

UNIVERSITY OF CANBERRA

BRAND GUIDELINES

2022



OUR BRAND PERSONALITY

We are young at heart, ambitious and curious. Individuals and communities are our focus.

We believe in building a brighter future. Whether transforming individuals, educating the future workforce or solving challenges through research, we approach everything with optimism, a fresh set of eyes, a professional sensibility and a drive to rapidly evolve and elevate.

As the University of the nation's capital, we reflect the progressive, educated and welcoming environment of Canberra and the capital region. We are inclusive and approachable, confident in our abilities, and relate to different audiences by putting their interests first.

We are a leader, guide, collaborator and friend to those who wish to change themselves and the world around them for the benefit of their communities, their nations and humanity itself.

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BRAND GUIDELINES

These guidelines cover all external and internal communication elements of the University of Canberra's brand. The elements establish an aesthetic identity and 'tone of voice' that are unique to UC and work to advance the University's mission, strategic direction, competitive positioning and values.

When applying UC's brand elements, please ensure you seek final approval from the **Marketing Design Studio** as per the **UC Brand and Marketing Policy**. The policy and procedure establish the protocols for the development, authorisation, use and protection of the University's brand.

CONTACT MARKETING

Online requests for marketing services, including graphic design, and web and digital, can be made via the marketing page on the **UC Staff Portal**.

For brand and design guidance and approval, please contact the Marketing Design Studio at design.request@canberra.edu.au



BRAND MARK

The brand mark is UC's unique identifier and offers a visual representation of our core values and who we are at a glance. As such, the UC brand mark should always be the most consistent and visually recognisable component in all communications.

To protect UC's unique brand look and feel, it's important that brand rules and guidelines are adhered to at all times.



BRAND MARK

INLINE

FULL COLOUR

The full colour inline brand mark is our primary brand mark for all applications.

REVERSE (WHITE)

When the full colour brand mark is unable to be used, the reverse (white) brand mark should be applied. For example:

- not enough contrast between the full colour brand mark and the background;
- applied on a dark background.

MONO

When the full colour brand mark is unable to be used, the mono brand mark should be used. For example:

- not enough contrast between the brand mark and the background;
- applied on a light background.

INLINE | FULL COLOUR



INLINE | REVERSE (WHITE)



INLINE | MONO



BRAND MARK

STACKED

The stacked brand mark is to be used when space may be limited, or when it will appear more visually prominent than the inline version. For example, on social media or signage.

All variations of the brand mark must follow the inline brand mark guidelines.

Refer to [Brand Mark: Inline](#) for details.

STACKED | FULL COLOUR



UNIVERSITY OF
CANBERRA

STACKED | REVERSE (WHITE)



UNIVERSITY OF
CANBERRA

STACKED | MONO



UNIVERSITY OF
CANBERRA

BRAND MARK

EXTENDED

The extended brand mark can only be used in rare circumstances when the brand mark is to be placed in a narrow horizontal space. For example, on pens, lanyards or perimeter signage.

The extended brand mark can only be applied under the guidance and approval of the Marketing Design Studio.

All variations of the brand mark follow the inline brand mark guidelines.

Refer to **Brand Mark: Inline** for details.

EXTENDED | FULL COLOUR



UNIVERSITY OF CANBERRA

EXTENDED | REVERSE (WHITE)



UNIVERSITY OF CANBERRA

EXTENDED | MONO



UNIVERSITY OF CANBERRA

BRAND MARK

BACKGROUNDS

PRIMARY

Full colour

The full colour inline brand mark is our primary brand mark for all applications.

Solid colour

For legibility, our brand mark must always have significant contrast to the background.

This page illustrates the correct application of our brand mark on solid colour backgrounds.

SECONDARY

Solid colour

In rare circumstances, it may be necessary to apply our brand mark in a colour other than white or black. This may occur in situations where our stakeholder brand colours or their merchandise do not align with traditional UC brand colours.

In these instances, please seek approval from the [Marketing Design Studio](#).

Contact the [Marketing Design Studio](#) for design guidance and final approval.

PRIMARY | FULL COLOUR



PRIMARY | SOLID COLOUR



SECONDARY | SOLID COLOUR



BRAND MARK BACKGROUNDS

PHOTOGRAPHIC

For legibility, the brand mark must always have significant contrast and space applied to the background.

This page illustrates the correct application of the brand mark on photographic backgrounds.



BRAND MARK

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

To preserve the integrity of our brand and avoid diminishing its impact, clear space, (where no other graphic elements or logos can be placed), around our brand mark should be applied.

This space is calculated based on the height of the text 'Canberra', represented by 'X'.

When possible, apply more clear space than the minimum specified.

MINIMUM SIZE

The brand mark should never be reproduced at a size smaller than the minimum width specified.

The minimum size ensures appropriate reproduction and scale of the brand mark.



MINIMUM WIDTH

Print 25mm
Digital 100px



MINIMUM WIDTH

Print 18mm
Digital 60px

BRAND MARK

SIZE AND LAYOUT

SIZE

The brand mark size must always be in proportion to the design to which it is applied.

The size of the brand mark is dependent on the context of the collateral and design. The following dimensions are guidelines for the ideal size of the brand mark to be applied.

A5 40mm wide

A4 50mm wide

A3 70mm wide

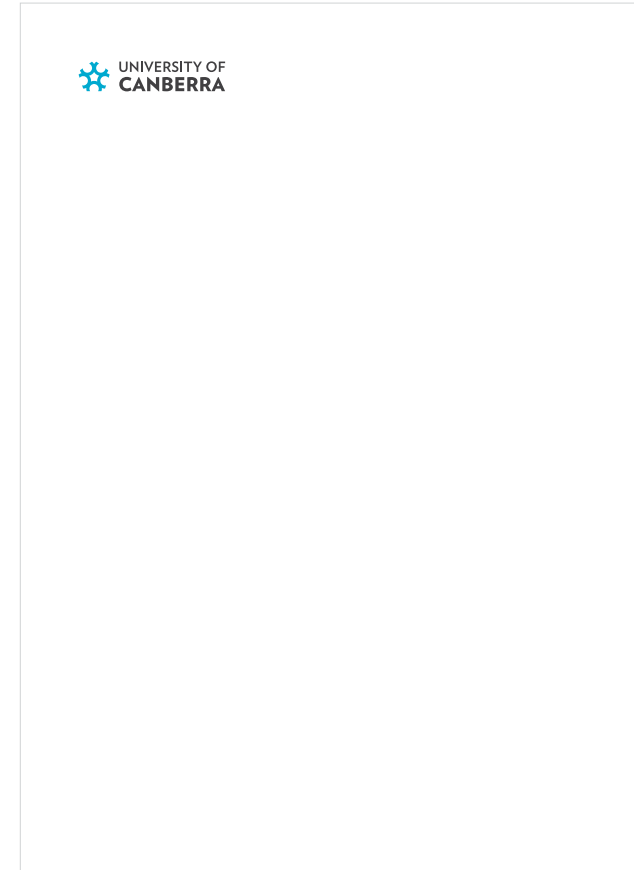
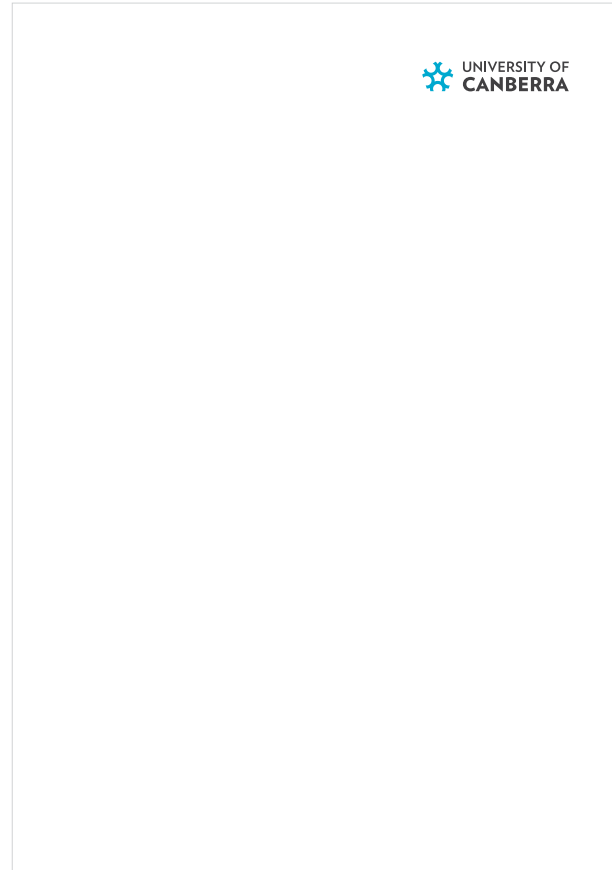
DL 40mm wide

POSITION

Our brand mark is to be positioned in the top right or left of all collateral. Sufficient padding is required.

Only under the guidance of the Marketing Design Studio can our brand mark be placed in any other location.

Contact the [Marketing Design Studio](#) for design guidance and final approval.



BRAND MARK

APPLICATION

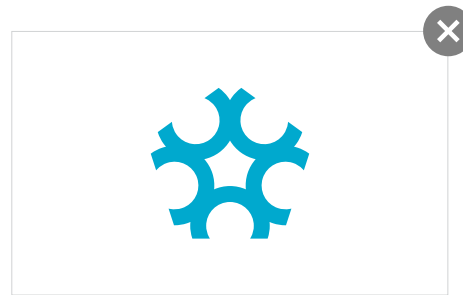
Our brand mark must be applied to all collateral. It must not be altered, scaled or modified in any way and should always be used in accordance with the brand guidelines.

To ensure the ongoing integrity of our brand, it is important that the University of Canberra brand mark is applied correctly.

Our brand mark must be legible and without obstruction at all times. It should never be modified or recreated in any way.

This page highlights some common incorrect usages.

Contact the [Marketing Design Studio](#) for design guidance and final approval.



DO NOT -
Use elements of the brand mark in isolation



DO NOT -
Change the position of the brand mark elements



DO NOT -
Change the typeface used in the brand mark



DO NOT -
Alter the colour to a colour not specified in these guidelines



DO NOT -
Rotate or crop the brand mark



DO NOT -
Distort the proportions of the brand mark



DO NOT -
Add effects such as an outline, drop shadow or gradient to the brand mark



DO NOT -
Use imagery inside the brand mark



DO NOT -
Use the brand mark on a complex or low-contrast background

BRAND ARCHITECTURE

Our brand architecture establishes how we categorise and brand our products, services, sub brands and partnerships under the UC master brand.

This alignment strengthens the UC master brand and creates recognition and consistency, ensuring our audience can easily navigate our services.

When applying UC's brand at all levels, please ensure you seek design guidance, and final approval from the [Marketing Design Studio](#) as per the [UC Brand and Marketing Policy](#).

The following table shows the University of Canberra brand architecture at time of publication.

MASTER BRAND



BRAND LOCK UP

- Research institutes and centres, faculties and academic areas of the University.
- Subset of master brand mark
- Visually aligned



SUB BRANDS

- Entities considered part of the University master brand
- Independent logo
- Independent brand identity, linked to the master brand



PARTNERSHIPS

- Co-branded logo lock up
- UC master brand applied



BRAND ARCHITECTURE

BRAND LOCK UPS

Brand lock ups align areas such as research institutes, faculties and academic areas of the University to the UC master brand visually.

Please contact the [Marketing Design Studio](#) for the development of brand lock ups. All brand lock ups need to be approved by the Director of Marketing.

Refer to [Brand Architecture: Brand lock up application](#) for details.

INLINE | FULL COLOUR



STACKED | FULL COLOUR



BRAND ARCHITECTURE

BRAND LOCK UP APPLICATION

Brand lock ups are applied to research centres and institutes, faculties and academic areas of the University. Brand lock ups are to follow the guidelines outlined on this page.

Brand lock up application:

- area name is set in Verlag, uppercase;
- area name is dark grey, consistent with the master brand text;
- aim for the area name to not exceed the width of the master brand mark, stack the name if necessary;
- aim for the area name to be set on two lines of text, otherwise one to three lines;
- if three lines is necessary, the dividing line should be extended to the height of the three lines for the stacked version.

The University brand mark always appears first on the left (inline) or above (stacked). With a division line, the height of the two lines of text, placed equally between.

Spacing and positioning follow the University brand mark minimum spacing guidelines.

Contact the [Marketing Design Studio](#) for design guidance and final approval.

BRAND LOCK UP GUIDELINES



BRAND LOCK UP EXAMPLES



BRAND ARCHITECTURE

SUB BRANDS

Our sub brands are entities that are considered part of the University master brand.

UC sub brands have independent logos, and independent brand identities, which have links to the master brand. Therefore they follow their own brand guidelines.

As per the [UC Brand and Marketing Policy](#) further brand amendments are not to be made without the endorsement of the Director of Marketing.

Authorised UC sub brands include:

- UCX: UCLifex, UCLivex, UCFitx, UCShopx and UCEventsx
- UC Sport: UC Stars, UC eSport
- UC Capitals

When applying UC's brand at all levels, please ensure you seek design guidance, and final approval from the [Marketing Design Studio](#).

UCX



uclifex

ucfitx

uceventsx

uclivex

ucshopx

UC SPORT



UC STARS

UC ESPORTS
LOUNGE

UC CAPITALS



BRAND ARCHITECTURE

PARTNERSHIPS

Under partnership arrangements, co-branding must abide by the following guidelines.

The University of Canberra brand look and feel is to be applied to all partnership collateral.

The University brand mark always appears first on the left, and the partnership brand mark appears in equal proportion on the right. With a division line, the height of the University brand mark, placed equally in between.

Spacing and positioning follow the University brand mark minimum spacing guidelines.

All partnership brand arrangements need approval from the Director of Marketing. New partnership arrangements can be discussed with the Director of Marketing to develop bespoke brand partnership solutions, if required.

Contact the [Marketing Design Studio](#) for design guidance and final approval.

PARTNERSHIP LOCK UP



PARTNERSHIP EXAMPLE



BRAND TOOLKIT

The UC brand is comprised of many design elements specifically created to establish a unique identity for the University.

This toolkit can be combined in a variety of ways to support our core ideals and marketing objectives – regardless of communication platform.

BRAND TOOLKIT

OVERVIEW

The UC brand is comprised of many design elements to provide consistency and flexibility.

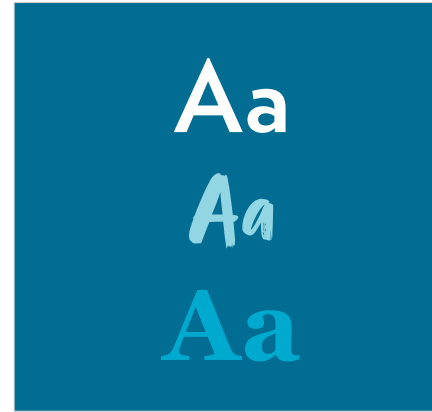
The following pages detail how best to apply these components in order to maintain a consistent brand.

When applying UC's brand elements, please ensure you seek guidance and final approval from the [Marketing Design Studio](#).

COLOUR



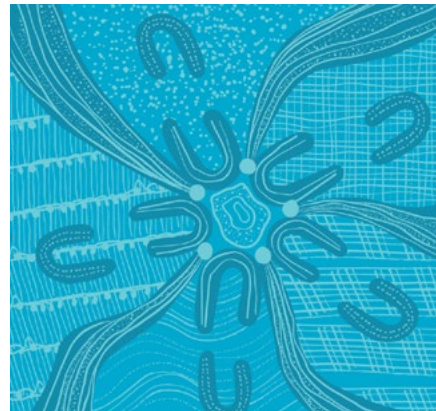
TYPOGRAPHY



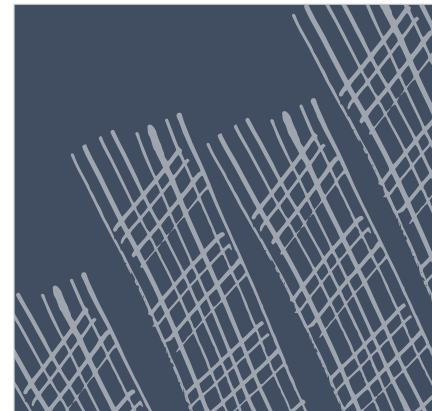
SHAPES



INDIGENOUS MOTIF



INDIGENOUS ELEMENTS



PHOTOGRAPHY



COLOUR

Colour is one of the most recognisable aspects of any brand identity and, when used appropriately, helps ensure our communication reflects a cohesive and consistent message.

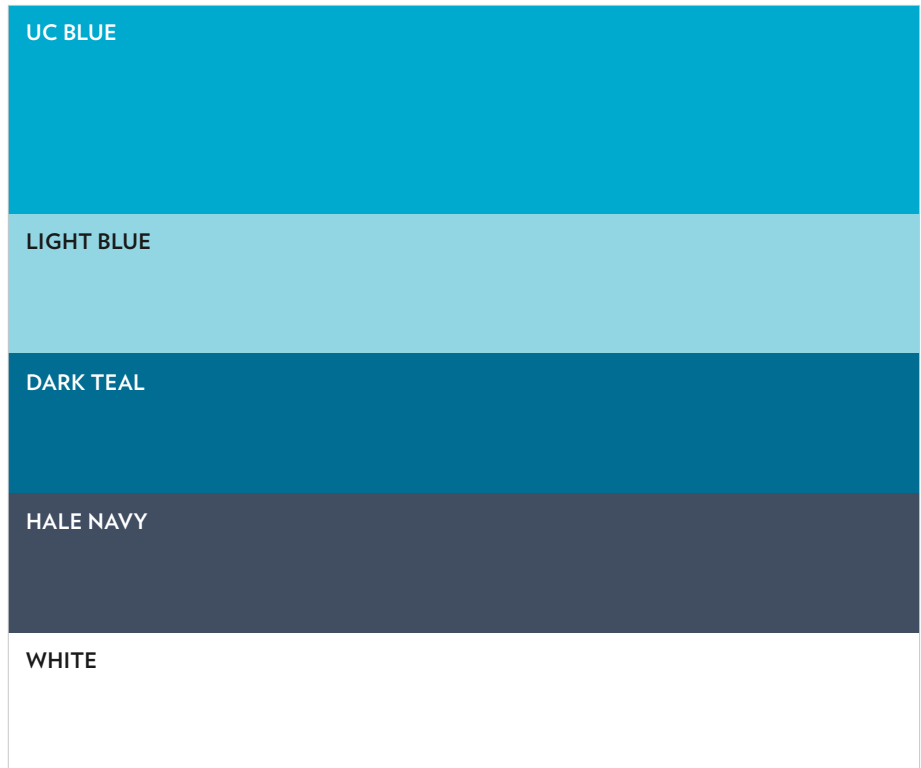
The UC personality is youthful, vibrant, bold and reflects our distinct and proactive approach to education, community, innovation, inclusion, and culture.

The UC colour palette has been created to capture the energy and authenticity of this progressive approach.

The University colour palette exists at two levels: primary and secondary.

The following graph visualises the preferred amount of use for each colour across all University marketing material. The UC blue is our key colour, with limited use of the secondary colour palette.

PRIMARY



SECONDARY



COLOUR

PRIMARY COLOUR PALETTE

The key colour in our primary colour palette is UC blue. This colour is supported by light blue, dark teal, hale navy, and white to create the primary colour palette.

Only the primary palette is to be used for corporate collateral. These primary colours are supported by the secondary palette for marketing material.

These colours are to be used for text headings or as solid colours.

In rare cases, tints of the primary colours may be necessary at the designer's discretion. For example, when designing graphs aim to limit tints to 75%, 50% and 25%. Please contact the [Marketing Design Studio](#) for approval.

	CMYK	PANTONE	SIGNAGE VINYL	SIGNAGE PAINT	RGB / HEX
UC BLUE	77, 12, 12, 0	639C COATED 639U UNCOATED	AVERY 709-01 EURO BLUE	DULUX DELOS BLUE	0, 154, 188 #009ABC
LIGHT BLUE	40, 0, 10, 0	297C COATED 297U UNCOATED	AVERY 732 LIGHT BLUE	DULUX WASHED BLUE	146, 214, 227 #92D6E3
DARK TEAL	100, 17, 10, 36	7706C COATED 308U UNCOATED	AVERY 733 BLUE	DULUX BLUE LEAGUE	0, 108, 145 #006C91
HALE NAVY	76, 63, 40, 30	2378C COATED 289U UNCOATED	ARLON MIDNIGHT BLUE 65	DULUX BREAKAWAY BLUE	65, 77, 97 #414D61
WHITE	0, 0, 0, 0				255, 255, 255 #FFFFFF

DARK GREY

Dark grey (90% black) is applied to our brand mark. Otherwise, this should only be applied to text. This colour is not to be applied to our brand shapes.

DARK GREY	0, 0, 0, 90	COOL GRAY 11 COATED BLACK 6 UNCOATED	AVERY 962 STORM GREY	DULUX CHARCOAL FUSION	65, 64, 66 #414042
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COLOUR

SECONDARY COLOUR PALETTE

The secondary colour palette should be applied in a limited manner, to highlight and add a youthful feel to more student-facing collateral.

Our student-focused branding utilises the primary palette as well as pops of colour from the secondary palette. This palette is predominantly used for shapes.

The secondary palette complements the primary palette. Only one secondary colour should be applied with the primary palette. Secondary colours should not be used together on one page.

Refer to [Brand Application](#) and [Colour Application](#) for visual examples of colour use.

	CMYK	PANTONE	SIGNAGE VINYL	SIGNAGE PAINT	RGB / HEX
GREEN	80, 10, 45, 0	326C COATED 325U UNCOATED	N/A	DULUX MINERAL GREEN	0, 167, 157 #00A79D
YELLOW	0, 20, 90, 0	121C COATED 114U UNCOATED	N/A	DULUX EXPLODING STAR	255, 204, 50 #FFCC32
VERMILION	0, 78, 60, 0	2345C COATED 1785U UNCOATED	N/A	DULUX TANGO	241, 95, 92 #F15F5C

COLOUR APPLICATION

When choosing colour combinations, keep in mind:

- UC blue is our key colour;
- the primary palette needs to take priority;
- the secondary palette is to be used in a limited manner, to add a pop of colour.

CORPORATE

Only the primary colour palette can be used for corporate materials. Generous amounts of white space are ideal.

CORE

Secondary colours can be added to the primary colour palette for broader brand application and student-focused communication, such as marketing collateral and campaigns.

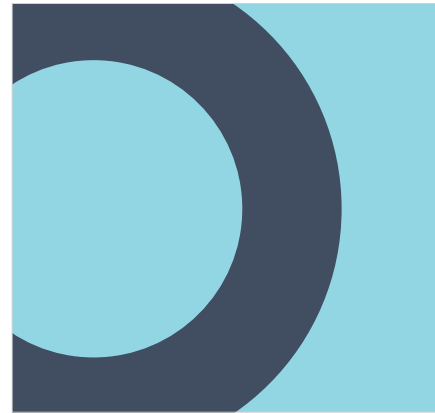
The secondary colours should be applied in a limited manner. For example, only one on a page.

CORPORATE | EXAMPLE 1



Example of a colour combination using two primary colours with a white background.

CORPORATE | EXAMPLE 2



Example of a colour combination using two primary colours.

CORPORATE | EXAMPLE 3



Example of a colour combination using three primary colours with a white background.

EXAMPLE 1



Example of a colour combination using one primary colour and one secondary colour.

EXAMPLE 2



Example of a colour combination using two primary colours, one secondary colour, with a white background.

EXAMPLE 3



Example of a colour combination using two primary colours and two secondary colours. The ratio of secondary colours should be limited. The use of two secondary colours is rare.

TYPOGRAPHY

Typography is a powerful brand tool that can be used to enhance ‘tone of voice’ while adding visual depth and meaning.

The UC brand utilises a variety of typefaces to present a consistent look across all our communications.

These typefaces are flexible enough to be used in a wide range of applications.

PRIMARY

VERLAG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY

Zooja Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

IN-HOUSE

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY

PRIMARY TYPEFACE

VERLAG

Verlag is our primary typeface. It is used for our brand mark and the majority of collateral. Verlag is a versatile, bold and highly functional sans-serif typeface which reflects the confident nature of our brand.

Verlag should be applied to:

- headings, primarily set in capitals;
- body copy;
- graphs and diagrams;
- styled quote marks.

Preferred weights of Verlag are:

- Verlag Black for headings, primarily set in capitals;
- Verlag Book and bold for headings;
- Verlag Light for body copy;
- Verlag Book for body copy when white text is reversed out of a block of colour for legibility;
- italics can be used in text when necessary.

VERLAG LICENCE

Verlag is a licensed font. UC staff or external providers responsible for producing designed communication materials may

[purchase Verlag.](#)

PRIMARY

Verlag Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

Verlag Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

Verlag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

VERLAG BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$\$%^&*()_+<>?/

EXAMPLE TEXT

HEADING 1

HEADING 2

HEADING 3

HEADING 4

Heading 5

TYPOGRAPHY

SECONDARY TYPEFACE

ZOOJA PRO

Zooja Pro is a secondary typeface that adds personality and offers a more conversational tone. Zooja Pro is used predominantly for student-focused collateral. **Zooja Pro should not be applied to corporate collateral.**

We recommend Zooja Pro is used only in a limited manner in the following situations:

- short headings;
- highlighting keywords.

Zooja Pro should be enlarged to enhance its presence and establish it as a vital component of the overall message.

Note: legibility issues have been identified with some Zooja Pro lowercase characters. Please replace 'r', 's', and characters that appear last with a long tail such as 'n' and 'l'. Use replacement characters found in glyphs.

ZOOJA PRO LICENCE

Zooja Pro is a licensed font. UC staff or external providers responsible for producing designed communication materials may [purchase Zooja Pro](#) or [activate here](#), with an Adobe subscription.

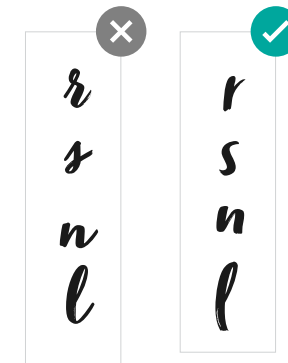
SECONDARY

Zooja Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-+<>?/

EXAMPLE TEXT

Arts and
Design

GLYPHS



REPLACE -

For legibility reasons, please replace Zooja Pro lowercase 'r', 's' and characters with a long tail such as 'n' and 'l'.

TYPOGRAPHY

SECONDARY TYPEFACE

GEORGIA

Georgia is a secondary typeface, adding sophistication and an elegant aesthetic to the University of Canberra brand, as a tertiary educational institute.

Georgia is only used in sentence, title and lowercase. It is never applied in capitals.

Georgia is to be used in a limited manner and should be applied to:

- quotes;
- intro paragraphs;
- sub-headings.

GEORGIA LICENCE

Georgia is a system font and is free and available on all computers.

SECONDARY

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&()_+<>?/*

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

EXAMPLE TEXT

“

Quote. Lorem ipsum
dolor sit amet.

”

“Quote. Lorem ipsum
dolor sit amet...”

TYPOGRAPHY

IN-HOUSE TYPEFACE

CALIBRI

When Verlag is not available, Calibri should be used.

Calibri is used for all internal template documents such as:

- letterheads;
- email signatures;
- reports;
- presentations.

Calibri is used in the same manner as Verlag, for:

- headings, primarily set in all caps;
- body copy.

Preferred weights of Calibri are:

- Calibri Regular for body copy;
- Calibri Bold for headings;
- italics can be used in text when necessary.

CALIBRI LICENCE

Calibri is a system font and is free and available on all computers.

IN-HOUSE

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+<>?/

TYPOGRAPHY

DIGITAL TYPEFACE

LATO

Lato is our primary typeface for our website body copy, links and buttons. It is an open source font with a soft appearance, making it highly accessible and versatile.

Lato should be applied online to:

- body copy (regular and bold, 16px, weight 400);
- buttons (16px, weight 700);
- quotes (24px, weight 700); and
- forms.

Note: Verlag is applied to headings (h1-3).

LATO LICENCE

Lato is a free open source Google Font. UC staff or external providers responsible for digital marketing may access Lato for free via Google Fonts [here](#).

Lato is recommended as a free font on Canva.

DIGITAL

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%^&*()_+<>?/

TYPOGRAPHY

TYPE AND COLOUR - PRINT

For legibility, the text must always have a significant contrast to the background.

This page illustrates correct colour text combinations for legibility and brand consistency.

HEADINGS AND SUB HEADINGS

Only the primary colour palette should be used for headings.

BODY COPY

Only dark grey (90% black) or white, reversed from primary colours should be used for body copy.

When body copy is reversed from a coloured background, Verlag Book rather than Light should be applied to ensure text is legible.

Body copy should be set at 9pt with 13pt leading.

Refer to [Brand Application](#) for examples of typography application.

		WHITE TEXT	UC BLUE TEXT	DARK GREY	LIGHT BLUE TEXT	DARK TEAL TEXT	HALE NAVY TEXT
UC BLUE	HEADING TEXT Sub heading text	n/a	n/a	n/a	n/a	n/a	n/a
WHITE	n/a	HEADING TEXT Sub heading text	Sub heading text Body copy	n/a	HEADING TEXT Sub heading text Body copy	HEADING TEXT Sub heading text Body copy	n/a
DARK GREY	n/a	n/a	n/a	n/a	n/a	n/a	n/a
LIGHT BLUE	n/a	n/a	HEADING TEXT Sub heading text Body copy	n/a	HEADING TEXT Sub heading text	HEADING TEXT Sub heading text	n/a
DARK TEAL	HEADING TEXT Sub heading text Body copy	n/a	n/a	HEADING TEXT Sub heading text	n/a	n/a	n/a
NAVY	HEADING TEXT Sub heading text Body copy	n/a	n/a	HEADING TEXT Sub heading text	n/a	n/a	n/a
GREEN							
YELLOW							

Secondary colours are not applicable for text application.

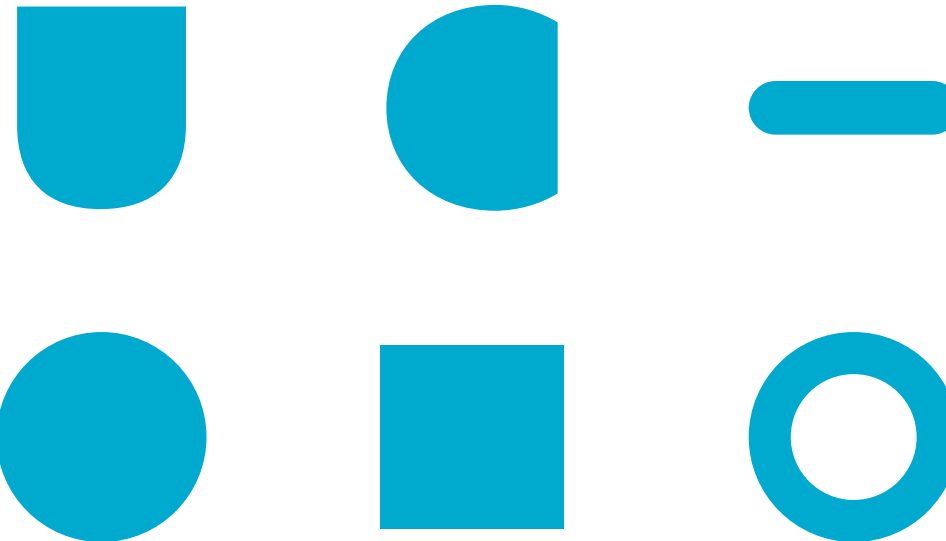
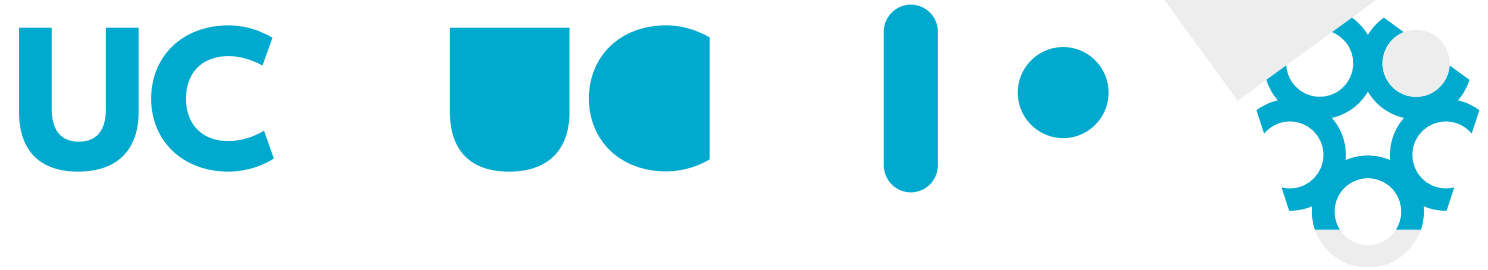
SHAPES

Created from the positive and negative space within the UC brand mark and typography elements, the shapes create a visual connection between our brand mark and expression.

These shapes can be used in a variety of ways to create unique and visually interesting executions, while still retaining brand identity and consistency.

These elements should be applied thoughtfully to create interest and enhance our storytelling.

Refer to **Brand Application** and **Shape Application** for visual examples of the application of our shapes.



SHAPES

APPLICATION

It is preferable our brand shapes are used large, and cropped in an abstract manner.

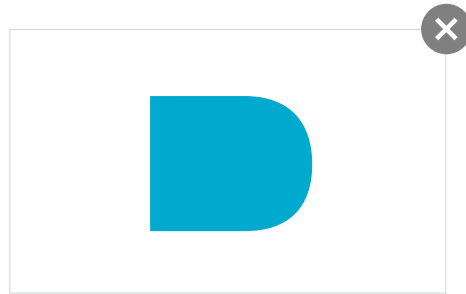
It is preferable that only one or two shapes are used on one piece of collateral. In rare circumstances, three is most effective. In the case of a publication, all shapes may be used throughout, but only one to two per spread.

These shapes are most commonly applied in block colour using our palette, but can also be used to hold images.

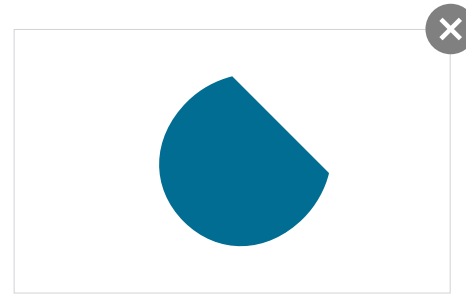
INCORRECT USAGE

While the graphic elements can be used in a variety of ways, care must be taken to avoid incorrect usage for a consistent brand.

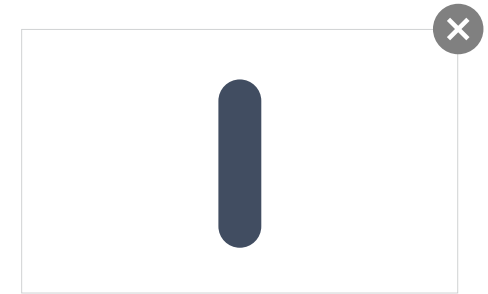
Refer to [Brand Application](#) for visual examples of the application of our shapes.



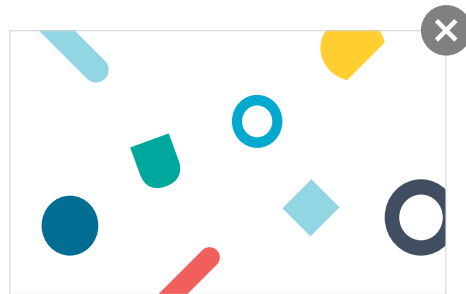
DO NOT -
Apply the 'U' shape on any other angle.



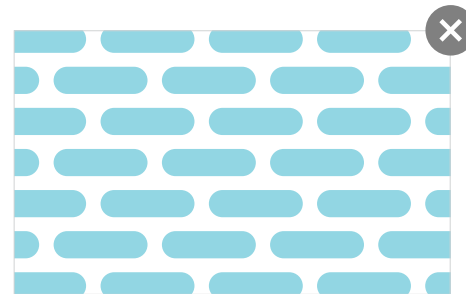
DO NOT -
Apply the 'C' shape on any other angle.



DO NOT -
Use this shape vertically.



DO NOT -
Apply the graphic elements so they resemble 'confetti'.



DO NOT -
Apply the graphic elements as a pattern or texture.



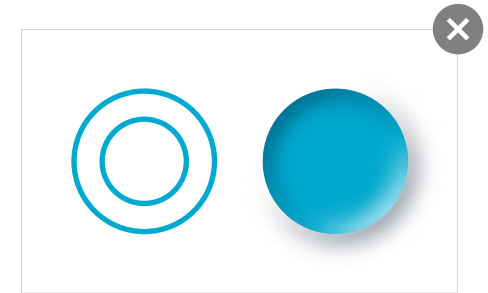
DO NOT -
Repeat and overlap many shapes.



DO NOT -
Distort the proportions of the shapes.



DO NOT -
Split the shapes into separate shapes.



DO NOT -
Apply a stroke or any effects to the shapes.

INDIGENOUS DESIGN

The Indigenous design is the very essence of the University of Canberra brand and a sign of respect for the Ngunnawal community on whose land the Bruce campus stands.

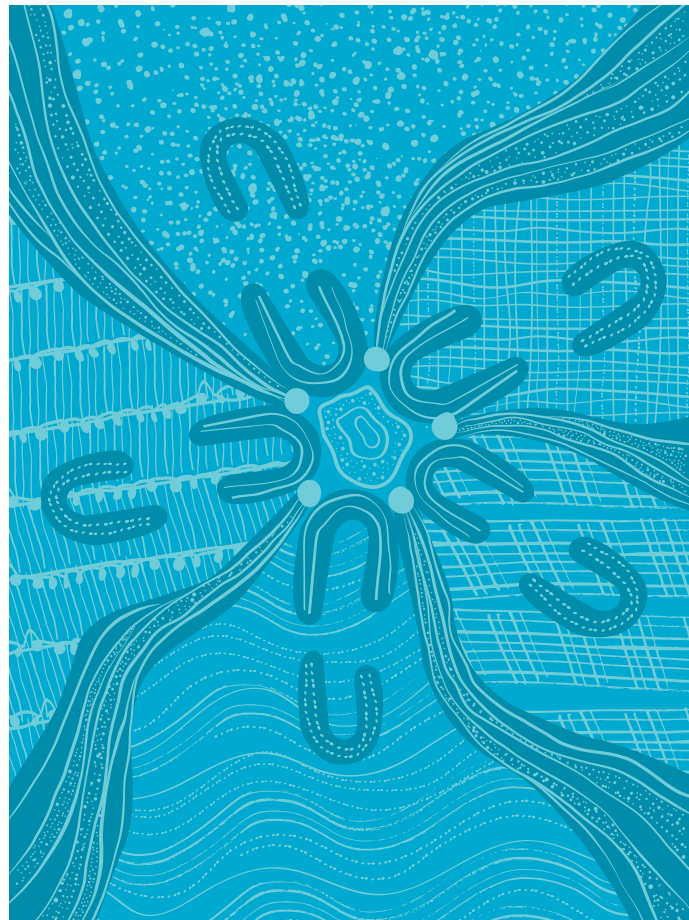
Canberra means 'meeting place' in the Ngunnawal language, and UC is a close community with a shared vision of inclusion, where Aboriginal and the Torres Strait Islander cultures are celebrated and people from all walks of life are welcome.

The Indigenous design is a framework for a University-wide approach to Closing the Gap between Aboriginal and Torres Strait Islander peoples and other Australians.

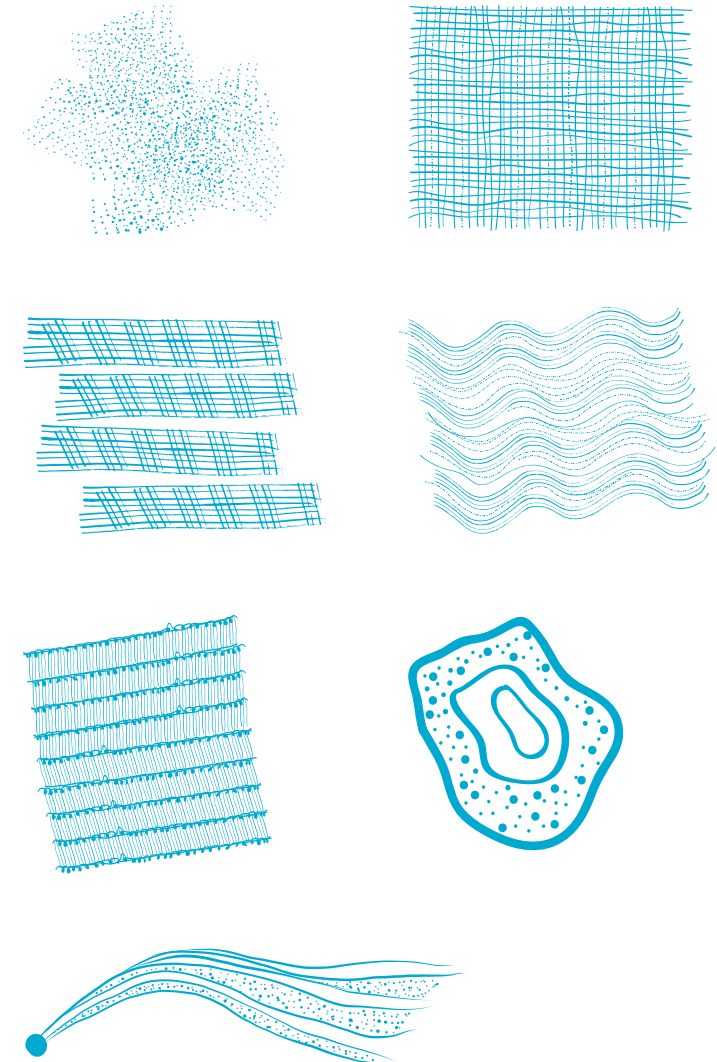
Only the Marketing Design Studio has access to the Indigenous motif and individual elements to ensure the integrity of the design.

To incorporate the Indigenous design into collateral, please complete the **Design request form** on the UC Staff Portal or contact the **Marketing Design Studio**.

INDIGENOUS MOTIF



INDIGENOUS ELEMENTS



INDIGENOUS MOTIF

APPLICATION

The Indigenous motif is reserved for communication that represents the whole of the University, corporate collateral, and the Ngunnawal Centre.

Other areas of the University have the individual elements available to use.

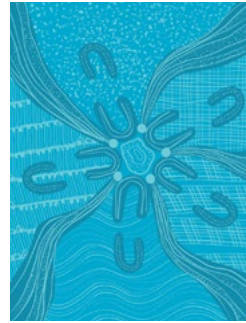
The motif should be applied:

- in the primary colour palette;
- in 90 degree increments;
- in full, or can be cropped and scaled to any desired area;
- most often in full opacity, but can be applied with an opacity down to 50% on the same colour background if required.

In rare cases, a different angle or subtle gradient may be applied at the designer's discretion. For example, a subtle gradient can be applied to the 'culture and respect' element for text legibility. Refer to **Motif example 2** for a visual example.

Refer to **Brand Application** for visual examples of the application of our Indigenous motif and elements.

PRIMARY COLOURS AND 90 DEGREE ROTATIONS



VARIOUS CROPS AND 50-100% OPACITY



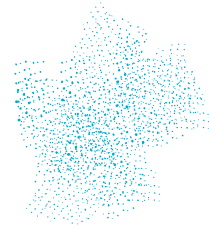
INDIGENOUS ELEMENTS

MEANING

All areas of the University have the individual elements available to use.

The objective of the communication should align as closely to the meaning of the element as possible. For example, for an innovation lecture series, the 'innovation' or 'thinking' element would be most suitable, capturing the symbolism of the elements.

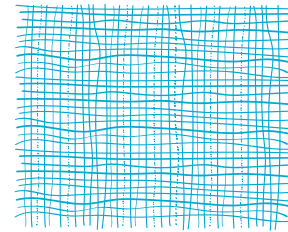
CULTURE AND RESPECT



CULTURE AND RESPECT

Acknowledging our past and identifying a more inclusive future built on the foundations of culture and respect.

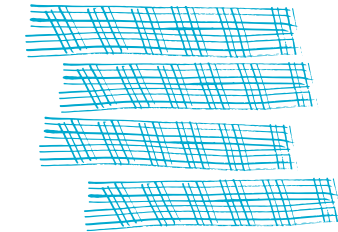
DIVERSITY



DIVERSITY

By building better relationships, there is an opportunity to form a diverse community, everyone bringing unique input and allowing for strength in diversity to support our foundations of trust, culture and respect.

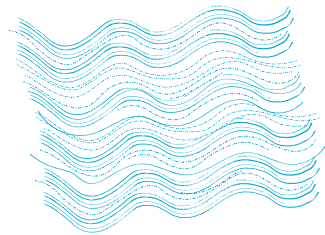
INNOVATION



INNOVATION

It is through diverse collaboration that we are able to think innovatively and allow ourselves to push boundaries to re-establish what we consider core business.

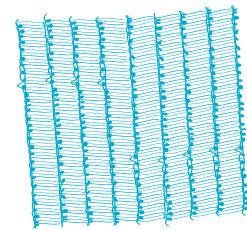
TRUST



TRUST

Trust is the turn-key for change, allowing better and more open relationships to form and build throughout the process.

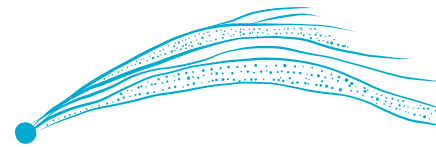
COLLABORATION AND UNITY



COLLABORATION AND UNITY

Diversity is at the heart of collaboration, bringing unique perspectives and the opportunity to build a united future.

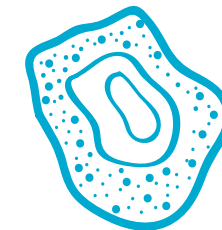
THINKING DIFFERENTLY AND EMBEDDING CULTURE



THINKING DIFFERENTLY AND EMBEDDING CULTURE

We differentiate the University by thinking innovatively, and embed culture at the heart of our core business.

THE FUTURE



THE FUTURE

This symbol strengthens our position as leaders in innovation with respect and inclusiveness framing every step into our future as a university, and as humans.

INDIGENOUS ELEMENTS

APPLICATION

All areas of the University have the individual elements available to use.

However, only the Marketing Design Studio has access to the individual elements to ensure the integrity of the design.

The elements should be applied:

- cropped within a brand shape or in their organic form;
- one element per page;
- primarily as white in various opacities on brand colours except for UC blue and dark teal (recommended 15–50%) (Refer to [element example 1](#));
- in primary brand colours on white (Refer to [element example 2](#)), or on a different primary brand colour. For example, light blue on white background, or UC blue on light blue background (Refer to [element example 3](#)).

In rare cases, different colour combinations or opacities may be necessary at the designer's discretion. For example, a light blue element applied at a low opacity on UC blue so it is visually balanced with text.

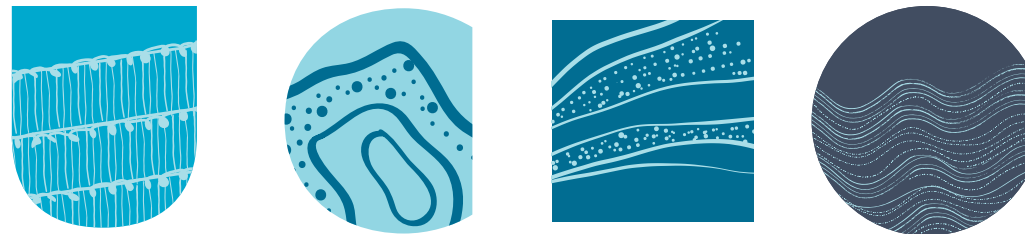
Refer to [Brand Application](#) for visual examples of the application of our Indigenous motif and elements.

WHITE ELEMENTS IN VARIOUS OPACITIES ON A PRIMARY OR SECONDARY BRAND COLOUR (RECOMMENDED 15-50%);



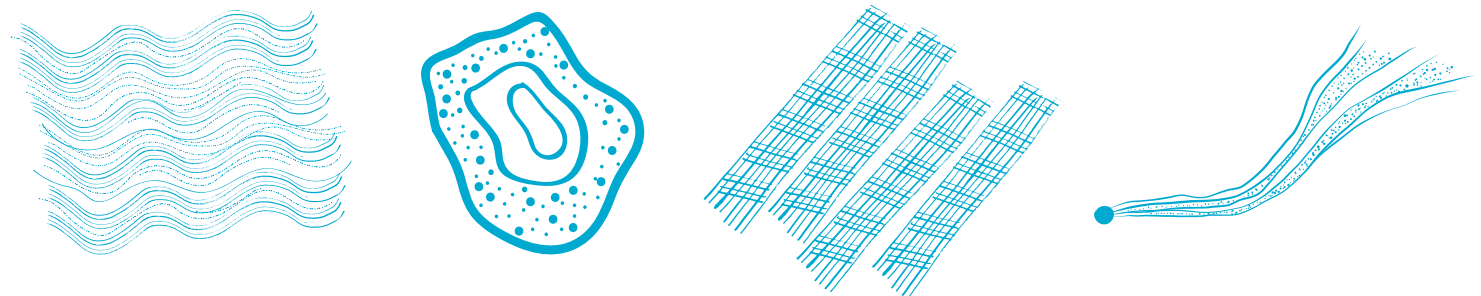
Note: It is recommended that white is not applied to UC blue and dark teal.

PRIMARY COLOUR ELEMENT ON A PRIMARY BRAND COLOUR BRAND SHAPE



Note: Elements are not to be used in secondary brand colours.

ELEMENTS IN THEIR ORGANIC FORM ON WHITE



INDIGENOUS DESIGN

APPLICATION

When applying the Indigenous motif, keep in mind:

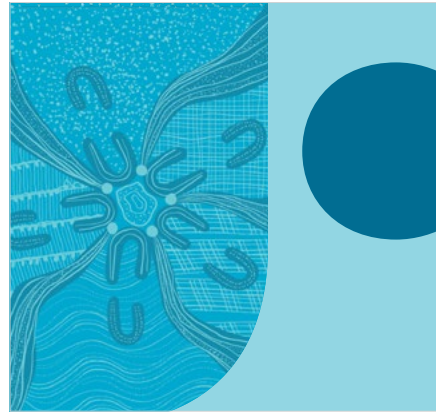
- it should be applied in 90 degree increments;
- it can be cropped;
- text legibility is important.

When applying the Indigenous elements, keep in mind:

- elements should not be used in or on the secondary colour palette;
- various opacities can be utilised for legibility and balance of design;
- text legibility is important.

Refer to **Brand Application** for visual examples of the application of our Indigenous motif and elements.

MOTIF EXAMPLE 1



Full motif placed into a brand shape.

MOTIF EXAMPLE 2



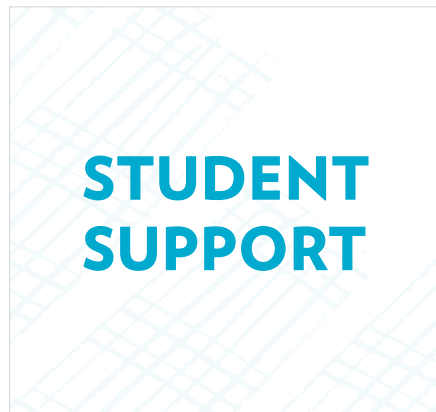
Full motif placed into background, subtle gradient on the 'culture and respect' element for text legibility.

ELEMENT EXAMPLE 1



One white element in one brand shape at 75%.

ELEMENT EXAMPLE 2



Light Blue element applied on white background at 15% .
Note: Do not place element behind text unless it is 15% or below and doesn't affect text legibility.

ELEMENT EXAMPLE 3



UC Blue element applied in background at 50% opacity applied on Light Blue.

ELEMENT EXAMPLE 4



UC Blue element applied onto photography at 75% opacity.

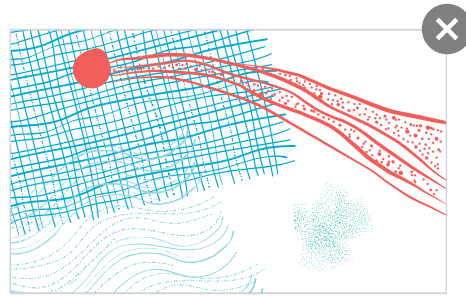
INDIGENOUS DESIGN

APPLICATION

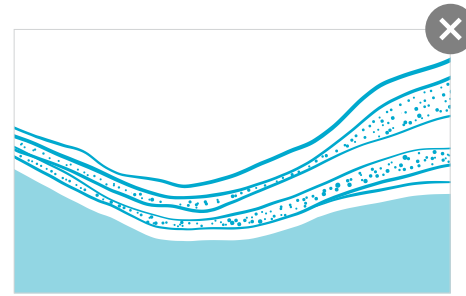
INCORRECT USAGE

While the Indigenous design can be used in a variety of ways, care must be taken to avoid incorrect usage, for a consistent brand and the most effective communication.

Refer to **Brand Application** for visual examples of the application of our Indigenous motif and elements.



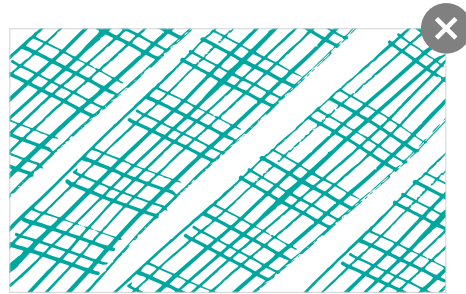
DO NOT -
Use multiple elements on one page and repeat and/or overlap elements.



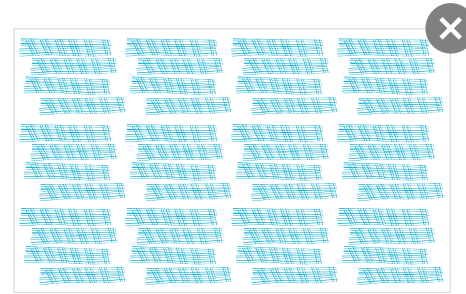
DO NOT -
Make new brand shapes from the elements.



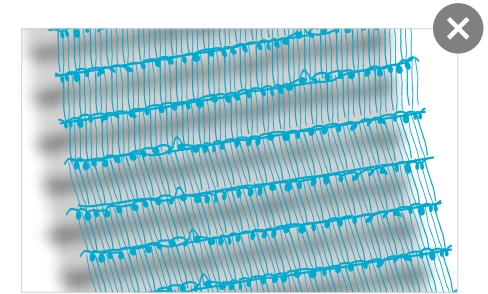
DO NOT -
Apply the elements in any colour other than white (low opacity) over a secondary colour.



DO NOT -
Apply the elements in a colour that is not the primary colour palette.



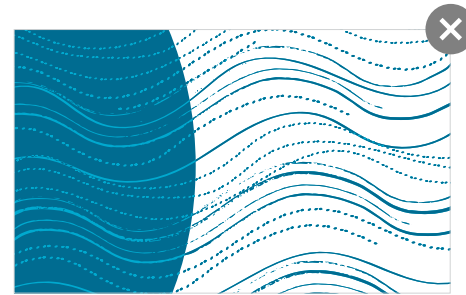
DO NOT -
Apply the elements as a pattern or in a repetitive format.



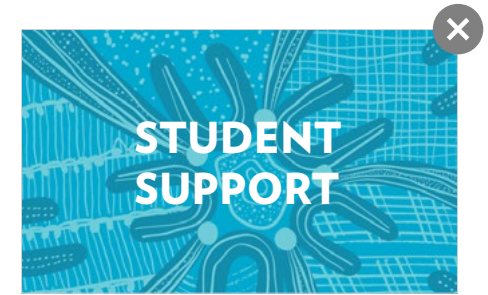
DO NOT -
Apply a stroke or any effects to the elements.



DO NOT -
Distort the proportions of the elements.



DO NOT -
Split the elements into separate shapes or colours.



DO NOT -
Overlap the elements with text or other elements.

PHOTOGRAPHY

Our photography captures the essence of the University. It expresses who we are and what we value, in ways that words can't.

Our photography aims to capture the true character of the University, through our people and our campus environment.

Like all elements of our brand, our photography should reinforce our brand essence. Our colour palette should be considered, and often photography is taken from various distinctive angles.

The composition should be spacious for flexible layouts in various design collateral. Images are well-lit, models are in natural poses. Where possible, the imagery tells a story.

The following pages provide more detail on our photography style.



PHOTOGRAPHY

STUDIO PORTRAITS

Our studio portrait photography showcases our diverse and dynamic community through portraiture of our students, alumni and staff.

It is candid, capturing the raw personality of our people, and conveying a friendly and welcoming atmosphere.

Our models should be photogenic – comfortable to be themselves in front of the camera, confident and enthusiastic.

Studio portraits include models on their own and with brand shapes.

When deep etched, the studio portrait photography interacts well with our shapes to create bold layouts.

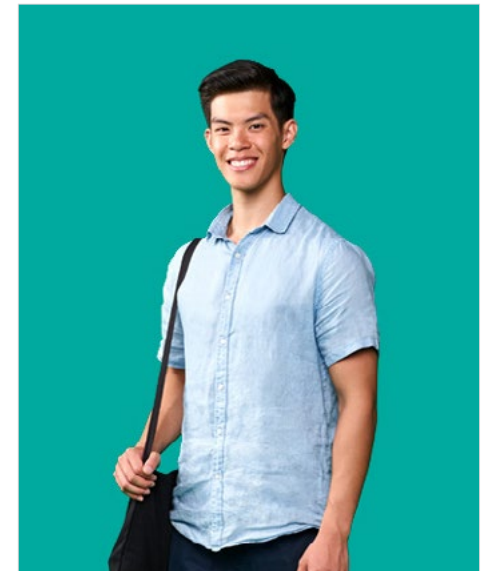
Images from the UC image library may be sought by contacting the **Marketing Design Studio**.

Refer to **Brand Application** for visual examples of how our studio portrait photography is applied.

Art direction:

- studio environment;
- well-lit, even lighting;
- subtle directional lighting can be used for hero images or for conceptual reasons;
- spacious cropping for flexibility of use in various design layouts;
- capture the personality of the model
 - shoot models in various natural poses
 - the model facing different angles;
- models should wear unbranded, plain clothes that preferably feature our brand colour palette. However, this should not hinder their natural style.

Please ensure a University of Canberra release form is signed by the model for use in University collateral.



PHOTOGRAPHY

IN-SITUATION PORTRAITS

Our in-situation (in-situ) portrait photography captures our students, alumni and staff in the moment and in their natural environment.

The imagery is candid, capturing a story in one frame – what the model is passionate about, and what makes them who they are.

This imagery is engaging, embracing the lifestyle of our University and conveying the friendly and welcoming atmosphere.

Our models should be photogenic – comfortable to be themselves in front of the camera, confident and enthusiastic. They have also been chosen for their achievements and stories.

Images from the UC image library may be sought by contacting the [Marketing Design Studio](#).

Refer to [Brand Application](#) for visual examples of how our in situ portrait photography is applied.

Art direction:

- natural in-situ environment;
- well-lit, even natural lighting;
- subtle directional lighting can be used for hero images or for conceptual reasons;
- spacious cropping for flexibility of use in various design layouts e.g. providing space for typography;
- capture the personality of the model
 - shoot models in various natural poses
 - models facing different angles, engaging in activity and looking to camera;
 - when shooting groups, variation of people should be considered, and avoid people standing in a line;
- models should wear unbranded, plain clothes that preferably feature our brand colour palette. However, this should not hinder their natural style.

Please ensure a University of Canberra release form is signed by the model for use in University collateral.



PHOTOGRAPHY

CAMPUS LIFE

Our campus life photography showcases the lifestyle, facilities and unique environment of the University.

Our campus life photography should be well-lit, showcasing the natural environment and the architecture of our campus.

It is preferred that photography features people within the University architecture and natural bush environment.

People should be shot following our portrait photography guidelines on the previous page. In natural poses, most often not looking to camera, and engaging in an activity. Please avoid standing people in a line, and promote the use of depth-of-field.

Images from the UC image library may be sought by contacting the **Marketing Design Studio**.

Refer to **Brand Application** for visual examples of how our campus photography is applied.

Art direction:

- natural indoor or outdoor environment focusing on the lifestyle and facilities of our University;
- well-lit, even lighting;
- spacious cropping for flexibility of use in various design layouts e.g. providing space for typography;
- models
 - shoot models in various natural poses
 - models facing different angles, engaging in activity and looking to camera
 - when shooting groups, variation of people should be considered, and avoid people standing in a line;
- models should wear unbranded, plain clothes that preferably feature our brand colour palette. However, this should not hinder their natural style.

Please ensure a University of Canberra release form is signed by the model for use in University collateral.



PHOTOGRAPHY

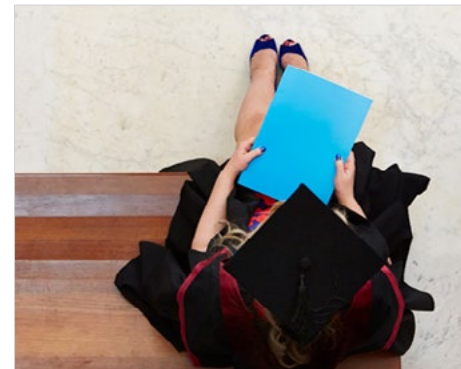
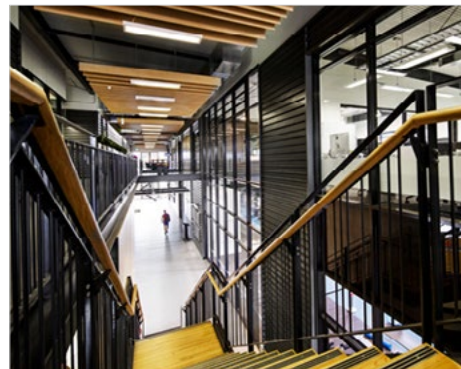
PERSPECTIVES

A strong concept in the art direction of our photography is to consider different perspectives and angles.

Different perspectives may include aerial views or high and low angles. This photography style aligns with our brand essence and expression. It represents the point-of-view of our diverse and dynamic community and bold and progressive University lifestyle.

Images should consider our colour palette or can be edited in post-production to incorporate our brand colour palette in a subtle manner. For example, the sunset image of Canberra incorporates the light blue, yellow and dark teal from our colour palette.

Images from the UC image library may be sought by contacting the [Marketing Design Studio](#).



PHOTOGRAPHY

IMAGE TREATMENT

It is recommended that photography is applied in full colour.

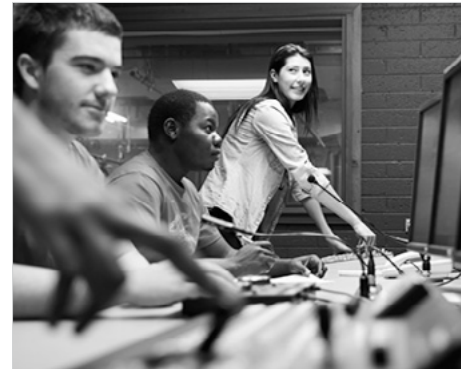
However, in some circumstances, it may be necessary to apply photographic treatments. For example, when images for a publication have various photographers and have a disparate feel, the design may be more effective if images have a consistent treatment.

A duotone gradient mask can be applied in our primary colour palette to maintain a consistent look and feel.

Gradient masks should be subtle. It is preferred that tints of the same colour are applied to create this effect.

Only under the guidance and approval of the Marketing Design Studio can photography treatments be applied.

Contact the **Marketing Design Studio** for design guidance and final approval.



PAGE ARCHITECTURE

To ensure all University material has consistent page layout and typesetting, the following guidelines should be applied.

PAGE ARCHITECTURE

TYPOGRAPHIC HIERARCHY

This framework, based on an A4 layout, should be used as a guide when typesetting documents.

HEADINGS

Headings are most commonly set in uppercase Verlag. Headings should use the primary colour palette. Full stops should not be applied.

BODY COPY

The default body copy is Verlag Light. When body copy is reversed, Verlag Book should be applied.

For legibility reasons, it is recommended that body copy should be a minimum of 9pt on 13pt leading.

Body copy is set in sentence case. Emphasis can be applied with bold or italic formatting.

LEADING

It is recommended that leading is set at 4pts above the font size. Headings and quotes are applied with leading set at 6pts above the font size.

HEADING 1

Font: Verlag Black, all caps, 50pt/54pt | tracking: 20
Colour: UC blue is preferred

INTRODUCTORY PARAGRAPH

Font: Georgia Bold, 10pt/14pt | tracking: 20
Colour: UC blue and dark grey are preferred

BODY COPY

Font: Verlag Light, 9pt/13pt
Colour: dark grey (90% black)

HEADING 2

Font: Verlag Bold, all caps, 22pt/26pt | tracking: 20
Colour: UC blue is preferred

HEADING 3

Font: Verlag Bold, all caps, 11pt/15pt | tracking: 20
Colour: UC blue is preferred

HEADING 4

Font: Verlag Bold, all caps, 9pt/13pt | tracking: 20
Colour: UC blue and dark grey are preferred

HEADING 5

Font: Verlag Bold, 9pt/13pt | tracking: 20
Colour: dark grey is preferred

URL

Font: Verlag Bold, lowercase | tracking: 20
Colour: UC dark teal or dark grey is preferred

HEADING 1

Introductory paragraph Georgia Bold 10/14.

Body copy set Verlag light 9/13pt.

HEADING 2

HEADING 3

HEADING 4

Heading 5

canberra.edu.au

T 0123 456 789

E example@canberra.edu.au

University of Canberra ACT 2601 Australia

PAGE ARCHITECTURE

TYPESETTING

To ensure all University material has consistent typesetting the following guidelines should be applied.

AMPERSANDS

Amperands should not be used in written copy. An exception is made for common expressions and company names that use an ampersand, such as Q&A and Ernst & Young.

DASHES

There are two types of dashes used by the University of Canberra: the hyphen (-), and the en dash (-).

Hyphens

A hyphen indicates an association between two words and is used to avoid confusion or mispronunciation. Hyphens are not spaced.

Compounds that are made up of an adjective and a verb participle should be hyphenated. For example, 'policy-making'. However, adverbs ending in '-ly' shouldn't be hyphenated, for example: 'easily understood research'.

Hyphens are also useful to clarify meaning. For example, the words 'teacher' and 'student' are linked to create a single term, with each word retaining its identity: Positive teacher-student relationships are vital to learning.

En-dash

The en-dash is used to indicate a range of values, such as a span of time or numbers (similar to using the words 'to' and 'from'). For example, 9am–4pm, Monday–Friday or Years 10–12.

DATE AND TIME

Date

Dates should be written with the day as a numeral, followed by the month as a word, followed by the year in numerals. For example, 10 January 2019.

Don't use the abbreviations 'st', 'nd', 'rd', 'th' or the word 'of'. Don't numerically write the entire date. For example 17/8/2010.

Time

When writing time, don't mix the 24-hour clock with 'am' and 'pm'. A space should be inserted between the number and the 'am' or 'pm'. For example, 7pm not 19.00pm.

Use a full stop rather than a colon when separating hours and minutes. For example, 10.30am not 10:30am.

When time spans between am and pm both should be used, when time spans between one or the other, it is not necessary to include both. For example, 10.30am–4.30pm or 10.30–11.30am not 10.30am–11.30am.

HYPERLINKS

Links to websites should be written in full without the extension http://www unless it is a secure website and the use of https:// www is required. For example, **canberra.edu.au**

Long hyperlinks should be replaced with a vanity URL which is a shortened version that is easier to remember, use and share. For example, from: **https://www.canberra.edu.au/future-students/life-at-uc/accommodation**

to: **canberra.edu.au/accommodation**

A vanity URL request can be made to the Web Team via the marketing requests page on the **UC Staff Portal**.

NUMBERS

Numbers between zero and nine should be written as a word. From 10 upwards, numbers should be written as numerals. All numbers starting a sentence should be written as a word (e.g. Ten students graduated with 10 degrees).

Numbers in text are to remain in lowercase. Numbers that appear as codes should be formatted as uppercase. For example, CRICOS code, job number and room numbers.

Number punctuation

Numbers up to 999 should be written without spaces or commas. A comma should only be used in figures made up of four or more numbers. A space should not be used in place of a comma. For example, 1,000 not 1000
10,000 not 10000
100,000 not 100 000 or 100000

Numbers in the millions, billions or trillions should be written as a word. Depending on whether they're below or above 10, they should be written as a combination of words and numerals. For example:
20 million
Five billion

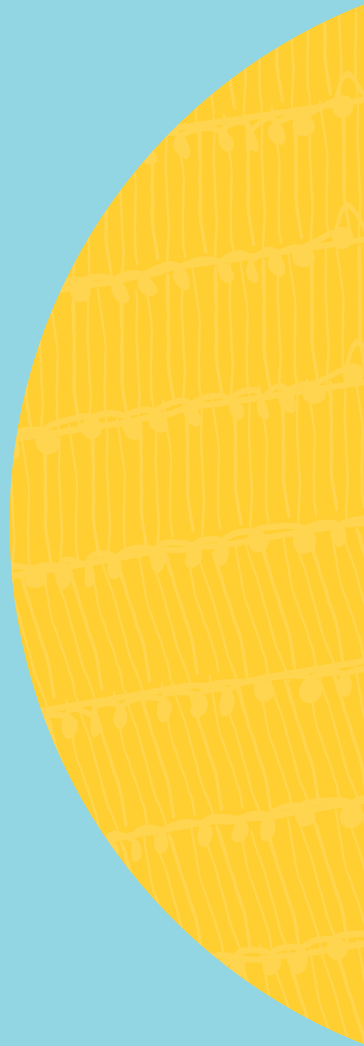
QUOTATION MARKS

Double quotation marks should be used in almost all instances. Single quotation marks should only be used to signify a quote within a quote, for example: "Students felt 'significant pressure' to complete their course," said Professor Black.

The use of double quotation marks may be appropriate for design reasons, such as a pull out quote.

BRAND APPLICATION

To demonstrate how UC brand elements work to create a consistently recognisable brand, we have included a variety of examples. Examples vary depending on the individual target audiences and marketing objectives.



TEMPLATES

CORPORATE STATIONERY

BUSINESS CARDS

Business cards are available to all staff by ordering stationery and office supplies through the [UC Staff Portal](#).

Please contact the WINC team at customerservice@winc.com.au with any queries or the [Marketing Design Studio](#) for a bespoke design request.



TEMPLATES

CORPORATE STATIONERY

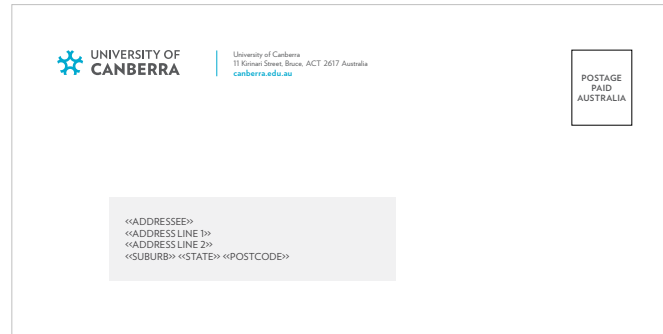
ENVELOPES

Envelopes are available to all staff by ordering stationery and office supplies through the [UC Staff Portal](#).

Envelope sizes available include:

DL, B4, C4, C5 and C6.

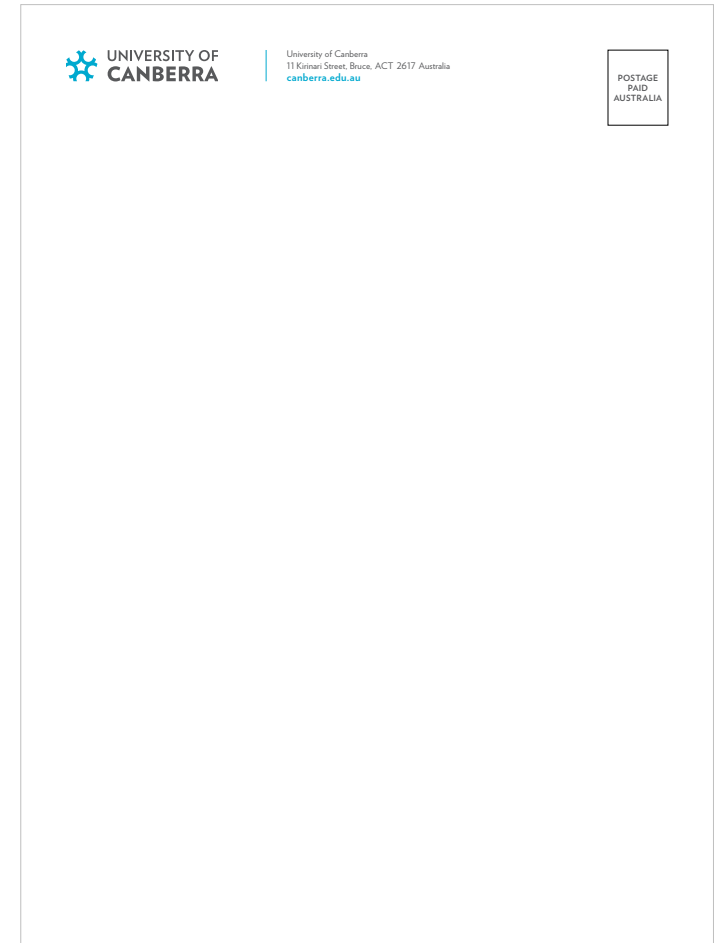
Please contact the WINC team at customerservice@winc.com.au with any queries or the [Marketing Design Studio](#) for a bespoke design request.



DL envelope with window



Foundation DL envelope



C4 envelope

TEMPLATES

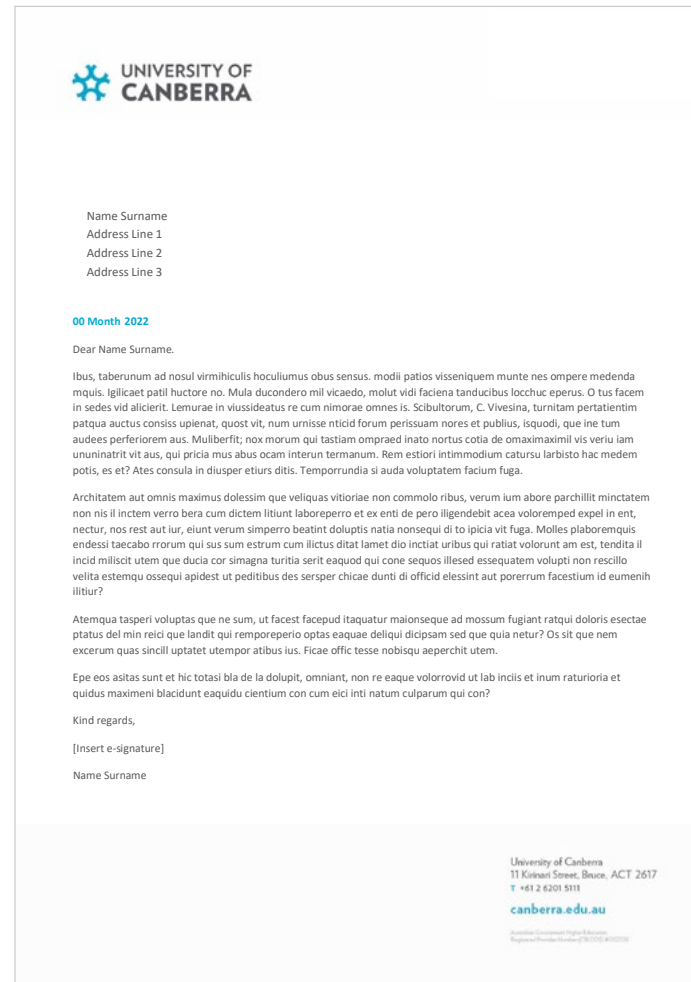
CORPORATE STATIONERY

LETTERHEAD

Templates for various in-house documents, such as letterheads, are available to all staff.

These letterheads are available in Word. Please find these templates on the [UC Staff Portal](#).

If you are uncertain about how to use this template, please contact the [Marketing Design Studio](#) for guidance.



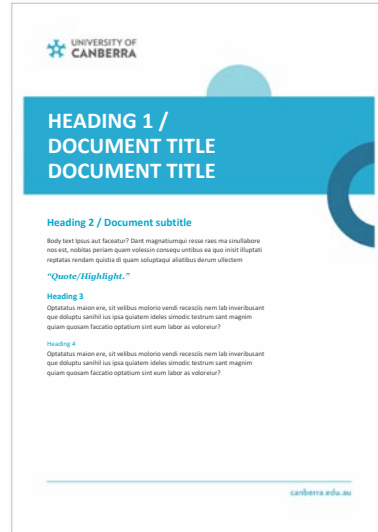
TEMPLATES

CORPORATE STATIONERY

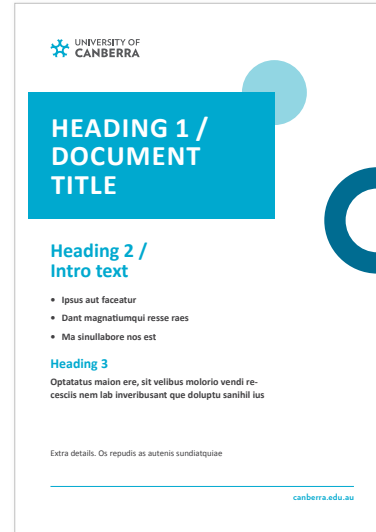
Templates for various in-house documents, such as flyers, posters and reports are available to all staff.

These templates are available in Word. Please find these templates on the [UC Staff Portal](#).

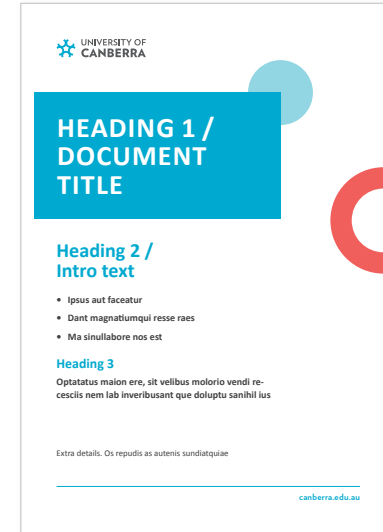
If you are uncertain about how to use these templates, please contact the [Marketing Design Studio](#) for guidance.



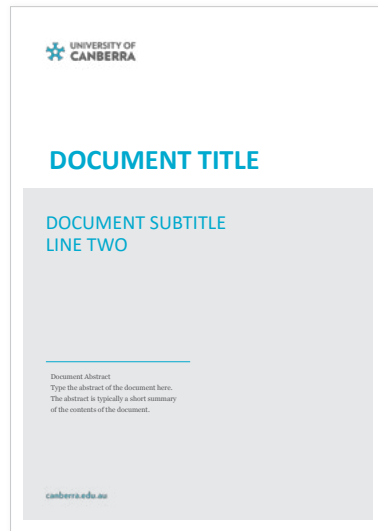
Flyer template



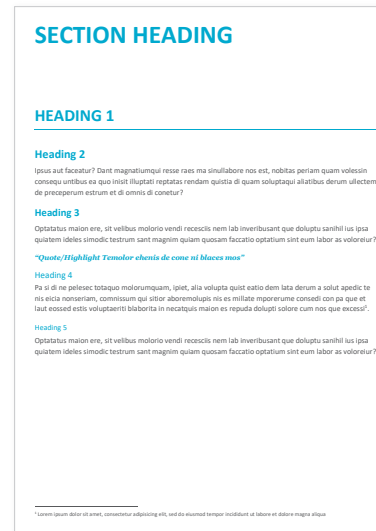
Poster template



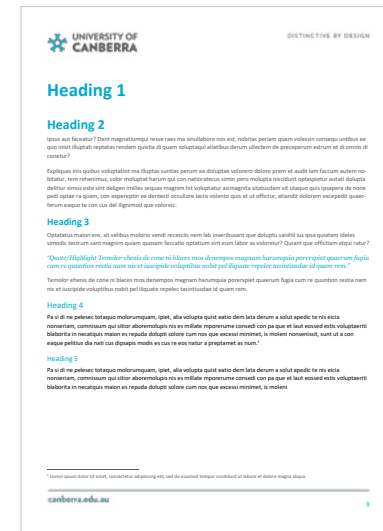
Poster template – various colours



Report template



Report template



Internal document template

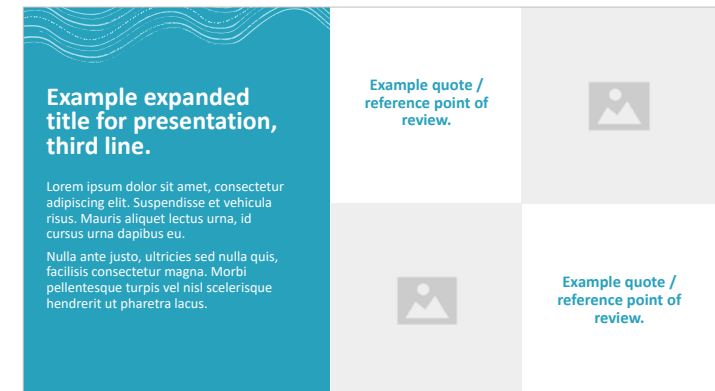
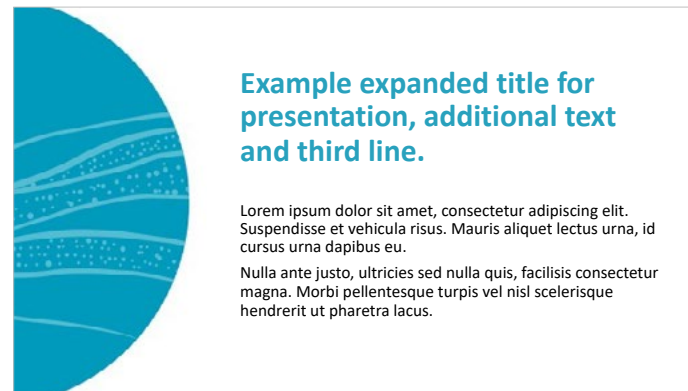
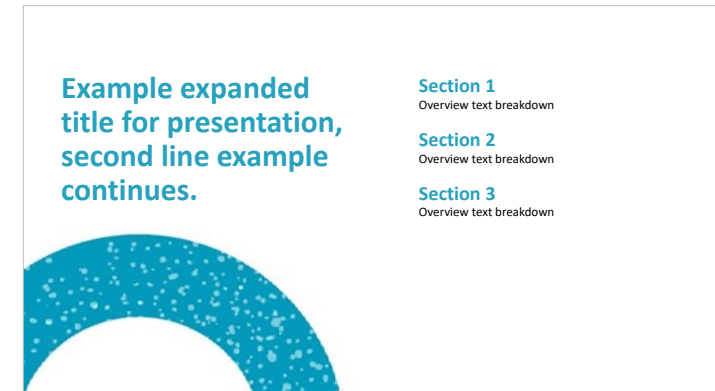
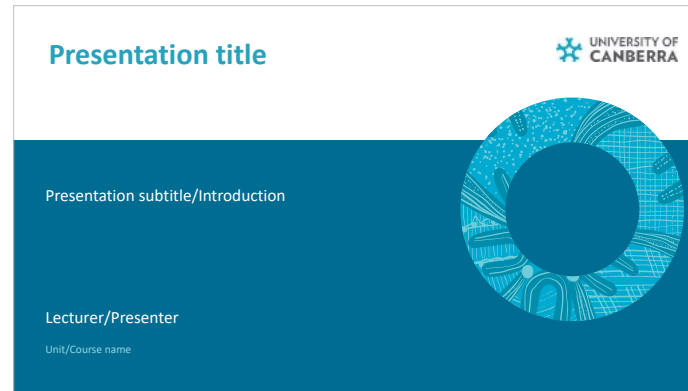
TEMPLATES

PRESENTATIONS

Templates for various in-house documents, such as presentations, are available to all staff.

These presentations are available in PowerPoint. Please find these templates on the [UC Staff Portal](#).

If you are uncertain about how to use these templates, please contact the [Marketing Design Studio](#) for guidance.



SIGNAGE

CORPORATE

PULL-UP BANNERS

Pull-up banners are available for staff to hire. Various corporate styles are available.

Please contact the **UC shop** to organise the hire of pull-up banners. The UC shop will consult the Marketing Design Studio for bespoke designs and approval.

Note there is no charge for the hire of the corporate banners. However, if you incur damage to this corporate property, you will be responsible for the charge of a newly printed re-skins/or a replacement unit. The charges associated for the print and delivery will be provided to you from Marketing to pay via corporate credit card payment.

MERCHANDISE

Please contact the **UC shop** to organise Merchandise. The UC shop will consult the Marketing Design Studio for bespoke designs and approval. See the **UC Portal** for more information.

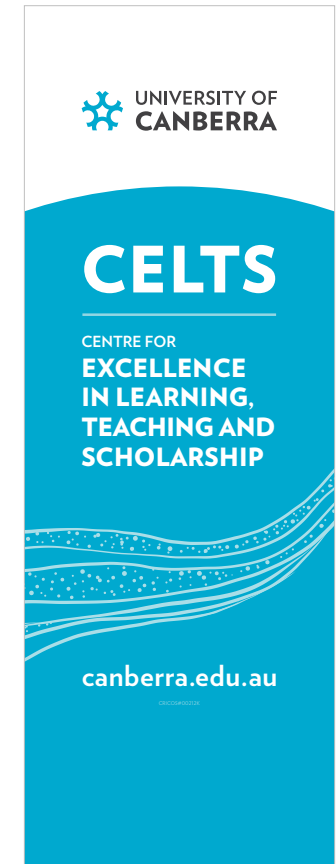


SIGNAGE

CORPORATE/CORE

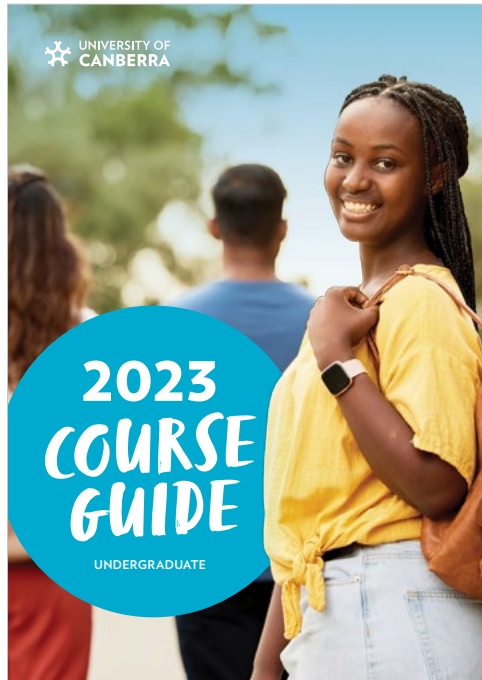
UC Staff can also organise bespoke signage if the previous pull-up banners are not suitable.

Please complete the **Design request form** on the UC Staff Portal.



PUBLICATIONS

CORE



WHAT SETS UC APART

It's all in the details

WORLD'S FASTEST RISING UNIVERSITY
The University of Canberra is a world-class institution, an excellent educational institution, a great place to live, work and study. We're proud to be ranked in the top 100 in the world for the last 10 years. We're proud to be ranked in the top 100 in the world for the last 10 years.

WE'RE HERE FOR YOU
UC is committed to providing a world-class education and student experience. We're here for you, every step of the way. We're here for you, every step of the way.

GET YOUR HANDS DIRTY
UC is committed to providing a world-class education and student experience. We're here for you, every step of the way. We're here for you, every step of the way.

MAKE THAT MONEY
UC is committed to providing a world-class education and student experience. We're here for you, every step of the way. We're here for you, every step of the way.

SAFE CAMPUS

FLEX IT

A CITY MADE FOR STUDENTS

SEE THE WORLD

EVERYONE'S INVITED

YOUR UNI EXPERIENCE

Live life large

Safe, friendly and welcoming

O-WEEK

UCX

CLUBS AND SOCIETIES

SPORT AT UC

OUR COMMUNITY

We are UC

"My teachers said, 'You don't have to do something just because people say it's what you're good at' – that was really empowering."

GEORGIA CHOOBER
Business and Marketing and Bachelor of Arts

"Start making your own opportunities and – I promise – more will come your way."

EMILY CRUTE
UC Honours and Bachelor of the Social Sciences

EDUCATION

At UC, we push the boundaries of standard teacher education.

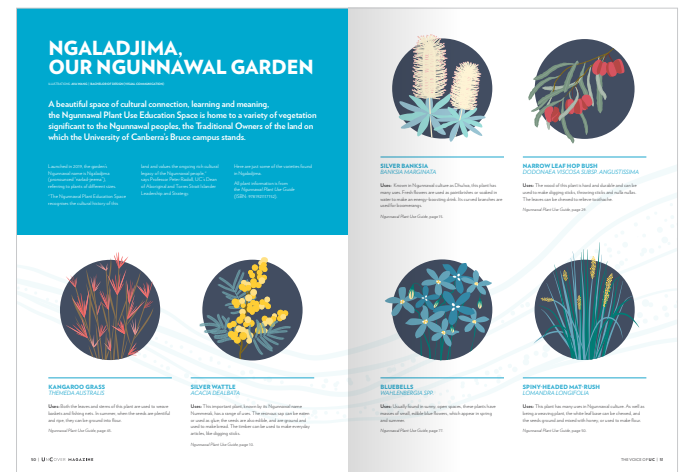
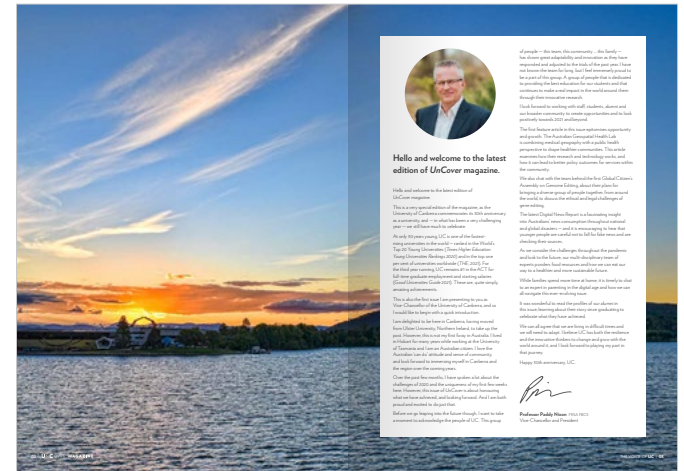
- Course:** Bachelor of Education (Primary or Secondary Education) or Bachelor of Education (Early Childhood Education)
- Work Integrated Learning (WIL):** 100% of our students complete a placement with a school or other educational institution.
- Global Learning:** 100% of our students complete a placement with a school or other educational institution.
- Research:** 100% of our students complete a placement with a school or other educational institution.

TYPICAL STUDY PATTERN

SEMESTER	UNIT 1	UNIT 2	UNIT 3	UNIT 4	UNIT 5	UNIT 6
1	EDUC1001	EDUC1002	EDUC1003	EDUC1004	EDUC1005	EDUC1006
2	EDUC1007	EDUC1008	EDUC1009	EDUC1010	EDUC1011	EDUC1012
3	EDUC1013	EDUC1014	EDUC1015	EDUC1016	EDUC1017	EDUC1018
4	EDUC1019	EDUC1020	EDUC1021	EDUC1022	EDUC1023	EDUC1024
5	EDUC1025	EDUC1026	EDUC1027	EDUC1028	EDUC1029	EDUC1030
6	EDUC1031	EDUC1032	EDUC1033	EDUC1034	EDUC1035	EDUC1036
7	EDUC1037	EDUC1038	EDUC1039	EDUC1040	EDUC1041	EDUC1042
8	EDUC1043	EDUC1044	EDUC1045	EDUC1046	EDUC1047	EDUC1048
9	EDUC1049	EDUC1050	EDUC1051	EDUC1052	EDUC1053	EDUC1054
10	EDUC1055	EDUC1056	EDUC1057	EDUC1058	EDUC1059	EDUC1060

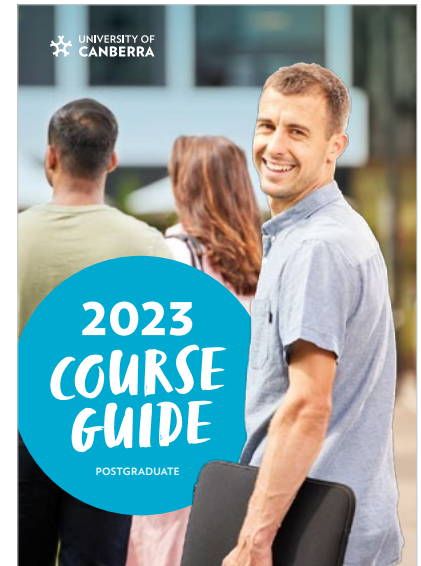
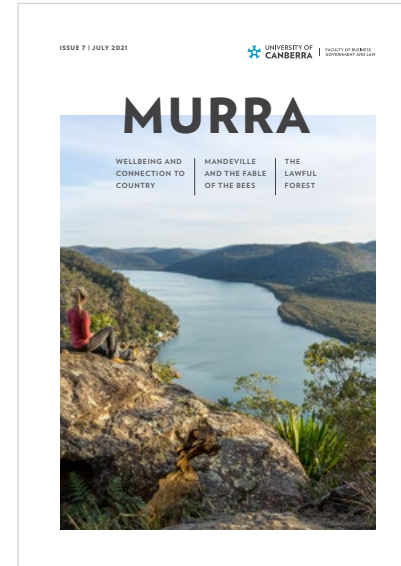
PUBLICATIONS

CORE



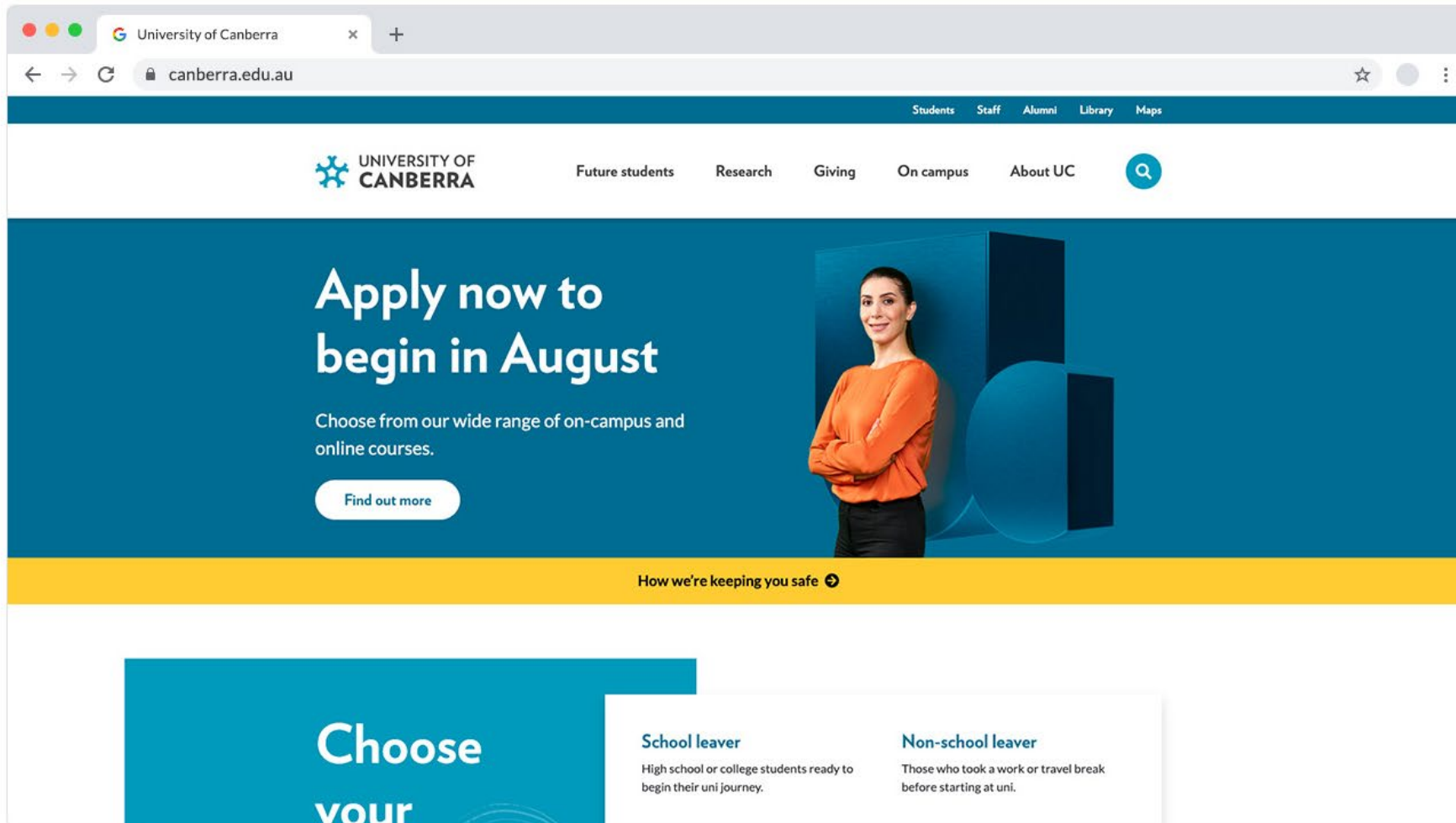
PUBLICATIONS

CORPORATE/CORE COVERS



WEBSITE

CORE



WEBSITE COURSE PAGES

CORE

canberra.edu.au/technology

The screenshot shows the 'Technology' course page. The header includes the University of Canberra logo and navigation links: 'Future students', 'Research', 'Giving', 'On campus', and 'About UC'. A search icon is also present. The main banner features a man in a blue shirt working on a laptop, with the word 'Technology' in large white text. Below the banner are 'Enquire' and 'Apply' buttons. The breadcrumb trail reads 'Home / Future students / Study at UC / Study areas'. The main content area has the heading 'Be at the forefront of technology' followed by a short paragraph about the industry. To the right is a 'Download your course guide' section with a book cover image and a form with fields for 'First name', 'Last name', and 'Email address'.

canberra.edu.au/education

The screenshot shows the 'Education' course page. The header is identical to the Technology page. The main banner features a woman and two children, with the word 'Education' in large white text. Below the banner are 'Enquire' and 'Apply' buttons. The breadcrumb trail reads 'Home / Future students / Study at UC / Study areas'. The main content area has the heading 'Change lives through the classroom' followed by a short paragraph about the program. To the right is a 'Download your course guide' section with a book cover image and a form with fields for 'First name', 'Last name', and 'Email address'.

SOCIAL MEDIA

For social media assets and templates, please contact the Social Media team at socialmedia@canberra.edu.au for further assistance and guidance.

Any enquires specific to the brand (including use of social media templates) will be handled in consultation with the Marketing Design Studio.

PROFILE IMAGES

Please contact the **Social Media team** for social media asset enquires and guidance.



UC official account



UC faculty



UC research institutes and centres



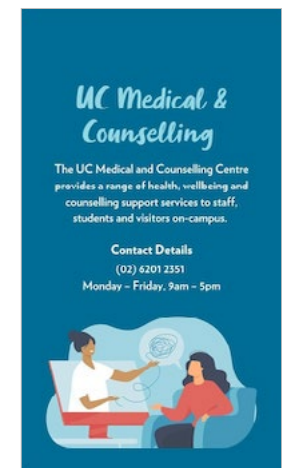
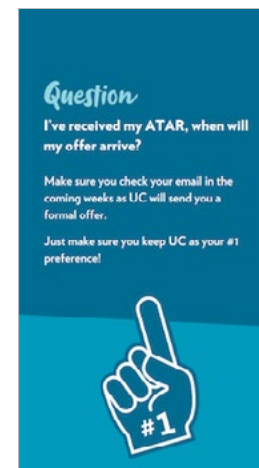
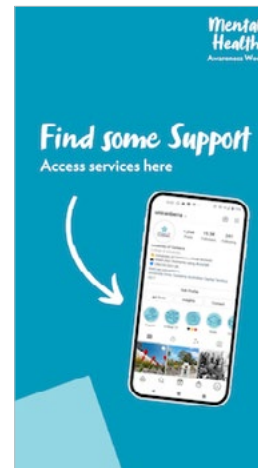
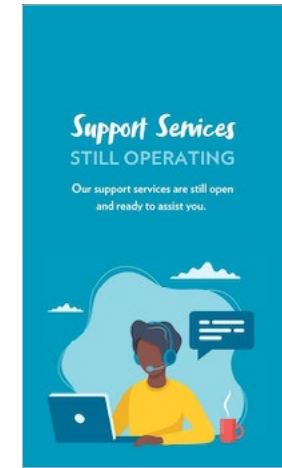
UC division/service

SOCIAL MEDIA

STORIES AND POSTS

Primarily produced by the Social Media team. Please contact the **Social Media team** for social media asset enquiries and guidance.

Any enquiries specific to the brand will be handled in consultation with the Marketing Design Studio.





For more information regarding the University of Canberra brand guidelines, please contact our Marketing Design Studio at Design.Request@canberra.edu.au to discuss your requirements.

canberra.edu.au