



Charles Sturt
University

Brand Guidelines

Condensed | September 2019

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These brand guidelines have been developed to assist you to apply the Charles Sturt University brand.

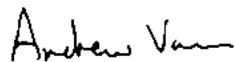
For assistance, logo requests and brand approvals please email brand@csu.edu.au

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

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

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

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



Professor Andrew Vann
Vice-Chancellor and President

The Charles Sturt difference

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

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

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

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

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

Drivers and Attributes

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Our role

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



Brand drivers

Our brand drivers enable us to drive the Charles Sturt University brand forward and define our competitive edge.

Our brand drivers do different but complementary things.

- Provide a blueprint for how to achieve objectives.
- Are action oriented.
- Have direction (are qualified actions).
- Qualify how we should design and organise our communication.
- Are used as a collective.
- Help us extract and communicate our overarching story.

Real connections

Make it worth it

Make it happen

Never stand still

Brand driver #1

Real connections

Go deeper, connect wider

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

Brand driver #2

Make it worth it

Find your purpose, play your part

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

Brand driver #3

Make it happen

You can, here

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

Brand driver #4

Never stand still

The world is changing, and so must we

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

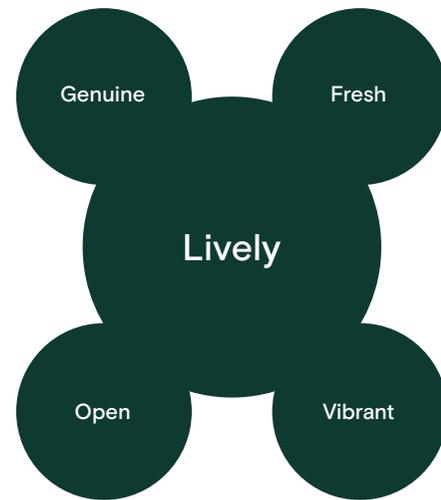
Our four attributes



THEME 1

Seeking connection

Engaging, inclusive, authentic



THEME 2

More energy!

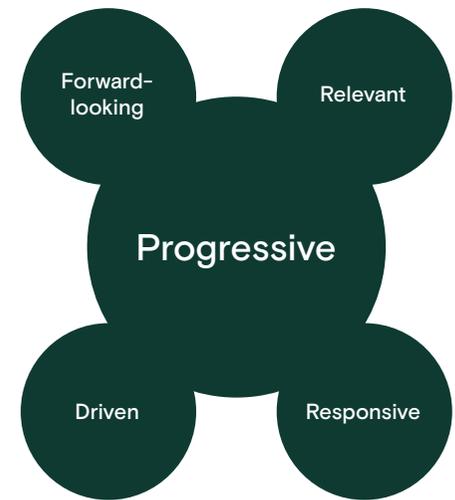
Momentum and vibrancy



THEME 3

Bring back the confidence

Bold, brave, proud



THEME 4

Proactive, not reactive

Forward-looking, responsive

Tone of Voice

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Our voice

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

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

One of the ways we can do this is through the way we write and talk – our tone of voice. If we pay attention to our tone, we can use our communications to not only relay our messages, but also to bring our personality to life and connect with our audiences.

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

The foundations of our voice

Practical progress

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

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

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

Our personality is made up of four key attributes:

Personal
Lively
Confident
Progressive

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

Brand attributes



Our audience

Who do you think you're talking to?

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

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



Our name

ANU, SCU, UNE...

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

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

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

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

Our core idea

Practical progress Real people making a real difference

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

Why 'practical progress'?

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

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

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

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

Practical progress

Personal
Lively
Confident
Progressive

How it fits in the sector



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

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

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

Attribute #1

Personal

Be refreshingly real

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

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

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

Attribute #2

Lively

Inspire excitement

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

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

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

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

Attribute #3

Confident

Show them how it's done

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

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

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

Attribute #4

Progressive

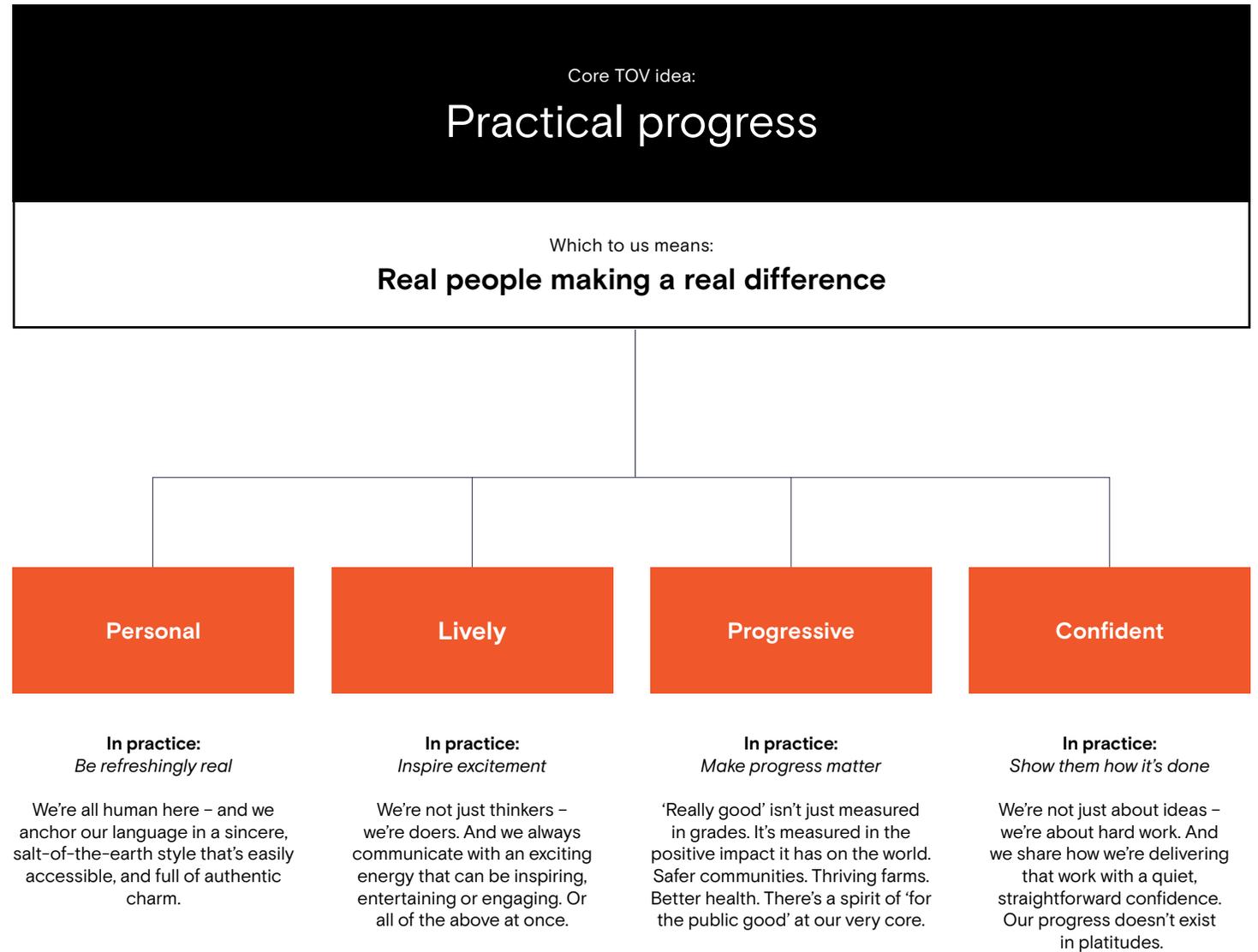
Make progress matter

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

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

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

How it all fits together



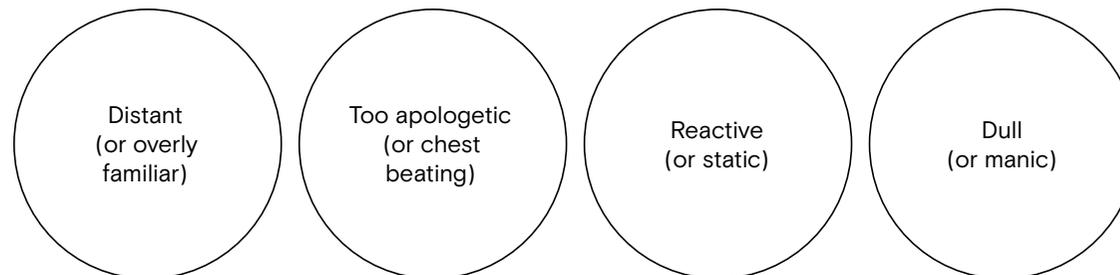
Find the right balance

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

Charles Sturt University is:



Charles Sturt University isn't:



Sample 01

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

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

01

Undergraduate prospectus

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

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

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

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

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

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

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

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

Access schemes

Other ways to open doors

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

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

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

Early offer

Get a head start here

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

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

Location (Regional) Adjustment

A home-grown advantage

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

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

Ask direct questions to engage with readers.

Sample 01

Undergraduate prospectus

Undergraduate prospectus

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

Before

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

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After

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

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A homegrown advantage
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Sample O2

Undergraduate recruitment eDM

Title: You've got this, Sam

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

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

Good call, Sam:

It's go time.

Use verbs to weave in a feeling of proactivity.

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

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

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

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

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

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

Why wait until you graduate?

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

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

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

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

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

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

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

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

O2

Sample O2

Undergraduate recruitment eDM

Undergraduate recruitment eDM

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

Attribute	Relative Strength
Personal	High
Lively	Very High
Confident	Very High
Progressive	Low

Before

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Sample 03

Postgraduate prospectus

Doing a research degree

Be part of something great

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

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

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

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

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

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

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

What can you expect?

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

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

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

Make it personal and relevant – think about the reader's personal motivations/ what's meaningful to them. You'll look at existing literature, participate in research workshops and conduct independent, unique research to uncover new knowledge.

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

Access scholarships

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

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

Include references to the future and being forward-looking.

Places for exchanging knowledge

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

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

03

Sample 03

Postgraduate prospectus

Postgraduate prospectus

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

The graphic shows four attributes on a vertical scale from 0 to 100 (indicated by a horizontal axis at the bottom with 10 tick marks):

- Personal:** Approximately 20% dialled up.
- Lively:** Approximately 30% dialled up.
- Confident:** Approximately 60% dialled up.
- Progressive:** Approximately 95% dialled up.

Before

Doing a research degree

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

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

This is your opportunity to shape the future of knowledge.

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Dedicated Research Centres

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

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Be part of something great

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Places for exchanging knowledge

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

Our TOV cheat sheet

Need a quick reminder of the tools we use to deliver on-brand comms? Keep this page somewhere handy.

Ready to put our voice to work?

Now that you're familiar with the idea of practical progress – and the tools to help bring it to life – it's time to start applying it to the writing you do for the Charles Sturt University brand. If you get stuck, the Marketing team is here to help. Get in touch by emailing brand@csu.edu.au.

Be refreshingly real — Personal

Have you:

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

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

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

Inspire excitement — Lively

Have you:

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

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

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

Show them how it's done — Confident

Have you:

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

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

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

Make progress matter — Progressive

Have you:

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

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

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

Logo

03	Logo	
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Crest

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

Three rivers

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

The field

Symbolic of Charles Sturt University's agricultural heritage.

The book

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



Crest and wordmark

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



Charles Sturt
University

Primary logos



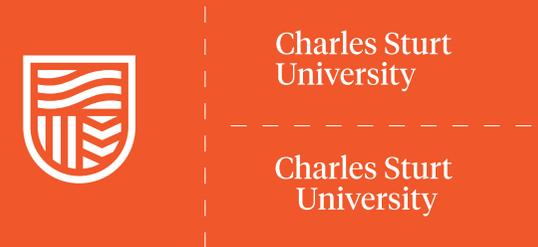
Horizontal
Charles Sturt University logo



Vertical left-aligned
Charles Sturt University logo



Vertical centre-aligned
Charles Sturt University logo



Crest and wordmark (detached)
Charles Sturt University logos

Clear space and minimum size

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

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

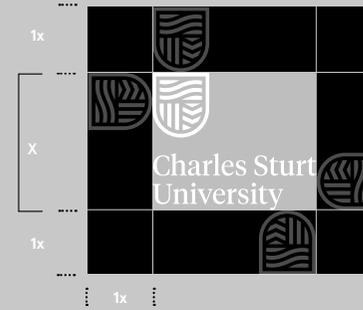
Full version - left-aligned
 Print: 20mm wide
 Digital: 40px wide

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

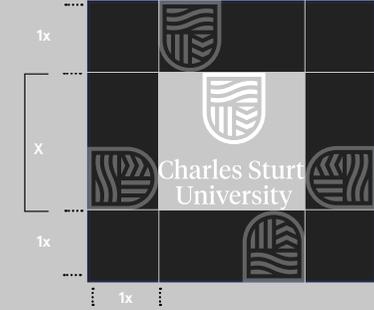
Full Version Logo - horizontal



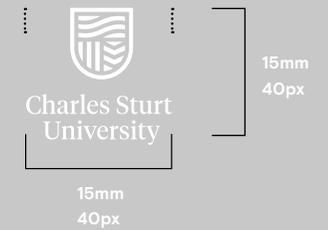
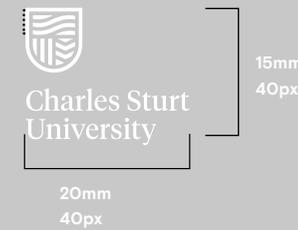
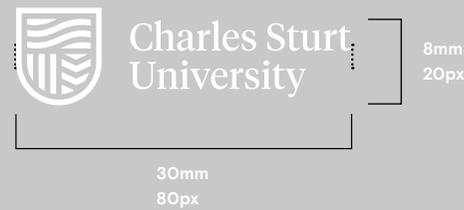
Full version logo - left-aligned



Full version logo - centred



Minimum size - print and digital



Note: logos are not to scale.

Incorrect use

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

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

Do not modify the lock-up



Do not modify the lock-up



Do not outline



Do not modify the 'Charles Sturt University'



Do not use colours outside of the brand palette



Do not skew any elements



Do not rearrange any elements



Do not stretch or scale any part individually



Use current logo assets



Do not use over busy imagery



Do not use over busy imagery



Do not use over washed out backgrounds



Logo roles



Charles Sturt University primary logo – horizontal left-aligned

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



Charles Sturt University primary logo – vertical left-aligned

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



Charles Sturt University primary logo – vertical centre-aligned

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



Charles Sturt University crest

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

Charles Sturt University primary logo – centred detached

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

Charles Sturt University primary logo – left-aligned detached

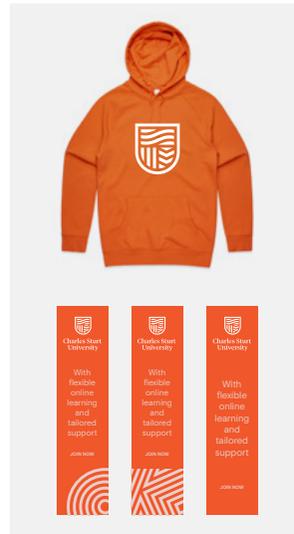
The primary logo is used for internal and external marketing. Context, format, space and legibility will determine which version of the primary logo is used.



Print finishes



Digital banners, eDM



Apparel, digital banners



Print finishes



Brochure covers



Course guide cover

Partnership treatment example

The treatment of partnerships will be considered on a case-by-case basis, taking into account the applications, ownership structure and other parameters. This is a single example of partnership treatment. In this example, the aim was to achieve a 50/50 visual balance between both logos. The two logos are centred vertically, separated by a 0.5pt vertical line and the distance either side of the line is the width of the Charles Sturt University crest.

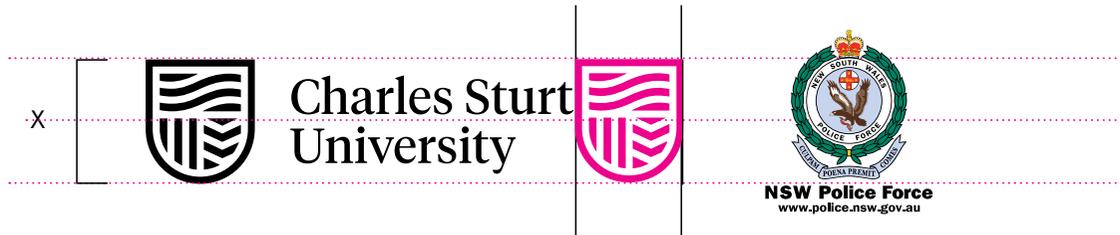
Colours should not be allocated to specific courses, schools, audiences or business units as this causes restrictions to the overall brand system.



Charles Sturt
University



NSW Police Force
www.police.nsw.gov.au



Colour Palette

04	Colour palette	
04.1	Colour palette	40
04.2	Colour palette pairing	41
04.3	Primary colour applications	42

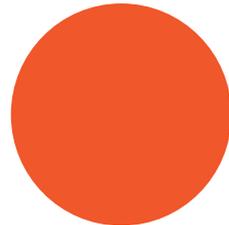
Colour palette

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

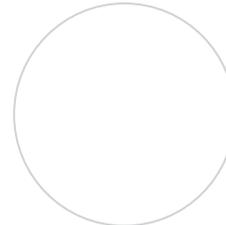
The pink should be used sparingly as an alternative to white or grey. It should always be used with a strong contrasting colour like the light orange, dark green, dark brown or black. Please see next page for colour pairings.

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

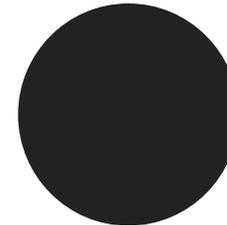
Primary palette



LIGHT ORANGE
R240 G87 B42
#f0572a
C5 M74 Y80 KO
PMS 2026C

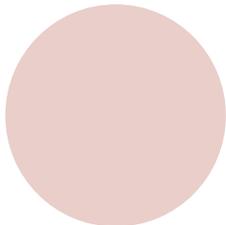


WHITE
R255 G255 B255
#ffffff
CO MO YO KO

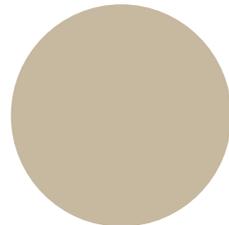


BLACK
R34 G34 B34
#222222
CO MO YO K95
PMS 419C

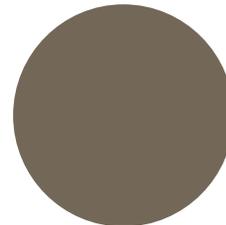
Secondary palette



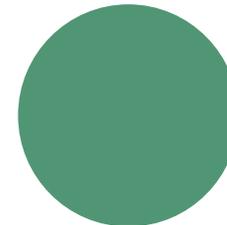
PINK
R233 G206 B202
#e9ceca
C2 M17 Y13 KO
PMS 691C



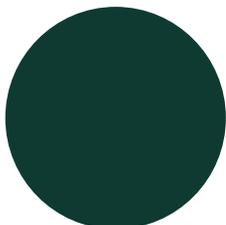
LIGHT BROWN
R199 G184 B160
#c7b8a0
C20 M20 Y30 KO
PMS 4755C



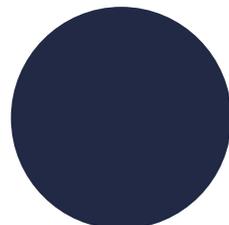
DARK BROWN
R115 G104 B88
#736858
C61 M55 Y65 KO
PMS 7531C



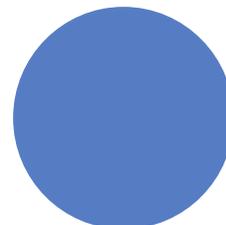
LIGHT GREEN
R81 G150 B116
#519674
C72 M17 Y64 KO
PMS 2417C



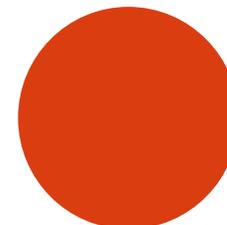
DARK GREEN
R14 G58 B50
#0e3a32
C100 M65 Y75 K10
PMS 3302C



DARK BLUE
R34 G41 B68
#222944
C95 M80 Y25 K40
PMS 281C



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



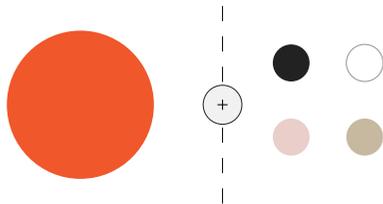
DARK ORANGE
R218 G61 B15
#da3d0f

(Accessible orange - Website use only)

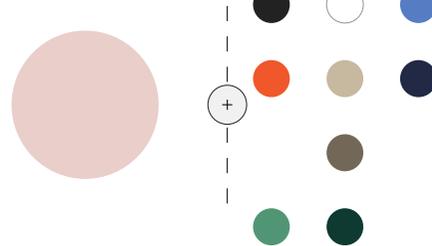
Colour palette pairing

In application, colours are paired to create strong contrasting and complementary colour combinations. The illustrations below show the preferred colour pairs. It is important that the colour pairings are not mixed and matched. The pairings are predominantly used with the patterns in the graphic language, but can also be a guide to inform which colours are used on coloured backgrounds in application. Colours should only be paired with one other corresponding pair, with the exception of black/white. Black or white can be used to accompany a coloured pair.

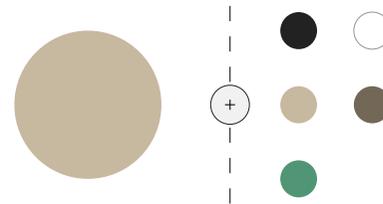
Light orange



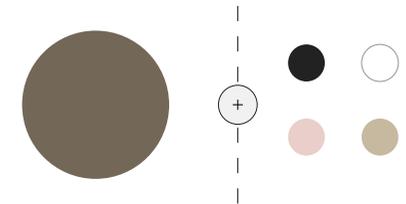
Pink



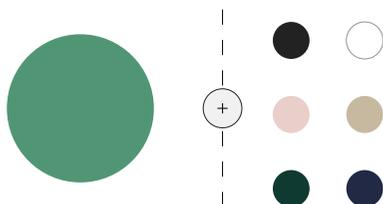
Light brown



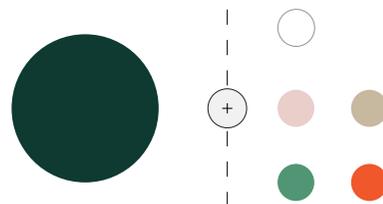
Dark brown



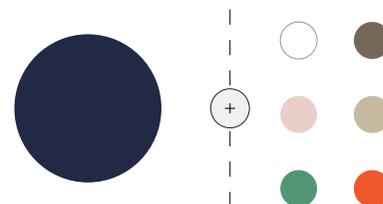
Light green



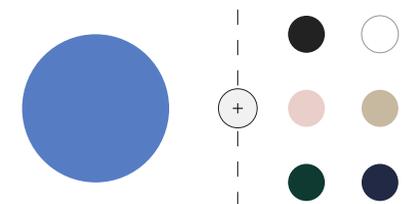
Dark green



Dark blue



Light blue

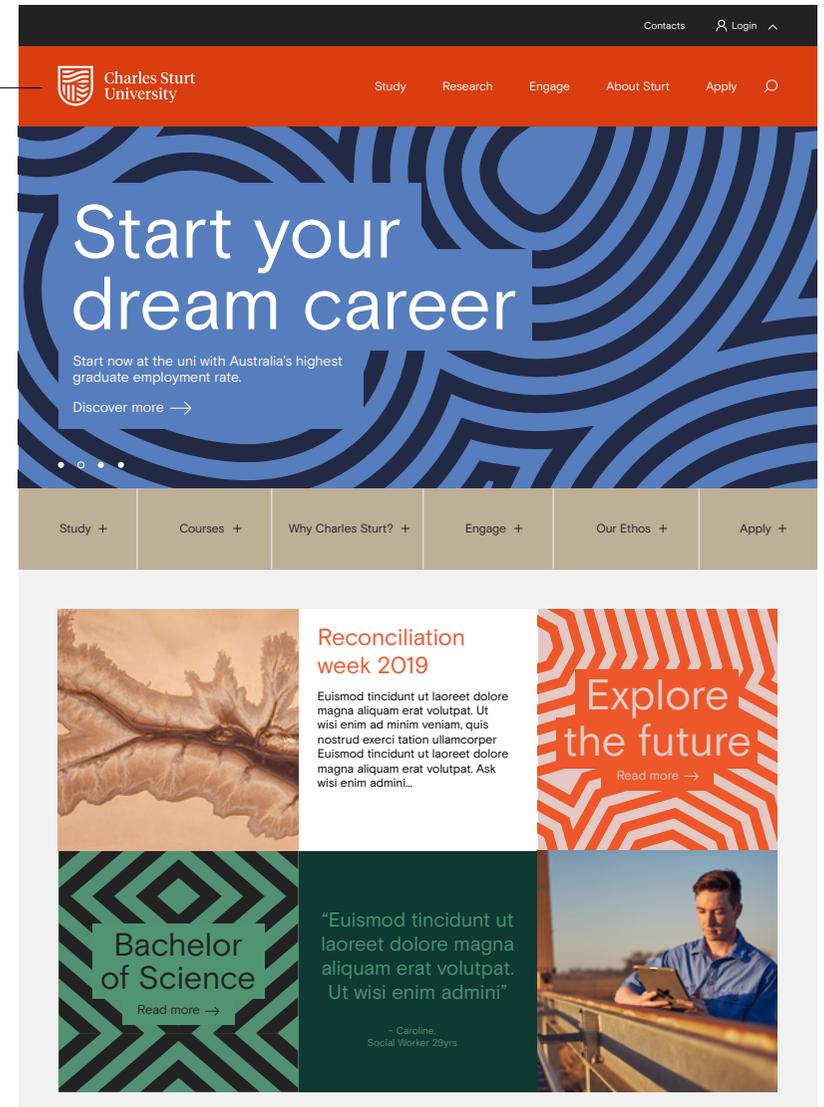


Restricted colour applications

The dark orange is AA compliant when overlaying white text and white logo.



R218 G61 B15
#da3d0f



Typography

05	Typography	
05.1	Overview	44
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Basis

Grotesque
is our headline
typeface

Headline typeface

Annotations

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

Headline and sub-headline

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

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

Aa Bb Cc
012345

Body copy typeface

Annotations

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

Body copy

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

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

15pt

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

12pt

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

10pt

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

8pt

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que vidunte vitatemporem qui ipsunto verum
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atetur quid magnaten deni odigni velio essius,
vel iundel iustibu saerum atur assit dolupta
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Eratur solore nihit re pedipsus aliquam, sit

6.5pt

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

System typeface

Annotations

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

System font

Arial

regular, *italic* and **bold**

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789

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

15pt

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

12pt

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

10pt

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

8pt

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

6.5pt

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

Incorrect use

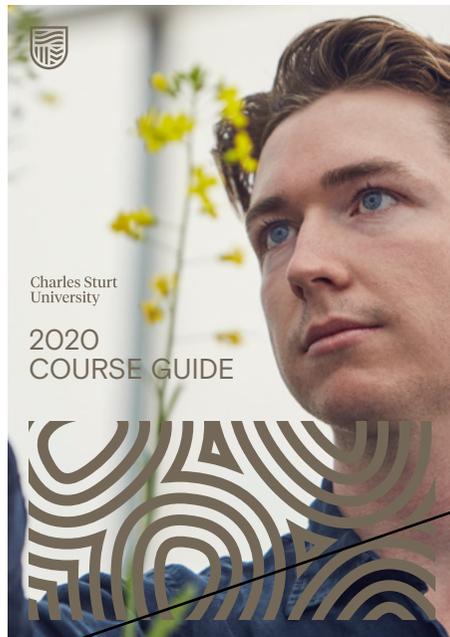
Because the graphic language is quite dynamic, typography should be kept simple when setting. Avoid setting type with too much hierarchy or mixing and matching type styles. For example, in a headline italics, bold or underlines should not be used to highlight single words or lines. The underline may be used in headlines, but only when it's used on the whole sentence.

Uppercase should only be used for 'Call to Action' and not for headlines.

Bold should only be used in body copy to highlight certain information and not for headlines.

Italics should only be used in body copy to highlight certain information and not for headlines.

Do not mix and match type styles to try and highlight certain words or lines. This should only be done in long-form body copy when needed.



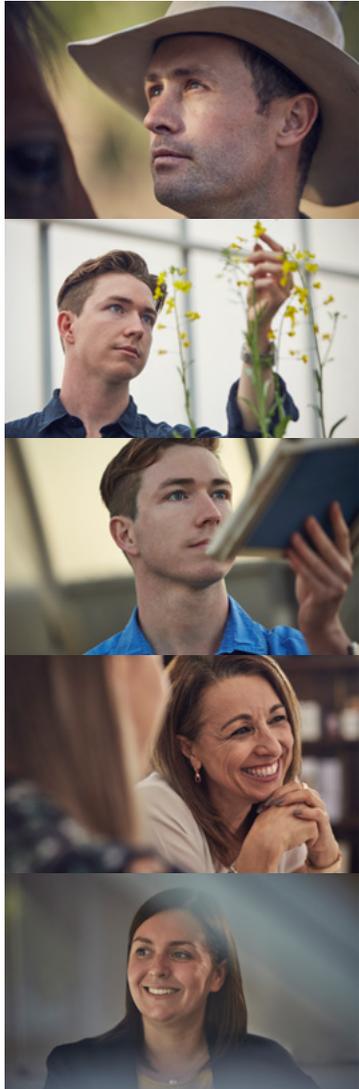
Photography

06	Photography	
06.1	Photography style	51
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06.3	Course themes	53
06.4	Campus/Facilities	54
06.5	Human impact stories	55
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06.7	Brand photography	57

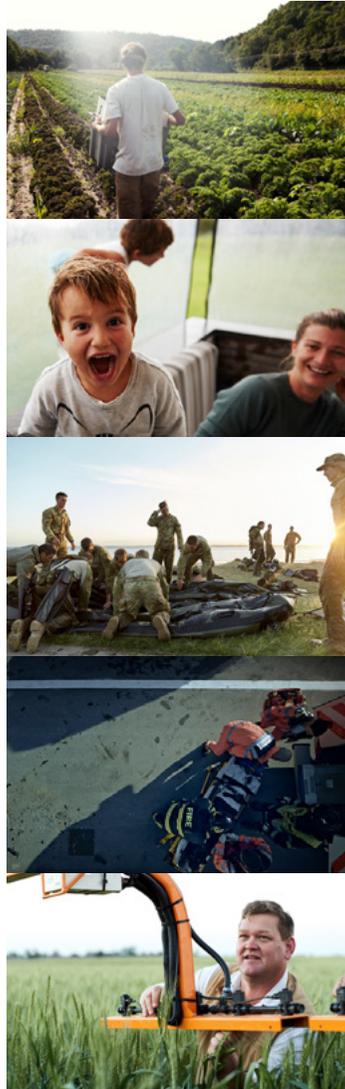
- We aim to capture the idea of human impact and portray real human stories.
- We have focused on an authentic reportage, documentary style of photography.
- Contrasting, very close up and connecting human images against expansive environments from above.
- Capturing an active moment of human impact.

Photography style

Portraiture



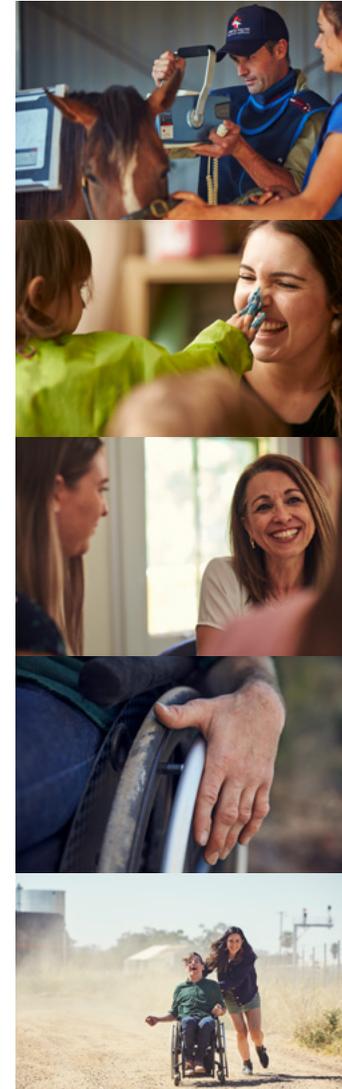
Course themes



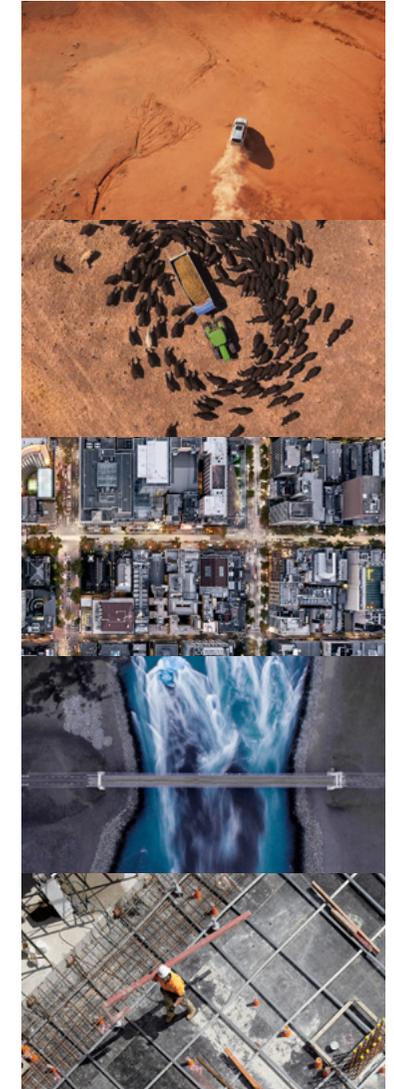
Campus/Facilities



Human impact stories (reportage imagery)



Aerials/landscapes



Portraiture

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

Annotations

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

01



02



03



04



05



06



Course themes

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

Annotations

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

01



02



03



04



05



06



Campus / Facilities

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

Annotations

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

01



02



03



04



05



06



Human impact stories

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

Annotations

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

01



02



03



04



05



06



Aerials/ Landscapes

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

Annotations

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

01



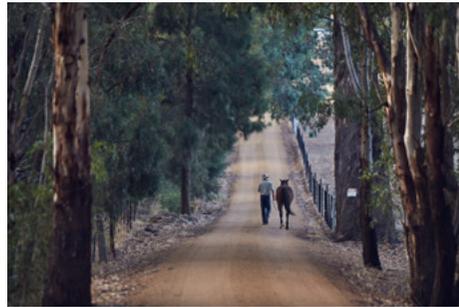
02



03



04



05



06



Brand photography



Motion

07 **Motion**

07.1 Video branding

59

Video branding – examples

Annotations

Video watermark

Place the 'crest' from the Charles Sturt University logo in the bottom right corner of the video at 70 per cent opacity as a watermark throughout. Fade the shield out of the video as you move into the endframe.

Video endframe options

You can make one of two video end frames. The first is the white crest from the Charles Sturt logo feather fading into the centre of the frame over the video footage. The Charles Sturt University name then comes in as a feather fade from left of copy, behind the crest as the crest moves to the left of frame. The footage behind this blurs as the full logo remains for two seconds. As the background fades to black, the logo fades out.

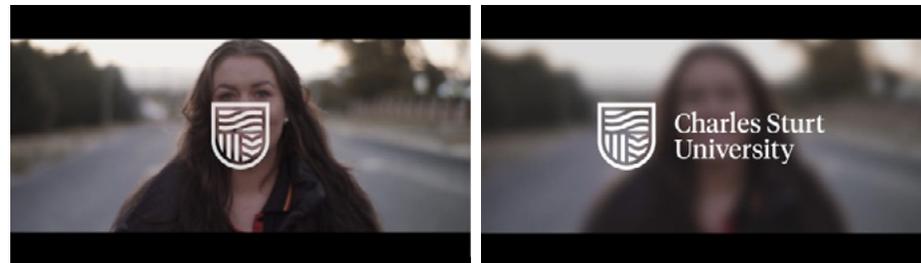
[Here is an example.](#)

The second option is the frame dissolving to a solid orange (R218 G61 B15). The white crest from the Charles Sturt logo feather fading into the centre of the frame over the video footage. The Charles Sturt University name then comes in as a feather fade from left of copy, behind the crest as the crest moves to the left of frame. The footage behind this blurs as the full logo remains for two seconds. As the background fades, the logo fades out.

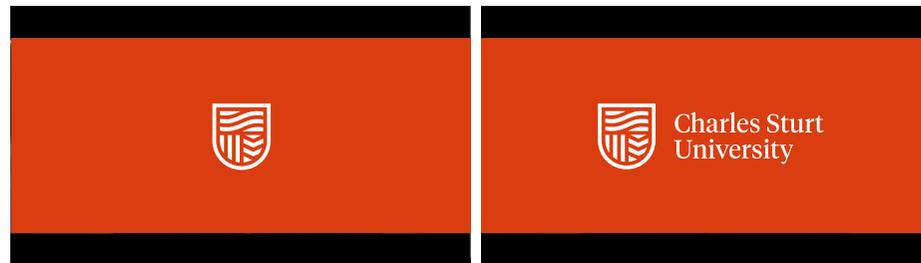
Video – watermark



Endframe – image overlay



Endframe – Colour



Video branding - examples

Annotations

Video call to action (CTA)

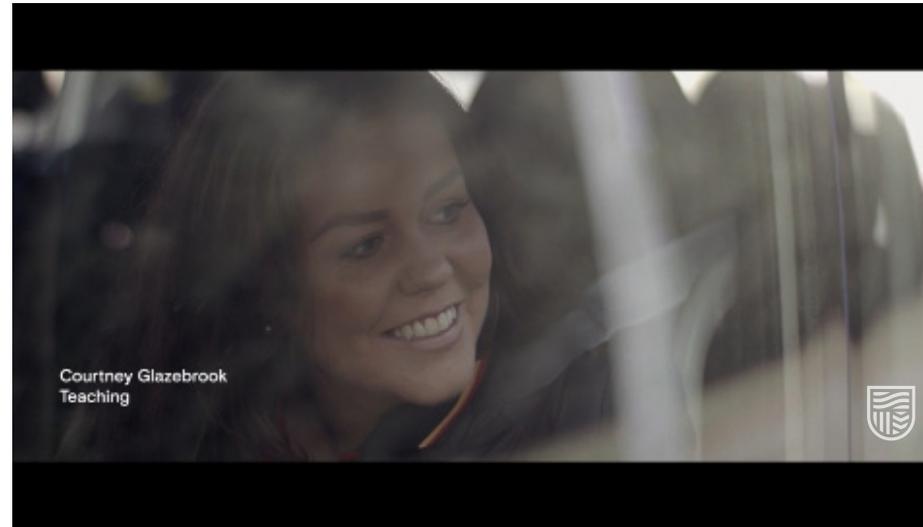
Do not incorporate CTAs into the video. This is to ensure the longevity of the video is not affected by a change to the CTA or the video only being useful for one purpose. The CTA can be included with the accompanying copy to the video.

Testimonial caption overlay style

Testimonial caption overlay copy should be in our corporate fonts - Basis Grotesque or Arial - in medium, with an approximate font size of 45px. Font size should be adjusted according to output specifications. The caption should include the full name, title or course of the person being interviewed. This should come onto the frame as a feather fade from left of copy.

[Here is an example.](#)

Video - testimonial caption overlay



Thank you