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Introduction

About this guide
Our Brand Standards guide is intended to help direct all communications to deliver a single, recognisable and concise message.

It has been expanded to incorporate guidance for a range of applications including print and electronic marketing and communications materials, as well as corporate stationery and uniforms, merchandising and clothing.

The brand standards guide is a living document that continues to evolve. By accessing these tools to communicate consistently and clearly, you are helping grow brand awareness and reinforcing our reputation.

Your feedback as a user is always welcome.

As employees of Federation University Australia, it is our hope that staff and students take pride in their University and recognise the value in stewarding the brand long-term.

Why do we need a brand?
Federation University Australia operates under a demand driven system, competing against other universities and education providers for students, as well as government, philanthropic, community and research support.

It is critical that our University, while building on its proud heritage, delivers a united, dynamic message that reflects our unique and diverse attributes – differentiating us from our competitors and providing our key audiences with an understanding of how we operate and what we stand for.
The name ‘Federation’ honours the ‘bringing together’ of all our campuses.

Following are some considerations when generating content for communication materials.

• The Federation University Australia logo should appear prominently in all communication materials created for the University and its units.
• No secondary logos are allowed across the organisation. Link-up logos for approved University centres are available under certain conditions, and remove the need for secondary logos.
• Know your audience and what your main messages are.
• Keep headlines brief, aspirational and engaging.
• Ensure text is informative, concise, easy to understand and in a style suitable to the target audience.

Writing and Content guidelines
The current version can be found at the link below and is being updated by the Director of Corporate Communications (June 2019):

federation.edu.au/style-guide

Permissions
Federation University Australia’s logo and brand embody and reflect the vision and values of the University, and holds significant commercial value.

The logo must be used to identify the official publications, presentations and digital media of the University – including but not limited to its departments, faculties, schools and centres. It should also be used to support activities for which the University is accountable.

Organisations outside the University wishing to reproduce materials featuring the logo must request permission from Marketing, email marketing@federation.edu.au

Legal
For important guidance regarding consent, usage and copyright, please contact the University legal team.
legaloffice@federation.edu.au
Legal requirements

CRICOS Provider Number
CRICOS Provider Number 00103D or
CRICOS Provider No.00103D

The University is required by law to include our Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) provider code – 00103D – on all written and electronic material that is used for marketing and recruitment of international students to study at an onshore teaching location of the University.

Examples where the CRICOS code should be listed are:
- Home page of website and pages relating to international students
- Program information either written or electronic
- Advertisements for courses in newspapers on or offshore
- Emails, letterhead, signature block or footer used in letters making offers to students or for promotion of programs
- Business cards used in the promotion of the university and its programs

Where marketing material contains a pull out or tear-away section, the removable section should also list the CRICOS code.

Registered Training Organisation (RTO) Number
RTO 4909

The RTO number – 4909 – should be included on the University materials for domestic (Australian) use.

For consistency, it is recommended the CRICOS provider number be included alongside the RTO number on all the University materials.

CRICOS Provider No. 00103D | RTO 4909

Where TAFE programs are being promoted, the following statement should also be included:

CRICOS Provider No. 00103D | RTO 4909
Training is delivered with Victorian and Commonwealth government funding.
Branding is important; it helps create the image that our University presents to the world and in turn influences how the world sees us.

We are implementing an updated brand and visual language to ensure our image truly reflects who we are now.

The new branding allows us to manage our visual communications in a way that is not only engaging but distinctive. The current logo has been modified while other distinguishing graphic elements have been added, so we stand out from the crowd.

These brand guidelines introduce the toolkit of graphic devices, colours, typefaces and creative to be used, and demonstrate how they can be applied to typical examples of our key items of communication.
Brand elements

The image we convey is formed by the sum of all the visual elements associated with the University, such as our printed materials, digital communications, signage and merchandise.

To be truly effective and distinctive, it is important that our branding is applied correctly and consistently across all these elements. The basic principles must be observed and protected.

In saying this, we recognise that diversity is a feature of the University and the visual strategy does allow for some flexibility.

We have categorised the key elements into levels of latitude: ‘none’ meaning there is no room for modification and ‘low’ to ‘medium’ meaning there is varying scope for creative interpretation.

Communication timelines

Branding is a dynamic activity that is ongoing, with aspects that can be short term, medium term or long term, all of which contribute to the building of the University image.

The visual strategy recognises that certain aspects of the branding have a long lifespan while others need to be developed quickly and will be short-lived.

The long-term aspects of the branding are the key elements: the logo, graphic devices, typography and primary colour palette.

A medium-term aspect could be the design of a course guide that is in use for a year or so. An example of a short-term aspect is the design of promotional collateral for a one-off event or activity.

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### Brand model

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>none</th>
<th>low</th>
<th>medium</th>
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<tbody>
<tr>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crest</td>
<td>●</td>
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<td></td>
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<tr>
<td>Flag device</td>
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<td></td>
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<tr>
<td>Colour palette</td>
<td>●</td>
<td></td>
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<tr>
<td>Typography</td>
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<td>●</td>
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<tr>
<td>Imagery</td>
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### Communication timelines

<table>
<thead>
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<th>ELEMENT</th>
<th>SHORT TERM</th>
<th>MEDIUM TERM</th>
<th>LONG TERM</th>
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<td></td>
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<td>Brochureware System</td>
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<tr>
<td>Brand Identity</td>
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In order to better understand what "on-brand" means, we have produced these guidelines to assist you in the development and implementation of our brand.

Our key stakeholders represent a wide and varied audience. Each with specific needs and considerations.

By developing consistent marketing and communications we provide our audiences with a sense of who we are through what we say (our narrative) and how we show it (our visual identity). The aim is to grow awareness and build preference for our brand.

The guidelines govern how our marketing and communications (print and online) look and feel. This ensures we present ourselves consistently.

Consistent use of design and content provides our audiences with the reassurance they are engaging with Federation University at every touchpoint.
We have developed a brand toolkit that contains the visual elements to be applied across our range of communications. These elements are:

- The logo
- The heraldic crest
- Typography
- Colour
- Brand architecture
- The Flag device

On the following pages we describe these elements in detail, explain their purpose, and prescribe rules for their application, while allowing room for flexibility where appropriate.
The logo
The logo is the most important brand element and is central to our identity. The primary version of the logo is this full-colour version in our corporate colours of blue and dark grey on a white background. The logo must always be reproduced in its entirety and is not to be disassembled or distorted.

The heraldic crest
The crest is a secondary brand element, reflecting our heritage. It is used primarily for high-level ceremonial occasions and degree certificates, but may be applied in other selective cases.

Typography
The typefaces we use are Museo Sans and Helvetica Neue. In combination they can meet all requirements across the broad range of our communications.
**Toolkit Overview**

**Colour**
The colour palette is deliberately limited to the corporate colours. Additional colours can be chosen in context to enhance these base colours and to suit the wide variety of applications across our communications.

**Brand architecture**
Our key stakeholders represent a wide and varied audience. We also have branding applications to suit certain individual identities each with specific needs and considerations.

**The flag device**
The flag device is a supplementary graphic device that reinforces the use of the flag in our branding.
3.0 Core elements

- The logo
- The heraldic crest
- Typography
- Colour
- Brand architecture
- The Flag device
- Imagery
The Federation University Logo

The logo of Federation University Australia comprises design elements that acknowledge the bequest of those educational institutions that have ‘come together in common purpose’, and convey the ethos, values and aspirations that inspire our contemporary University. The bold, generous ‘Federation’ logotype provides immediate recognition and recall value. Federation University Australia is a reminder of the collaborative values upon which Federation University Australia rests. The lower-case letterforms of ‘Federation’ are open and gently tapered, signifying originality and individuality. Stylish and welcoming, they suggest the University’s charter values of inclusion and support for Indigenous, regional and international students.

The flying, blue-quartered flag lends a sense of movement and energy to the logo. The five stars on a white cross represent the constellation of the Southern Cross under which the University’s regions, campuses, students and communities are united. The design also references the Eureka Flag, and Australia’s iconic seven-pointed Commonwealth Star. Unequivocally Australian, the flag stands for the long histories of those institutions that since 1870 have progressively merged to form Federation University Australia – a progressive institution that is regional in focus, national in scope, and international in reach. The logo of Federation University Australia embodies an educational institution where all are welcome and where all can ‘learn to succeed’. 
Logo usage

The Federation University Australia logo consists of a logotype and icon (flag), that together, form the brand mark. The two items must always be reproduced together, with the flag positioned to the left of the text.

Under no circumstances can the flag be used in isolation as a logo.

The logo must always be reproduced from a digital master file. The logo should not be redrawn, digitally manipulated or altered in any way.

Written reference

The first written reference in a document should be Federation University Australia, with subsequent references to be either Federation University or the University.

How the University is referenced in written documents will be addressed in the revised Writing and Content Guidelines (see page 0.02).

Exclusion zone

An exclusion zone is required around the logo. No other elements should encroach upon this zone. The capital letter “F” can be used at any scale to determine the required clear space.

Minimum size

The logo is not to be reproduced smaller than 25mm in width and digitally 70px in width.
There are three variations of the logo: full-colour, mono, and an inverse version. In each case, the logo must always be reproduced in its entirety and is not to be disassembled or distorted.

**Formats**
Several versions of the logo have been generated to accommodate the technical needs of various media.
The primary logo is available for print applications as full colour (CMYK) and Pantone® Matching System (PMS) solid mono versions. These are available as vector-based (scaleable) EPS files.
For screen applications—web, mobile devices, video and electronic presentations, a full colour RGB version is available.

**File formats available**
- eps vector based artwork for professional use
- jpg desktop publishing
Other formats may be available upon request.

**Mono**
The mono version can be navy blue, black, grey, gold or silver.
The black version is to be reproduced on a background that is white or a pale colour. The gold and grey/silver versions can be reproduced on a background that is white or a solid colour.

**Inverse**
The inverse version of the logo can be reproduced out of black, solid colours or a neutral area of an image or pattern.

**Full colour**
Our full colour logo is always recommended for use on all communications (where possible) for maximum impact and integrity.
Logo positioning

Preferred positioning
To ensure consistency and appropriate use of our logo, positioning on the cover or face of a document should always be in the top third and placed at the top left.
The logo should never be centred.
Current Coat of Arms

The existing coat of arms was granted with a ‘letters patent’ to the University of Ballarat by heraldic authorities representing ‘the Crown’ in 1997. It consists of a shield, motto, supporters (miner and graduate) and a crest (helmet, gold and tree of knowledge).

Elements of the coat of arms, such as the shield or crest, should not be used in isolation. Nor should elements be removed from whole. Primarily reserved for use on testamur and official University academic documents, the Coat of Arms should not be used as a substitute for the logo.

As the coat of arms confers certain rights upon the guarantee, approval is required by the University council before it may be used.

Professor Helen Bartlett
Vice-Chancellor and President
Requests your company to the Installation of Federation University Australia’s Sixth Chancellor

MR TERRY MORAN AC
Presided over by Her Excellency The Honourable Linda Dessau AC
Governor of Victoria and University Visitor

Wednesday 6 March 2019
11:00 AM – 11:30 AM
Geoffrey Blainey Auditorium
Building C (enter via University Drive)
Mt Helen Campus

Light refreshments to follow
Business attire

RSVP is essential by Monday 25 February
pr.rsvp@federation.edu.au

Application example
Headings

Museo Sans is to be used for headings and subheadings. Museo Sans family is used for items where the design is commissioned from external agencies. These include advertising, brochures, course guides, exhibition stands and banners.

Body Copy

Helvetica Neue is to be used for secondary subheadings and body copy. Helvetica Neue family is used for items where the design is commissioned from external agencies. These include advertising, brochures, course guides, exhibition stands and banners.

Tables/Graphs

Where space is limited within tables, charts and graphs, condensed versions of the Helvetica Neue suite may be used.

### Typography

#### Museo Sans Family

```
1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

#### Helvetica Neue Family

```
1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

### Hierarchy example

#### Heading

Primary subheading

Lorem ipsum icipsunt doluptium ut et ex ceatus repert ior ris et volupta temporest iur atur, vollecuptas et labo. Nam as nem eicias et volesti usaperfernam rero etur?

Riam et illaut plam, tet que volor ad quossi rae conseque nonsequos ressimolore porendis.

Secondary subheading

Lorem ipsum icipsunt doluptium ut et ex ceatus repert ior ris et volupta temporest iur atur, vollecuptas et labo. Nam as nem eicias et volesti usaperfernam rero etur?

### TABLE/GRAPH HEADING

#### POTABLE WATER CONSUMPTION

Water meters on every campus have 3G sensors to track leak detection and improve consumption reporting. This has seen potable water consumption decrease by 6 per cent. Average water consumption per staff member (FTE) was 63,040 litres per annum.

#### FLEET VEHICLE FUEL

The University's fuel consumption continues to decline over a five year period. Diesel usage increased due to the replacement of petrol vehicles with diesel and hybrid.

#### PAPER CONSUMPTION

Paper consumption has fallen by 50 per cent over the past five years and 41 per cent of paper purchased has a recycled component. In 2018, the University purchased 9,050 reams of paper – a 65 per cent reduction compared to the previous year. The average paper consumption (ream) per staff member (FTE) was 6.64.

#### V/LINE TRAVEL

Energy consumption continues to decline with a 17 per cent reduction in electricity and a 14 per cent reduction in natural gas in the past five years. The reductions are predominately due to energy efficiency initiatives such as upgrading plant and lighting and installing new solar panels. Average consumption per staff member (FTE) was 30,357mj per annum.

#### WASTE AND RECYCLING

Landfill waste continues to decrease, a reduction of 82 tonnes on the previous year. Total average waste disposed per staff member (FTE) was 365kg per annum.
In-house fonts

Arial should be used for all our internally produced communications, as it is both legible and readable when used correctly. Applications include letters, memos and newsletters.

Arial is a widely available sans-serif type family. Four fonts are usually packaged with Microsoft Windows®, other Microsoft® software applications, Apple® Mac OS X and many PostScript® printers.

Arial Family

1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
ab c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
ab c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
ab c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
ab c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tables option

Where space is limited within tables, arial narrow suite may be used.

1 2 3 4 5 6 7 8 9 0 (! @ # $ % ^ & * ?)
ab c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hierarchy example

Table/Graph heading

ENERGY CONSUMPTION
Energy consumption continues to decline with a 17 per cent reduction in electricity and a 14 per cent reduction in natural gas in the past five years.
The reductions are predominately due to energy efficiency initiatives such as upgrading plant and lighting and installing new solar panels. Average consumption per staff member (FTE) was 30,357 mj per annum.

V/LINE TRAVEL

PAPER CONSUMPTION
Paper consumption has fallen by 50 per cent over the past five years and 41 per cent of paper purchased has a recycled component. In 2018, the University purchased 9,050 reams of paper – a 65 per cent reduction compared to the previous year. The average paper consumption (ream) per staff member (FTE) was 6.64.

WASTE AND RECYCLING

LANDFILL WASTE continues to decrease, a reduction of 82 tonnes on the previous year.
Total average waste disposed per staff member (FTE) was 365 kg per annum.
Our palette comprises of our corporate colours: navy blue (PMS 282), and grey (PMS cool grey 11).

The colour palette is deliberately limited to the corporate colours. Additional colours are chosen to enhance these base colours and to suit the wide variety of applications across our communications for particular audiences.

For example, bright youthful colours can be selected to convey a dynamic, contemporary feel to prospective undergraduate students. For research and enterprise audiences, vibrant, high-contrast colours can convey innovation and achievement, while heritage and prestigious tones are appropriate for corporate and ceremonial collateral.

A secondary colour palette (page 3.09) is available for guidance and in-house use. Colour direction and/or review must be approved by Marketing.

The colours from within the palettes are available for use at any stipple level, from 10% through to 100%. PMS, CMYK, RGB and HEX values have been listed for use in both print and digital environments.

Custom .ase palette files are available for Adobe Creative Suite.

Note: CMYK breakdowns are customised to represent the spot PMS equivalents. The Pantone automated breakdowns are not to be used.

Linear gradient

Linear gradients can be used for backgrounds, panels or to create our flag wave in creative applications. The Fed linear gradient can be used in any application and can be used in any direction.
Secondary colour palette

The secondary palette of colours is available for guidance and in-house use.

The colours from within the palettes are available for use at any stipple level, from 10% through to 100%.

PMS, CMYK, RGB and HEX values have been listed for use in both print and digital environments.

Custom .ase palette files are available for Adobe Creative Suite.

Note: CMYK breakdowns are customised to represent the spot PMS equivalents. The Pantone automated breakdowns are not to be used.

Colour linear gradients

Linear gradients can be used for backgrounds, panels or to create our flag wave in creative applications. Colours are to be chosen in context with content and panels or to create our flag wave in creative applications.

Linear gradients can be used in any application and can be used in any direction.

Linear Gradient examples
Colour contrast and accessibility

Some text colours on a website (screen device) can be difficult to read for people with a visual impairment. Colours need to be carefully considered to provide sufficient contrast.

There are also legal imperatives for us to make our pages as accessible as possible. The World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.1 are the benchmark for our website. We aim to achieve AA compliance.

W3C website (external site)
www.w3.org/

Web Content Accessibility Guidelines 2.0 (external site)
www.w3.org/TR/WCAG21/

Colours can be checked for contrast and WCAG 2.1 AA compliance using:
webaim.org/resources/contrastchecker/

WCAG 2 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text, and a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders).

Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Web layout examples
Our new brand architecture is a more confident, consistent and cohesive representation of the Federation University brand.

The domestic brand extensions are comprised of Federation TAFE, Federation College and the Federation Schools.

These represent the only authorised brand architecture elements.

The way the University is referenced in written documents will be addressed in the revised Writing and Content Guidelines (see page 0.02).

The first written reference in a document should be Federation University Australia, with subsequent references to be either Federation University or the University.

Please note: FedUni is not to be used anymore unless it is in reference to FedUni TAFE, which is the official registered name.

Where the logo is required as ‘Federation University Australia’, or ‘Federation Australia’, approval is required by the University. All enquiries regarding usage must be addressed with Marketing.
Where the Federation University Australia logo is to be accompanied by another brand (or text), the Federation University logo should appear on the left. The second element appears on the right, separated by a dividing line as per the examples shown.

Clear space either side of the dividing line should equal the height of the ‘n’ in Federation.

On a white background the dividing line must appear in 85% Black.
Where Federation University Australia is to be a partner with another brand (logo) the Federation University logo can appear on the left or the right. Logos are separated by a dividing line as per the examples shown.

Clear space either side of the dividing line should equal the height of the ‘n’ in Federation.

On a white background the dividing line must appear in 85% Black.
Our flag

Creative applications
Our flag is the single most recognisable element of our brand identity.
The Fed Wave is a flowing, organic device derived from our flag and, as indicated here, can be used in a variety of ways to produce dynamic layouts and templates that create a distinctive look for our collateral. There are no hard and fast rules that govern the use of the Wave.
Our imagery reflects our personality, and is the most effective means to show who we are, what we do and where we work and learn.

**Portraits**

A photograph of an individual should reflect their personality or tell a story about who they are. Preferred portrait style is ‘in the moment’ Instagram feel shots, placing the subject in context with their role and place in the University. Set-up face-to-camera formal portraits are not recommended.

If you require assistance with images please contact Marketing for advice and guidance.
Our imagery reflects our personality, and is the most effective means to show who we are, **what we do** and where we work and learn. **Purpose** What we do is wide-ranging and diverse. Photography should be engaging, not focused on an individual but on the purpose of the course, activity, function or product. Imagery should draw a picture of the activity or place where the onlooker can envisage themselves being.

If you require assistance with images please contact Marketing for advice and guidance.
Our imagery reflects our personality, and is the most effective means to show who we are, what we do and where we work and learn.

**A sense of place.** Photography should convey a sense of place showing people in context with their environment. Images should simple and graphic, highlighting the features of our campuses — the leafy surrounds, modern open spaces, contemporary architecture, historic buildings and the quintessentially Australian character of our University.

If you require assistance with images please contact Marketing for advice and guidance.
4.0 Corporate Communications
- Letterhead
- Business cards
- Email signature
- MS Word® Documents
- PowerPoint® templates
- Invitations
- Banners
Stationery

4.0 Corporate Communications

Letterhead
Standard A4 Letterhead
(210 x 297mm single sided)
Letterhead cannot be personalised for individuals.
An exception is made for the Chancellor, Vice-Chancellor, DVCs, PVCs and Heads of Campus.
Letterheads may be ordered from the University Design and Print Centre.
telephone 03 5327 9562
cmail designprint@federation.edu.au
Stationery

4.0 Corporate Communications

Business cards
Personalised business cards (90 x 55mm single sided) can be ordered online at federation.edu.au/staff/print-services
telephone 03 5327 9562
email designprint@federation.edu.au
Email signature

Important note: Please remember, your work email signature is a reflection of the University and should appear as the examples below. No quotes, poems, sayings, or images - please keep these for your personal email accounts.

Name Surname
Position Title | Corporate Communications and Public Relations
Vice-Chancellor's Office

Federation University Australia
Office 000 | Building AA | Campus
PO Box 663 Ballarat VIC 3353
T +61 3 1234 5678 | M 0400 123 456
n.surname@federation.edu.au
Federation.edu.au

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Name Surname
Position Title | Federation Business School
School of Nursing & Healthcare Professions

Federation University Australia
Office 000 | Building AA | Campus
PO Box 663 Ballarat VIC 3353
T +61 3 1234 5678 | M 0400 123 456
n.surname@federation.edu.au
Federation.edu.au

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This message and its contents are confidential. If you received this message in error, do not use or rely upon it. Instead, please inform the sender and then delete it.

Federation University Australia acknowledges the Traditional Custodians of the lands and waters where its campuses are located, and we pay our respects to Elders past and present, and extend our respect to all Aboriginal and Torres Strait Islander and First Nations Peoples.
MS Word® documents

A4 and A5 templates

DL templates
Widescreen templates
This 16:9 aspect: 1280 x 720px template should be used for all internal and external presentations.
Several master slides (with a range of content settings) have been created to allow customisation according to requirements.
PowerPoint® templates

Standard templates
This 4:3 aspect: 1024 x 768px template should be used for all internal and external presentations.
Several master slides (with a range of content settings) have been created to allow customisation according to requirements.
Selecting a slide from the master slides
First open Powerpoint template.
Click on “Home”
Click on the drop down arrow next to “New Slide”
A window will appear with thumbnail previews of all slide options.
Select desired slide by clicking on thumbnail, it will then appear in the main slide window and ready to populate.

Printing templates
The recommended template for printing onto A4 paper is the 4:3 standard screen.

- 16:9 wide screen
  - print to fit centred on A4 page
- 4:3 standard screen
  - print to fit centred on A4 page
Invitations

A4, A5 and DL print or email invitations

Professor Helen Bartlett
Vice-Chancellor and President
Requests your company
to the Installation of
Federation University Australia’s
Sixth Chancellor
MR TERRY MORAN AC
Presided over by Her Excellency
The Honourable Linda Dessau AC
Governor of Victoria and University Visitor

Wednesday 6 March 2019
11:00 AM - 11:30 AM
Geoffrey Blainey Auditorium
Building C
Mt Helen Campus
Light refreshments to follow
Business attire
RSVP is essential
by Monday 25 February
pr.rsvp@federation.edu.au

Danielle Wood

Federation Business School
formally invites you to the
2019 AWARDS FOR EXCELLENCE
Presentation Dinner

Wednesday 15 May, 6.30 pm
Ballarat Golf Club
1800 Sturt Street, Ballarat
RSVP Monday 29 April
Telephone 5327 9431
businessschool@federation.edu.au
ADDITIONAL GUEST COST $55
DRESS Cocktail

We proudly recognise
our Platinum Sponsor
Bendigo Bank
Bigger than a bank
Bunyip & District
Community Bank Branch
Media banners

4.0 Corporate Communications
Welcome Graduates

150 Years of Education 1870 – 2020

#1 in Victoria Student Support

#1 in Australia for Employability Skills

#1 in Australia for Teaching Quality

#1 in Victoria

Student Support

(Federation University Student Experience Survey (SES) 2018)
• Vehicle Livery
• Merchandise
• T-Shirts
• Sport Uniforms - Basketball and Netball
Several designs for vehicle livery are available, ranging from a simple Federation University logo applied to the front doors (Option A) to complete vinyl wrap solutions (Option B and C) covering significant areas of the vehicle. All versions feature the web address on the rear of the vehicle. The vehicle shown here is a Ford Territory wagon.

Marketing co-ordinates branding on all fleet vehicles.
Merchandise

The design and purchase of all merchandise and clothing such as uniforms, hoodies and giftware (that is anything that carries the Federation University logo) is centrally managed through Marketing.
T-Shirts

The design and purchase of all merchandise and clothing such as uniforms, hoodies and giftware (that is anything the carries the Federation University logo) is centrally managed through Marketing.
Sport uniforms - Basketball and Netball

The design and purchase of all merchandise and clothing such as uniforms, hoodies and giftware (that is anything that carries the Federation University logo) is centrally managed through Marketing.