These guidelines have been created to introduce and explain how best to use our brand identity systems within a digital context. The elements contained within these guidelines form the starting point for any Macquarie University communication and should be used alongside the Macquarie University Brand Identity Guidelines.

While it’s important that these guidelines are adhered to, they are not designed to be restrictive. Rather, the aim is to encourage creativity within the parameters of the brand identity system. Provided in these guidelines are links to the University’s online portal where more information can be found.
3 Introduction

Framing a more distinctive future

The history, achievements and ambitions of Macquarie University are quite remarkable – we are a university like no other.

Using the University’s strategic framework – Our University: A Framing of Futures – as a spring board, we engaged staff, students, partners and community leaders to help us define who we are, what we stand for and where we want to go.

Overwhelmingly, the consensus was that our story is one of aspiration, connectedness and service and engagement. This notion – communicated in a coherent and compelling way through our refined narrative – will speak to those intrepid minds and courageous spirits we hope to have join us.

The University is now ready to share its stories of discovery and achievement with a renewed sense of purpose and clarity.
Our brand proposition defines our unique position within the market, and directs the language and tone of voice we use. It creates internal alignment and consistent external expression across every customer touch-point.

Our brand essence – connected intelligence – is expanded on in short and long-form positioning statements, designed to communicate our purpose and unite us around our common brand principles.

Our brand pillars – open collaboration, empowered imagination, integrated perspectives and real-world impact – are essentially the personality traits that define our brand and guide us in the way we engage with all audience groups.

The externally focused creative expression of connected intelligence is ‘You to the power of us’ – the human equation for success. This tagline, which demonstrates the exponential power of being part of Macquarie University, is spearheading advertising campaigns across recruitment, research, corporate engagement and advancement.

<table>
<thead>
<tr>
<th>Brand essence</th>
<th>Connected intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand essence</strong></td>
<td>Macquarie is a vibrant university engaged with the real world. We foster collaboration across diverse fields of knowledge and human perspectives, pursuing innovative ways to address society's complex problems and create a better future.</td>
</tr>
<tr>
<td><strong>Brand positioning</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Target audience</strong></td>
<td>Career pursuers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand pillars</th>
<th>Personality traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) <strong>Open collaboration</strong>: one beautiful, future-focused campus, unbound by ivory towers and sandstone walls, fostering collaboration between students, academics, industry and society.</td>
<td>Collaborative</td>
</tr>
<tr>
<td>2) <strong>Empowered imagination</strong>: connecting people across the most diverse fields of knowledge to create bold new possibilities: for their careers, intellectual endeavours, enterprises and the common good.</td>
<td>Brave</td>
</tr>
<tr>
<td>3) <strong>Integrated perspectives</strong>: a collegial culture which supports and encourages everyone to traverse the boundaries of their own perspectives and affect change.</td>
<td>Clever</td>
</tr>
<tr>
<td>4) <strong>Real-world impact</strong>: a community of world citizens deeply engaged with the real and often complex problems and opportunities that define our lives.</td>
<td>Effective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Creative expression</th>
<th>YOU to the power of us</th>
</tr>
</thead>
</table>
Our logo is our most valuable brand asset; it identifies who we are, and it acts as an identifier and mark of quality.

A. LOGO
When using our logo across the web and email, the horizontal logo should always be used. The minimum size is set at 130 px (pixels) – the logo must not appear smaller than this size. The logo should always be on a white background.

Recommended dimensions for mobile devices:
Tablet – 200 x 61 px
Mobile – 130 x 40 px
The stacked logo as detailed in the Macquarie University Brand Identity Guidelines may be used but only on the footer of webpages.

The tagline logo should never be used in digital formats due to legibility issues with the tagline at a reduced size.

B. FAVICON
The Macquarie University favicon used across anything under the domain of mq.edu.au (including sub-domains) should always be referenced by the master file, which is located at mq.edu.au/favicon.ico.

The favicon should never be duplicated and re-uploaded in different instances. The favicon used is always the shield with no lighthouse at 32 x 32 px.
Red is our brand colour; it is an integral part of our brand identity. A supporting palette is available to add pace and variation to communications.

In all methods of reproduction, colour must be matched to these references.
In digital contexts our colour palette is used to differentiate between three key audiences: staff, students and the public. By using the general principles of colour percentages, a clear differentiation can be achieved.

A. STAFF
Red is used as our core colour, with Bright Red, Deep Red and Sand used as supporting tones.

B. STUDENTS
To create differentiation with staff communications, Purple is used as our lead colour, with Red, Deep Red and Sand used as supporting tones.

C. PUBLIC
Sand is used as our lead colour for public-facing communications. This creates a neutral palette where the supporting colours of Red, Deep Red and Purple can have maximum impact.

Faculty colours, as detailed in our Macquarie University Brand Identity Guidelines, are not used in digital contexts.
The light graphic is an integral and distinctive part of Macquarie’s new visual identity. There is flexibility in its application across a broad spectrum of communications.

Light graphics should be used on main carousels only, where they should be used with consideration and purpose. The light graphic should not appear on mini carousels or instances where their inclusion distracts from key messaging and content.

Refer to the Macquarie University Brand Identity Guidelines for more usage examples.
For legibility, our primary font should be used for all on-screen communications. Where it is not possible or practical to use National, Arial is our secondary font.

A. INFORMATION FONT – NATIONAL
National is a simple and strong sans serif with subtle quirks in the details. It conveys clarity and warmth, and projects confidence and approachability.

B. SYSTEM FONTS
Arial is a standard system font and is used when National is not available or practical to use.
Visit Text formatting for more information.

9 Typography
SPECIFICATION

A
National Light
National Book
National Book Italic
National Bold
National ExtraBold
National ExtraBold Italic

B
Arial
Arial Italic
Arial Bold
Arial Bold Italic
A hierarchy of information has been developed to provide clarity and focus across communications.

Our brand font National should always be set with -15 tracking. Major headings should always be carefully kerned and tightly leaded at 85% of the pixel size. Special attention may be required to avoid ascenders and descenders overlapping.

**A. H1**
National ExtraBold
57 px

**B. INTRODUCTION**
National Book
29 px, upper case

**C. BODY COPY**
National Book
19 px

**D. H2**
National ExtraBold
32 px

**E. H3**
National ExtraBold
23 px

**F. H4**
National Medium
22 px
Our icon suite is contemporary and graphic, adding clarity to communications.

A full suite of icons is available as artwork for use in communications.

Icons can be used where relevant across a variety of digital applications. They can be incorporated into web and email banners, and also tiles.

There should always be at least 10 px of padding between their outside divs or containers to ensure there is enough empty space.

Visit Icons for more information.
Photography and imagery use the same guidelines as specified in the Macquarie University Brand Identity Guidelines. However, due to the nature of certain spaces and carousels on the mq.edu.au website, there are additional requirements to maximise accessibility.

Visit Photography for more information.
Photography is an integral part of our brand identity. Photography enables us to tell our stories of heritage, discovery and aspiration with greater clarity and distinction.

Hero photography captures big issues globally and locally, and objects of discovery, as well as portraits that celebrate our culture of openness and diversity.

Supporting photography captures the spirit of the University, both past and present.

Best practice dictates that there should be no text within images – text should be overlayed via HTML and CSS. If unavoidable, text size should be large enough that once it's downsized on tablets or mobiles, the copy is still legible. Ideally web banners and tiles should have an accompanying or descriptive image that enhances the main call to action in plain text.

When using images for online purposes, files should be optimised for online usage. Individual files should be set in RGB and not exceed 300 kb (kilobytes).
Menus and inside navigations are automatically populated based on the page structure within Squiz CMS. The left-hand inside navigation should always have the parent page visible and clickable from a UX perspective.

Self-contained navigations (navigations that exclude pages outside of a certain level) are an additional piece of functionality that can be used to ensure best user experience.

Our navigation is predominantly on a Sand background with Deep Red text for usability purposes.

Visit Page layouts for more information.
All page layouts are based around one hybrid grid designed to be flexible across both desktop and mobile screens.

The hybrid page layout combines the fluid design for the application header with a fixed width design for the rest of the content area. The default page is made up of three columns.

A. INSIDE NAVIGATION
Navigate inside a section

B. PAGE CONTENT

C. RIGHT COLUMN WIDGETS
more information and relevant links out

Visit Page layouts for more information.
Padding on web and email is used to create space and to ensure that different elements on the page are segregated to highlight to the user they are different containers or perform different elements.

While most of the containers within Squiz CMS have padding applied automatically, when designing other elements or websites, consistency needs to be ensured.

Padding between paragraphs – 22 px
Padding between accordions – 6 px
Padding between rows of tiles – 55 px
Padding between right-hand column containers – 43 px

Visit Page layouts for more information.
Buttons are used to generate an action. They should clearly explain what will happen when a user clicks on them.

A. S1
National Book
Black
19 px, upper case

B. S2
National ExtraBold
Purple
21 px

C. S3 NORMAL
National Light
Black
20 px

D. S3 CLICK
National Light
Purple
20 px

E. PRIMARY BUTTON
National Book
24 px
State 1: Purple
State 2: Deep Red

F. SECONDARY BUTTONS
National Book
24 px
State 1: Red
State 2: Purple

As well as button rollover effects, these principles can also be applied to collapsible content as shown opposite, in order to aid with accessibility.

Buttons should not have additional effect applied other than those stated here. Button corners should always be square.

BUTTONS LABELS
A successful call-to-action button uses sentence case and is directive; for example, 'Find matches' instead of 'Submit' or 'Submit group' instead of 'Done'. Visit Buttons for more information.
There are a variety of carousel examples used across the mq.edu.au website, all of which are tailored to specific messaging.

Carousels allow multiple pieces of content to occupy a single space. Strong messaging and navigation should be used within content to maximise its effectiveness.

Best practice dictates that text should not be embedded within an image, but overlayed via HTML and CSS. Ensure images within the same carousel are all of the same dimension for consistency.

Refer to 8. Light graphic for more information about using the light graphic within carousels.

Visit Carousels for more information.
All table styles are preset within the Squiz CMS and based on the amount of rows and cells, with the addition of a table header.

Tables are the best way to represent data. They are not only easily readable but also accessible for screen readers.

Our tables follow a simple visual aesthetic using alternating colour bars to separate rows of information.

Visit Tables for more information.
Engaging and considered video content adds a strong impact to online communications.

With video content, there are a variety of options available and elements to note when it comes to embedding videos into webpages. Visit Video for more information.

**What is the ATAR?**

Find out more about your ATAR

Find out more about your ATAR
Our footers are consistent across all websites. There are different variants within the students and staff (students.mq.edu.au and staff.mq.edu.au) portals, and there are several elements that must always be included within the footer if it is hosted on the mq.edu.au domain.

The footer must include the following links in the prescribed order for consistency:

- FEEDBACK
- CONTACT US
- PRIVACY
- CAMPUS MAP
- ACCESSIBILITY

It must also include the following copyright and CRICOS code information – “© Macquarie University CRICOS Provider 00002J”

It must also include Macquarie’s ABN: ABN 90 952 801 237

Include all social icons and links.
An effective EDM has the ability to relay relevant information in a compelling manner. It should be considered a valuable asset to help reach the target demographic of the communication.

**GENERAL**
EDMs should include the prominent use of Macquarie's logo, a clear subject line that's descriptive and not misleading and a pre-header blurb.

**CONTENT**
1. No text in images
2. Alt-text for images
3. Considerations for colour-blind users
4. Large fonts for legibility
5. Short single message
6. Single, clear call to action
The Australian Government's *Web Accessibility National Transition Strategy* mandates that university websites meet the World Wide Web Consortium's WCAG (Web Content Accessibility Guidelines) 2.0 to AA level.

Care should be taken to test and validate new websites or applications before launching.

**Accessibility requirements include but are not limited to:**

1. Legibility of content where sufficient colour contrast between text and background is provided.

2. Providing captions or a transcript alternative for images or moving images.

3. Compatibility with current and future tools should be maximised for a robust future-proofed interface.

Visit Accessibility for more information.
The Content Maintenance Guide outlines the process in a step-by-step guide to implement certain functionality across Squiz CMS. This includes carousels, accordions, and tabs.

Visit the Content Maintenance Guide for more information (a password is needed to log in).
Craft bold, dynamic and engaging communications by following the principles outlined in these guidelines and in the Macquarie University Brand Identity Guidelines.

This section provides best practice examples that embrace the brand look and feel for different digital mediums and contexts.
Application
EDMs

Macquarie University Malaysia Open Day 2017

You're invited.

Come and join us at the Macquarie University Malaysia Open Day 2017 to explore our premier scholarship opportunities and discover what Macquarie University can offer you in the fields of Science and Engineering, IT, Business and Economics, Media and Human Sciences.

Professional staff and academics, as well as our Malaysia alumni, will be available to answer any of your questions about Macquarie campus life, our world-class research, scholarship options, future career paths and how to achieve your dreams.

We look forward to welcoming you to our community of pioneering minds.

Open Day 2017

Hi Admin,

Thanks for registering.

You can find your personal plan for Open Day below. Don’t forget, you can drop back in at any time.

See you on 30 August.
Future Student team:

Admin’s plan

<table>
<thead>
<tr>
<th>Macquarie University</th>
<th>Health and medical sciences</th>
<th>Mathematical and physical sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macquarie University</td>
<td>Health and medical sciences</td>
<td>Mathematical and physical sciences</td>
</tr>
</tbody>
</table>

We look forward to welcoming you to our community of pioneering minds.
27

Application

WEB
Application
WEB

High school portal
As a high school teacher or careers adviser, you have the ability to greatly influence a young student's future journey. At Macquarie University, our goal is to provide you with the highest level of guidance and support so your students can make an informed decision about their next step in life.

Info Day 2017
Saturday 16 December
Accept and Enrol

Congratulations on receiving your offer. This is your step-by-step guide to accept your offer and enrol.

Disability services
If you need help with aspects of your enrolment due to disability, complete the application here and contact studentwellbeing@mq.edu.au. Assistance is available to you for support throughout your studies.

To begin enrolment online, all you need to do is answer the following questions.

What kind of program have you been offered?

When are you starting your offered program?

What kind of student are you?

Get your enrolment information!
Contact

Group Marketing
T: (02) 9850 7309
staff.mq.edu.au/support/marketing-and-communications