easy to read and easy to follow. While sometimes we need to use specialised language, we don't over-complicate our content or use complex language, tautology and jargon.

Our brand positioning has us behave in an inclusive and open manner; it ensures we always consider who we are speaking to in our writing and other communications. It also permits us, from time to time, to be a little more relaxed – but not too friendly that we are not perceived as professional.

The meaning and the purpose of the communication should always be clear and easily understood. Ideally, our writing should provide direction and answer the question – 'what do you want the reader to do now?'.

## Our writing style:

- We use dynamic, enthusiastic copy with short sentences to demonstrate our confidence and focus on the reader.
- We use the active voice and write in the first person.
- We cut through verbal clutter, and don't use long formal words and jargon.
- We explain the benefits of our solutions, rather than just describe our services.
- We use modern language and grammar, paying careful attention to correct punctuation.
- We avoid clichés and old-fashioned, long-winded copy and internal 'university speak'.
- We are contemporary and relevant, not matey, chummy, irrelevant or old fashioned.



# Referring to Ourselves in Writing

Now that we have a new, fresh and invigorating logo and brand positioning, it is important to consider how we refer to ourselves and in what capacity.

## When to use our full name

Charles Sturt University is our full name. In copy we should always use this form:

1. The first time we mention ourselves on the page
2. In prominent places, like a sign-off
3. When referring to the University inside quotes in media releases
4. When referring to where we work e.g., 'Charles Sturt University, Executive Dean of Education, Jane Citizen'.

## Avoiding repetition in content

Our brand positioning permits us to speak in a slightly more relaxed manner. Therefore, once we have introduced ourselves as Charles Sturt University, we can subsequently refer to ourselves as 'we,' 'us' or 'CSU'.

The copywriter will need to consider appropriate choice of term and usage in the context of the content being constructed.



#### Document icon

This icon indicates additional documents that contain information relevant to the current section. For instance, these include templates or example pages with illustrations shown.

## SECTION 2

### OUR BRAND IDENTITY

#### Our Logo Mark

Master Logo  
Dissected  
Specifications  
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#### Our Abbreviated Logo Mark

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#### Our Icon

Colour Variations  
Don'ts

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## SECTION 2

# OUR BRAND IDENTITY

## OUR LOGO MARK



Our logo mark is the key identifier of the CSU brand and a vital element of our visual identity system. It must be applied consistently and in a manner that protects and strengthens its visibility and integrity.

## OUR LOGO MARK

### MASTER LOGO

Our logo mark consists of two elements – our icon and our word mark. These two elements must **always** appear together and must never be recreated or redrawn, unless prior written approval has been granted.

Always use the master artwork files available from the Division of Marketing and Communications.

Please see Section 3 'Logo Suite Guide' for a list of available file formats.



## OUR LOGO MARK

### DISSECTED

#### Our Icon

Our icon is inspired by components of the traditional Charles Sturt University logo mark and encapsulates references to Sturt's Desert Pea, a book and a shield shape.

By blending these elements together, the icon suggests:

- Fluidity and flexibility
- Strength and support from togetherness
- An emphasis on an outcome – growth, flourishing and prosperity

This supports the brand positioning, 'Better Together' by referencing our:

- Sense of community
- Focus on supporting and valuing the individual
- Inherent flexibility
- Partnerships - working together

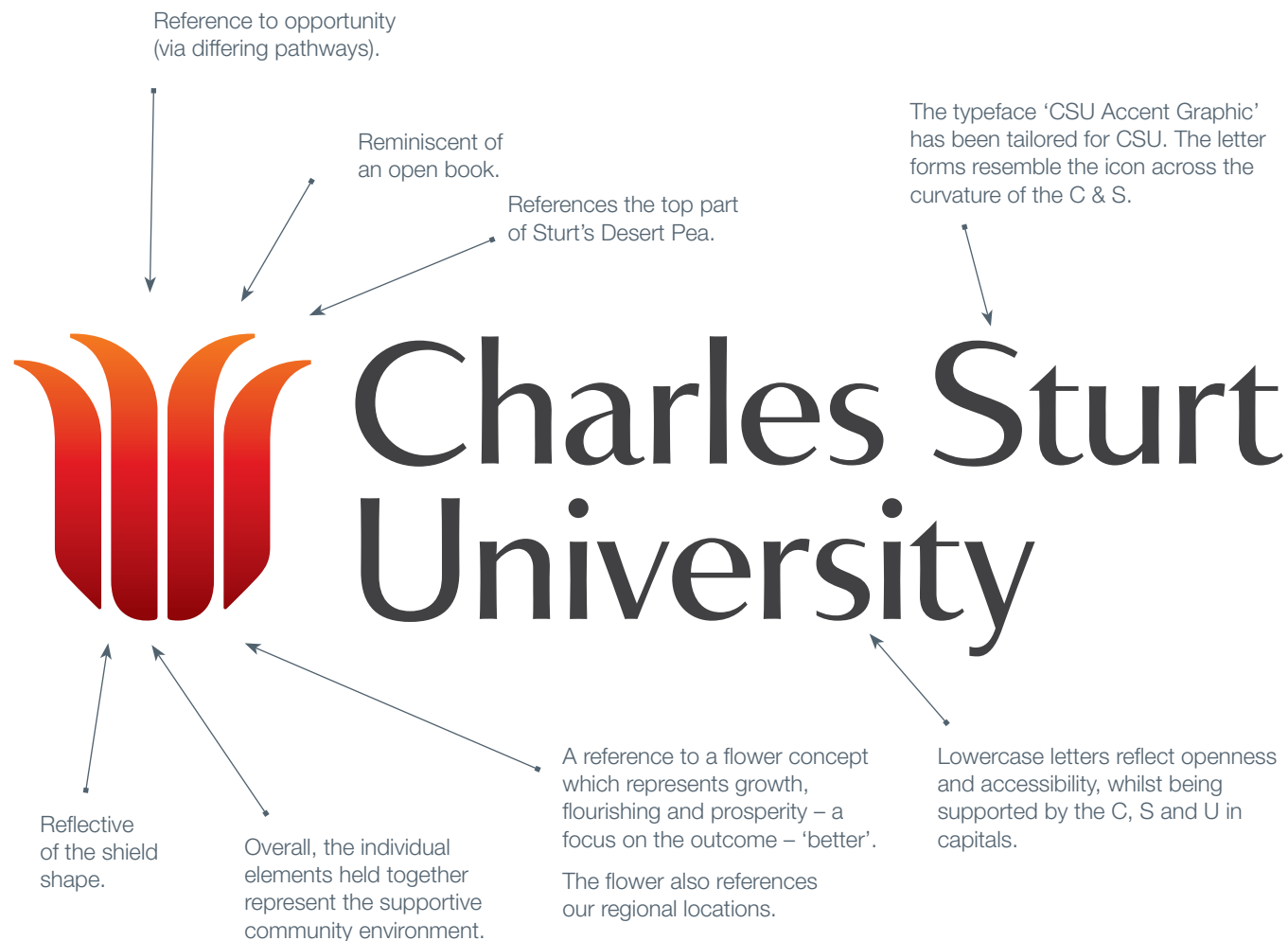
#### Our Word Mark

The typeface for the word mark has been specifically modified for CSU.

The Accent Graphic base typeface was selected as it holds similar qualities to the icon by providing a sense of openness and accessibility – key attributes within our 'Better Together' positioning.

The typeface was then modified by the original font designers to ensure its consistency with the icon. Particular attention was paid to the 'S' and 'U' letters and spacing of the overall word mark.

The resultant changes to the typeface are encapsulated into a new typeface designated 'CSU Accent Graphic', and are exclusive to Charles Sturt University.



## OUR LOGO MARK SPECIFICATIONS

### Clear space

To preserve legibility and visual integrity, our logo mark should always be surrounded by sufficient space. The minimum space around our logo mark is called 'clear space'.

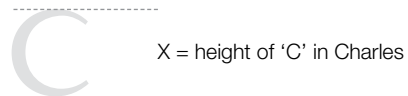
X represents the clear space around our logo mark

X is equivalent to the height of the 'C' in 'Charles'

X is the minimum distance between our logo mark and any other element (such as text or images) and the minimum distance from the edge of the paper or panel.

### Minimum size

In order to maintain the integrity of our logo mark, our logo mark should be reproduced at the size that gives it optimal impact and visual appeal within the environment it is appearing.



X = height of 'C' in Charles



STANDARD SIZE MINIMUM SIZE

The ideal minimum size for most applications allowing for optimal impact and visual appeal is proportionally 12.5mm high from the top of the logo mark to the bottom.



REDUCED SIZE MINIMUM SIZE

The absolute minimum size our logo mark should ever be reproduced at, is proportionally 7mm high from the top of the logo mark to the bottom.

## OUR LOGO MARK

### COLOUR VARIATIONS

#### PRIMARY

##### Full colour option

Our full colour logo mark is always recommended for maximum impact and visual integrity.

When printing limitations restrict the usage of our full colour logo mark, other versions (see page over) have been created for these applications.

To request a copy of the CSU logo mark, please contact the Division of Marketing and Communication, advising the purpose, format and colour required: [brand@csu.edu.au](mailto:brand@csu.edu.au)



CMYK 4 COLOUR PROCESS

This is the master logo mark and should be used when ever possible to ensure maximum impact, visual appeal and brand consistency.

## OUR LOGO MARK

### COLOUR VARIATIONS

#### SECONDARY

##### One-colour options

When it is only possible to print one colour, the following versions should be used.

To request a copy of the logo, please contact the Division of Marketing and Communications, advising the purpose, format and colour required: [brand@csu.edu.au](mailto:brand@csu.edu.au)



MONO – PMS 1797

This logo is to be used sparingly and only when a one-colour version is required.



MONO – BLACK

When it is not appropriate or possible to use the grey scale version, the black mono logo can be used.



MONO – REVERSE

The reverse version is to be used sparingly and when it is not possible to use the full colour version. This would be suitable for applications on coloured backgrounds.

Please note: This version is white only and should never appear with the red box of colour. (This is only to demonstrate the reverse logo).



## OUR LOGO MARK

### DON'TS

1. Don't rearrange or recreate our logo in any way
2. Don't place our 'YOU+CSU' device with our master logo mark
3. Don't change the colour of our logo mark
4. Don't distort the logo mark in any way
5. Don't place over an image where legibility is compromised
6. Don't display the CSU type without the CSU icon

If you are unsure, please contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)

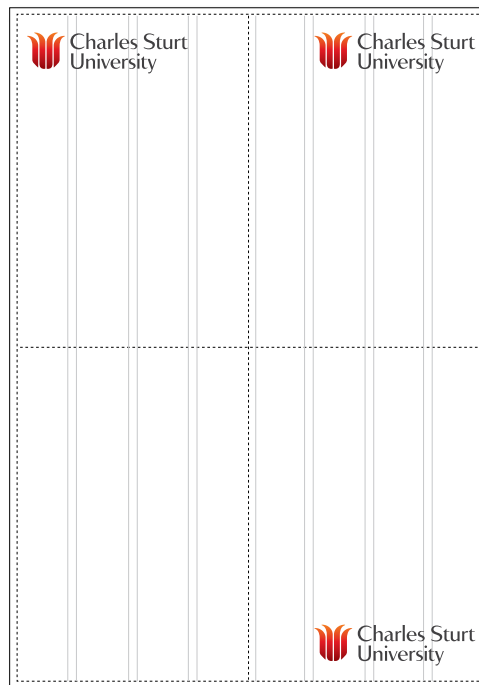


## OUR LOGO MARK POSITIONING

To ensure consistency and appropriate use of our logo mark, here is a guideline for its positioning on applications such as stationery, presentations, reports and publications.

Our logo mark should always be placed at the **top right, top left or bottom right\***  
Opposite is an example of how this may work.

**NOTE: The logo mark should never be centred on a document.**



Our logo mark should always be placed in one of these locations - at the **top right, top left or bottom right**

## OUR ABBREVIATED LOGO MARK

This is a secondary version of our master logo and we refer to it as our abbreviated logo mark.

The abbreviated logo mark should only be used with permission.

### When the abbreviated logo mark could be used:

- When there is a space restriction and the master logo mark would need to be scaled smaller than the minimum size (7mm)
- When communicating in a slightly more relaxed manner, such as recreational student facing materials
- Merchandise and clothing (subject to approval)

### When not to use our abbreviated logo mark:

- For any corporate communications (our master logo mark should be used)
- When we are introducing ourselves to a market for the first time
- For official documents.

Wherever practical it is preferable that the full CSU logo mark is used.



## OUR ABBREVIATED LOGO MARK SPECIFICATIONS

### Clear space

To preserve legibility and visual integrity, our logo mark should always be surrounded by sufficient space. The minimum space around our abbreviated logo mark is called 'clear space'.

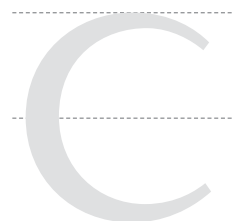
X represents the clear space around our abbreviated logo mark

X is equivalent to half the height of the 'C' in 'CSU'

X is the minimum distance between our abbreviated logo mark and any other element (such as text or images) and the minimum distance from the edge of the paper or panel.

### Minimum size

In order to maintain the integrity of our abbreviated logo mark, it should be reproduced at the size that gives it optimal impact and visual appeal within the environment it is appearing.



X = 1/2 height of 'C' in 'CSU'



STANDARD SIZE MINIMUM SIZE

The ideal minimum size for most applications allowing for optimal impact and visual appeal is proportionally 12.5mm high from the top of the abbreviated logo mark to the bottom.



REDUCED SIZE MINIMUM SIZE

The absolute minimum size our logo mark should ever be reproduced at, is proportionally 7mm high from the top of the abbreviated logo mark to the bottom.

## OUR ABBREVIATED LOGO MARK

### COLOUR VARIATIONS

#### PRIMARY

##### Full colour options

Our full colour abbreviated logo mark is always recommended for maximum impact and visual integrity, however when printing limitations restrict the usage of our logo mark, the following versions have been created.

To request a copy of the abbreviated logo mark, please contact the Division of Marketing and Communication, advising the purpose, format and colour required: [brand@csu.edu.au](mailto:brand@csu.edu.au)



CMYK 4 COLOUR PROCESS

This is the master abbreviated logo mark and should be used when ever possible to ensure maximum impact, visual appeal and brand consistency.

## OUR ABBREVIATED LOGO MARK

### COLOUR VARIATIONS

#### SECONDARY

##### One-colour options

When it is only possible to print one colour the following versions should be used.



MONO – PMS 1797

This logo is to be used sparingly and only when a one-colour version is required.



MONO – BLACK

When it is not appropriate or possible to use the grey scale version, the black mono logo can be used.



MONO – REVERSE

The reverse version is to be used sparingly and when it is not possible to use the full colour version. For applications on coloured backgrounds.

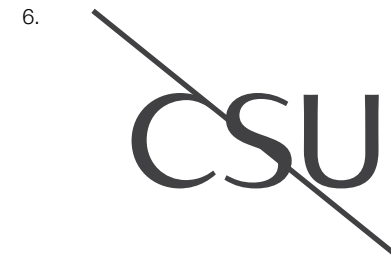
Please note: This version is white only and should never appear with the red box of colour. (This is only to demonstrate the logo).

## OUR ABBREVIATED LOGO MARK

### DON'TS

1. Don't rearrange or recreate our abbreviated logo mark in any way
2. Don't place our 'YOU+CSU' device with our abbreviated logo mark
3. Don't change the colour of our abbreviated wordmark
4. Don't distort our abbreviated logo mark in any way
5. Don't place over an image where legibility is compromised
6. Don't display the CSU type without the CSU icon mark

If you are unsure, please contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)



## OUR ICON

Our icon will become the single most recognisable element of our brand identity.

Over time, through its consistent application alongside the Charles Sturt University word mark, our icon will become associated with Charles Sturt University.

Our full colour logo mark is always recommended for maximum impact and visual integrity.

NOTE: The icon is not to be used in place of our master logo mark, except with prior written permission.

**When the icon could be appropriate (all subject to prior approval):**

- As a watermark on official documents
- Online social media and mobile icons/sites
- Certain items of merchandise where space is restricted

For advice, please contact: [brand@csu.edu.au](mailto:brand@csu.edu.au).



**It is important that the icon is not used in place of our master logo mark.**



## OUR ICON

### COLOUR VARIATIONS

**When to use our icon (with prior approval):**

**Full-colour option**

For online social media and mobile apps

**One-colour options**

For official corporate documents (bank cheques or AHEGS statements) it is preferred that a single colour icon be included as a watermark in either of the following versions.

Mono – BLACK | Tint @10%

Mono – PMS 1797 | Tint @10%

Engraved (silver preferred)

**For any other variances on this, contact  
[brand@csu.edu.au](mailto:brand@csu.edu.au)**



additional documents that contain information relevant to the current section, example pages with illustrations shown.



FULL COLOUR CMYK



MONO – BLACK | TINT @10%



MONO – PMS 1797 | TINT @10%

## OUR ICON DON'TS

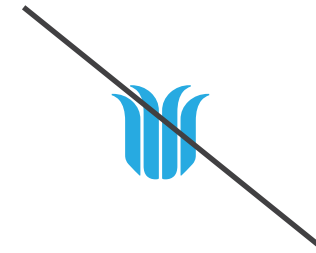
1. The icon is not to be used in place of our master logo mark. Our full logo mark must be used whenever space permits.
2. Don't change the colour of our icon
3. Don't distort our icon in any way
4. The icon must not be separated from the words 'Charles Sturt University' and may not be used with any other text.
5. Don't place over an image where legibility is compromised

If you are unsure, please contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)

1.



2.



3.



4.



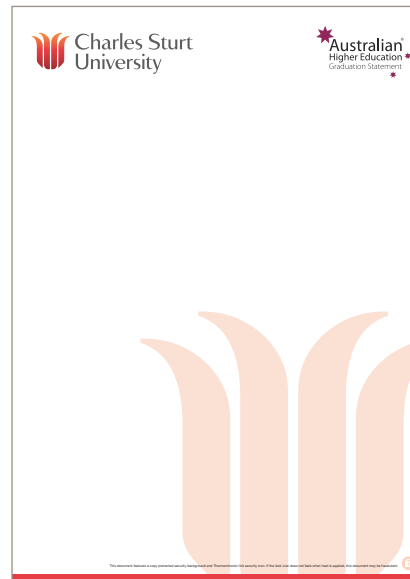
5.



## OUR ICON COLOUR VARIATIONS



The CSU Facebook page is an example of how the icon has been used for a Social Media icon



An example of how the icon may be used for corporate documents.



## **SECTION 3**

### **LOGO SUITE GUIDE**

#### **Artwork Library**

Master Logo

Abbreviated Logo Mark

#### **Logo Application**

Use of the logo by staff

Use of the logo by students

External use of the  
logo by a third party

Inappropriate or unauthorised  
use of the University logo

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## **SECTION 3**

# **LOGO SUITE GUIDE**






## ARTWORK LIBRARY

### MASTER LOGO MARK

A complete logo suite has been created to ensure the correct version of the full CSU logo mark is accessible for any use. This table outlines what file types exist within this library and the correct usage for the required application.

Please refer to this table to ensure you are selecting the appropriate logo. The supplied logos should be the only logos ever used – they should never be shared, reproduced or altered in any way.

Please contact the Division of Marketing and Communication for these files via email:  
brand@csu.edu.au

	Professional Printing Digital / Offset	Desktop applications (i.e. Office Suite), TV and web	Desktop presentations (PowerPoint)
PRIMARY LOGO			
Full Colour Logo Mark 	CSU_Logo Mark_CMYK.eps • Four colour process • Editable vector file	CSU_Logo-Mark_RGB.jpg • RGB colour image	CSU_Logo-Mark_RGB.png • RGB colour image
SECONDARY LOGO			
Mono Logo Mark 	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797 • Editable vector file	CSU_Logo-Mark_Mono_RGB.jpg • RGB colour image	CSU_Logo-Mark_Mono_RGB.png • RGB colour image
Mono Logo Mark 	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black • Editable vector file	CSU_Logo-Mark_Mono_BLK.jpg • RGB colour image	Logo-Mark_Mono_BLK.png • RGB colour image
Mono Logo Mark 	CSU_Logo Mark_Mono_REV.eps • 1 colour White • Editable vector file	If you need a logo with a transparent background, please request/use a .png	CSU_Logo-Mark_Mono_REV.png • RGB colour image
Tertiary LOGO			
Greyscale Logo Mark 	CSU_Logo Mark_Greyscale.eps • 1 colour Black • Editable vector file	CSU_Logo-Mark_Greyscale.jpg • RGB colour image	CSU_Logo-Mark_Greyscale.png • RGB colour image




## ARTWORK LIBRARY

### ABBREVIATED LOGO MARK

A complete abbreviated logo mark suite has been created to ensure the correct version logo is accessible for any use. This table outlines what file types exist within this library and the correct usage for the required application.

Please refer to this table to ensure you are selecting the appropriate logo mark file type. The supplied logos should be the only logos ever used – they should never be shared, reproduced or altered in any way.

Please contact the Division of Marketing and Communication for these files via email: [brand@csu.edu.au](mailto:brand@csu.edu.au)

	Professional Printing Digital / Offset	Desktop applications (i.e. Office Suite), TV and web	Desktop presentations (PowerPoint)
PRIMARY LOGO			
Full Colour Logo Mark	CSU_Abrev_Logo_CMYK.eps • Four colour process • Editable vector file	CSU_Abrev_Logo_RGB.jpg • RGB colour image	CSU_Abrev_Logo_RGB.png • RGB colour image
SECONDARY LOGO			
Mono Logo Mark 	CSU_Abrev_Logo_Mono_1PMS.eps • 1 colour PMS 1797 • Editable vector file	CSU_Abrev_Logo_Mono_RGB.jpg • RGB colour image	CSU_Abrev_Logo_RGB.png • RGB colour image
Mono Logo Mark 	CSU_Abrev_Logo_Mono_BLK.eps • 1 colour Black • Editable vector file	CSU_Abrev_Logo_Mono_BLK.jpg • RGB colour image	CSU_Abrev_Logo_Mono_BLK.png • RGB colour image
Mono Logo Mark 	CSU_Abrev_Logo_Mono_REV.eps • 1 colour White • Editable vector file	If you need a logo with a transparent background, please request/use a .png	CSU_Abrev_Logo_Mono_REV.png • RGB colour image

## LOGO APPLICATION

### USE OF THE LOGO BY STAFF

The use of the logo must comply with the Brand Guidelines, and its final format must be approved by the brand manager, and will be entered in the logo use register.

All staff members, affiliates and entities acting on behalf of the University must adhere to the Brand Guidelines to ensure correct logo usage and to create consistent and compliant printed and online communications. This material includes, but is not limited to, flyers, brochures, newsletters, magazines, invitations, reports, student materials, merchandise, signage, websites and posters.

Measures will be taken to correct the inappropriate or unauthorised use of the University's visual identity, including the logo, and any related costs will be incurred by the area or organisation in breach. This may include destruction of material that breaches the Brand Guidelines.

The University reserves the right to withdraw permission to use the University's name and logo, or any component of it, at any time and for any reason, and will take action to terminate any unauthorised use.

Any logos to be provided to any third party (i.e. partners or for sponsorship) must be sent from the Division of Marketing and Communication. Requests should be made by emailing [brand@csu.edu.au](mailto:brand@csu.edu.au) noting contact name, email address and reason for the use. This will be logged in the logo use register.

The Policy relating to Brand Guidelines is available online at: [www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf)

Please see guidelines for **Inappropriate or unauthorised use** [www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf)

To request a copy of the CSU logo mark, please contact the Division of Marketing and Communication by email: [brand@csu.edu.au](mailto:brand@csu.edu.au)

## LOGO APPLICATION

### APPLICATION | STUDENT WORK

The use of the logo must comply with the Brand Guidelines, and its final situation must be approved by the brand manager, and will be entered in the logo use register.

All students, affiliates and entities acting on behalf of the University must adhere to the Brand Guidelines to ensure correct logo usage.

All students who wish to use the CSU logo mark must adhere to the Brand Guidelines.





This table outlines what file types exist within this library and the correct usage for the required application.

Please refer to this table to ensure you are selecting the appropriate logo. The supplied logos should be the only logos ever used – they should never be shared, reproduced or altered in any way. Final sign-off of any materials prior to production is required.

Please see guidelines for **Inappropriate or unauthorised use of the University logo**: [www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf)

To request a copy of the CSU logo mark, please contact the Division of Marketing and Communication by email: [brand@csu.edu.au](mailto:brand@csu.edu.au)

*Student Theses/ dissertations (PhD, Masters)	Microsoft applications printing and on screen	Desktop applications (i.e. Office Suite), TV and web	Specifications
	Mono Logo Mark 	CSU_Logo-Mark_Mono_BLK.jpg • RGB colour image	Logo must appear on the Front cover (lower RHS - 13mm) and also the back cover (lower RHS)
- Student must be a CSU student or co-supervised by a CSU supervisor. - This does not apply to students from other universities whose papers are examined by CSU academics. - The logo would not be approved for use in a person's personal CV/resume – printed or online			

Professional Printing Digital / Offset	Professional Printing Digital / Offset	Desktop applications (i.e. Office Suite), TV and web
<b>PRIMARY LOGO</b>		
Full Colour Logo Mark 	CSU_Logo Mark_CMYK.eps • Four colour process • Editable vector file	CSU_Logo-Mark_RGB.jpg • RGB colour image
<b>SECONDARY LOGO</b>		
Mono Logo Mark 	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797 • Editable vector file	CSU_Logo-Mark_Mono_RGB.jpg • RGB colour image
Mono Logo Mark 	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black • Editable vector file	CSU_Logo-Mark_Mono_BLK.jpg • RGB colour image
Mono Logo Mark 	CSU_Logo Mark_Mono_REV.eps • 1 colour White • Editable vector file	If you need a logo with a transparent background, please request/use a .png
- Student must be a CSU student or co-supervised by a CSU supervisor. - All artwork must be submitted to marketing for approval prior to production. - The logo would not be approved for use in a person's personal CV/resume – printed or online		



additional documents that contain information relevant to the current section, example pages with illustrations shown.



## LOGO APPLICATION

### USE OF THE LOGO BY A THIRD PARTY

A third party in a professional relationship with Charles Sturt University may request the use of the CSU logo mark to promote the relationship in printed or online materials. This may include education delivery partners in Australia or overseas, research partners/collaborators, Government organisations with which we have a partnership, i.e. TAFE or Evocities, or ongoing suppliers of goods or services.

The logo may not be used by any third party without prior approval.

The use of the logo must comply with the Brand Guidelines, and its final situation must be approved by the brand manager, and will be entered in the logo use register.

Measures will be taken to correct the inappropriate or unauthorised use of the University's visual identity, including the logo, and any related costs will be incurred by the organisation in breach. This may include destruction of material which breaches the Brand Guidelines.

The University reserves the right to withdraw permission to use the University's name and logo, or any component of it, at any time and for any reason, and will take action to terminate any unauthorised use.

To request a copy of the CSU logo mark and to gain approval for its use, please contact the Division of Marketing and Communication by email: [brand@csu.edu.au](mailto:brand@csu.edu.au) and outline the requirement, the proposed use and the relationship this logo is representing.

The Policy relating to Brand Guidelines is available online at:

[www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf)

Please see guidelines for **Inappropriate or unauthorised use of the University logo**: [www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf)

## LOGO APPLICATION

### INAPPROPRIATE OR UNAUTHORISED USE OF THE UNIVERSITY LOGO

The inappropriate or unauthorised use of the University's visual identity, including the logo mark, will be a breach of the University Brand Guidelines and Policy. Breaches that cannot be resolved in a timely manner will be reported to the Brand Governance Committee (BGC), who will determine an appropriate course of action.

Measures will be taken to correct the inappropriate or unauthorised use of the University's visual identity, including the logo, and any related costs will be incurred by the area or organisation in breach. This may include destruction of material that breaches the Brand Guidelines.

The University reserves the right to withdraw permission to use the University's name and logo, or any component of it, at any time and for any reason, and will take action to terminate any unauthorised use.

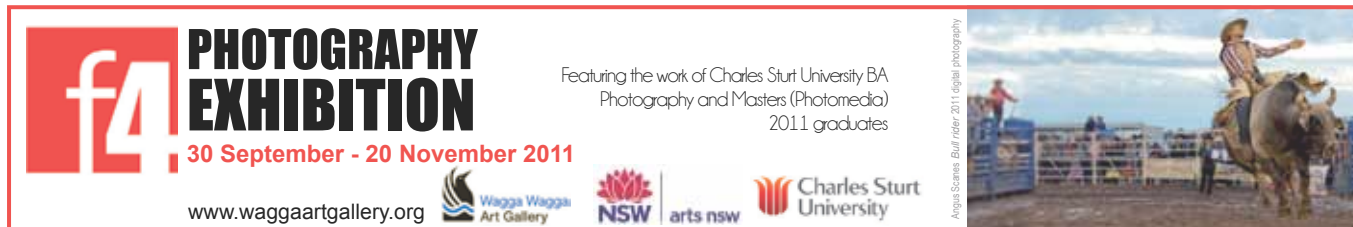
The Policy relating to Brand Guidelines is available online at:

[www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/policy-brand-governance-FIN-140211.pdf)

Please see guidelines for **Inappropriate or unauthorised use of the University logo**: [www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf](http://www.csu.edu.au/adminman/mar/procedure-brand-mark-adv-prom-comp-FIN-140211.pdf)

## LOGO SUITE

## APPLICATION | STUDENT WORK



## SECTION 4

### OUR VISUAL ELEMENTS

#### Colours

Primary Palette

#### Typography

External Typeface

Internal Typeface

Online Typeface

#### Secondary

'YOU+CSU' Device

- Specifications

- Positioning

- Colour Variations

- Don'ts

Plus Device

- Colours

- Don'ts

Charts & Graphs

#### Supporting Elements

Swirls/ribbons

- Colour Palette

Career Area Icons

- Colour Palette

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## SECTION 4

# OUR VISUAL ELEMENTS

COLOURS

PRIMARY PALETTE

Our primary colour palette derives from our master logo mark. The colours are reflective of earthy tones, and are reminiscent of the regionality and flexibility inherent in our brand positioning, 'Better Together'.

Wherever possible and practical on full colour printed collateral, the primary brand colours should be reproduced as PMS colours. Breakdowns have been provided for process and digital printing (CMYK), screen display and office applications (RGB) and web-safe RGB (HEX). The values specified here are those recommended by Pantone® Colour Bridge and should be used for optimal colour consistency.

Tints of these primary colours may be utilised (for example in a watermark), and the recommended tints are listed here. It is preferable that these tints only be used in conjunction with the 100% colour swatch.

<div>Black 90%</div> <div>C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A</div>	<div>PMS 1797</div> <div>C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23</div>	<div>PMS 404</div> <div>C:18 M:23 Y:27 K:55 R:119 G:111 B:101 HEX: #887E6E</div>	<div>PMS 166</div> <div>C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20</div>	<div>PMS 400</div> <div>C:5 M:6 Y:10 K:14 R:203 G:199 B:191 HEX: #DAD3CC</div>
TINTS				
<div>75%</div>	<div>75%</div>	<div>75%</div>	<div>75%</div>	<div>75%</div>
<div>50%</div>	<div>50%</div>	<div>50%</div>	<div>50%</div>	<div>50%</div>
<div>25%</div>	<div>25%</div>	<div>25%</div>	<div>25%</div>	<div>25%</div>

## TYPOGRAPHY

### EXTERNAL TYPEFACE

### Externally produced materials

Helvetica Neue is the typeface for all professionally produced marketing materials. This typeface has many weights, enabling diversity across text heavy documents.

Helvetica Neue Bold should be used for:

- Headings
- Emphasis text

Helvetica Neue Regular should be used for:

- Body copy
- Headings
- Emphasis text

Helvetica Neue Light should be used for:

- Body copy
- Headings

Helvetica Neue Thin should be used:

- Large size headings (sparingly)

Helvetica Neue Condensed Bold should be used for:

- Headings • Emphasis text

Helvetica Neue Condensed Medium should be used for:

- Headings

Helvetica Neue Condensed Light should be used for:

- Headings

Helvetica Neue

**Helvetica Neue Bold**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{}**

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{ }

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{}

Helvetica Neue Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{ }

**Helvetica Neue Condensed Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@#%&\*{}**

**Helvetica Neue Condensed Medium**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{ }

Helvetica Neue Condensed Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{ }

## TYPOGRAPHY

### INTERNAL TYPEFACE

#### Internally produced materials

Arial is used for all internally produced materials, such as letters, forms and PowerPoint presentations where professional design programs are not available.

This is a typeface that is available for Microsoft programs such as Word and PowerPoint.

Arial Bold should be used for:

- Headings • Emphasis text

Arial Regular should be used for:

- Body copy • Headings • Emphasis text

# Arial

#### Arial Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{}

#### Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*{}

## TYPOGRAPHY

### ONLINE TYPEFACE

This font has been selected for mobile use to match the growth in mobile views and the ongoing development of applications and services for the web. This font has been developed as a web font for its legibility and readability when used online.

JAF Bernino Sans Condensed is recommended as an online substitute for Helvetica, as it shares similarities in letterforms to Helvetica. Also, Helvetica was not developed for online applications, and loses readability in some mobile formats.

The font can complement a body copy that uses Arial or Times.

The use of the specific condensed font is recommended to reduce the screen real estate required for navigation elements while retaining minimum touch standards.

JAF Bernino Sans Condensed Light

JAF Bernino Sans Condensed Regular

**JAF Bernino Sans Condensed Semibold**

**JAF Bernino Sans Condensed Bold**

**JAF Bernino Sans Condensed Extrabold**



## SECONDARY ELEMENT

### OUR 'YOU+CSU' DEVICE

#### YOU+CSU

To translate our brand essence 'Better Together' into something simple and meaningful for our audiences, we have created the 'YOU+CSU' device.

'YOU+CSU' is derived from our differentiation and uniqueness. It represents our brand values, and illustrates the relationship between the individual and the university, by contextualising CSU as the enabler.

The 'YOU+CSU' device is relevant across markets, cohorts and audiences, including staff, and can be used in the following range of communication materials and collateral created by the Division of Marketing and Communication.

- Marketing materials
- Advertising
- Merchandise (subject to approval)
- Corporate report covers

NOTE: The YOU + CSU Device must always be used subordinate to the CSU logo mark.

The '+' sign should always be referred to as the 'Plus Device' – it is not a cross. It should never be red.



## OUR 'YOU+CSU' DEVICE SPECIFICATIONS

### Clear space

To preserve legibility and visual integrity, our 'YOU+CSU' device should always be surrounded by sufficient space. The minimum space around the device is called 'clear space'.

X represents the clear space around the device

X is equivalent to the height of the 'Y' in 'YOU'

X is the minimum distance between our 'YOU+CSU' device and any other element (such as text or images) and the minimum distance from the edge of the paper or panel.

### Size relationship with our logo mark

The size of our 'YOU+CSU' device can be calculated by using the height of the 't' in 'University'. This relationship of size between our logo mark and this device should always be followed when these elements appear together

### Minimum size

To maintain the integrity of our tagline, it should be reproduced at the size that gives it optimal impact and visual appeal within the environment it is appearing.



X = 'Y' in YOU



Charles Sturt  
University

YOU+CSU

X

SIZE RELATIONSHIP



X = 't' in University

4mm

YOU+CSU

STANDARD MINIMUM SIZE

2.5mm

YOU+CSU

REDUCED SIZE MINIMUM SIZE

The ideal minimum size for most applications to allow for optimal impact and visual appeal is proportionally 4mm high from the top of the device to the bottom.

The absolute minimum size our 'YOU+CSU' device should ever be reproduced is proportionally 2.5mm high from the top of the device to the bottom.

## OUR 'YOU+CSU' DEVICE POSITIONING

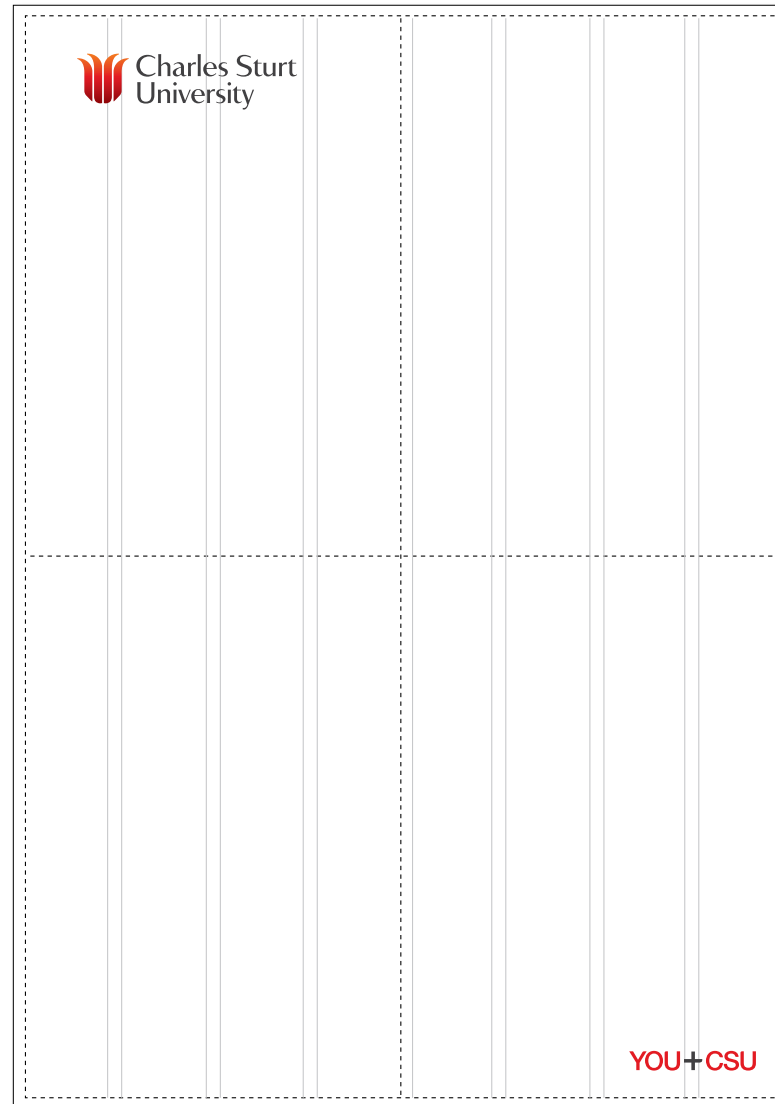
### Positioning

When being used in conjunction with our logo mark, some simple rules should be followed.

As a general rule there should always be a sufficient level of space between the two elements. Our CSU logo mark should appear at the top right or left of the page, and the 'YOU+CSU' device should be at the bottom right or left.

These two elements should appear opposite to each other on the page e.g. if our CSU logo mark is sitting on the top left of the page the 'YOU+CSU' device should appear on the bottom right.

Opposite is an example of how this could appear.



## OUR 'YOU+CSU' DEVICE COLOUR VARIATIONS

Our 'YOU+CSU' device has been developed to allow flexibility in its colour application. This is reflective of its dynamic nature. The colours may be changed depending on its application while following a couple of simple rules:

1. The Plus Device must always appear as a separate colour to the 'YOU' and 'CSU', which must be the same colour.
2. The colours must be created using the brand colours (100%).

### IMPORTANT:

The Plus Device must never be produced in Red (PMS 1797). See page over

YOU+CSU

YOU+CSU

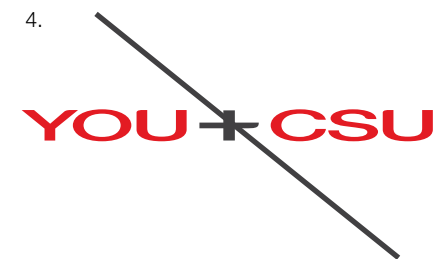
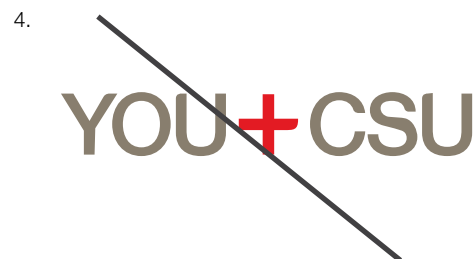
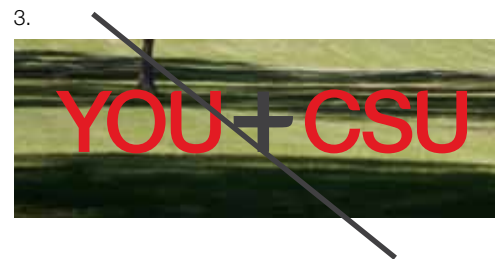
YOU+CSU

YOU+CSU

## OUR 'YOU+CSU' DEVICE DON'TS

1. Don't display the 'YOU+CSU' device larger than our logo mark
2. Don't rearrange or recreate our 'YOU+CSU' device in any way
3. Don't place over an image where legibility is compromised
4. Don't distort our 'YOU+CSU' device in any way
5. The Plus Device must never be produced in Red (PMS 1797)

Please note the Plus Device can be used as a separate element. See page over



## SECONDARY ELEMENT

### PLUS DEVICE

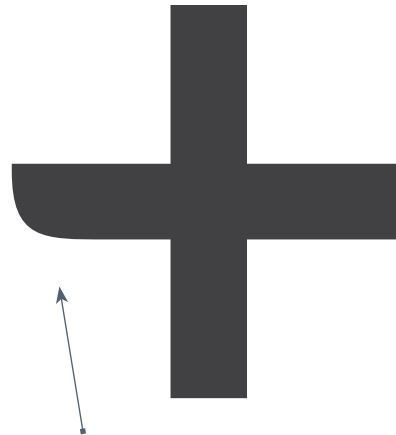
Our Plus Device has been created from our 'YOU+CSU' device. The Plus Device represents the individual and the connection with our brand – 'Better Together'.

The Device should always be referred to as a 'Plus' and not a cross. It should never be in red.

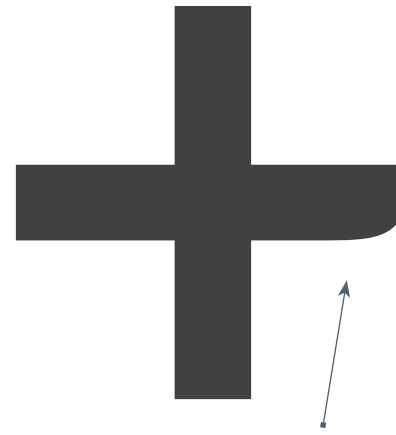
This Device has been created to allow flexibility in its application, however to guide correct usage and insure brand consistency, a few simple rules have been developed.

#### Guidelines

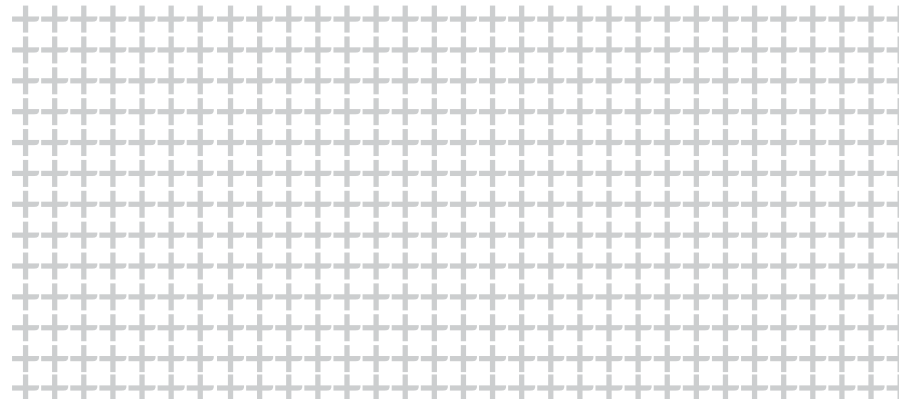
- The Plus Device features a curve on only one of the arms. This creates individuality, and relates back to the curves in our logo mark. The curve may be flipped to appear on the left or right of the arm, however the curve should never be flipped to appear on the top or bottom. The curve always flips in an upward direction.
- The Plus Device can be in any of the corporate colours (100%), but never in Red (PMS 1797).
- The Plus Device is most often seen in a grouping of four, but may be used on its own (e.g. as a watermark) or as part of a grid pattern.



Curve can be on the left flicking in an upward direction



Curve can be on the right flicking in an upward direction



This is an example of how our plus device can be used to create a grid of many small crosses. This provides a sense of strength, community, togetherness and support, which relates back to our brand positioning.

**\* Please note the plus device grid may only be reproduced in tints of our primary brand colours (see next page)**

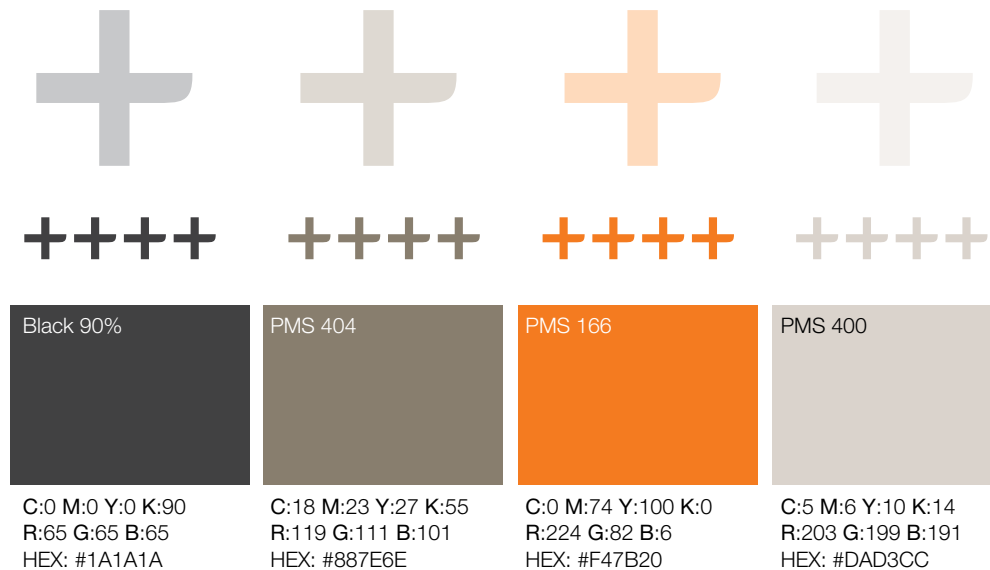


This is an example of how our plus device can be used to create a small grouping of four.

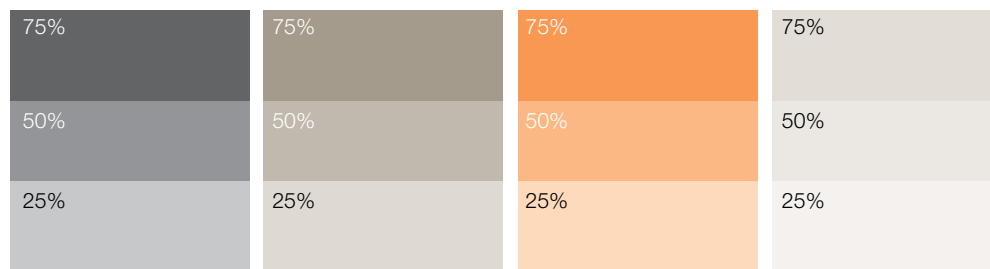
## SECONDARY ELEMENT PLUS DEVICE COLOUR

Wherever possible and practical on full colour printed collateral, the primary brand colours should be reproduced as PMS colours. Breakdowns have been provided for process and digital printing (CMYK), screen display and office applications (RGB) and web-safe RGB (HEX). The values specified here are those recommended by Pantone® Colour Bridge and should be used for optimal colour consistency.

Tints of these primary colours may be utilised, but only in conjunction with the 100% colour swatch.



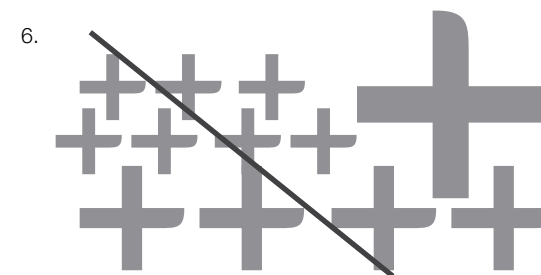
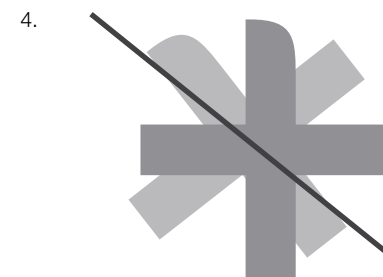
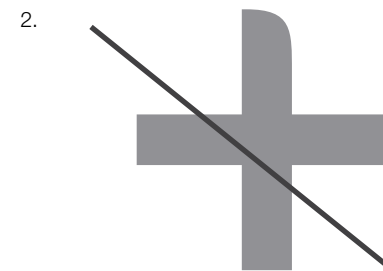
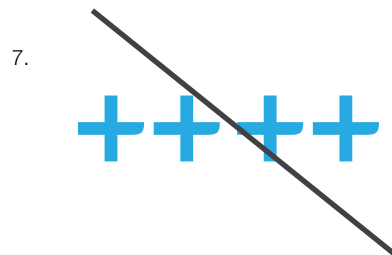
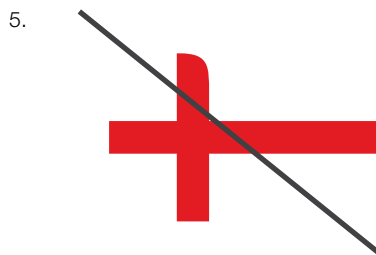
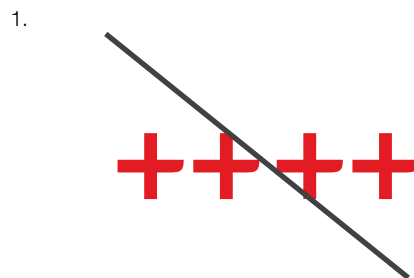
### TINTS



## PLUS DEVICE DON'TS

### 1. The Plus Device must never be produced in Red (PMS 1797)

2. Don't rotate the curved armed to sit at the top or bottom of the Plus Device.
3. Don't display too close to our logo mark
4. Don't overlap the Plus Device to create a different shape
5. Don't distort the Plus Device in any way
6. Don't use the Plus Device in multiple sizes
7. Don't change the colour of our Plus Device. Only the primary brand colours may be used. (Excluding RED | PMS 1797). See previous page

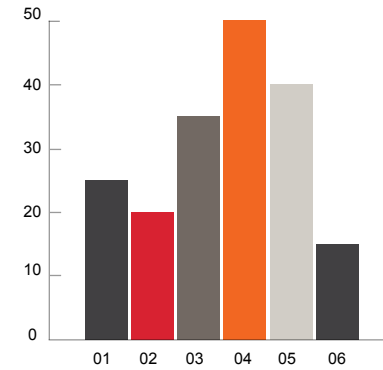
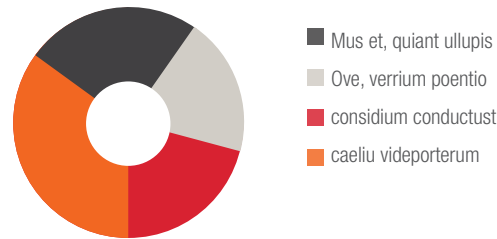




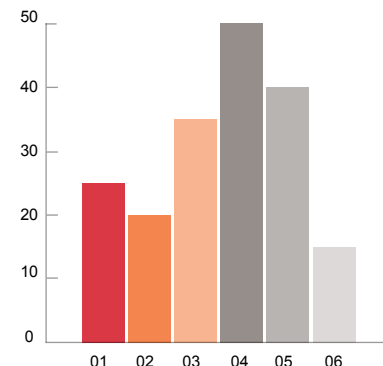
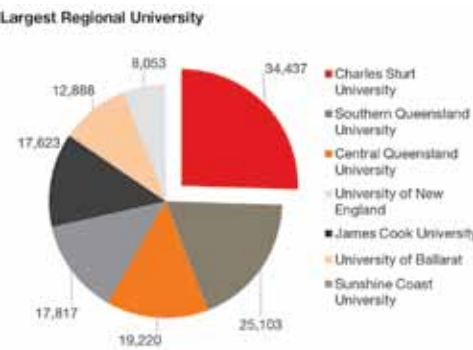
# CHARTS & GRAPHS

Charts and graphs are a useful tool to communicate information in a clear and precise way. When using pie charts and graphs, the primary brand colours should be used. These are examples of how both the 100% branded colours and the tints can be applied.

FULL COLOUR APPLICATION



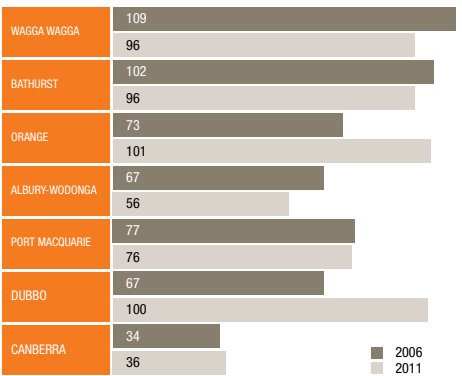
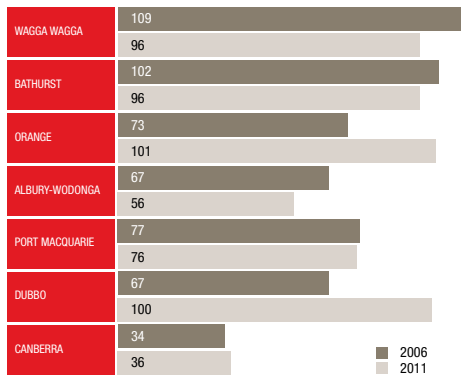
FULL COLOUR AND TINT COLOUR APPLICATION



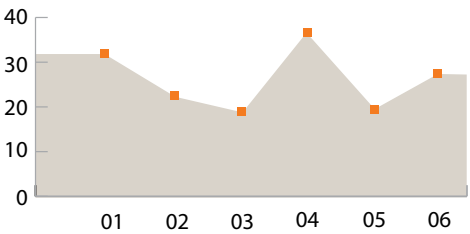
CHARTS & GRAPHS

Charts and graphs are a useful tool to communicate information in a clear and precise way. When using pie charts and graphs, the primary brand colours should be used.

FULL COLOUR APPLICATION



TINT COLOUR APPLICATION



## SUPPORTING ELEMENTS

### SWIRLS/RIBBONS

Our Swirl Device has been created as an additional supporting device for use in marketing and some corporate or learning materials.

The Swirl Device represents the YOU+CSU as an active element of our visual brand. The continuing and dynamic direction of the swirls flows across and off the page indicating movement and continuity.

This Device has been created to allow flexibility in its application, however to guide correct usage and ensure brand consistency, a few simple rules have been developed.

The suite of approved Swirl Devices is held by the Division of Marketing and Communication. It is typically used for corporate documents and marketing materials in the prospective student market.

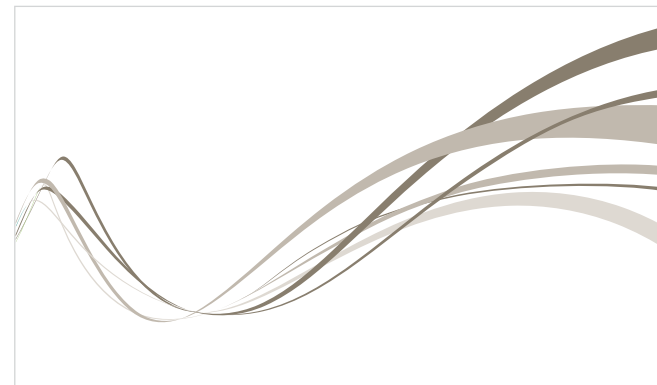
To maintain consistency and relevance, the Swirl Device is used sparingly, with certain colours reserved for particular applications.

Some examples:

- PMS404 Regional and Remote Learning Support materials
- PMS1797/PMS166 gradient predominantly for Graduation materials
- Full colour for Marketing's prospective student collateral.



Black 90% and TINTS



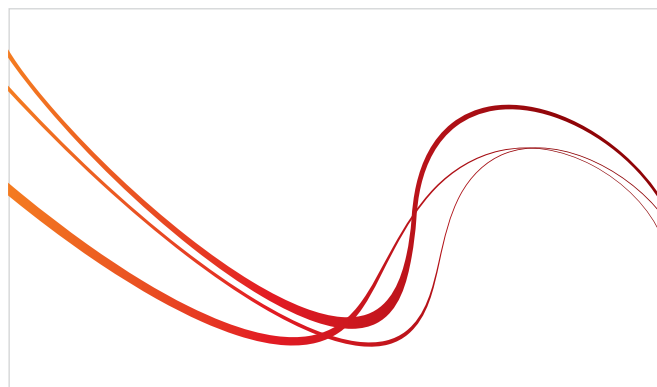
PMS 404 and TINTS



PMS 166 and TINTS



PMS 400 and TINTS



Gradient PMS166 and PMS1797



Full Colour @100% PMS (Marketing materials only)



additional documents that contain information relevant to the current section, example pages with illustrations shown.

## SUPPORTING ELEMENTS

### SWIRLS | COLOUR PALETTE

The Swirl Device uses the standard CSU colour suite, with the exception of on prospective student marketing materials.

Wherever possible and practical on full colour printed collateral, the primary brand colours should be reproduced as PMS colours. Breakdowns have been provided for process and digital printing (CMYK), screen display and office applications (RGB) and web-safe RGB (HEX). The values specified here are those recommended by Pantone® Colour Bridge and should be used for optimal colour consistency.

Tints of these primary colours may be utilised, but only in conjunction with the 100% colour swatch.

Black 90%	PMS 1797	PMS 404	PMS 166	PMS 400
C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A	C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	C:18 M:23 Y:27 K:55 R:119 G:111 B:101 HEX: #887E6E	C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	C:5 M:6 Y:10 K:14 R:203 G:199 B:191 HEX: #DAD3CC
TINTS				
75%	75%	75%	75%	75%
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%

PMS 638	PMS 1797	PMS 259	PMS 166	PMS 376
C:89 M:0 Y:7 K:0 R:0 G:175 B:216 HEX: #00AFD8	C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	C:69 M:100 Y:1 K:5 R:110 G:38 B:123 HEX: #6E267B	C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	C:53 M:0 Y:96 K:0 R:122 G:184 B:0 HEX: #7AB800

The Career Area colour suite (above) is only to be used by Marketing and Communication (collateral). See pages following

## SUPPORTING ELEMENT CAREER AREA ICONS

The Career Area icons have been created to allow Marketing and Communication some flexibility in the promotion of courses under our 17 career areas.

These are only to be used in external course promotional materials, and only by the Division of Marketing and Communication, or with their express permission.



additional documents that contain information relevant to the current section, example pages with illustrations shown.

		Agricultural and Wine Sciences			Information and Library Studies
		Allied Health			Information Technology, Computing and Mathematics
		Animal and Veterinary Sciences			Medical Science
		Business			Nursing
		Communication and Creative Industries			Policing, Security and Emergency Management
		Engineering			Psychology
		Environmental Science and Outdoor Recreation			Science
		Exercise and Sports Sciences			Teaching and Education
		Humanities, Social Work and Human Services			Theology and Religious Studies

## SUPPORTING ELEMENTS

### CAREER AREA | COLOUR PALETTE

- PMS 376 Agricultural and Wine Sciences
- PMS 512 Allied Health
- PMS 362 Animal and Veterinary Sciences
- PMS 021 Business
- PMS 533 Communication and Creative Industries
- PMS 3155 Engineering
- PMS 576 Environmental Science and Outdoor Recreation
- PMS 641 Exercise and Sports Sciences
- PMS 143 Humanities, Social Work and Human Services
- PMS 341 Information and Library Studies
- PMS 5415 Information Technology, Computing and Mathematics
- PMS 513 Medical Science
- PMS 221 Nursing
- PMS 072 Policing, Security and Emergency Management
- PMS 206 Psychology
- PMS 320 Science
- PMS 638 Teaching and Education
- PMS 259 Theology and Religious Studies

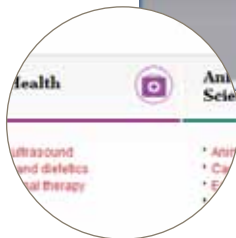
<p>PMS 376</p> <p>C:53 M:0 Y:96 K:0 R:122 G:184 B:0 HTML: 7AB800</p>	<p>PMS 512</p> <p>C:55 M:99 Y:3 K:16 R:142 G:37 B:141 HTML: 8E258D</p>	<p>PMS 362</p> <p>C:75 M:5 Y:100 K:0 R:65 G:173 B:73 HTML: 41AD49</p>	<p>PMS 021</p> <p>C:0 M:68 Y:100 K:0 R:255 G:88 B:0 HTML: FF5800</p>	<p>PMS 533</p> <p>C:95 M:72 Y:15 K:67 R:31 G:42 B:68 HTML: 1F2A44</p>
<p>PMS 3155</p> <p>C:100 M:9 Y:29 K:47 R:0 G:98 B:114 HTML: 006272</p>	<p>PMS 576</p> <p>C:52 M:6 Y:79 K:25 R:105 G:146 B:58 HTML: 69923A</p>	<p>PMS 641</p> <p>C:100 M:25 Y:0 K:18 R:0 G:115 B:176 HTML: 0073B0</p>	<p>PMS 143</p> <p>C:0 M:32 Y:86 K:0 R:238 G:175 B:48 HTML: EEAF30</p>	<p>PMS 341</p> <p>C:100 M:0 Y:67 K:30 R:0 G:125 B:87 HTML: 007D57</p>
<p>PMS 5415</p> <p>C:57 M:23 Y:10 K:31 R:92 G:127 B:146 HTML: 5C7F92</p>	<p>PMS 513</p> <p>C:56 M:98 Y:0 K:0 R:142 G:37 B:141 HTML: 8E258D</p>	<p>PMS 221</p> <p>C:8 M:100 Y:24 K:35 R:145 G:0 B:75 HTML: 91004B</p>	<p>PMS 072</p> <p>C:100 M:85 Y:4 K:16 R:0 G:24 B:168 HTML: 002683</p>	<p>PMS 206</p> <p>C:0 M:100 Y:48 K:0 R:203 G:0 B:68 HTML: CB0044</p>
<p>PMS 320</p> <p>C:100 M:0 Y:30 K:2 R:2 G:154 B:166 HTML: 009AA6</p>	<p>PMS 638</p> <p>C:89 M:0 Y:7 K:0 R:0 G:175 B:216 HTML: 00AFD8</p>	<p>PMS 259</p> <p>C:69 M:100 Y:1 K:5 R:110 G:38 B:123 HTML: 6E267B</p>		

## SUPPORTING ELEMENT CAREER AREA ICONS

Course Flyers



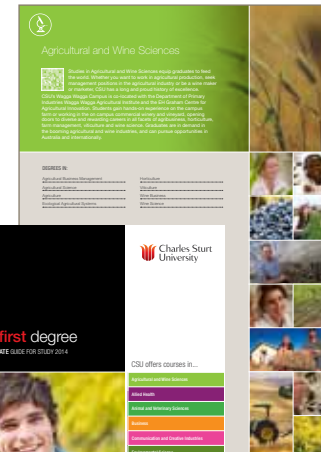
CSU Website (Career Area)



Corporate Magnet



Student Publications (Career Area)



Faculty Banner



Sticky Notes



## SUPPORTING ELEMENT SWIRLS/RIBBONS



Prospective Student Advisor (PSA) vehicle



Campus-based vehicle (Port Macquarie)

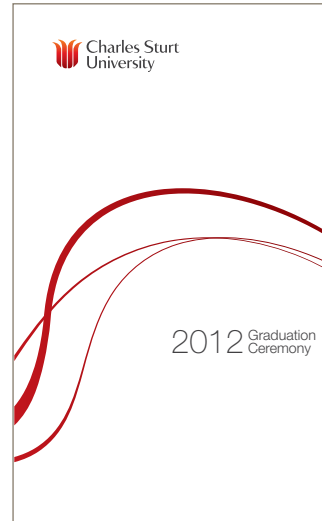


Campus-based vehicle (Wangaratta)

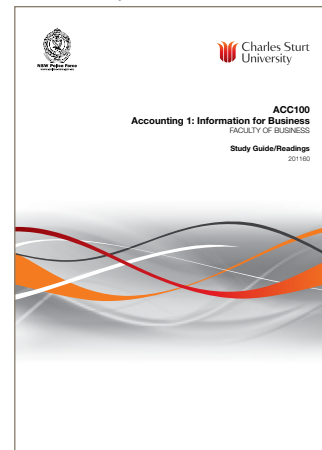


Student Learning Support Vehicle

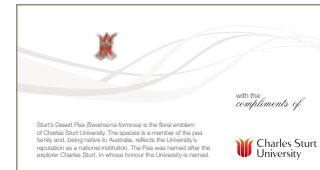
Graduation Ceremony booklet



Student study materials cover



Corporate lapel pin card



Certificate or Award shell



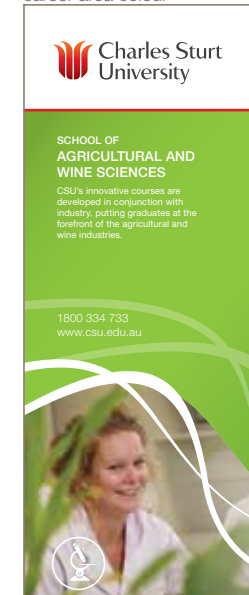
Report cover



Prospective Student Advisor (PSA) banner set



Banner using career area colour





## SECTION 5

### OUR IMAGERY

Key Considerations

Photographic Brief & Checklist

- Student Markets

- Industry Markets

- Professional Markets

- Rural Markets

- Workplace Learning

- Portraiture

- Facilities

- Flora, Fauna

CSU Image Database

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## SECTION 5

# OUR IMAGERY

# Key Considerations

**Photography is an important and effective way to visualise our brand.**

Individuality and collaboration is at the core of our organisation and positioning. Therefore we focus on using images of individuals, usually accompanied and supported by people in the background (but not in focus).

Ideally, the individual(s) in focus should be looking at the camera and their facial expressions are content. They are happy within themselves – and within the context of CSU. This provides an effective visual analogy of the 'Better Together' sentiment, and the 'YOU+CSU' Device.

This approach is applicable across all audiences and markets that we operate in, however some flexibility is allowed, in particular in the areas of workplace learning, facilities and supporting imagery (i.e. flora and fauna; textures).

For more specific information, please review the following pages of examples.

If you have any questions, please email:  
[brand@csu.edu.au](mailto:brand@csu.edu.au)

## OUR IMAGERY STYLE

### PHOTOGRAPHIC BRIEF CHECKLIST

- Captured/observed – a glimpse of the individual and their personal state of mind – positive, content and happy with who they are and what they're doing
- Supported – the background is out of focus, but always contains images of other people, reinforcing CSU's supportive environment
- Subjects appear relaxed and at ease with their surroundings
- Believable – the feeling emanating from the individual needs to appear real
- Engaging and natural, not clichéd
- Genuine and authentic, not styled or contrived
- Wherever possible use natural light / daylight
- Be shot using professional equipment where possible

NOTE: image/testimonial release forms must be provided for any people shown in any images. these are available on the division of Marketing and Communication website.

If arranging for images to be taken, please refer to the above, or access the general guideline included in the Division of Marketing and Communication website.

For further information or assistance, please contact the Division of Marketing and Communication.

The focus is on the individual. The individual is engaging with the camera – happy, content and relaxed but not over posed.

The background is out of focus, whilst still in the frame. When this is shot by a photographer, the CSU environment should be captured to give context to the image.

There are people in the background, out of focus. This gives a sense of community and support.



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## OUR IMAGERY STYLE

### STUDENT MARKETS

Ideally, this type of image should:

- Show students and/or lecturers interacting in inviting and/or modern surroundings (gardens, facilities, etc.)
- Focus on the person with out-of-focus background, preferably people
- Show culturally acceptable activities
- Have the subject showing enthusiasm
- Be shot using professional equipment where possible

NOTE: please be aware of cultural sensitivities around clothing, branding/ messaging on clothing and incidentals, modesty, jewellery and tattoos.



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## OUR IMAGERY STYLE

### INDUSTRY MARKETS

Ideally, this type of image should:

- Show students and/or lecturers or employers in an industry setting, with modern equipment and facilities
- Focus on the person with out-of-focus background, preferably including people
- Not promote any brand\*
- Be shot using professional equipment where possible

NOTE: please ensure all safety concerns are visually addressed in work settings (i.e. safety glasses, proper footwear, gloves, etc.)

\* consideration should be given to the relationship of any brand shown as to the relevance to CSU, preference of the organisation itself, and longevity of the image.



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY



## OUR IMAGERY STYLE

### PROFESSIONAL MARKETS

Ideally, this type of image should:

- Show students and/or lecturers or employers in a professional setting, with modern equipment and facilities
- Show people professionally dressed
- Focus on the person with out-of-focus background, preferably people
- Not promote any brand\*
- Be shot using professional equipment where possible

NOTE: please ensure all safety concerns are visually addressed in work settings (i.e. safety glasses, proper footwear, gloves, etc.)

\* consideration should be given to the relationship of any brand shown as to the relevance to CSU, preference of the organisation itself, and longevity of the image.



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

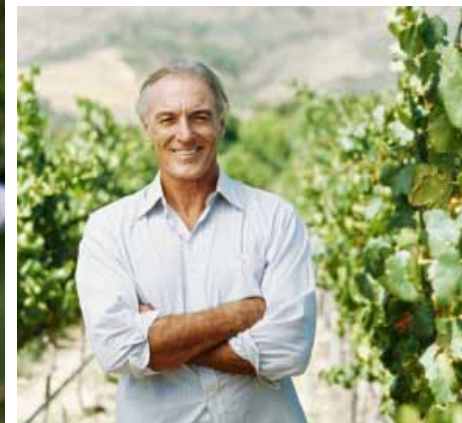
## OUR IMAGERY STYLE

### RURAL MARKETS

Ideally, this type of image should:

- Show students and/or lecturers interacting with their environment
- Focus on activity with out-of-focus background
- show stock or produce with out-of-focus background
- Be shot using professional equipment where possible

NOTE: please ensure all safety concerns are visually addressed in work settings (i.e. safety glasses, proper footwear, gloves, etc.)



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## OUR IMAGERY STYLE

### WORKPLACE LEARNING

Ideally, this type of image should:

- Show students and/or lecturers or employers in a work setting
- Focus on the activity while showing the student, who should not necessarily be looking to camera. Note: these images can focus on hands or take a different viewpoint, i.e. 'looking' over their shoulder
- Focus on activity with out-of-focus background
- Be shot using professional equipment where possible

NOTE: Close-ups focusing on equipment are suitable

NOTE: please ensure all safety concerns are visually addressed in work settings (i.e. safety glasses, proper footwear, gloves, etc.)



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY



## OUR IMAGERY STYLE

### PORTRAITURE

Ideally, this type of image should:

- Be engaging and natural
- Wherever possible use natural light / daylight
- Be situated in a context relevant to the person and/or the University
- Be shot using professional equipment where possible



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## OUR IMAGERY STYLE

### FACILITIES

Ideally, this type of image should:

- Showcase the building's best features
- Be engaging and natural, not clichéd
- The buildings are to illustrate the vibrant, community atmosphere of our campuses
- Wherever possible use natural light / daylight
- With the students and/or staff present
- Facilities may be taken both indoor and outdoors
- Be shot using professional equipment where possible



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## OUR IMAGERY STYLE

### FLORA AND TEXTURE IMAGERY

Flora and fauna imagery and textures may be used as supporting imagery.

Use of floral images is a means of breaking up 'walls of faces' and to add colour to layouts. It also helps to tie materials back to our locations in a representational way.

Use of fauna imagery can be used in a similar way, and to show some of the unique features of our regional campuses, and our country.

In addition to their natural colour, floral images can be duotoned in the brand colours and used as backgrounds.

It is preferable that any flora used be native to our regions, and/or relevant to our students.



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY



## OUR IMAGERY STYLE

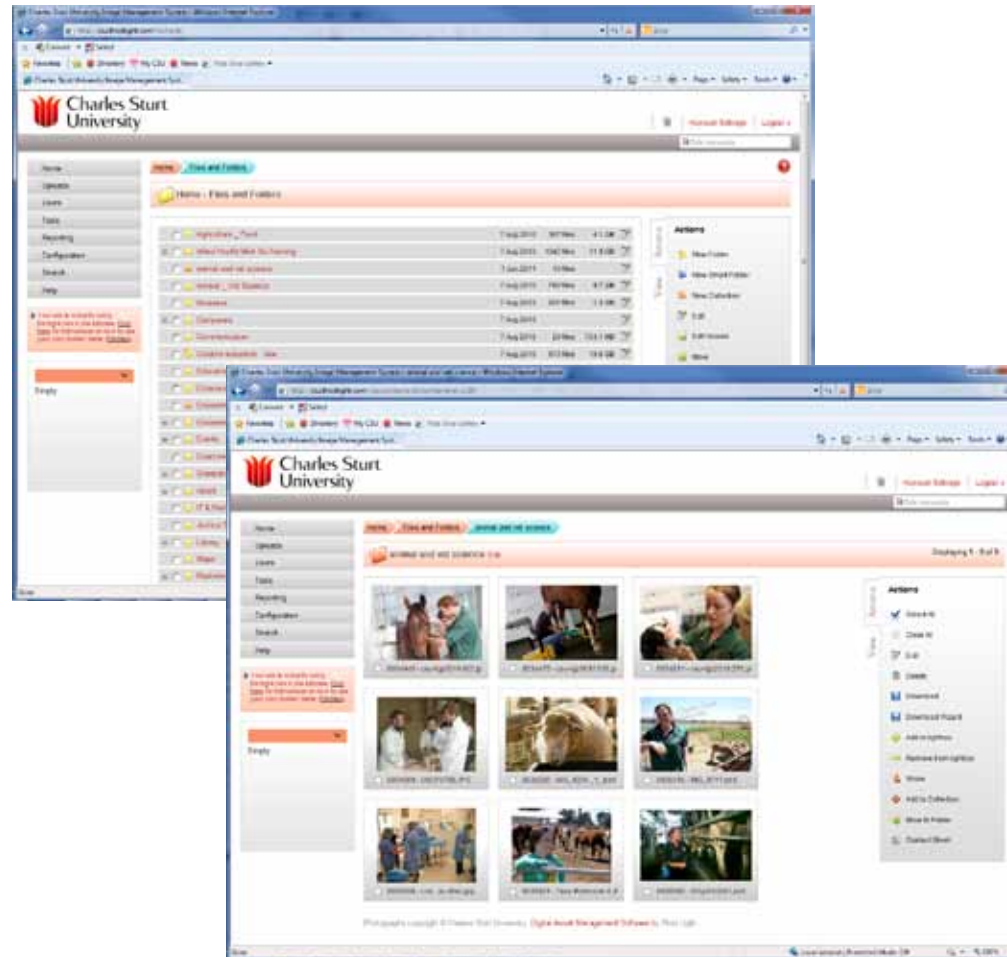
### CSU IMAGE DATABASE (THIRDLIGHT)

While the images shown on the previous pages are examples for illustrative purposes, the Division of Marketing and Communication maintains a large number of images for use in marketing and corporate materials – both in print and online. This database system is called ‘Thirdlight’ and is your best source of images representing the University, its staff and students and its facilities and courses.

Marketing and Communications adds to this database through regular photo shoots across CSU campuses, or when selected images are provided to us by staff. To be included these images must be:

- free for use in the promotion of the University (i.e. free from restrictions or acknowledgement requirements).
- in line with our imagery style
- only one or two images of a similar nature (i.e. cull collections prior to supplying)
- image/testimonial release forms must be provided for any people shown in the images
- images of a cultural or sensitive nature should have gone through any other approval processes prior to supply
- If an image is not to be used beyond a certain date, that information should be provided with the image

For more information, or to gain access to the Thirdlight image database, please email: [images@csu.edu.au](mailto:images@csu.edu.au)



## SECTION 6

### GRIDS

#### Image Grids

- Curved Box
- Square Box

#### Text Grids

- 3-Column Grid

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## SECTION 6

# GRIDS


## IMAGE GRIDS

### CURVED BOX

When displaying our imagery, there are a number of grids that can be used. The first is the curved box grid.

The curve on the lower right corner of the image box directly references our Plus Device and the curvature in our logo mark. This provides a simple way to display our imagery, whilst creating some individuality in our look and feel. This is also an application that we can own, and when used consistently, will aid in building our recognisable visual identity.

NOTE: only one style of image grid should be applied throughout a document

 additional documents that contain information relevant to the current section, example pages with illustrations shown.

CURVED BOX GRID



Curve on only the bottom right of each corner, for consistency and individuality.

EXAMPLE OF GRID APPLICATION



PLEASE NOTE: THE IMAGES ARE USED FOR PLACEMENT AND DEMONSTRATION ONLY

## IMAGE GRIDS

### SQUARE BOX

The second image grid is the square box grid. The image squares can appear beside one another, or boxes left out to create a flexible approach and allow breathing room. This grid can be used with different sized squares, (still keeping to the square grid) which allows flexibility in the design and creates interesting layouts.

This grid allows for multiple images to be displayed at one time. This is a way to show a mixture of our imagery style depending on our audience.

SQUARE BOX GRID



Consistent grid used with boxes coloured using the corporate swatch palette to create a flexible approach.

EXAMPLE OF GRID APPLICATION

NOTE: only one style of image grid should be applied throughout a document



Consistent grid used with boxes left out to create a flexible approach.



additional documents that contain information relevant to the current section, example pages with illustrations shown.



## TEXT GRID

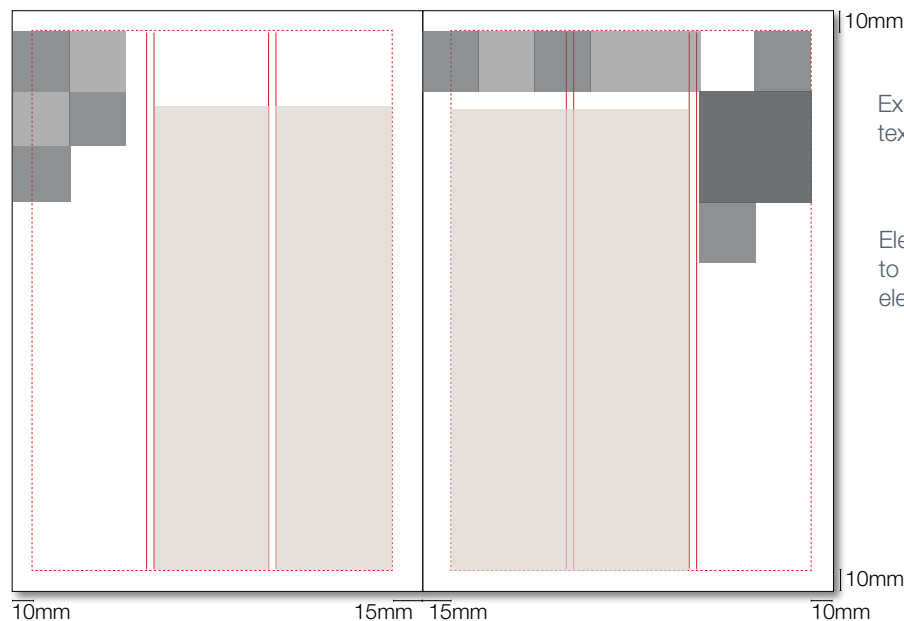
### 3 COLUMN GRID

When creating text-heavy documents, this 3-column grid should be considered.

It enables flexibility in the application and combination of imagery, heading, intro copy and body text whilst achieving consistency throughout the document and multiple documents.

Tables or graphs can be set across multiples of the column, and headings can similarly flow across two or three columns.

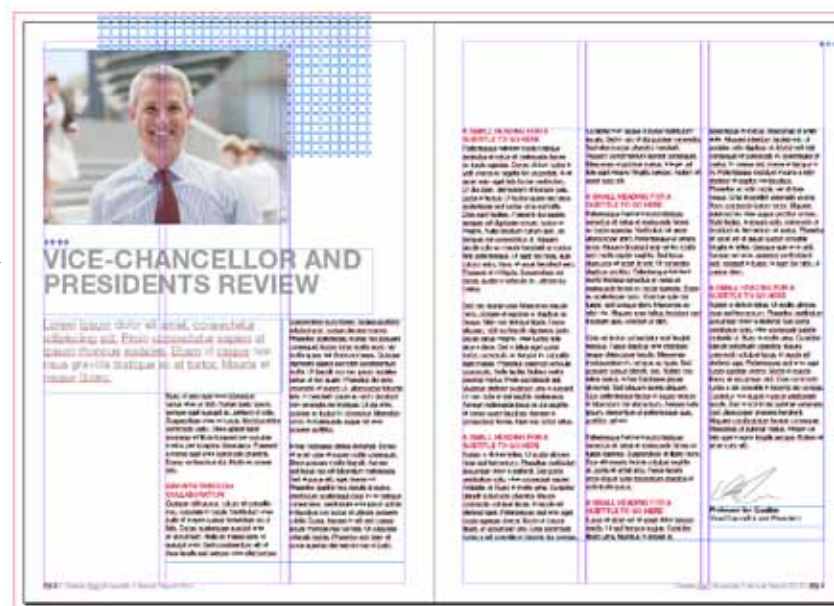
3-COLUMN TEXT GRID



Example of grid application with text frames and image boxes

Elements can be moved around the page to create variety in the layout, however the elements must align with the grid system.

EXAMPLE OF GRID APPLICATION



Imagery, heading, introduction and body copy all sit within the 3-column grid.



## IMAGE GRIDS CURVE BOX

Annual Report 2010



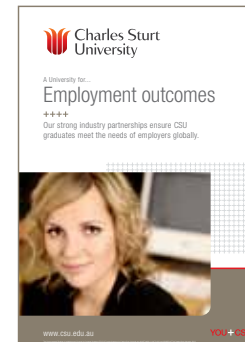
International Courses and Fees List



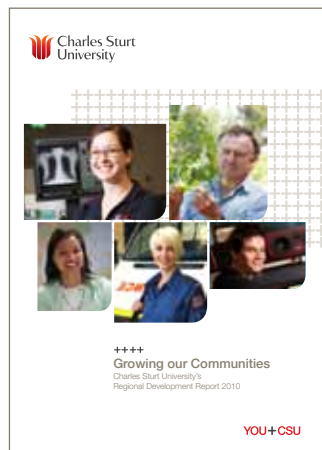
Indigenous Academic Fellowships



International Pride Panels



Regional Development Report

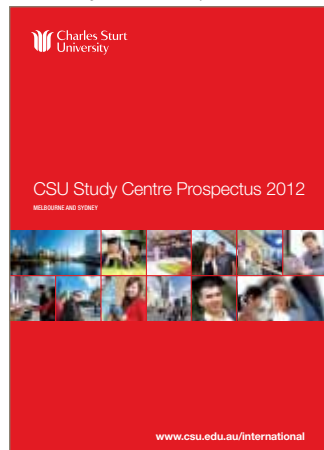


Press Advertising



## IMAGE GRIDS SQUARE BOX

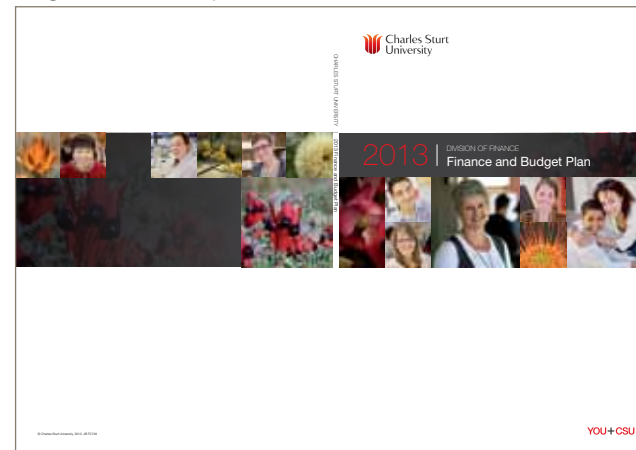
CSU Study Centre Prospectus 2012



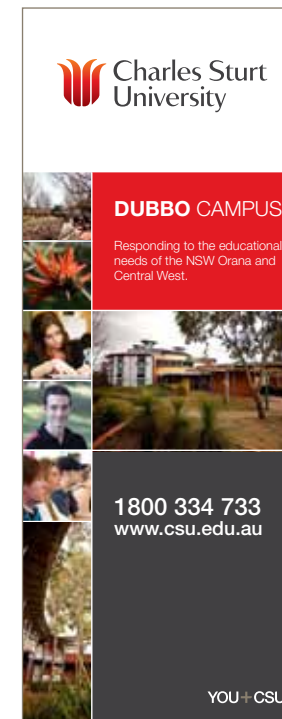
Student Publication: Undergraduate Prospectus 2012



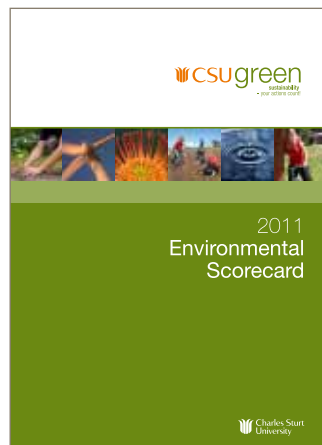
Budget Consolidated Report



Campus Banner



CSU Green Environmental Scorecard



CSU Ontario Prospectus



## SECTION 7

### APPLICATION | PRINT & PRESENTATION

#### Stationery

##### Letterhead

Level 1 & 2 (Executive and General)

Level 3 (Enterprise / Institutes)

E-Letterhead

##### Business Card

Level 1 (Executive)

Level 2 (General)

Level 3 (Research Centres)

Vision impaired

##### With Compliments slip

Level 1 & 2 (Executive & General)

Level 3 (Enterprise/Institutes)

E-With Compliments

#### Envelope

Envelope - DL

Envelope - C4

#### Other

E-Facsimile

E-Memorandum

Email signature

#### Publications and materials

Corporate Reports

Corporate Events

Certificates and Awards

#### Presentations

Powerpoint

Presentation folder

Conference posters

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## SECTION 7

# APPLICATION |

# PRINT & PRESENTATION

## STATIONERY LETTERHEAD LEVEL 1 & 2 (EXECUTIVE & GENERAL)

Our letterhead has been created to incorporate our new branding. It should be used consistently across in all communication.

Templates for this letterhead have been created to ensure consistent production.

### Fonts for corporate elements: (Printed)

#### Division or School:

Helvetica Neue 65 Bold, Uppercase, 8pt/10.2pt, 100% Black

#### Faculty:

Helvetica Neue Roman, Uppercase, 8pt/10.2pt, 100% Black

#### Contact Details:

Helvetica Neue Light, 8pt/10.2pt, 100% Black

#### Website:

Helvetica Neue Bold, 12pt/14pt, PMS 1797

#### Disclaimer:

Helvetica Neue Light, 7pt, 100% Black

#### ABN:

Helvetica Neue Roman, 7pt, 100% Black

To order printed stationery, please contact CSU Print  
[print@csu.edu.au](mailto:print@csu.edu.au)

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3 52

13.5

12.5

Charles Sturt University

SCHOOL OR DIVISION  
FACULTY

Address Line 1  
Town STATE POSTCODE  
Australia

Tel: +61 2 6933 2244  
Fax: +61 2 6933 5577  
Email: [name@csu.edu.au](mailto:name@csu.edu.au)  
[www.csu.edu.au/divisionschool](http://www.csu.edu.au/divisionschool)

1

2

3

Date

Greeting

Please use the fonts specified in the Letterhead template: Arial.  
Arial 10pt (min) Body Copy  
Line space at Single 1.15  
Paragraph +6pt after

4

If you import text by linking to or copying from another document (e.g., Word or Excel), be sure the imported text uses the correct font: Arial

Sincerely

Name  
Position

5

9

16

[www.csu.edu.au](http://www.csu.edu.au)  
CRICOS Provider Number for Charles Sturt University is 00009F. ABN: 83 878 708 551

All measurements in millimetres

### GUIDELINES FOR USE (PRINTER)

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 School or Division  
Faculty
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number  
(1 x num only/Int code MUST be included)
  6. Fax number  
(1 x num only/Int code MUST be included)
  7. Email address  
(general business email/not personal)
  8. Website  
(division or school only/not personal)

When a Division or School has multiple addresses a minimum space is required between (see paragraph style on template for space guidelines).

Please contact the CSU Division of Marketing and Communication for further assistance.

### GUIDELINES FOR USE (STAFF)

- 3 \*As a rule, the date line should begin at the height of the last line of the address i.e. website (variable height)
- 4 **Arial 10pt (min) Body Copy**  
**Line space at 1.15**  
**Paragraph +12pt after**  
Please only use the fonts specified in the letterhead template: Arial
- 5 The margins on the template have been set as a guide only, please adjust the right margin to fit accordingly\* (multiple address/variable height)

## STATIONERY LETTERHEAD LEVEL 3 (ENTERPRISE/INSTITUTES)

Our letterhead has been created to incorporate our new branding. It should be used consistently across in all communication.

Templates for this letterhead have been created to ensure consistent production.

### Fonts for corporate elements: (Printed)

#### Enterprise/Institutes:

Helvetica Neue 65 Bold, Uppercase, 8pt/10.2pt, 100% Black

#### School (if relevant):

Helvetica Neue Roman, Uppercase, 8pt/10.2pt, 100% Black

#### Contact Details:

Helvetica Neue Light, 8pt/10.2pt, 100% Black

#### Website:

Helvetica Neue Bold, 12pt/14pt, PMS 1797

#### Disclaimer:

Helvetica Neue Light, 7pt, 100% Black

#### ABN:

Helvetica Neue Roman, 7pt, 100% Black

To order printed stationery, please contact CSU Print  
[print@csu.edu.au](mailto:print@csu.edu.au)

13.5 3 52 13.5

12.5

Charles Sturt University

ENTERPRISE/INSTITUTE SCHOOL

Address Line 1  
Town STATE POSTCODE  
Australia

Tel: +61 2 6933 2244  
Fax: +61 2 6933 5577  
Email: [name@csu.edu.au](mailto:name@csu.edu.au)  
[www.enterprise.com.au](http://www.enterprise.com.au)

1

2

3 Date

Greeting

Please use the fonts specified in the Letterhead template: Arial.  
Arial 10pt (min) Body Copy  
Line space at Single 1.15  
Paragraph +6pt after

4

If you import text by linking to or copying from another document (e.g., Word or Excel), be sure the imported text uses the correct font: Arial

Sincerely

Name  
Position

5

9

16

[www.csu.edu.au](http://www.csu.edu.au)  
CRICOS Provider Number for Charles Sturt University is 00009F. ABN: 83 878 708 551

All measurements in millimetres

### GUIDELINES FOR USE (PRINTER)

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
  - 2 Enterprise/Institute School (if relevant)
    1. PO Box or Locked Bag
    2. Address Line
    3. Town, State, Postcode
    4. Country
    5. Telephone number  
(1 x num only/Int code MUST be included)
    6. Fax number  
(1 x num only/Int code MUST be included)
    7. Email address  
(general business email/not personal)
    8. Website  
(Enterprise/Institutes)
- NO personal/division or school website to be included
- When an Enterprise/Institute has multiple addresses a minimum space is required between (see paragraph style on template for space guidelines).
- Please contact the CSU Division of Marketing and Communication for further assistance.

### GUIDELINES FOR USE (STAFF)

- 3 \*As a rule, the date line should begin at the height of the last line of the address i.e. website (variable height)
- 4 **Arial 10pt (min) Body Copy**  
**Line space at 1.15**  
**Paragraph +12pt after**  
Please only use the fonts specified in the letterhead template: Arial
- 5 The margins on the template have been set as a guide only, please adjust the right margin to fit accordingly\* (multiple address/variable height)

## STATIONERY E-LETTERHEAD

Our e-letterhead has been created to incorporate our new branding. It should be used consistently in all areas of the University.

A template for the e-letterhead has been created to ensure consistent production. Please contact the Division of Marketing and Communication for further assistance.

### Division or School:

Arial, Uppercase, 8pt, 100% Black

### Faculty:

Arial, Uppercase, 8pt, 100% Black

### Contact Details:

Arial, 8pt, 100% Black

### Website:

(Header style)\*

### Disclaimer:

(Header style)\*

### ABN:

(Header style)\*

\*Note: these elements must not be removed or altered

Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
Example pages with illustrations shown.

13.5 3 52 13.5 16

Charles Sturt University

**DIVISION OR SCHOOL**  
**FACULTY**

PO Box 883  
Street Address  
Town STATE POSTCODE  
Tel: +61 2 1234 5678  
Fax: +61 2 1234 5678  
Email: name@csu.edu.au  
www.csu.edu.au/divisionorschool

**Date**

**Greeting**

Use the following guidelines for preparing your documents using the corporate E-Letterhead:

**Please use the fonts specified in the Letterhead template: Arial.**

**Arial 10pt (min) Body Copy**

**Line space at Single 1.15**

**Paragraph +12pt after**

If you import text by linking to or copying from another document (e.g., Word or Excel), be sure the imported text uses the correct font: Arial

Aspit miligen dignis quention niet odi diassincid quate nam fuga. Am saes doluptassunt ut de eum nonsequis moluptae rerspicae sanda doluptae ducil eius ut que omnis si nulpas cusapero magnihil ipsament, cum quam arum iur as veliquatet ut aria sus, aliquis isti in con pa il excea iunt ut alique pa consequae. Et lant eosanih icipid quodis experum et volor restium inullupta quistrum eicipsu ntorec torest id mo maximillor millitat aperibe ruptatus undam, odit milis elecusc imaginhit, nonsenduntur ad ut debis net aut a et quisip sapero omnienda pe molor sit aut eum hiliqui apel et odi voluptatur, ulparum id quis dia dendisc ilabo. Nam re doluptatur re, omnis quae volupta se lit, occus, volorrovit, occulle nihillesti rem re, quam, que dolum iunt omnin atur mi, illandusam eiumend endelibus si que peratio ex et dus, ea doluptaecto desequi atur?

Orectus molupta tisque voluptatur sumqui il moloris id quodit aces quidit quae sit lant que reperiam ut endae necest et que cor si que nem quibus diorem repere vento core solore sunde volorest, quo te cum quam aces, qui voluptatem iam autesequo velias nones doloristia con nis es adignim uestionet ulpa ne voluptam que nus sequam imus et, volorem, quatiatin et hic temporis eius sam evenihil ipid est, ut res vereptas autem delit poria quatatur?

Sincerely

Name  
Position

[www.csu.edu.au](http://www.csu.edu.au)

The Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) Provider Number for Charles Sturt University is 60009P. ABN: 60 679 798 500

All measurements in millimetres

### GUIDELINES FOR USE (PRINTER)

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 School or Division Faculty
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number (1 x num only/Int code MUST be included)
  6. Fax number (1 x num only/Int code MUST be included)
  7. Email address (general business email/not personal)
  8. Website (division or school only/not personal)

### Level 3 (Enterprise/Institutes)

#### see page 54 guidelines

When a Division or School has multiple addresses a minimum space is required between (see paragraph style on template for space guidelines).

Please contact the CSU Division of Marketing and Communication for further assistance.

### GUIDELINES FOR USE (STAFF)

- 3 \*As a rule, the date line should begin at the height of the last line of the address i.e. website (variable height)
- 4 **Arial 10pt (min) Body Copy**  
**Line space at 1.15**  
**Paragraph +12pt after**  
Please only use the fonts specified in the letterhead template: Arial
- 5 The margins on the template have been set as a guide only, please adjust the right margin to fit accordingly\* (multiple address/variable height)

## STATIONERY BUSINESS CARD LEVEL 1 (EXECUTIVE)

Our business card has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for this business card has been created to ensure consistent production.

### FRONT OF BUSINESS CARD

#### Name:

Helvetica Neue 75 Bold, 9/8.8pt, 100% Black

#### Qualification:

Helvetica Neue 55 Roman, 6pt/8pt, 100% Black

#### Position:

Helvetica Neue 55 Roman, 7pt/8.8pt, 100% Black

#### Division or School:

Helvetica Neue 75 Bold, Uppercase, 7pt/8pt, 100% Black

#### Faculty:

Helvetica Neue 55 Roman, Uppercase, 7pt/8pt, 100% Black

#### Contact Details:

Helvetica Neue 45 Light, 7pt/8.8pt, 100% Black

#### Website:

Helvetica Neue 75 Bold, 7pt, PMS 1797

### BACK OF BUSINESS CARD

#### Website:

Helvetica Neue Bold, 7pt, White

#### Disclaimer:

Helvetica Neue Light, 5pt, White



### GUIDELINES FOR USE (PRINTER)

- 1 School or Division  
Faculty (if appropriate)
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number  
(1 x num only/Int code MUST be included)
  6. Fax number  
(1 x num only/Int code MUST be included)
  7. Email address  
(general business email/not personal)
  8. Mobile number (optional) - business  
NO Division or School website to be included
- 2 Executive Level may print full colour both sides with two options:
  1. Social Media contacts and CRICOS information (as shown)
- 3 2. Plain red back with CRICOS information only

To order printed stationery, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)



## STATIONERY

### BUSINESS CARD

#### LEVEL 2 (GENERAL)

Our business card has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for this business card has been created to ensure consistent production. There are two options.

#### Name:

Helvetica Neue Bold, 8pt, 100% Black

#### Qualification:

Helvetica Neue Roman, 6pt/8pt, 100% Black

#### Position:

Helvetica Neue Roman, 7pt/8pt, 100% Black

#### Division or School:

Helvetica Neue 65 Bold, Uppercase, 7pt/8pt, 100% Black

#### Faculty:

Helvetica Neue Roman, Uppercase, 7pt/8pt, 100% Black

#### Contact Details:

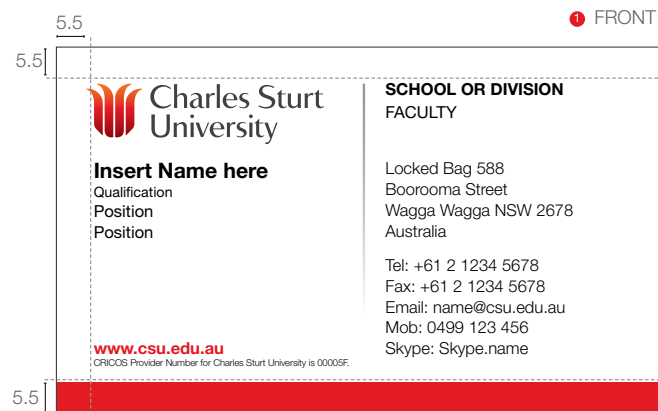
Helvetica Neue Light, 7pt/8pt, 100% Black

#### Website:

Helvetica Neue Bold, 7pt, PMS 1797

#### Disclaimer:

Helvetica Neue Light, 5pt, 100% Black



All measurements in millimetres

#### GUIDELINES FOR USE

- Standard CSU Business Card (not Executive) is printed front only.  
School or Division  
Faculty (if appropriate)  
1. PO Box or Locked Bag  
2. Address Line  
3. Town, State, Postcode  
4. Country  
5. Telephone number  
(1 x num only/Int code MUST be included)  
6. Fax number  
(1 x num only/Int code MUST be included)  
7. Email address  
(general business email/not personal)  
OPTIONAL INCLUSIONS:  
8. Mobile number (business)  
9. Skype address
- When an order requests Social Media icons, please use Option 2 Front and Back.
- When the back of the card is printed, the following information is to be included:  
1. Facebook address  
2. Twitter address  
3. You Tube address  
4. Linked In address

To order printed stationery, please contact  
CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)



## STATIONERY

### BUSINESS CARD LEVEL 3 (RESEARCH CENTRES)

Certain CSU Research Centres have been approved to have individual branding that sits complementary to the CSU brand, while reflecting its philosophy.

A template for their business card has been created to ensure consistent production. Any enquiries should be directed to the Division of Marketing and Communication.

#### Name:

Helvetica Neue Bold, 8pt, 100% Black

#### Qualification:

Helvetica Neue Roman, 6pt/8pt, 100% Black

#### Position:

Helvetica Neue Roman, 7pt/8.8pt, 100% Black

#### Website: (Enterprise/Institutes)

Helvetica Neue Light, 7pt/8.8pt, 100% Black

#### Enterprise/Institutes:

Helvetica Neue 65 Bold, Uppercase, 7pt/8pt, 100% Black

#### School (if relevant):

Helvetica Neue Roman, Uppercase, 7pt/8pt, 100% Black

#### Contact Details:

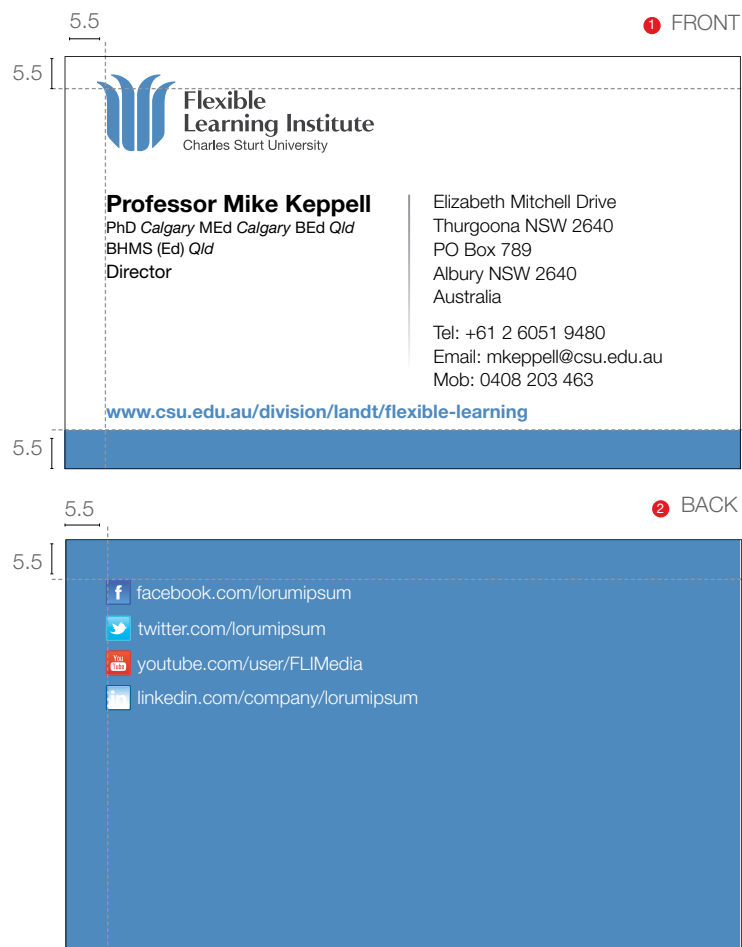
Helvetica Neue Light, 7pt/8.8pt, 100% Black

#### Website: (CSU)

Helvetica Neue Bold, 7pt, PMS 1797

#### Disclaimer:

Helvetica Neue Light, 5pt, 100% Black



All measurements in millimetres

NOTE: Guidelines and stationery for the logo marks for each Research Centre are in the Supplementary Guidelines.

#### GUIDELINES FOR USE

- 1 This card is printed with black and the corresponding Research Centre colour. The Research Centre logo replaces the CSU logomark.
  1. Address Line
  2. PO Box or Locked Bag
  3. Town, State, Postcode
  4. Country
  5. Telephone number (1 x num only/Int code MUST be included)
  7. Email address (general business email/not personal)
  8. Mobile number (optional)
  9. Official URL for Enterprise / Institute
- 2 Research Centres may print full colour both sides using correct Research Centre colour
  1. Social Media contacts (official only - not personal)

NOTE - CSU's CRICOS is not required

To order printed stationery, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY

### BUSINESS CARD

### VISION IMPAIRED

While consistent use of the CSU business card template is important, at times it is necessary to deviate from the standard to address important issues.

A template for this business card for vision impaired people has been created to ensure consistent production. Please contact the CSU Division of Marketing and Communication for further assistance.

#### Name:

Helvetica Neue 75 Bold, 12pt, 100% Black

#### Qualification:

Helvetica Neue Roman, 8.5pt/8pt, 100% Black

#### Position:

Helvetica Neue Roman, 10pt/11pt, 100% Black

#### Enterprise/Institutes:

Helvetica Neue 75 Bold, Uppercase, 9pt/8pt, 100% Black

#### School (if relevant):

Helvetica Neue Roman, Uppercase, 9pt/8pt, 100% Black

#### Address:

Helvetica Neue Light, 8.5pt/10pt, 100% Black

#### Contact: (Phone) / (Email)

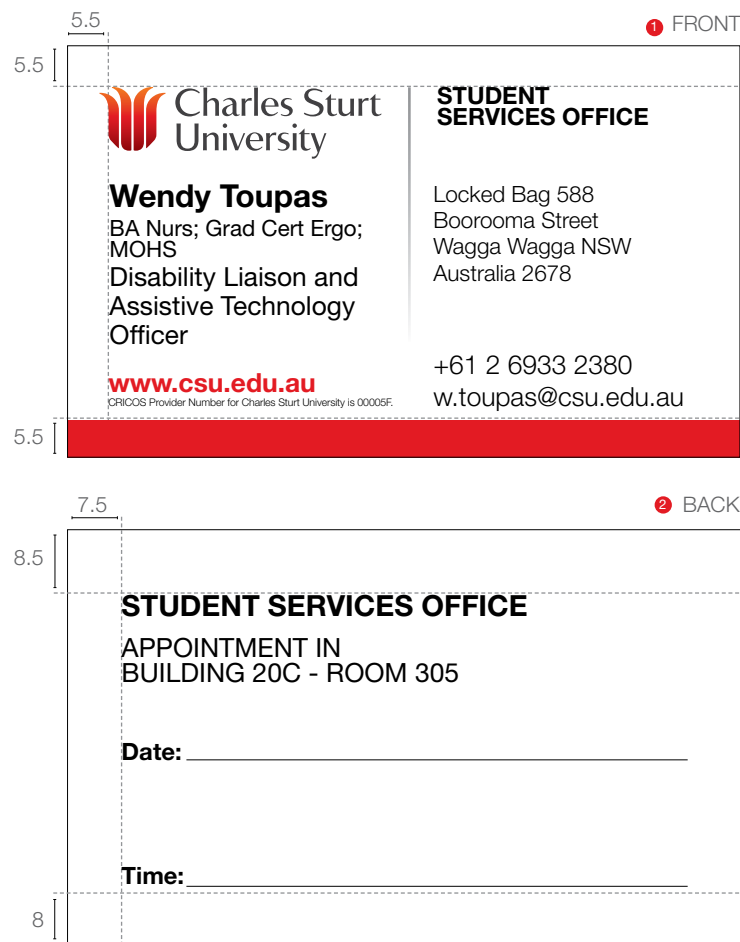
Helvetica Neue Light, 10pt/12pt, 100% Black

#### Website: (CSU)

Helvetica Neue 75 Bold, 10pt, PMS 1797

#### Disclaimer:

Helvetica Neue Light, 4pt/5pt, 100% Black



All measurements in millimetres

#### GUIDELINES FOR USE

- Section or Office  
Division (if relevant)
  - PO Box or Locked Bag
  - Address Line
  - Town, State, Postcode
  - Country
  - Telephone number  
(1 x num only/Int code MUST be included)
  - Email address  
(general business email/not personal)
  - Mobile number (optional)  
NO personal/division or school website to be included
- Appointment details (optional)

To order printed stationery, please contact  
CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY

### WITH COMPLIMENTS SLIP LEVEL 1 & 2 (EXECUTIVE & GENERAL)

Our With Compliments Slip has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for the With Compliments Slip has been created to ensure consistent production. Please contact the CSU Division of Marketing and Communication for further assistance.

#### Division or School:

Helvetica Neue 75 Bold, Uppercase, 8pt/10pt, 100% Black

#### Faculty:

Helvetica Neue 55 Roman, Uppercase, 8pt/10pt, 100% Black

#### Contact Details:

Helvetica Neue 45 Light, 8pt/10.2pt, 100% Black

#### Website:

Helvetica Neue 45 Light, 8pt/10.2pt, 100% Black

#### Disclaimer:

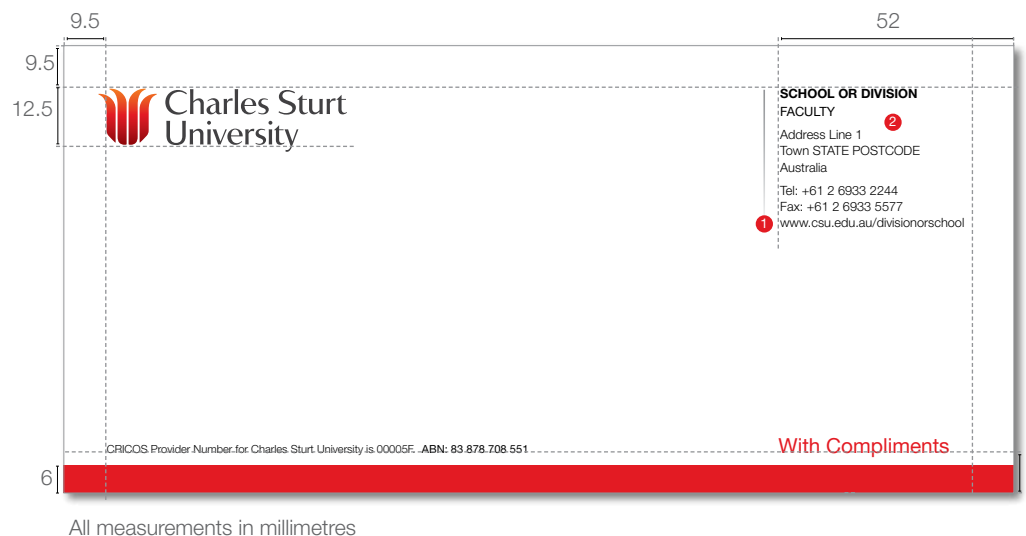
Helvetica Neue 45 Light, 7/7.5pt, 100% Black

#### ABN:

Helvetica Neue 55 Roman, 7/7.5pt, 100% Black

#### With Compliments:

Helvetica Neue 55 Roman, 13pt/15pt, PMS 1797



#### GUIDELINES FOR USE (PRINTER)

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 School or Division  
Faculty (if appropriate)
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number  
(1 x num only/Int code MUST be included)
  6. Fax number  
(1 x num only/Int code MUST be included)
  7. Website  
(division or school only/not personal)NO email address to be included

It is preferred that separate locations of the same Division or School have e-With Compliments Slips prepared for each location

To order printed stationery, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY

### WITH COMPLIMENTS SLIP LEVEL 3 (ENTERPRISE/INSTITUTES)

Our With Compliments Slip has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines. Please contact the CSU Division of Marketing and Communication for further assistance.

#### Enterprise/Institutes:

Helvetica Neue 75 Bold, Uppercase, 8pt/10.2pt, 100% Black

#### School:

Helvetica Neue 55 Roman, Uppercase, 8pt/10.2pt, 100% Black

#### Contact Details:

Helvetica Neue 45 Light, 8pt/10.2pt, 100% Black

#### Website:

Helvetica Neue 45 Light, 8pt/10.2pt, 100% Black

#### Disclaimer:

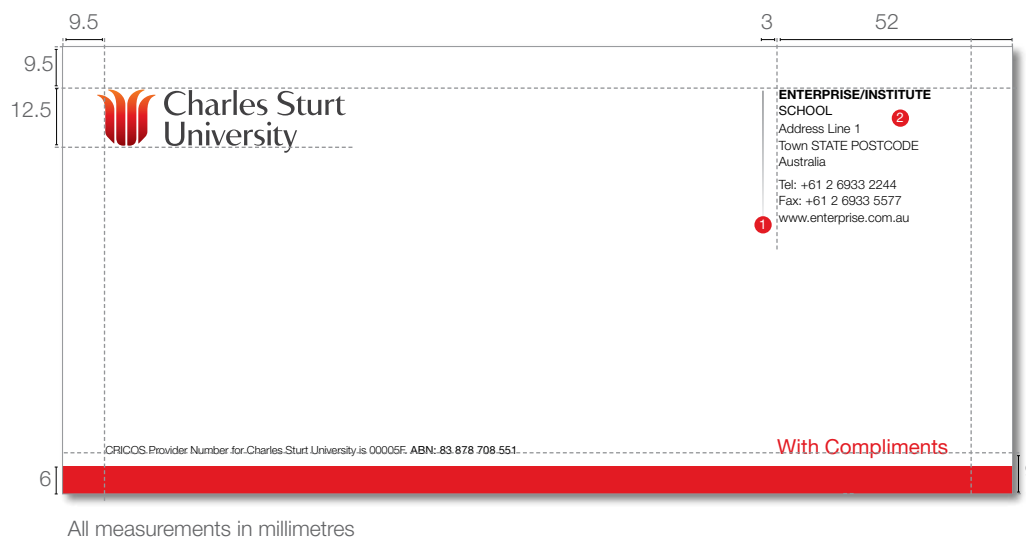
Helvetica Neue 45 Light, 7/7.5pt, 100% Black

#### ABN:

Helvetica Neue 55 Roman, 7/7.5pt, 100% Black

#### With Compliments:

Helvetica Neue Roman, 13pt/15pt, PMS 1797



#### GUIDELINES FOR USE

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 Enterprise/Institute School (if relevant)
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number (1 x num only/Int code MUST be included)
  6. Fax number (1 x num only/Int code MUST be included)
  7. Website (Enterprise/Institutes only)NO personal/division or school website to be included

NO email address to be included

It is preferred that separate locations of the same Enterprise/Institute have e-With Compliments Slips prepared for each location

To order printed stationery, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY

### E-WITH COMPLIMENTS SLIP

Our With Compliments Slip has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for the With Compliments Slip has been created to ensure consistent production. Please contact the Division of Marketing for further assistance.

#### Division or School:

Arial Bold, Uppercase, 8pt,  
100% Black

#### Faculty:

Arial Regular, Uppercase, 8pt,  
100% Black

#### Contact Details:

Arial Regular 8pt, 100% Black

#### Website:

Arial Regular, 8/10.2pt, PMS 1797

#### Disclaimer:

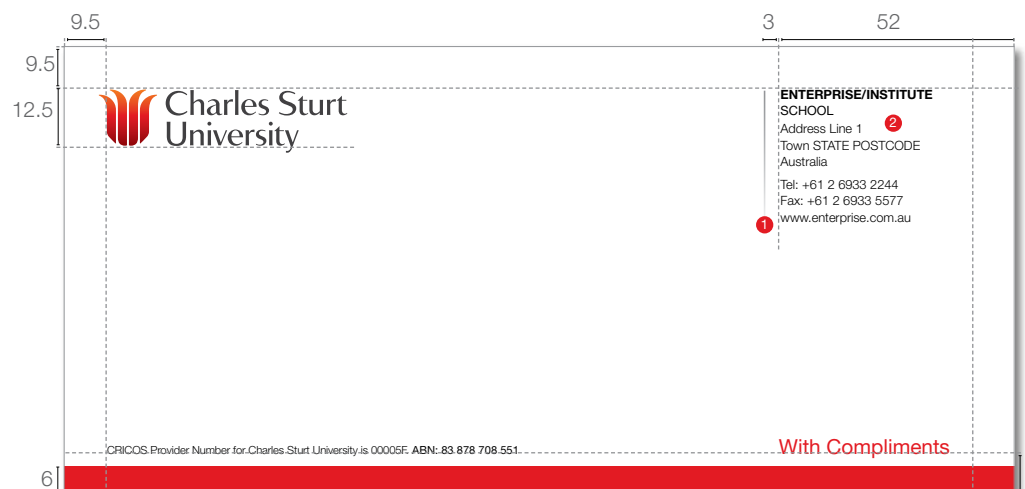
Helvetica Neue 45 Light, 7pt, 100% Black

#### ABN:

Helvetica Neue 55 Roman, 7/7.5pt, 100% Black

#### With Compliments:

Helvetica Neue 55 Roman, 13pt/15pt, PMS 1797



All measurements in millimetres

#### GUIDELINES FOR USE (STAFF)

- 1 Arial 10pt (min) Body Copy  
Line space at 1.15

#### Paragraph +12pt after

Please only use the fonts specified in the template: Arial

- 2 Level 3 (Enterprise/Institutes)

It is preferred that separate locations of the same Division or School have e-With Compliments Slips prepared for each location.

Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
Example pages with illustrations shown.

## STATIONERY

### ENVELOPE - DL

Our envelope has been created to incorporate our new branding. It should be used consistently across all divisions, schools and enterprises.

A two colour template has been created for this envelope to ensure consistent production. Please contact the Division of Marketing and Communication for further assistance.

Printing should be on white bond envelopes.

#### Division or School:

Helvetica Neue 65 Bold, Uppercase, 7pt/9pt, 100% Black

#### Contact Details:

Helvetica Neue Light, 7pt/9pt, 90% Black



All measurements in millimetres

To order printed stationery, please contact CSU Print  
[print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY

### ENVELOPE - C4

Our envelope has been created to incorporate our new branding. It should be used consistently across all divisions, schools and enterprises.

A two colour template has been created for this envelope to ensure consistent production. Please contact the Division of Marketing and Communication for further assistance.

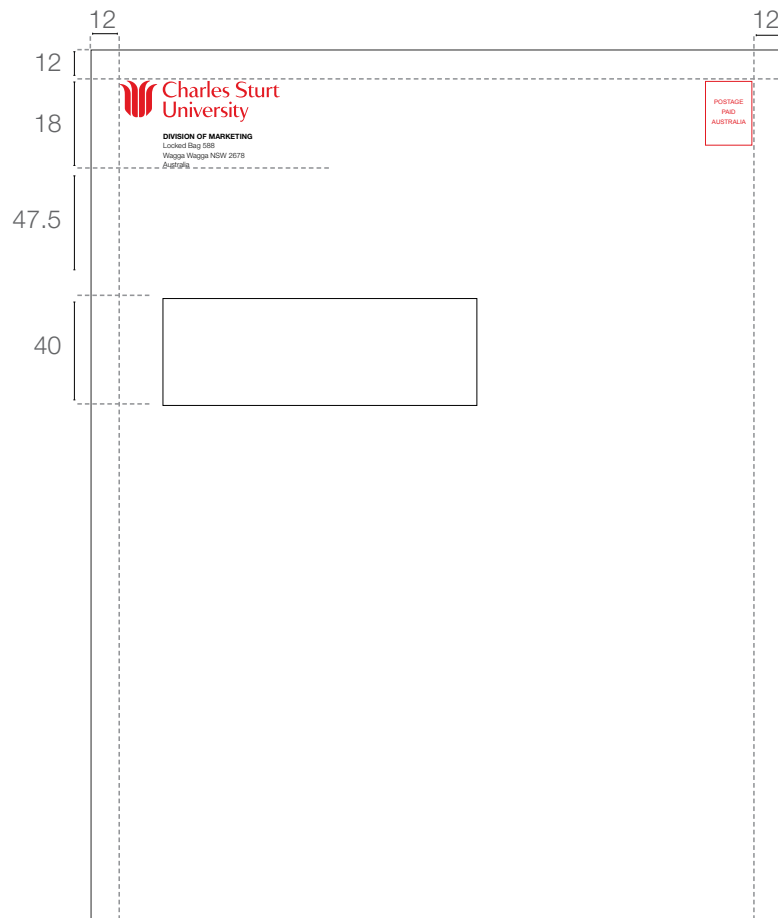
Printing should be on white bond envelopes.

#### Division or School:

Helvetica Neue 65 Bold, Uppercase, 7pt/9pt,  
100% Black

#### Contact Details:

Helvetica Neue Light, 7pt/9pt, 90% Black



All measurements in millimetres

To order printed stationery, please contact CSU Print  
[print@csu.edu.au](mailto:print@csu.edu.au)

## STATIONERY E-FACSIMILE

Our e-facsimile has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for this facsimile has been created to ensure consistent production. Please contact the Division of Marketing and Communication for further assistance.

### Faculty:

Arial, Uppercase, 8pt, 100% Black

### Division or School:

Arial, Uppercase, 8pt, 100% Black

### Contact Details:

Arial, 8pt, 100% Black

### Facsimile Heading:

Arial, 18pt, 100% Black, (22pt after)

### Facsimile Details:

Arial, 11pt, 100% Black, (6pt after)

### Website:

(Header style)\*

### Disclaimer:

(Header style)\*

### ABN:

(Header style)\*

\*Note: these elements must not be removed or altered

Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
Example pages with illustrations shown.

13.5

3 52

13.5

12.5

Charles Sturt University

1 SCHOOL OR DIVISION  
FACULTY  
PO Box 123  
Address Line 1  
Town STATE POSTCODE  
2 Tel: +61 2 1234 5678  
Fax: +61 2 1234 5678  
Email: name@csu.edu.au  
www.csu.edu.au

Facsimile

Date: [Pick a date]

To: [Type the recipient name]

Facsimile number: [Type the recipient fax number]

From: [Type sender name]

Number of pages sent including this page [Number of pages]

Message

3 Use the following guidelines for preparing your documents using the fax template:

4 Please use the fonts specified in the template: Arial.

Arial 10pt (min) Body Copy

Line space at Single 1.15

Paragraph +12pt after

If you import text by linking to or copying from another document (e.g., Word or Excel), be sure the imported text uses the correct font: Arial

Aspit miligen dignis quoniam nient odi diassincid quate nam fuga. Am saes doluptassunt ut de eum nonsequis moluptae respicae sanda doluptae ducil eius ut que omnis si nulpas cusapero magnihil ipsament, cum quam arum iur as veliquatatet ut aria sus, aliquis isti in con pa il

orest id mo maximillor millitat aperibe ruptatus undam, odit milis eleucus imaginihit, nonsenduntur ad ut debis net aut a et quisqip sapero omnienda pe molor sit aut eum hiliqui apel et odi voluptatur, ulparum id quis dia dendisc illabo. Nam re doluptatur re, omnis quae volupta se lit, occus, volorovit, occulle nihillesti

Sincerely

Name  
Position

9 www.csu.edu.au 16

All measurements in millimetres

## GUIDELINES FOR USE

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 School or Division  
Faculty
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number  
(1 x num only/Int code MUST be included)
  6. Fax number  
(1 x num only/Int code MUST be included)
  7. Email address  
(general business email/not personal)
  8. Website  
(division or school only/not personal)

### Level 3 (Enterprise/Institutes)

When a Division or School has multiple addresses a minimum space is required between (see paragraph style on template for space guidelines guidelines)

## GUIDELINES FOR USE (STAFF)

- 3 Arial 10pt (min) Body Copy  
Line space at 1.15  
Paragraph +12pt after  
Please only use the fonts specified in the letterhead template: Arial
- 4 The margins on the template have been set as a guide only, please adjust the right margin to fit accordingly\*  
(multiple address/variable height)



## STATIONERY E-MEMORANDUM

Our e-memorandum has been created to incorporate our new branding. It should be used consistently throughout the university in accordance with these guidelines.

A template for this memorandum has been created to ensure consistent production. Please contact the CSU Division of Marketing and Communication for further assistance.

### Division or School:

Arial, Uppercase, 8pt, 100% Black

### Faculty:

Arial, Uppercase, 8pt, 100% Black

### Contact Details:

Arial, 8pt, 100% Black

### Memorandum Heading:

Arial, 18pt, 100% Black, (22pt after)

### Memorandum Details:

Arial, 11pt, 100% Black, (6pt after)

### Website: (Header style)\*

### Disclaimer: (Header style)\*

### ABN: (Header style)\*

\*Note: these elements must not be removed or altered

Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
Example pages with illustrations shown.

13.5 3 52 13.5

12.5

Charles Sturt University

1 SCHOOL OR DIVISION  
FACULTY  
PO Box 123  
Address Line 1  
Town STATE POSTCODE  
2 Tel: +61 2 1234 5678  
Fax: +61 2 1234 5678  
Email: name@csu.edu.au  
www.csu.edu.au/schoolordivision

Memorandum

To: [Type the recipient name]  
From: [Type sender name]  
CC: [Type other recipient names]  
Date: [Pick a date]  
Subject: [Insert subject line]

Message

3 Use the following guidelines for preparing your documents using the memorandum template:

Please use the fonts specified in the template: Arial.

Arial 10pt (min) Body Copy

Line space at Single 1.15

Paragraph +12pt after

If you import text by linking to or copying from another document (e.g., Word or Excel), be sure the imported text uses the correct font: Arial

Aspit miligen dignis quention niet odi diassincid quate nam fuga. Am saes doluptassunt ut de eum nonsequis moluptae rerspicae sanda doluptae ducil eius ut que omnis si nulpas cusapero magnihil ipsament, cum quam arum iur as veliquatet ut aria sus, aliquis isti in con pa il

orest id mo maximillor millitat aperibe ruptatus undam, odit milis elecusc imagnihit, nonsenduntur ad ut debis net aut a et quisqip sapero omnienda pe molor sit aut eum hiliqui apel et odi voluptatur, ulparum id quis dia dendisc illabo. Nam re doluptatur re, omnis quae volupta se lit, occus, volorrovit, occulle nihillesti

Sincerely

Name  
Position

www.csu.edu.au

9 16

4

All measurements in millimetres

## GUIDELINES FOR USE

- 1 The length of the line is determined by the amount of text in address. As a rule, the line should finish in line with the last line of text.
- 2 School or Division  
Faculty
  1. PO Box or Locked Bag
  2. Address Line
  3. Town, State, Postcode
  4. Country
  5. Telephone number  
(1 x num only/Int code MUST be included)
  6. Fax number  
(1 x num only/Int code MUST be included)
  7. Email address  
(general business email/not personal)
  8. Website  
(division or school only/not personal)

### Level 3 (Enterprise/Institutes)

When a Division or School has multiple addresses a minimum space is required between (see paragraph style on template for space guidelines)

## GUIDELINES FOR USE (STAFF)

- 3 Arial 10pt (min) Body Copy  
Line space at 1.15  
Paragraph +12pt after  
Please only use the fonts specified in the letterhead template: Arial
- 4 The margins on the template have been set as a guide only, please adjust the right margin to fit accordingly\*  
(multiple address/variable height)

## STATIONERY EMAIL SIGNATURE

Our brand is designed to look as consistent on screen as in print. Therefore the same elements such as typography and colours outlined below should be applied to our email signature.

A template for email signatures has been created and should be used by all staff of the University. To preserve legibility and visual integrity, please ensure the following styles are applied. Please contact the Division of Marketing and Communication for further assistance.

### Name:

Arial Bold, 9pt, (R:65 G:65 B:65)

### Position/Office and address details:

Arial, 9pt, (R:65 G:65 B:65)

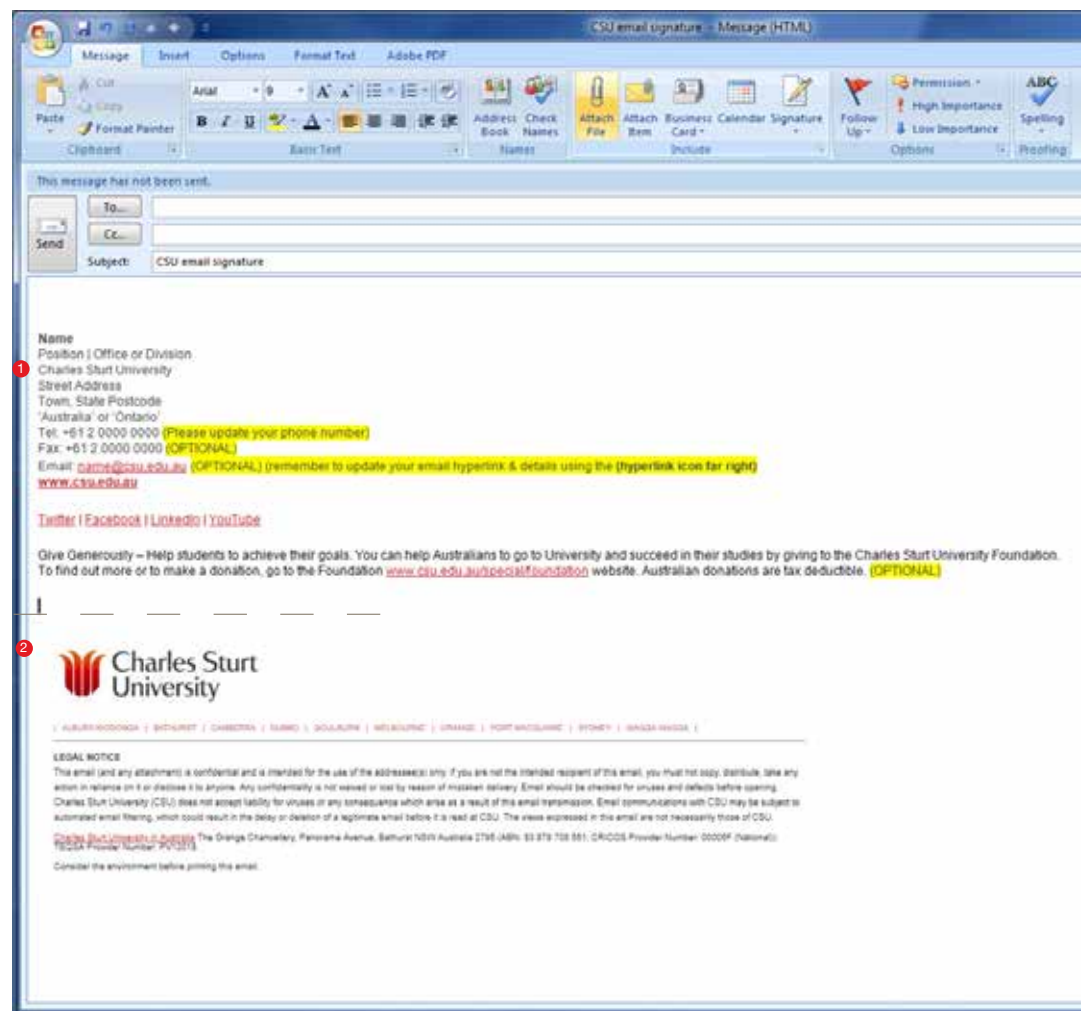
### Website:

Arial Bold, 9pt, (R196 G:38 B:46)

### Social media links

Arial 9pt, (R196 G:38 B:46)

Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
Example pages with illustrations shown.



## GUIDELINES FOR USE

### 1 Mandatory

1. Name
2. Position/office
3. Charles Sturt University
4. Address including 'Australia' or 'Ontario'
5. Phone number (international)
6. Email (update your email hyperlink)
7. University url: [www.csu.edu.au](http://www.csu.edu.au)

### Allowed

- Fax (located after Phone number)
- Unit URL (after email name)
- Social media icon links (official CSU links only):  
Twitter | Facebook | YouTube | LinkedIn
- 'Give Generously' Statement

### Not allowed

- Different fonts or colours
- Personal designs
- Coloured or patterned backgrounds
- Personal and motivational statements or quotations

- 2 The official disclaimer is all the content from the CSU logo to the environmental message. This will be added automatically on sending to external email addresses.

PUBLICATIONS AND MATERIALS

CORPORATE REPORTS

This is an example of how our visual elements, along with our imagery and grid, can be brought together in a report-style application to bring to life the CSU look and feel. It also demonstrates how the Plus Device can be used.

For further information about design of corporate reports and/or covers, please contact the Division of Marketing and Communication by email: [brand@csu.edu.au](mailto:brand@csu.edu.au)

additional documents that contain information relevant to the current section, example pages with illustrations shown.



## PUBLICATIONS

### CORPORATE EVENTS

While needs across the University may vary, this is an example of how the CSU look and feel can be used for a range of corporate events.

#### General Invitation:

An invitation template has been created that can work effectively across all divisions or faculties. There are a number of image options available. If the samples are not appropriate for your requirements the image can be replaced. Please contact the Division of Marketing and Communication for further assistance.

#### Place card:

Arial Regular, 16pt, Black

#### Name Tags:

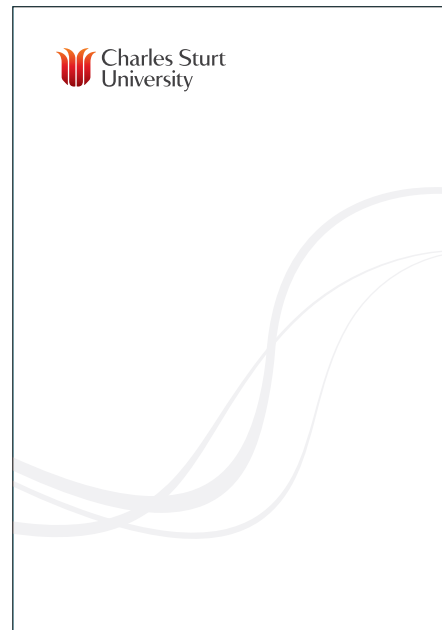
Faculty: Arial Regular, 12pt

Division or School: Arial Bold, 12 pt

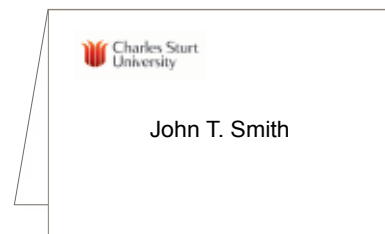
Name: Arial, 18pt

A template for the invitation and the name tags have been created to ensure consistent production. Please contact the Division of Marketing and Communication if you need items other than those shown here.

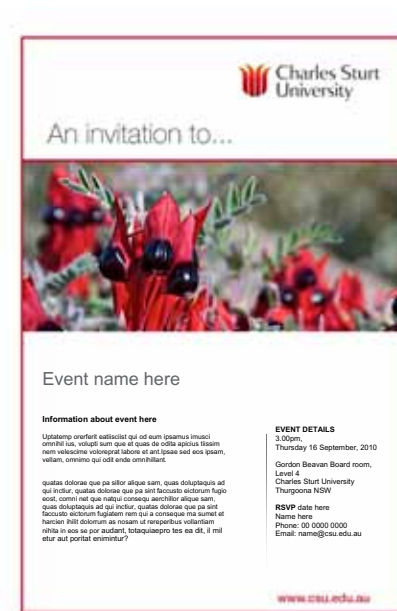
To order the prestige folder or prestige placecard seen on this page, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)



White Prestige Folder



Prestige Placecard  
Used for table seating arrangements



General Invitation Templates



#### Name Tags

Templates are available online for grey, red and white versions.

Visit: [www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)

General Invitation templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)

## PUBLICATIONS

### CERTIFICATES AND AWARDS

Across the University there are a range of awards, scholarships and certificates of appreciation awarded to students, long-serving employees or partners in our communities.

CSU has created a prestige letterhead available for use for certain formally recognised scholarships and awards. These may only be used with approval from the Office of the Vice-Chancellor.

Please contact the Office of the Vice-Chancellor or the Division of Marketing and Communication if you need to access these.

For less formal awards, such as those to recognise attendance at a short course, or to show appreciation to business or stakeholders, a range of Certificates have also been created. Certificate of Attendance, Certificate of Appreciation and General Certificate Templates are available.

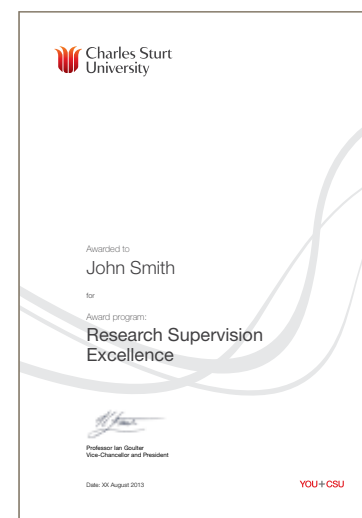
Please only use the fonts and styles embedded into the templates.

To order the Prestige letterhead seen on this page, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)

Blank certificate templates can be accessed through [www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)



Prestige letterhead  
Used for official awards and scholarships.



Example of use:  
Vice-Chancellor's Awards for Excellence



Certificate of Attendance, Certificate of Appreciation and General Certificate.

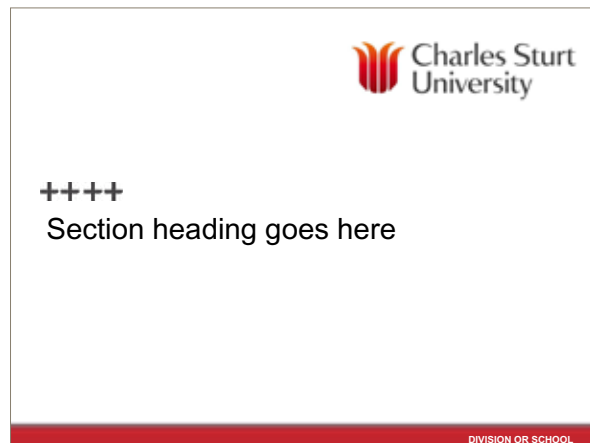


## PRESENTATIONS

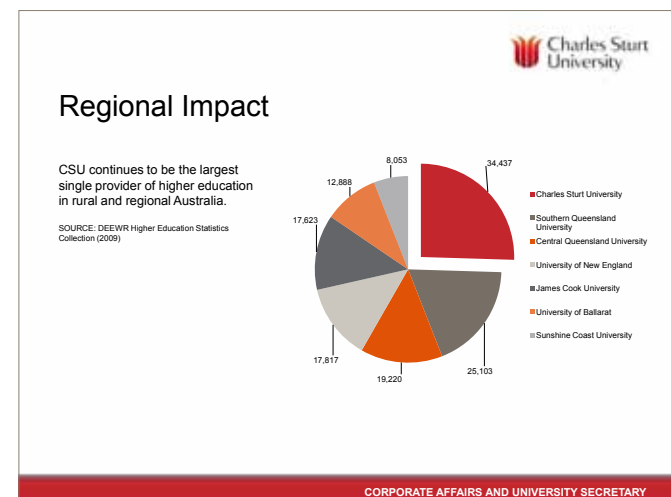
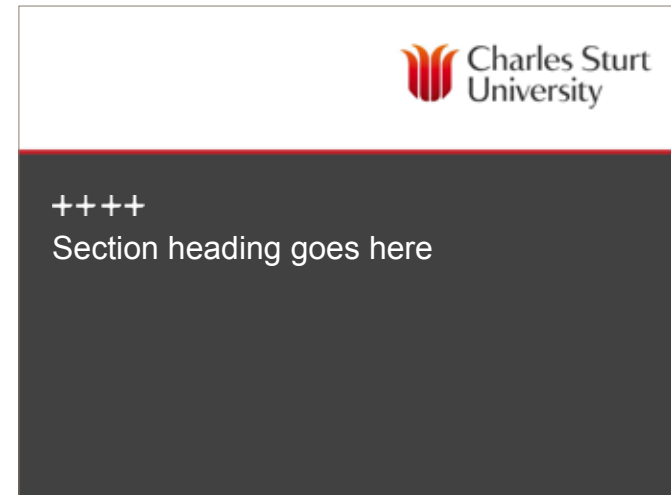
### POWERPOINT

Our brand is designed to look as consistent on screen as in print. Therefore the same elements such as typography and colours outlined above should be applied to our PowerPoint presentations.

As a general rule, PowerPoint slides should never be overcrowded, allowing space around the information in each slide. A simple template has been created that can work effectively across all divisions and presentations. Please contact the Division of Marketing and Communication for further assistance.



Templates can be accessed through  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)  
 Example pages with illustrations shown.

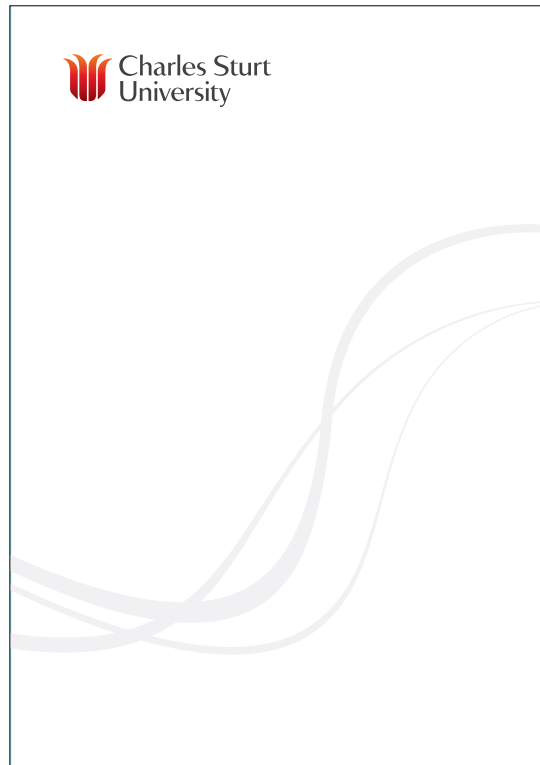


## PRESENTATIONS FOLDER

This is an example of how the brand colours and our logo mark can be used together to create a presentation folder.

The simple, clean version (White presentation folder) is pre-printed and available for ordering through CSU Print.

Please contact the Division of Marketing and Communication if you wish to order other folders, or require items other than those shown here.



White Presentation Folder



Grey Presentation Folder

To order the corporate stationery seen on this page, please contact CSU Print [print@csu.edu.au](mailto:print@csu.edu.au)



## PRESENTATIONS

### CONFERENCE POSTERS

A template for conference posters has been created to incorporate our new branding. Templates are available online for download.

These templates should be used consistently throughout the University, by both staff and students, in accordance with the Guidelines.

Please contact the Division of Marketing and Communication for further assistance.

### POSTER TITLE

**Authors:**  
**Affiliation:**

**Template**  
Please use this template as a guide to help you produce a clear and effective poster. You will need to consider the following restrictions when laying out your poster.

**Design restrictions**

- The Charles Sturt University logo cannot be modified and must be in the top right hand corner of the poster. The size and proportions of the logo must NEVER be altered. If another logo needs to be added to the poster it must be placed inside this white box and never up next to the CSU logo. Approval from the Division of Marketing should be sought when additional logos are to be included.
- Please maintain the design elements on the master page as this will ensure all CSU posters look like part of a suite.
- There are no restrictions on the layout/design inside the white box but the below suggestions will ensure you have a cohesive look that is easy to read and well branded.

**Design suggestions**

- It is best to limit the amount of different colours used in a poster. CSU's official colours are red, charcoal, taupe, orange and mushroom. (RED R196, G38, B46), (CHARCOAL R65, G65, B65), (TAUPE R119, G111, B101), (ORANGE R224, G82, B6), (MUSHROOM R203, G199, B151). Of course you can also use black and white.
- CSU preferred font is Arial. The use of this font will ensure that your poster will look professional and be into the CSU brand.
- Images should NEVER be taken from the internet. These images are low quality and will look pixelated (blurred) when printed. There may also be copyright issues.
- The size of the font / type you use will be determined by how much text you need to fit on the poster and at what distance people will be viewing it. We suggest you make the font at least 30pt for body copy and no larger than 100pt for headings.
- Please take time to proof your text.

**Tables and graphs**  
All tables and graphs should be coloured using the official CSU colours as shown in this example (top right).

**I'm finished now I need to get this printed....**  
If a logo other than the CSU logo is included, please forward to [brand@csu.edu.au](mailto:brand@csu.edu.au) for logo approval prior to printing.

Once your poster is finalised, visit [www.csu.edu.au/research/branding/printing\\_req\\_form.htm](http://www.csu.edu.au/research/branding/printing_req_form.htm) and fill out the print request form. You can submit your poster either by email, to S-drive if a research student or CSU staff member, or in person (i.e. Thumb drive, CD, etc.). You will be contacted by a SPAN staff member to arrange final printing details. Notice of at least one week is appreciated.

**I need help!**  
If you have any concerns, queries or problems when making your poster please contact SPAN (0933 2004 / 0933 2165).

**Contact details**  
Phone:  
Email:

www.csu.edu.au

### POSTER TITLE

**Authors:**  
**Affiliation:**

**Template**  
Please use this template as a guide to help you produce a clear and effective poster. You will need to consider the following restrictions when laying out your poster.

**Design restrictions**

- The Charles Sturt University logo cannot be modified and must be in the top right hand corner of the poster. The size and proportions of the logo must NEVER be altered. If another logo needs to be added to the poster it must be placed inside this white box and never up next to the CSU logo. Approval from the Division of Marketing should be sought when additional logos are to be included.
- Please maintain the design elements on the master page as this will ensure all CSU posters look like part of a suite.
- There are no restrictions on the layout/design inside the white box but the below suggestions will ensure you have a cohesive look that is easy to read and well branded.

**Design suggestions**

- It is best to limit the amount of different colours used in a poster. CSU's official colours are red, charcoal, taupe, orange and mushroom. (RED R196, G38, B46), (CHARCOAL R65, G65, B65), (TAUPE R119, G111, B101), (ORANGE R224, G82, B6), (MUSHROOM R203, G199, B151). Of course you can also use black and white.
- CSU preferred font is Arial. The use of this font will ensure that your poster will look professional and be into the CSU brand.
- Images should NEVER be taken from the internet. These images are low quality and will look pixelated (blurred) when printed. There may also be copyright issues.
- The size of the font / type you use will be determined by how much text you need to fit on the poster and at what distance people will be viewing it. We suggest you make the font at least 30pt for body copy and no larger than 100pt for headings.
- Please take time to proof your text.

**Tables and graphs**  
All tables and graphs should be coloured using the official CSU colours as shown in this example (top right).

**I'm finished now I need to get this printed....**  
If a logo other than the CSU logo is included, please forward to [brand@csu.edu.au](mailto:brand@csu.edu.au) for logo approval prior to printing.

Once your poster is finalised, visit [www.csu.edu.au/research/branding/printing\\_req\\_form.htm](http://www.csu.edu.au/research/branding/printing_req_form.htm) and fill out the print request form. You can submit your poster either by email, to S-drive if a research student or CSU staff member, or in person (i.e. Thumb drive, CD, etc.). You will be contacted by a SPAN staff member to arrange final printing details. Notice of at least one week is appreciated.

**I need help!**  
If you have any concerns, queries or problems when making your poster please contact SPAN (0933 2004 / 0933 2165).

**Contact details**  
Phone:  
Email:

www.csu.edu.au

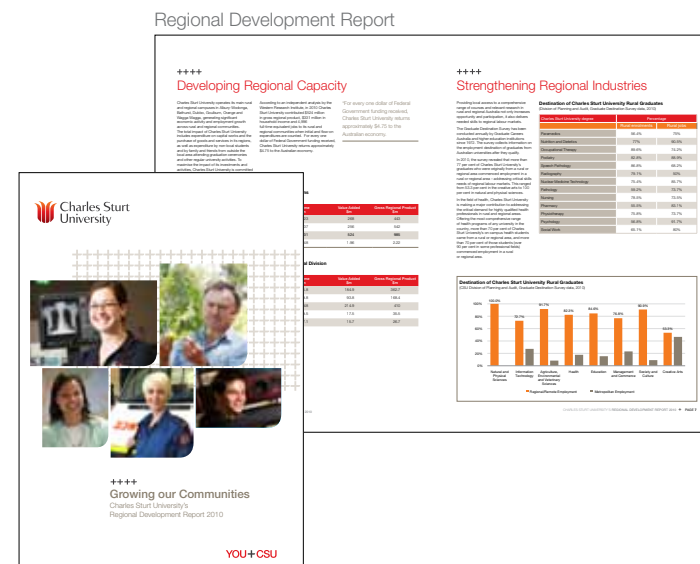
Blank templates for conference posters and a video-conference page in PowerPoint can be accessed through:  
[www.csu.edu.au/staff-links/corporate-templates](http://www.csu.edu.au/staff-links/corporate-templates)

NOTE: Students can also access these



# PUBLICATIONS

## CORPORATE REPORTING



2012 Annual Report



NatLSH Report Cover



University Strategy 2013-2015



2012 Graduation Ceremony Booklet



## **SECTION 8**

### **APPLICATION | ONLINE & MOBILE**

#### **Online**

- Templates
  - Landing page
  - External sites
- Social Media

#### **Mobile Devices**

++++

## **SECTION 8**

### **APPLICATION | ONLINE & MOBILE**

## WEBSITE TEMPLATES

To enable CSU's web pages to maintain a consistent, professional appearance, certain specifications have been defined to establish a corporate style for the University website. All official CSU pages share the same style of corporate branding and basic navigation elements.

The Web Style Guide contains style, technical information and policy guidelines for CSU Online content.

Shown are examples of how our logo mark can be applied to our current website.

The Web Style Guide can be accessed at:  
[www.csu.edu.au/webpublishing/web-style-guides.htm](http://www.csu.edu.au/webpublishing/web-style-guides.htm)



University Home page



Faculty of Science page

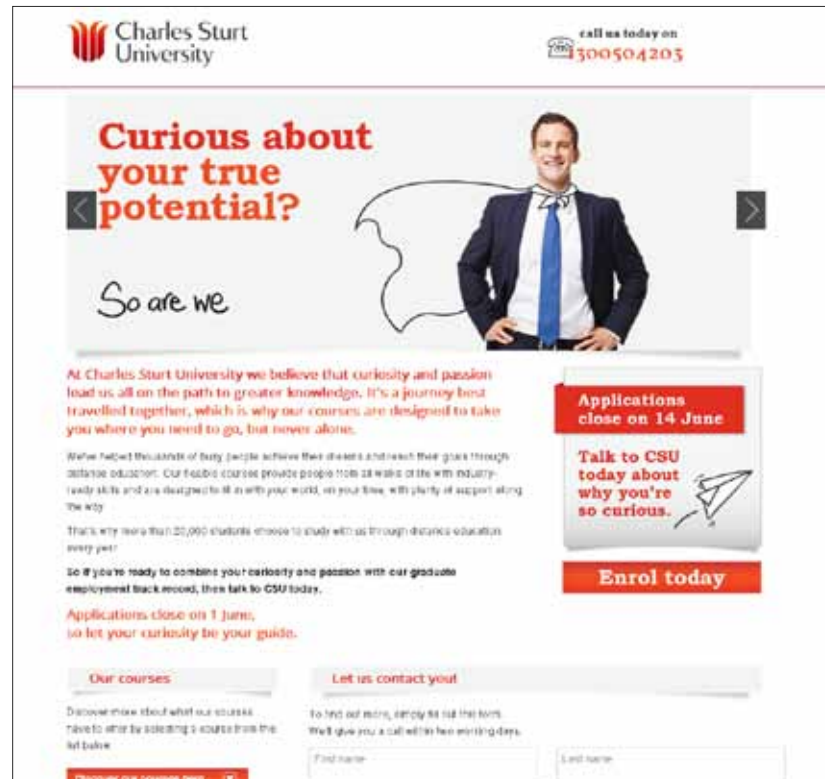


Division of Library Services page

## WEBSITE LANDING PAGE

Landing pages are generally custom designed, so no two are the same. The landing page provides new ways of projecting the look and feel of the University, usually in response to an advertising campaign or specific project, such as Doctors4TheBush.

Consistency is maintained through the use of standard fonts and styles fit within the CSU Brand Guidelines, while allowing for flexibility to create impact.



## ONLINE EXTERNAL SITES

Many of our partners, affiliates and Enterprises wish to promote their connection with CSU, and therefore request the use of our logo mark.

Shown are examples of how our logo mark can be applied to external sites in compliance with our Third Party Policy and the brand Guidelines



Enterprise page - Charles Sturt Wines



Affiliate site - IT Masters

## ONLINE SOCIAL MEDIA

Social Media sites need a fresh look and feel that is distinct from our corporate website, however it is still important to retain our brand's integrity. This can be done through the use of grids and colours schemes, and will be reflected in the style of the imagery used.

Shown are examples of how the University's look and feel can be maintained on Social Media sites. While these can be quite flexible, it is still a good idea to discuss with the Division of Marketing and Communication to ensure your site still complies with Brand Policy.

The Web Style Guide can be accessed at:

[www.csu.edu.au/webpublishing/web-style-guides.htm](http://www.csu.edu.au/webpublishing/web-style-guides.htm)



Facebook page

Visit: [www.facebook.com/charlessturtuni](https://www.facebook.com/charlessturtuni)



YouTube page

Visit: [www.youtube.com/user/CharlesSturtUni](https://www.youtube.com/user/CharlesSturtUni)



Twitter page

Visit: [twitter.com/charlessturtuni](https://twitter.com/charlessturtuni)

## SECTION 9

### APPLICATION | SIGNAGE & VEHICLES

#### Signage

Campus Billboard/Entrance sign  
Exteriors  
Interiors  
Pride Panels  
Advertising signage  
Promotional flag

#### Vehicles

- Level 1
- Level 2 Campus Vehicles
- Level 2 Program Vehicles
- Level 2 Marketing /PSA Vehicles

#### Buses

- Buses Level 1
- Buses Level 2

++++

## SECTION 9

# APPLICATION | SIGNAGE & VEHICLES



## SIGNAGE

### CSU CAMPUS BILLBOARD (WELCOME)

Our CSU billboard is featured at the front of each campus. The words 'Sharing and learning in Wiradjuri country' is included within the billboard graphic for all those in the Wiradjuri footprint. Additional text in the Wiradjuri language is also included.

- 1 The supporting signage panel sits separate to the larger graphic. This space allows for semi-permanent interchangeable metal signs to be inserted
- 2 White vinyl lettering could be applied direct to the background for events or conferences on the campus - an inexpensive and quick-turnaround option

*NOTE: this sign version cannot be used for Canberra, Port Macquarie, Goulburn or Manly locations as they are in a different Aboriginal land area.*

*Separate versions will be developed for those locations*

The Division of Facilities Management manages all permanent and semi-permanent signage for the University through the CSU Signage and Wayfinding Governance Committee.





## SIGNAGE EXTERIORS

Where the University has a presence in a building that may not be owned by the University, there is a need to ensure correct and consistent branding is apparent.

Brand Management requires that where possible the entrance to a CSU environment displays the full colour logo. Should the background be a wall or surface too dark to allow for good visual impact for the brand in full colour, brushed aluminium may be allowed.

Wayfinding within the environment is also under the jurisdiction of the Division of Facilities Management.

The Division of Facilities Management should be contacted when looking to brand any CSU spaces, which will be done in accordance with the CSU Signage and Wayfinding Governance Guidelines.



Ontario Exterior



Campus entrance

## SIGNAGE INTERIORS

There may be a need to apply the CSU brand to an internal environment, possibly in a study centre or within a TAFE campus. Consistency in brand application and design will help establish the University's unique presence in that space.

Brand Management requires that, where possible, the entrance to a CSU environment displays the full colour logo. Should the background be a wall or surface too dark to allow for good visual impact for the brand, a white logo may be used.

Where practicable, CSU brand colours should be used within the environment.

The Division of Facilities Management should be contacted when looking to refurbish any CSU spaces, which will be done in accordance with the CSU Signage and Wayfinding Governance Guidelines.



## SIGNAGE

### PRIDE PANELS

In addition to the various applications of the CSU brand in outdoor environments some CSU campuses may wish to display 'pride panels' as permanent fixtures indoors.

Although these are able to be updated for each campus, brand guidelines must be adhered to, as it is important to create a consistent set of messages and imagery across all campuses. This includes but is not limited to the use of corporate colours, imagery and logo placement.

The Division of Marketing and Communication have a range of templates available to be used or adapted to the particular space (content or size). Please contact the Division of Marketing and Communication for further advice ([brand@csu.edu.au](mailto:brand@csu.edu.au)).



A University for...

## community

++++

CSU's strengths are built on our focus on relationships, diversity, engagement and collaboration, reflected in our students and providing benefits to our communities.



[www.csu.edu.au](http://www.csu.edu.au) YOU+CSU



A University for...


## research

++++

CSU's international-standard research is strategic and applied, fostering a culture of sustained alliances and developing new knowledge that provides real solutions in an ethical framework.



[www.csu.edu.au](http://www.csu.edu.au) YOU+CSU




A University for...

## learning

++++

CSU students gain practical experience in real life contexts, supported by a diverse, well-researched course profile developed in consultation with industry and the professions.



[www.csu.edu.au](http://www.csu.edu.au) YOU+CSU

## SIGNAGE

### 'ADVERTISING' SIGNAGE

Certain enterprises of the University require an 'advertising' style sign, that reflects their own promotion within the marketplace, but also promote Charles Sturt University.

While imagery may take a larger proportion of the visual space, consistency in brand application and design will help establish the University's unique relationship with the enterprise.

This type of signage is developed by the Division of Marketing and Communication, in conjunction with Division of Facilities Management, and is approved through CSU's Signage and Wayfinding Governance Committee.

For more information on having a sign located on one of our campuses, please contact Division of Facilities Management, or to develop imagery for a sign, please contact Division of Marketing and Communication ([brand@csu.edu.au](mailto:brand@csu.edu.au))



CSU Winery signage



Murray Children's Centre signage

## SIGNAGE

### CSU PROMOTIONAL FLAG

The following guidelines apply to the display of our University flag on Charles Sturt University campuses and other facilities.

NOTE: This is not the official CSU flag.

#### Displaying the flag outdoors

When flown with our national flag or flags of other countries, each flag must be displayed from a separate pole of the same height. Each flag should be the same size.

Flag display days: The Charles Sturt University flag can be displayed appropriately at any time, but is to be displayed especially at the following events:

- Graduation Ceremonies
- Orientation Week

The flag design is not to be translated directly to other applications without the express permission of the Office of Corporate Affairs.

The Division of Facilities Management holds flags on each campus for use on appropriate occasions.

To access the flag or for more information, please contact the Office of Corporate Affairs.



## SIGNAGE

### VEHICLE BRANDING - LEVEL 1

Vehicle signage is a powerful advertising tool. Signage that is highly visible and consistent in design will increase awareness of the CSU brand and help establish CSU's unified presence in the marketplace.

Due to the large size of the CSU fleet, a simple logo solution was developed, that could be readily applied to all vehicles of any model or size.

Brand Management requires that all CSU vehicles display the full colour logo wherever possible, unless the colour of the vehicle itself is too dark to allow good visual impact for the branding. This would also apply to trailers, horse floats, minibuses and vans, etc.

The following two examples of how our brand identity can be applied to vehicles.

1. Full colour logo (clear background) will be used for all white, pearl, light grey and silver vehicles and those whose colour tonal value is 80% black or lower (i.e. visually lighter than dark grey or equivalent)
2. White logo (clear background) to be used on all dark-coloured vehicles (i.e. navy, maroon, red, black, charcoal).

The examples on the following pages demonstrate how our brand identity can be applied to vehicles for various promotional and marketing promotions.



CMYK 4 colour process (clear background)



WHITE LOGO (clear background)



## SIGNAGE

### VEHICLE - LEVEL 2

#### CAMPUS VEHICLES

These examples show generic vehicle branding at Level 2, where the swirl device in the University's corporate colours is used. This was to give maximum impact in the new campus cities, where a subtle logo on a door may not be sufficient.

The website and telephone number are also included to improve contact with the new campus.

Tints of these primary colours may be utilised, but only in conjunction with the 100% colour swatch.

\*swirl device is only to be used with approval. Please contact the Division of Marketing and Communication to develop artwork for vehicles.



CAMPUS VEHICLE - Port Macquarie version



CAMPUS VEHICLE - Wangaratta version

## SIGNAGE

### VEHICLE - LEVEL 2

#### PROGRAM VEHICLES

This is another version of vehicle branding at Level 2.

The Regional and Remote Learning Support vehicles are constantly on the road, and also needed maximum impact in areas where the CSU brand may not be readily known.

This version adopted the swirl device, but tied it to the colour scheme used across the suite of materials produced (i.e. banners, flyers, and the website). The program name is also included.

\*swirl device is only to be used with approval. Please contact the Division of Marketing and Communication to develop artwork for vehicles.



SPECIAL PROJECT VEHICLE - Learning Support



## SIGNAGE

### VEHICLE - LEVEL 2 MARKETING / PSA VEHICLES

The use of the full colour swirl device is only used on Marketing vehicles, as a tie-in to the use of Career Area colours in our prospective student publications and on the website. It was also to incite interest from the younger target market in schools and at exhibitions, which we felt would not be generated from a more corporate-branded vehicle.

The website and telephone number are also included to improve contact with the PSA team and the Contact Centre.

\*swirl device is only to be used with approval. Please contact the Division of Marketing and Communication to develop artwork for vehicles.



(PROSPECTIVE STUDENT ADVISOR) VEHICLE

## SIGNAGE

### BUSES - LEVEL 1

CSU's buses are a powerful advertising tool as they move through our communities.

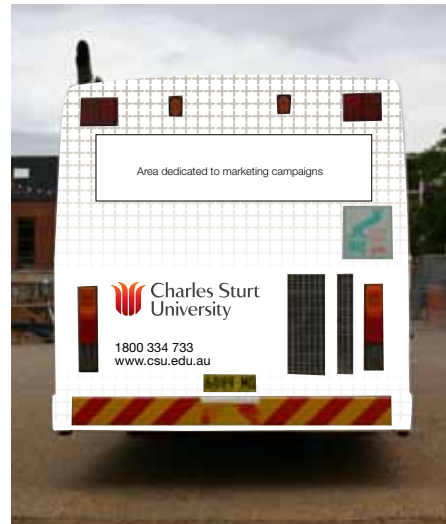
There are two concepts for the branding of CSU buses:

(Level 1) a simple logo placement incorporating contact details.

Level 2) incorporating more elements of the CSU brand and designed to allow for additional panels for advertising, where appropriate.



Level 1



## SIGNAGE

### BUSES - LEVEL 2

This second option incorporates more elements of the CSU brand to create impact and greater tie-in with the more stylised elements of the brand.

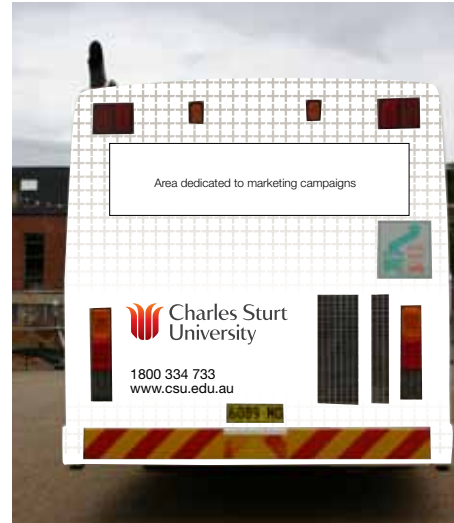
The tag-line 'YOU + CSU' is also incorporated

This design also allows for additional panels for advertising on the side and/or the back window, where appropriate.

\*swirl device is only to be used with approval. Please contact the Division of Marketing and Communication to develop artwork for vehicles.



Level 2



## **SECTION 10**

### **APPLICATION | CLOTHING**

#### **Clothing**

- Clothing Overview
- Corporate Uniform
- Casual Staff / Student Uniform
- Student Clothing
- Work Placement Shirts
- Job-specific Clothing

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## **SECTION 10**

# **APPLICATION | CLOTHING**

## OVERVIEW CLOTHING

There are many tiers of clothing within the University, including corporate uniforms, casual staff clothing, casual student clothing; apparel for CSU's sporting teams; clothing for students on work placement; overalls and lab coats for students on and off campus, and corporate gifts.

On the following pages, you will find some general rules that apply to these different types of clothing, to ensure consistency in logo presentation in a functional way.

Questions should be directed to the Division of Marketing and Communication ([brand@csu.edu.au](mailto:brand@csu.edu.au)).

Student enquiries can be made by contacting the Student Support Officer for your campus ([student.csu.edu.au/campus/clubs](http://student.csu.edu.au/campus/clubs))



You + CSU Polo back



Polos and casual T shirts



Ontario Jackets



Dual branded polo



Unisports uniform back showing colour options



## ARTWORK LIBRARY

### CORPORATE UNIFORM

Charles Sturt University has worked with an external organisation to provide a range of corporate uniform items under the brand.

In general:

- Skirts and pants use the abbreviated logo mark; shirts and tops should use the full logo mark wherever possible.
- The colour thread to be used for the embroidery is King Star (374) thread (closest match to PMS400 (light mushroom))
- On smaller items, such as men's ties, the abbreviated logo mark is acceptable.

Where a Division or School name is to be included, it should be located on the RHS in line with the CSU logo, in matching thread (light mushroom (PMS400)). The font should be similar to Helvetica Neue – a sans serif font – in all uppercase. The '&' should not be used.

NOTE: these are for illustrative purposes only. You should view the catalogue available through the link below.

Corporate uniforms should be ordered through  
Division of Finance:  
[www.csu.edu.au/division/finserv/staff/uniform](http://www.csu.edu.au/division/finserv/staff/uniform)



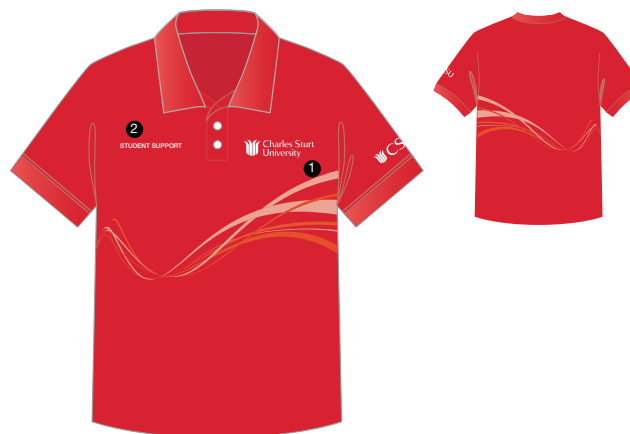
## CLOTHING - RETAIL




### CASUAL STAFF / STUDENT CLOTHING

CSU's Retail Services provides a range of casual clothing for sale through its shops and online, which are available to staff and students.

These have a more relaxed feel than the corporate uniform, however they are still subject to guidelines:

- Where possible, the colour of polo shirts and tops should be in keeping with the CSU corporate colours; red, taupe, orange, white or grey, for example.
- The discipline can also be included on the RHS breast, in line with the full Charles Sturt University logo mark.
- Embroidered logos must be red, black or white, unless express permission is given (see right)
- Sublimated tops should use the full colour logo mark incorporated into their design.



Mono Logo Mark	embroidered items
	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797
	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black
	CSU_Logo Mark_Mono_REV.eps • 1 colour White

You can access Retail Services' catalogue through the Online Shop: [www.csu.edu.au/online-shop](http://www.csu.edu.au/online-shop)

#### GUIDELINES FOR USE (SUPPLIER)

PMS1797 (red) and 90% black are the two main colours, however full black is acceptable for embroidered items. White is also an option, if contrast is better.

- 1 The CSU logo should be placed on the LHS (Logo size: 85 X 22mm)
- 2 If there was to be other text included, for example 'PROSPECTIVE STUDENT ADVISER'; 'SCHOOL OF ANIMAL AND VETERINARY SCIENCES'; 'DIVISION OF FACILITIES MANAGEMENT'; 'RESIDENTIAL STUDENT ADVISER', this would be in a matching thread on the RHS breast.

The words 'STUDENT SUPPORT' aligns horizontally in line on the RHS. Lettering should be all uppercase, in a font similar to Helvetica Neue (regular is preferred). It is a sans serif font. The '&' should not be used

Please email artwork for any style of garment you are going to create so we can approve, and include it in our guidelines.

#### Logo colour preferences

For embroidered logos, the full Charles Sturt University logo mark should be embroidered red on the LHS breast of any shirts in lighter, neutral colours, as red is our primary one-colour logo mark.

If a brighter colour shirt is preferred (e.g. for Residential Advisors at O Week), then a plain black or white logo would be used. This would be dependent on the actual colour of the shirt and should be selected to provide maximum contrast.

## CLOTHING




### STUDENT CLOTHING

CSU's clubs also provide a range of casual clothing for sale. While there is more flexibility in colour and design, there are still guidelines for ordering, club graphic placement and CSU logo mark inclusion.

Where the CSU logo mark is included, please follow the colour requirements outlined below.

Please ensure any proposed designs gain approval prior to production by contacting: **[clubs@csu.edu.au](mailto:clubs@csu.edu.au)**

Further information can be found in the Supplementary Guidelines - Student Clubs, Associations and Societies.

Mono Logo Mark	embroidered items
	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797
	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black
	CSU_Logo Mark_Mono_REV.eps • 1 colour White

For information and ordering, please contact:  
**[clubs@csu.edu.au](mailto:clubs@csu.edu.au)**



## CLOTHING




### WORK PLACEMENT UNIFORM

Many students will undertake work placement during their course, and some of these require the student to wear a uniform while in the workplace or laboratory. Ordering of these uniforms is usually through the Student Services Officer, the School or the club for the discipline, with design to be in accordance with the Brand Guidelines.

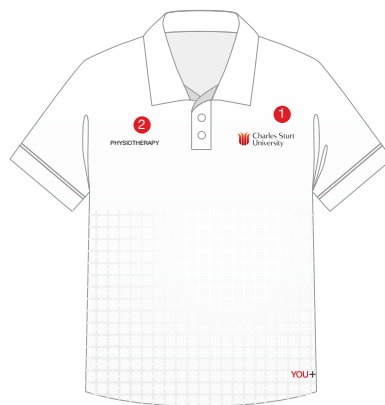
Where possible, the colour of clothing should be in keeping with the CSU corporate colours; red, taupe, white, grey, for example.

It is preferred that the discipline also be included on the RHS breast, in line with the full Charles Sturt University logo mark.

- Embroidered logos must be red, black or white, unless express permission is given (see right)
- Sublimated tops should use the full colour logo mark incorporated into their design.

Mono Logo Mark	embroidered items
	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797
	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black
	CSU_Logo Mark_Mono_REV.eps • 1 colour White

Some Student Placement uniforms can be ordered through the Online Shop: [www.csu.edu.au/online-shop](http://www.csu.edu.au/online-shop)



Work placement uniforms  
Sublimated Polo - SAMPLE



Work placement uniforms  
Collared shirt - SAMPLE

Best colours to use for  
polo shirts and tops.

#### GUIDELINES FOR USE (SUPPLIER)

PMS1797 (red) and PMS 90% black are the two main colours, however full black is acceptable for embroidered items. White is also an option, if contrast is better.

- 1 The CSU logo should be placed on the LHS (Logo size: 85 X 22mm)
- 2 Any other text included, for example 'SCHOOL OF BIOMEDICAL SCIENCES'; 'PHARMACY' would be in a matching thread on the RHS breast. The word, for example, 'PHYSIOTHERAPY' aligns horizontally in line on the RHS. Lettering should be all uppercase, in a font similar to Helvetica Neue (regular is preferred). It is a sans serif font. Please email artwork for any style of garment you are going to create so it can be approved.

#### Polo shirts and tops:

The full Charles Sturt University logo in red (red) on the LHS breast of any shirts in lighter, neutral colours. If a brighter colour is preferred then a plain black logo would be used. This could be dependent on the actual colour of the shirt. On a red or dark shirt, it is preferred that the logo be white.

Within this colour range, the colour of the logo should be selected to create the greatest contrast.



## CLOTHING




### JOB-SPECIFIC CLOTHING

Students who undertake classes or work in labs and some clinical placements will be required to wear work-specific clothing, such as scrubs, lab coats or overalls. Each School manages these items, with designs to be in accordance with the Brand Guidelines.

It is preferred that the discipline also be included on the RHS breast, in line with the full Charles Sturt University logo mark.

Staff who are required to wear similar uniforms or high-vis clothing should follow the same guidelines.

For further details, please contact the Division of Marketing and Communication (brand@csu.edu.au)

Mono Logo Mark	embroidered items
	CSU_Logo Mark_Mono_1PMS.eps • 1 colour PMS 1797
	CSU_Logo Mark_Mono_BLK.eps • 1 colour Black
	CSU_Logo Mark_Mono_REV.eps • 1 colour White

The only colours for embroidered logos are Red; Black or White

Scrubs and laboratory coats can be ordered through the Online Shop: [www.csu.edu.au/online-shop](http://www.csu.edu.au/online-shop)



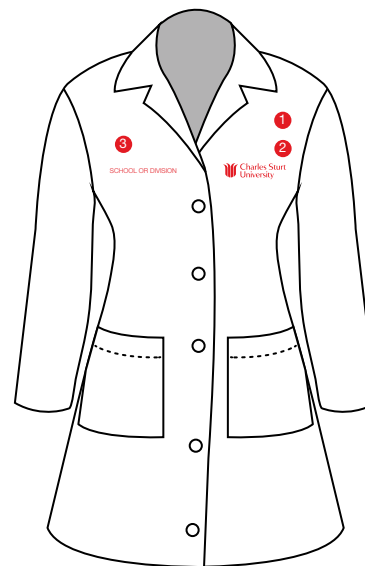
High-Vis Vest - FRONT



High-Vis Vest - BACK



Overalls



Lab coat






#### GUIDELINES FOR USE (SUPPLIER)

- 1 PMS1797 and 90% black are the two main colours, however full black is acceptable for embroidered items. White is also an option, if contrast is better.
- 2 The CSU logo should be placed on the LHS (Logo size: 85 X 22mm)
- 3 If there was to be other text included, for example; 'School of Animal and Veterinary Sciences'; 'Division of Facilities Management'; 'Residential Student Adviser', this would be in a matching thread on the RHS breast.



The words 'STUDENT SUPPORT' aligns horizontally in line on the RHS. Lettering should be all uppercase, in a font similar to Helvetica Neue (regular is preferred). It is a sans serif font.

Please email artwork for any style of garment you are going to create so we can approve, and include it in our guidelines.

The full Charles Sturt University logo in colour (red) on the LHS breast of any shirts in lighter, neutral colours

	WHITE		GREY		CREAM
	NAVY		BLACK		

If a brighter colour is preferred then a plain black logo would be used. This could be dependent on the actual colour of the shirt. On a red shirt, it is preferred that the logo be white.

	ORANGE		LIME		PURPLE
	RED		BLUE		

## **SECTION 11**

### **APPLICATION | MERCHANDISE**

**General Merchandise**

**Promotional gifts**

- Office of the Vice-Chancellor

**Co-branded merchandise**

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## **SECTION 11**

# **APPLICATION | MERCHANDISE**

## MERCHANDISE

### GENERAL MERCHANDISE

University branded merchandise is an important element in the overall communication of a brand. It creates a strong brand presence, extends the reach of the brand beyond the usual channels and has greater longevity in the marketplace.

When creating merchandise, it is essential that the integrity of the brand is upheld, and that on any material produced, our logo mark is presented correctly.

These are some examples of how our brand identity can be applied to merchandise and shows some of the merchandise available for purchase. Merchandise can be used for conferences, giveaways and for graduations and international souvenirs.

Any questions should be directed to the Division of Marketing and Communication:  
brand@csu.edu.au

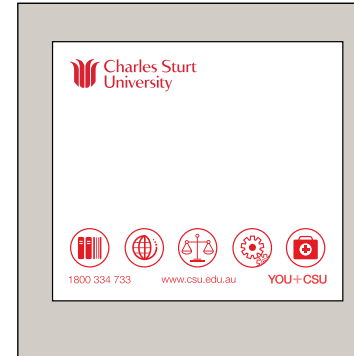
You can order CSU merchandise through the Online Shop: [www.csu.edu.au/online-shop](http://www.csu.edu.au/online-shop)

The Division of Marketing and Communication also has a range of short-order merchandise available. For details of the range, costs and how to order, please visit:

[www.csu.edu.au/division/marketing/marketing-communications](http://www.csu.edu.au/division/marketing/marketing-communications)



lanyard



sticky notes



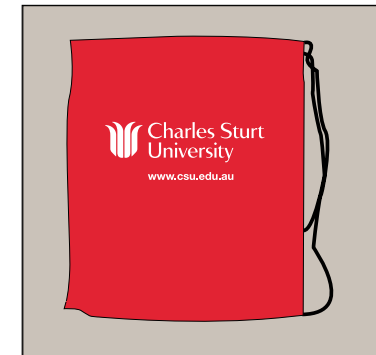
USB drive



coffee mug



plastic drink bottle



sack bag

PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## MERCHANDISE

### PROMOTIONAL GIFTS OFFICE OF THE VICE-CHANCELLOR

This range was specially developed for the Office of the Vice-Chancellor, taking into account their role in relationship building in an international arena, as distinct from student recruitment.

Materials produced under this range are of a high standard, and are set apart from general merchandise by using black and white, rather than red, as the main colour.

Most of the items in this range are used as gifts, and are not generally available to the wider CSU community.

Any questions should be directed to the Office of the Vice-Chancellor.



umbrella



cap



stockman's hat



glass bowl



keyring

PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## MERCHANDISE

### CO-BRANDED MERCHANDISE

At times there is a preference to co-brand merchandise, perhaps to promote an initiative or program of CSU. For example, CSU Green, who coordinate sustainability initiatives across the CSU campus.

Indigenous Student Services (ISS) also produces a range of merchandise tailored to their communities.

At times merchandise might be co-branded with an external organisation for a conference or the launch of a research project.

Any questions or new orders should be directed to the Division of Marketing and Communication:  
[brand@csu.edu.au](mailto:brand@csu.edu.au)



CSU Green keep cups



CSU Green biocups



PLEASE NOTE: THE IMAGES DISPLAYED ARE USED FOR ILLUSTRATION PURPOSES ONLY

## **SECTION 12**

### **PROGRAM WORD MARKS**

#### **Introduction**

#### **Style Guidelines**

#### **Introduction**

Primary Colour Palette

#### **Program Word Marks**

Colourways

With Tagline

Special Design – Colour

Special Design – Graphic

#### **Approved Word Marks**

ALLY Program

Career Hub

CSU Global

CSU Green

CSU Plus

DE Outreach Team

Explorations

FM Central

Healthy You at CSU

MyDay

open day every day

Residence LIFE

Safe You at CSU

SciFYE

Student Central

STUDY LINK

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## **SECTION 12**

# **PROGRAM WORDMARKS**

## INTRODUCTION

Program Word Marks are allowed word marks approved under the main CSU Brand Guidelines due to their internal or external necessity to provide a point of difference in the marketplace.

Program Word Marks occupy a sub-space in the branding of CSU, providing their owners with a visual identity that allows them to promote a service or program to an external market in the recruitment of new students or the promotion of a particular aspect of CSU's operations.

Content and Communication in the Division of Marketing and Communications has the authority to create and approve Program Word Marks within the guidelines following.

Application for a Program Word Mark, outlining the reasons for the request and proposed uses, should be made to: **brand@csu.edu.au**



## STYLE GUIDELINES

Program Word Marks are restricted word-based graphics that follow these general rules:

1. The graphic is made up of text only
2. only the primary CSU colour palette is to be used
3. colours are to be 100%; 90% black is the exception
4. maximum of two colours (including black)
5. the only font to be used is CSU's corporate font: Helvetica Neue
6. different weights of this font can be used
7. different font cases can be used
8. standard widths of the font should be used (i.e. do not 'condense' the font or make it wider)
9. the graphic must work over a maximum of 2 lines

OTHER (only with prior approval of Brand Governance Committee):

- tagline
  - must be made at time of the initial request.
  - taglines have a maximum length that suits the title
  - words must be relevant and approved
  - tagline should not be used when the program word mark is at minimum size
- additional illustrations/graphics
  - must be made at time of the initial request.
  - words must be relevant and approved

Every Program Word Mark must only be used in conjunction with the main CSU logo mark. failure to do so may result in the request of materials to be withdrawn.

For more information or to request the creation of a Program Word Mark, contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)

**Please note: charges do apply for graphic design**

Black 90%	PMS 1797	PMS 166	PMS 404	PMS 400
C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A	C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	C:18 M:23 Y:27 K:55 R:119 G:111 B:101 HEX: #887E6E	C:5 M:6 Y:10 K:14 R:203 G:199 B:191 HEX: #DAD3CC



EXAMPLE – CSU BRAND USED ALONGSIDE WORD MARK

## INTRODUCTION

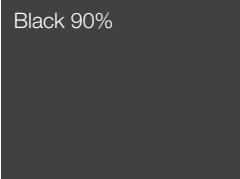
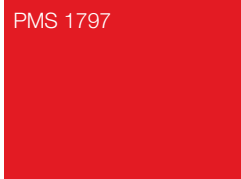
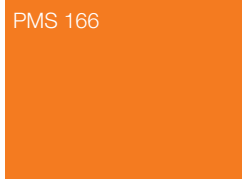
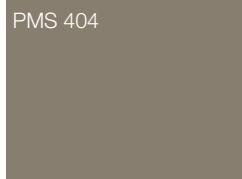
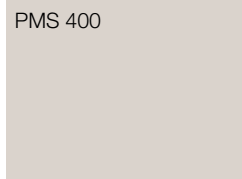
### PRIMARY COLOUR PALETTE

Program Word Marks use only the CSU Brand colour palette, however it is segmented slightly in favour of the red/orange/black colour combinations, to ensure the highest impact and correlation with the CSU Brand.

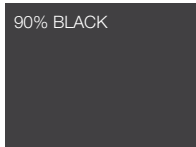
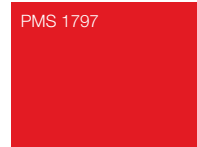
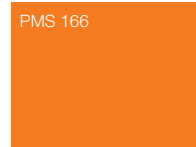
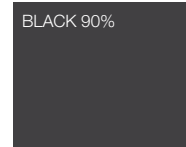
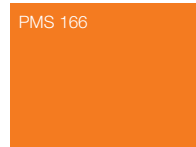
In exceptional circumstances, a colour other than the CSU corporate palette (tertiary colour) may be approved for use.

For more information or to request the creation of a program word mark, contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)

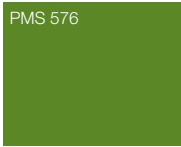
#### PRIMARY COLOURS

				
Black 90%	PMS 1797	PMS 166	PMS 404	PMS 400
C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A	C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	C:18 M:23 Y:27 K:55 R:119 G:111 B:101 HEX: #887E6E	C:5 M:6 Y:10 K:14 R:203 G:199 B:191 HEX: #DAD3CC

#### PRIMARY COLOUR COMBINATIONS

		
PMS 1797 C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	90% BLACK C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A	
		
PMS 1797 C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	PMS 166 C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	BLACK 90% C:0 M:0 Y:0 K:90 R:65 G:65 B:65 HEX: #1A1A1A
		
PMS 1797 C:2 M:98 Y:85 K:7 R:196 G:38 B:46 HEX: #E31B23	PMS 166 C:0 M:74 Y:100 K:0 R:224 G:82 B:6 HEX: #F47B20	

#### TERTIARY COLOUR


PMS 576
C:52 M:6 Y:79 K:25 R:105 G:146 B:58 HEX: #69913B

## PROGRAM WORD MARKS

### COLOURWAYS

The two colour Program Word Mark is always recommended for maximum impact and visual integrity. When printing limitations restrict the usage of the word mark, the mono version is available.

In certain circumstances, where the Word Mark must appear on a coloured background, the reversed version has been included.

The colours in each element of the Word Mark should never be altered from the versions originally provided.

Once approval of artwork files is finalised, the colours in the Program Word Mark should never be altered from these three options.

#### EXAMPLE – COLOURWAYS FOR PROGRAM WORD MARKS

**ResidenceLIFE**  
Leadership | Independence | Friendship | Engagement

2 Colour – PMS 1797 (red), Black 90%

**ResidenceLIFE**  
Leadership | Independence | Friendship | Engagement

Mono – 80% Black, 100% Black

**ResidenceLIFE**  
Leadership | Independence | Friendship | Engagement

Mono Reverse – 100% White

#### 2 COLOUR – 1PMS+BLACK

This is the master word mark and uses two colours. (PMS 1797 and Black 90%). This word mark should be used whenever possible to ensure maximum impact, visual appeal and brand consistency.

#### MONO – BLACK

When it is not appropriate or possible to use the full colour version, the black mono word mark can be used.

#### MONO – REVERSE

The reverse version is to be used sparingly and only when it is not possible to use the full colour version. For example, for applications on coloured backgrounds.

Please note: This version is white only and should never appear with the red panel of colour. (This is only to demonstrate the word mark) on a coloured back ground.

## PROGRAM WORD MARKS WITH TAGLINE

In some cases, it is appropriate for a Program Word Mark to include a 'tagline'. A tagline must be requested at the outset, and cannot be included separate to the approved program word mark.

To provide flexibility, where there is a tagline included, a separate set of files showing the Program Word Mark without the tagline is also provided. This is particularly useful where a small graphic is required, for example on pens, or embroidery.

The examples at right show both versions of several Program Word Marks.

EXAMPLES – INCLUDING TAGLINE

**MYDAY**  
YOUR UNIVERSITY FOR A DAY

**CSUGLOBAL**  
Choose your future. Choose the world. **Study overseas.**

**ResidenceLIFE**  
Leadership | Independence | Friendship | Engagement

**CSUPLUS**  
YOUR KEY TO UNIVERSITY ENTRY

EXAMPLES – NO TAGLINE

**MYDAY**

**CSUGLOBAL**

**ResidenceLIFE**

**CSUPLUS**

## PROGRAM WORD MARKS

### SPECIAL DESIGN – COLOUR

Where a program or service can demonstrate a real need for a particular colour to be introduced, permission may be granted to include one colour in conjunction with CSU's brand colour PMS1797.

For more information or to request the creation of a Program Word Mark, contact: [brand@csu.edu.au](mailto:brand@csu.edu.au)

**csu**green  
sustainability  
- your actions count!

CSU GREEN WITH TAGLINE

**csu**green

CSU GREEN NO TAGLINE

**csu**green  
sustainability  
- your actions count!

#### PRIMARY

PMS 1797

C:2 M:98 Y:85 K:7  
R:196 G:38 B:46  
HEX: #E31B23

PMS 576

C:52 M:6 Y:79 K:25  
R:105 G:146 B:58  
HEX: #69913B

#### SECONDARY

Black 90%

C:0 M:0 Y:0 K:90  
R:65 G:65 B:65  
HEX: #1A1A1A

## PROGRAM WORD MARKS

### SPECIAL DESIGN – GRAPHIC

SciFYE is an experience program for first-year science students at CSU.

SciFYE has been granted special permission to use the test tube illustration as part of the Program Word Mark.



PROGRAM WORD MARKS  
APPROVED WORD MARKS

**ally** PROGRAM

**CAREER**hub

**CSU**GLOBAL  
Choose your future. Choose the world. **Study overseas.**

**csu**green  
sustainability  
- your actions count!

**CSU**PLUS  
YOUR KEY TO UNIVERSITY ENTRY

**DE OUTREACH** TEAM

Explorations   
THOUGHT LEADERS IN REGIONAL AUSTRALIA

**FM**CENTRAL

**healthy**  
you AT CSU

**MY**DAY  
YOUR UNIVERSITY FOR A DAY

**open**day**every**day

Residence**LIFE**  
Leadership | Independence | Friendship | Engagement

**safe**you  
AT CSU

**Sci**  **FYE**

**STUDENT**central

**STUDY**LINK