How to use these guidelines

These guidelines have been created to introduce and explain how best to use our brand identity system.

The brand elements within our identity system – brandmark, colour palette, typography, light graphic, icons, tables, graphs and charts, photography, and language – are the essential elements of our brand and are the starting point for any Macquarie University communication.

While it’s important that these specifications are adhered to at all times, they are not designed to be restrictive. Rather, the aim is to encourage creativity within the parameters of the defined brand identity system.

By following these guidelines, you can communicate your message in a unique and confident way, and also contribute to the strength of our brand.

Here is what you can expect to find within the different sections of this document:

CREATIVE STRATEGY
Our creative idea that informs all our communications.

BRANDMARK
Specifications and usage principles for the masterbrand and international brandmark.

VISUAL IDENTITY SYSTEM
Specifications and usage principles for the colour palette, typography, light graphic, icons, tables, graphs, charts and photography.

BEST PRACTICE
Examples to show how our brand identity system comes to life.

BRAND ARCHITECTURE
The framework of our brand architecture, covering specifications and usage principles around its creative execution.

LANGUAGE
Simple language guidelines to help ensure our tone of voice is consistent across communications.

ARTWORK
A matrix of available artwork and supporting technical specifications.

The photographic images that appear throughout this guideline are for the purpose of illustrating design principles only, and have been gathered from Getty Images and other sources. Copyright clearance must be obtained from Getty Images or other sources for further use, or it is likely to constitute a breach of copyright.

It is important that the following practices are observed to minimise the chance of breaching copyright: prior to use of any imagery, rights owners are contacted and permission/fee for use negotiated on a case-by-case basis. Each application of the image must be negotiated. Purchase for one purpose or medium may not enable use for other purposes or media. Time limits for the use of imagery may apply. Refer to the agreement negotiated with the rights owner. Distribution of this guideline to any third party is limited, and the constraints on the use of imagery must be communicated to that third party and acknowledged in writing.
PUSH Collective Pty Ltd and Macquarie University will not be held liable for any breach of copyright arising from the use of imagery by any party.
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Brand & creative strategy
Framing a more distinctive future

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

Beginning with the strategic framework released in 2013, ‘Our University: A Framing of Futures’, we have engaged staff, students, partners and community leaders to define who we are, what we stand for, and where we want to go.

Our story is one of aspiration that must now be told in a coherent and compelling way. We are a university of service and engagement, and this will fearlessly guide the university’s most intrepid minds and courageous spirits.

Macquarie University is now ready to share its stories of discovery and achievement with a renewed sense of purpose and clarity.
One of the fundamental elements of this project has been to capture the real spirit of Macquarie University, and that means spending time reflecting on our past. Our history is a formidable source of inspiration. From our earliest days in the mid-1960s, we’ve pioneered on many fronts – from the openness of our admission procedures, to our broadened curricular choices, to the dynamic use of our library and the introduction of academic self-appraisal (among others). These practices are now so widespread, it’s easy to forget how innovative they were at the time.

We must not forget, or consign this pioneering spirit to history. This remarkable sense of hopefulness, and confidence that life is full of possibilities, must be rekindled and brought back to the fore of how we think and behave.

‘What’s it like in there?’ a driver asked Juliet Harper as he gave her a lift and nodded towards the ‘concrete gloom’: ‘Funny place to put a Uni – they say it’s different to the others, got grades instead of marks and these semesters instead of terms and mothers bring their kids to classes. That right?’ Juliet Harper remembers above all the hopefulness, the novelty and sheer possibility of what could be done, the confidence that ‘things could be and would be different’.

A university has numerous audiences, and finding common ground among them can be difficult. By looking instead at the mindset that these audiences share, we can see the intrinsic character of our people and understand why they choose Macquarie University.

WE ARE THE UNIVERSITY FOR THE ‘WELL-ROUNDED EXPLORERS’

Macquarie University’s people are those who are not afraid to choose the less-trodden path. They see life as an exhilarating source of possibilities to grow intellectually and professionally, unconstrained by traditions. They are ready to embrace new experiences and ideas.

They believe that being a leader is about being a team player. They know that success in today’s world is all about collaborating with the right people, on the right issues.

These people are naturally curious and open to the most diverse intellectual perspectives. They want to grow into well-rounded citizens of the world, actively engaged in the complex issues that define the future of humanity.
Our narrative has been developed to foster a renewed sense of pride in who we are and where we’ve come from – and to engender an even more spirited commitment to where we’re going. At the heart of our narrative is:

**Nurtured to break free**

Created to challenge the education establishment, Macquarie University is the training ground of new generations of audacious world citizens and community leaders.

Immersed in a nurturing culture, they are encouraged and inspired to break free from conventions, to be the best they can be, and to actively shape the issues defining the future of humanity.

We will express our narrative with an attitude that is *generous, open, audacious*, and *engaged* with the wider world.
Brand strategy

The pillars of our identity and personality traits

1. How we engage with each other
   A collegial culture openly supporting and encouraging everyone to seize new opportunities

2. Where we engage with each other
   One beautiful campus facilitating collaborations among the most diverse people and perspectives

3. How we think
   Brave new thinking that defies the traditional boundaries of an academic institution, industry and other key constituents

4. How we engage the world around us
   A community of world citizens deeply engaged with the big issues shaping the future of society

Generous
Open
Audacious
Engaged
**Brand strategy**

**Brand essence**

<table>
<thead>
<tr>
<th>Nurtured to break free</th>
</tr>
</thead>
</table>

**Brand promise**

Created to challenge the education establishment, Macquarie University is the training ground of new generations of audacious world citizens and community leaders. Immersed in a nurturing culture, they are encouraged and inspired to break free from conventions to be the best they can be and actively shape the issues defining the future of humanity.

**Target audience**

Well-rounded explorers

**Brand pillars**

<table>
<thead>
<tr>
<th>Personality traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generous</td>
</tr>
<tr>
<td>Open</td>
</tr>
<tr>
<td>Audacious</td>
</tr>
<tr>
<td>Engaged</td>
</tr>
</tbody>
</table>

| 1. A collegial culture openly supporting and encouraging everyone to seize new opportunities |
| 2. One beautiful campus facilitating collaborations among the most diverse people and perspectives |
| 3. Brave new thinking that defies the traditional boundaries of an academic institution, industry and other key constituents |
| 4. A community of world citizens deeply engaged with the big issues shaping the future of society |

**Creative idea**

**Deviations from convention**

© 2015 Macquarie University Brand Identity Guidelines
'Without deviation from the norm, progress is not possible.' FRANK ZAPPA

The creative expression of the Macquarie University brand has been informed by the creative idea ‘Deviations from convention’.

The visualisation of this idea has been inspired by the Fresnel lens originally housed in the Macquarie Lighthouse. This extraordinary lens was able to amplify light energy, redirect it away from a conventional path, and project it well beyond expectations – a pertinent metaphor for the role that the University plays in encouraging and shaping the minds of students to seek unconventional paths to reach their full potential.
2.0

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DR JAYE MCKENZIE-CLARK
Early Career Fellow
Director Australian Carsulae Archaeological Project
Department of Ancient History
Named after Lachlan Macquarie, the fifth Governor of New South Wales – a man noted for his humanitarianism and interest in education – the Macquarie Lighthouse has a long association with the University as part of the University Arms.

The lighthouse serves as a strong metaphor for the University’s future ambitions. It is a symbol of the support, encouragement and reassurance that the University provides to students and staff, so they can venture into unknown territories of intellectual enquiry with great confidence and conviction.

Macquarie University’s brandmark acknowledges both the Macquarie Lighthouse and the Sirius star, the guide-star and flagship of the First Fleet.
The horizontal configuration is the preferred version of the masterbrand and should be used wherever possible.

The international brandmark should be used in applications with significant exposure to international audiences.
Colour reproduction

The masterbrand should, where possible, be reproduced on a 60% tint of Sand.

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot colour should be used where full colour printing is not available e.g. screen printing.

In all methods of reproduction, colour must be matched to these Pantone® references. The CMYK breakdowns must match to the Pantone Plus Series® Color Bridge™ system.
Colour reproduction

Greyscale is reserved for one-colour printing e.g. forms.

A special version is reserved for use in embossing only.

Black and white versions are available for use where reproduction methods prevent the use of greyscale.
Minimum size and clear space
Preferred masterbrand placement across all communications is top right.

NB: Online applications are an exception where navigational considerations take precedence.

Preferred size on standard formats

A3 size – 55mm
A4 size – 45mm
DL and A5 size – 35mm

Alternative
In some applications, e.g. posters, where the proposition may lead the communication, a call to action footer creates a natural space for the masterbrand to appear bottom right.
Incorrect use

The masterbrand should not be re-coloured.

The masterbrand must not be locked up with any descriptors.

Permission should be sought from the Marketing unit to reproduce the symbol independent of the masterbrand.

The symbol should not be reproduced with a keyline.

The masterbrand should not appear on backgrounds that affect its legibility.

The masterbrand should not appear on Bright Red, Deep Red, Purple or Magenta.
3.0

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DR MAURICIO MARRONE
Lecturer - Department of Accounting and Corporate Governance
Newzald is a timeless serif, as elegant as it is hardworking. Its large x-height and slightly condensed forms allow optimum word count without compromising legibility.

National is a simple and strong sans serif with subtle quirks in the details. It conveys both clarity and warmth and projects confidence and approachability.
A refreshed red builds on the equity in the Macquarie University colour palette.

- Deep and Bright Reds provide depth.
- Magenta and Purple inject energy.
- Charcoal and Sand provide contrast.
In all methods of reproduction, colour must be matched to these Pantone® references. The CMYK breakdowns must match to the Pantone Plus Series® Color Bridge® system. Bright Red is part of the Pantone Plus Series® Color Bridge® 336 New Colors.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Reference</th>
<th>CMYK Breakdown</th>
<th>HTML Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>188 CP</td>
<td>C16 M0 Y10 K28</td>
<td>#620B22</td>
</tr>
<tr>
<td>Deep Red</td>
<td>2035 CP</td>
<td>C0 M0 Y70 K1</td>
<td>#F05C29</td>
</tr>
<tr>
<td>Magenta</td>
<td>233 CP</td>
<td>C16 M0 Y10 K0</td>
<td>#BE5C16</td>
</tr>
<tr>
<td>Charcoal</td>
<td>447 CP</td>
<td>C0 M0 Y10 K50</td>
<td>#B0C4DE</td>
</tr>
<tr>
<td>Bright Red</td>
<td>187 CP</td>
<td>C0 M0 Y70 K30</td>
<td>#F05C29</td>
</tr>
<tr>
<td>Purple</td>
<td>242 CP</td>
<td>C16 M0 Y10 K41</td>
<td>#BE5C16</td>
</tr>
<tr>
<td>Sand</td>
<td>7527 CP</td>
<td>C0 M0 Y10 K50</td>
<td>#B0C4DE</td>
</tr>
</tbody>
</table>
The five- and three-colour gradients are available as artwork and should not be recreated. They have been specifically constructed to minimise banding when reproduced. Gradients can be scaled to fit formats.

The five-colour gradient is used to communicate with dynamism while the three-colour gradient may be used to achieve a more understated tone.

The gradient may be used to add warmth to large areas of flat colour.

The gradient can be used behind the light graphic to add depth to communications.

The gradient may be used with overlaid Transparency modes of Luminosity at 30% opacity and Color to achieve an innovative and sophisticated feel.

In bespoke applications, the gradient can be used in both the background and typography to increase energy.

The five- and three-colour gradients are available as artwork and should not be recreated. They have been specifically constructed to minimise banding when reproduced. Gradients can be scaled to fit formats.
Encouraged to defy boundaries
UNDERGRADUATE PROGRAMS
2015

Faculty colours are reserved for use in the entity device and within indexing systems on internal pages.
The colour palette can be used in varying ways to convey different tones.

Using a combination of Red, Deep Red, Bright Red, Purple and Magenta conveys an active and engaging tone.

Typically, Red should dominate Deep Red and Bright Red. Magenta and Purple are used as accents only. Sand may be used prominently as a supporting colour.

Using an increased proportion of Red conveys a more official feel.

Using only reds conveys a functional or informative tone.

Using an increased proportion of Charcoal conveys a prestigious tone. Approval should be sought from the Marketing unit when using this application of the colour palette.

Limiting the palette or omitting bright and accent colours may allow the communication of more sensitive topics.

A tint of Sand and limited proportions of the gradient used with overlaid Transparency modes of Luminosity at 30% opacity and Color convey an innovative and sophisticated feel.

In communications on campus, any single colour or combination of colours from the colour palette may lead.
Faculty colours should only be used in the entity device and within indexing systems in internal pages.

Typically, Red should dominate Deep Red and Bright Red. Magenta and Purple are used as accents only.

Do not use the five-colour gradient or the five-colour light graphic in functional communications.

An increased proportion of Magenta or Purple should be reserved for communications that appear on campus only.

An increased proportion of Charcoal should be reserved to convey a prestigious tone only.

Transparency modes of Luminosity at 30% opacity and Color should be reserved to convey an innovative and sophisticated tone only.
Typography

National is a simple and strong sans serif with subtle quirks in the details. It conveys both clarity and warmth and projects confidence and approachability.

Newzald is a timeless serif, as elegant as it is hardworking. Its large x-height and slightly condensed forms allow optimum word count without compromising legibility.
National ExtraBold
National ExtraBold Italic
National Light
National Light Italic

Newzald Book
Newzald Book Italic
Newzald Black
Newzald Black Italic

Arial
Arial Italic
Arial Bold
Arial Bold Italic
System font – Arial

Georgia
Georgia Italic
Georgia Bold
Georgia Bold Italic
System font – Georgia

Arial and Georgia are standard PC fonts and are used when National and Newzald are not available. They are typically used for communications that are created in Microsoft® programs or for communications that are shared “live” (i.e. without first being converted to a PDF) where the recipient will not have access to National or Newzald.
A hierarchy of information has been developed to provide clarity and focus across communications.

Look forward

TRAINING PROGRAM FOR THE IMPLEMENTATION OF THE NEW BRAND IDENTITY

Promotional communication (emotive headline with rational subheading)

Library map

FIND YOUR WAY

Informational communication (rational headline with emotive subheading)
Everyone needs a helping hand at some point in their life, right? No matter who you are, where you are from, and how you did at school, we have a couple of options in the form of bonus points and scholarships that we think you will really like.

**Bonus points, scholarships and special entry**

**HELPING YOU REACH YOUR GOALS**

**BONUS POINTS**

If you’re completing the HSC or an International Baccalaureate and you include Macquarie in your preferences, you may be eligible to receive bonus points that can be added to your ATAR.

**FIND OUT HOW MANY POINTS YOU CAN RECEIVE**

mq.edu.au/bonus-points

**SCHOLARSHIPS**

Each year Macquarie University awards over $3 million in scholarships. That’s a lot of cash.

**MERIT SCHOLARS PROGRAM**

As a merit scholar you gain exclusive access to personal, professional and academic opportunities. Merit scholars participate in a formal mentoring program, workshops and networking events, and have access to amazing scholarships to undertake research or attend international conferences or internships. Reserved for students with an ATAR of 98.5 or above, or those who achieve a GPA of 4.0 in their university studies, the program gives you opportunities that will benefit you long after you graduate.

**WHICH WAY NOW? IMAGINING YOUR FUTURE AT MACQUARIE UNIVERSITY**

**Header**

National Extrabold and National Light upper case. At A4 size, a header should appear at 8.5pt.

**Lead-in text**

Newszald Book. At A4 size, lead-in text should appear at 12.5pt with auto leading.

**Major headings**

National Extrabold sentence case. At A4 size, major headings should appear at 45pt with 36pt leading.

**Major subheadings**

National Light upper case. At A4 size, major subheadings should appear at 22pt with 22pt leading.

**Subheading – level 1**

National Extrabold upper case in Red. At A4 size, level 1 subheadings should appear at 9.5pt with auto leading and 2.85mm space before.

**Body copy**

At A4 size, body copy should appear at 9.5pt with auto leading and 1.425mm space after.

**Subheading – level 2**

National Extrabold upper case. At A4 size, level 2 subheadings should appear at 9.5pt with auto leading.
INCORRECT USE

**Typography**

**Competition and consumer law**

LAW AND LEGAL STUDIES

To quant, se nonet qui sum faccabo rercitem into officium quant. Iducia que officio beatquam re nonsectem ipsande bitibus doluptas dolorum ra que quiande ea non plant ea duscit ariae eosa e rest iligendae ped modi derios venis enimetur acepudissit fuga.

Newzald should not be used for headlines. National should not be used for body copy.

**Brand up!**

TRAINING PROGRAM FOR THE IMPLEMENTATION OF THE NEW BRAND IDENTITY

Only National ExtraBold, National Extrabold Italic, National Light and National Light Italic, Newzald Book and Newzald Book Italic and Newzald Black and Newzald Black Italic should be used.

Title case should not be used. Headings should appear in sentence case only. Brochureware subheadings should appear in uppercase only.

**Breaking New Ground**

Isotope Geochemistry Research

Encouraged to defy boundaries

Undergraduate programs

ENCOURAGED TO DEFY BOUNDARIES

**Request for academic transcript**

INFORMATION AT YOUR FINGERTIPS

Ensure that there is contrast in scale between heading and subheading.

Get the look

TRAINING PROGRAM FOR THE IMPLEMENTATION OF THE NEW BRAND IDENTITY

Differentiation should not occur in the middle of a heading.

Avoid using functional headings on propositional communications.
‘Without deviation from the norm, progress is not possible.’

FRANK ZAPPA

Inspired by the fresnel lens of the Macquarie Lighthouse that directs and amplifies light, the angular rays of the light graphic are a dynamic, adaptable device that provide a powerful point of distinction in Macquarie University communications.
The five-colour light graphics are used to communicate with dynamism while the three-colour light graphics may be used to achieve a more understated tone. The three-colour light graphics may be used in more functional communications.

Transitional light graphic
The transitional light graphic should, where possible, transition to Sand. Both CMYK and RGB files are available as PDF only to allow extension of the Red background to fit various communication formats.

All light graphic versions are available in CMYK and RGB.
The light graphic is available in standard formats for ease of application.

**Full light graphic**

The full light graphic is used to add interest to a communication where an image is not appropriate. It should be scaled edge to edge allowing for a white border where relevant. It may be overlaid with an icon.

**Half light graphic**

The half light graphic may be used on its own, in conjunction with an image or overlaid over the gradient. It should be scaled edge to edge allowing for a white border where relevant. The half light graphic may need to be customised by deleting rays where they interfere with imagery or text.
Transitional light graphics have been created to allow extension of the Red background to fit various communication formats.

Transitional light graphics have been designed to transition either from Red (Direction one) or to Red (Direction two). They are available for use in vertical, horizontal, extreme vertical and extreme horizontal formats in both five and three colours.

Transitional light graphics should, where possible, transition to Sand. Where appropriate, the Red area may be used to house text.
**Multi-use light graphics are used to both mask imagery and carry colour.**

Where multi-use light graphics are used solely to mask imagery, they can tell multiple stories in the same communication (e.g. students and research priorities, or campus facilities and campus grounds). Alternatively, they can be used to mask the same image in different ways, adding a sense of innovation or sophistication to communications.

Due to its complexity, the multi-use light graphic should be used sparingly in communications.

**Full multi-use light graphic**
The full multi-use light graphic is a flexible device. To create varying effects:
1. It can be used by itself.
2. The large area can be combined with the quarter multi-use light graphic.
3. The large area can be combined with the single multi-use light graphic.
4. The large area can be combined with the master half light graphic. When combining with the master half light graphic, some rays should be deleted to reveal the image beneath.

The large area of the the full multi-use device should always be used to mask an image rather than carry colour.

**Quarter multi-use light graphic**
The quarter multi-use light graphic may need to be customised by moving rays where they interfere with imagery or text. Ensure rays remain on the same angular grid.

**Single multi-use light graphic**
The single multi-use light graphic may be used to convey an innovative, intelligent and sophisticated feel. The single multi-use light graphic may be cropped or extended slightly to suit the format. Ensure it retains graphic strength within the layout.

**The full multi-use light graphic can be extended to suit vertical or horizontal formats.**

Due to its complexity, approval should be sought from the Marketing unit before using and before customising the multi-use light graphic.
The light graphic may be applied to either the three- or five-colour gradient or to imagery using specific modes from the Transparency palette.

Normal, Multiply, or a combination of the Luminosity mode at 30% opacity and the Color mode can be used to achieve various effects.

To create this effect a single multi-use light graphic is applied using the Luminosity mode at 30% opacity. Another single multi-use light graphic is overlaid using the Color mode.

Multiple effects may be combined in the one application.
Do not use the light graphic to create a modular pattern. It should only be used once in field of view.

Do not use any Transparency modes other than Normal, Multiply or a combination of the Luminosity mode at 30% opacity and the Color mode.

Avoid using a transitional light graphic on white. Where possible, it should transition to Sand.

The Luminosity mode should not be used in isolation. It should always be used at 30% opacity and be overlaid by the Color mode.

Avoid rays from the light graphic interfering with imagery or text.

Tints must not be used in the light graphic.

The light graphic should not be used at smaller than full bleed.

The light graphic must not be flipped horizontally or vertically.

When customising the quarter multi-use light graphic, rays should not be scaled or moved off the angular grid.

The large area of the full multi-use light graphic should not carry colour. It should always be used to mask an image.

The five-colour light graphic should not be used for functional communications.
Our icon suite is contemporary and graphic, adding clarity to communications.
Icons are contextual communication devices. They should not be permanently associated with specific areas or initiatives.

Icons can lead a communication where an image is not appropriate. They can help convey sensitive issues or facilitate understanding of informational communications.

Icons can be used in a supporting role to help simplify information.

Icons are available as artwork.
**Icons**

- Icons should not be developed in a different style. In particular, clip art should not be used.
- Do not mix photography and icons.
- Icons should not be permanently associated with specific areas or initiatives.
- Do not make repeat patterns with either individual or multiple icons.
- Icons should not be cropped or abstracted in any way.
- Icons should not be used in the Light graphics masks.

**Facility of Business and Economics**
Enhancing business through technology

**Faculty of Science and Engineering**
Advancing our interconnected world

**Macquarie University International**

© 2015 Macquarie University Brand Identity Guidelines
A shorthand version of the brandmark has been developed as a brand mnemonic.

It can be used at the base of a column in longer copy to signal the end of related content. It is usually reserved for use in editorial publications rather than information-heavy brochureware.

It may also be used as a favicon.

**GUARANTEED ENTRY**
Get a head start with Macquarie's Guaranteed Entry program for students who meet the published ATAR. Guaranteed entry offers are made in the Main Round. Visit the web for more information.

**GUARANTEE YOUR PLACE**
mq.edu.au/guaranteed-entry

**EARLY OFFER**
Receive your offer before the UAC Main Round via Macquarie's special entry scheme and UAC's Schools Recommendation Scheme.

At A4 size, the shield mnemonic is 3mm in height. The vertical sides should be base-aligned to the text.

**BONUS POINTS**
If you're completing the HSC or an International Baccalaureate and you include Macquarie in your preferences, you may be eligible to receive bonus points that can be added to your ATAR.

Our bonus points schemes include:

- Academic Advantage
- Elite Athletes and Artistic Performers Scheme
- Rural Bonus Scheme
- Lighthouse Scheme - Macquarie University's Educational Access Scheme

**FIND OUT HOW MANY POINTS YOU CAN RECEIVE**
mq.edu.au/bonus-points

**SCHOLARSHIPS**
Each year Macquarie University awards over $2 million in scholarships. That's a lot of cash, and you may find that you're eligible. Most of our scholarships have a strong emphasis on social inclusion and are awarded on the basis of financial need or other hardship. Others recognize factors such as academic excellence, leadership, or voluntary experience, or sporting achievement. We offer a wide range of scholarships for students from all backgrounds so be sure to check out what's on offer.

**SEE FULL LIST OF SCHOLARSHIPS AND FIND ONE FOR YOU**
mq.edu.au/scholarships

**MERIT SCHOLARS PROGRAM**
As a merit scholar you gain exclusive access to personal, professional and academic experiences and skills that will benefit you long after graduation.

**GET EXCLUSIVE ACCESS**
mq.edu.au/merit-scholars

**GUARANTEED ENTRY**
Get a head start with Macquarie's Guaranteed Entry program for students who meet the published ATAR. Guaranteed entry offers are made in the Main Round. Visit the web for more information.

**GUARANTEE YOUR PLACE**
mq.edu.au/guaranteed-entry

**EARLY OFFER**
Receive your offer before the UAC Main Round via Macquarie's special entry scheme and UAC's Schools Recommendation Scheme.
### Table A: Number of applications by type of applicant and outcome

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Access granted in full</th>
<th>Access granted in part</th>
<th>Access refused (in full)</th>
<th>Information not held</th>
<th>Information already available</th>
<th>Refusal to confirm and information held</th>
<th>Refusal to confirm and information held (application withdrawn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>April</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>September</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>December</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Statistics Office of the University, Inc.

### Aged analysis at the end of each quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Current (within 30 days) $'000</th>
<th>Less than 30 days overdue $'000</th>
<th>Between 30 and 60 days overdue $'000</th>
<th>Between 60 and 90 days overdue $'000</th>
<th>More than 90 days overdue $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>8,989</td>
<td>1,154</td>
<td>3,305</td>
<td>1,322</td>
<td>500</td>
</tr>
<tr>
<td>April</td>
<td>7,790</td>
<td>1,232</td>
<td>2,073</td>
<td>1,465</td>
<td>605</td>
</tr>
<tr>
<td>September</td>
<td>10,830</td>
<td>1,322</td>
<td>3,300</td>
<td>687</td>
<td>550</td>
</tr>
<tr>
<td>December</td>
<td>7,128</td>
<td>1,348</td>
<td>2,000</td>
<td>102</td>
<td>101</td>
</tr>
</tbody>
</table>

Note: Blue shading indicates an increase in the percentage of a particular access application. Pink, a decrease in the percentage of a particular access application. This also applies to Table A.
Pie charts are doughnut shape. Multiple colours can be used to differentiate information. Tints may be used when further differentiation is required. Colours are separated using a 0.75pt keyline in the background colour. Legends use a circular shape.

### International students by country of citizenship (2010)

- China: 40%
- Hong Kong (SAR of China): 15%
- Other: 18%
- United States of America: 10%
- Germany: 1%
- Korea, Republic of (South): 7%
- United States of America: 5%
- India: 3%
- Germany: 1%

### Total revenue ($ thousands) vs total students (thousands)

- **2006**: 234, 206, 302, 410, 330, 308, 297
- **2007**: 234, 206, 302, 410, 330, 308, 297
- **2008**: 234, 206, 302, 410, 330, 308, 297
- **2009**: 234, 206, 302, 410, 330, 308, 297
- **2010**: 234, 206, 302, 410, 330, 308, 297

- **Total students**
- **Total revenue**

### New South Wales undergraduate applicants that list Macquarie as their first preference

- **2000**: 10, 15, 20, 25, 30, 35, 40
- **2001**: 10, 15, 20, 25, 30, 35, 40
- **2002**: 10, 15, 20, 25, 30, 35, 40
- **2003**: 10, 15, 20, 25, 30, 35, 40
- **2004**: 10, 15, 20, 25, 30, 35, 40
- **2005**: 10, 15, 20, 25, 30, 35, 40
- **2006**: 10, 15, 20, 25, 30, 35, 40
- **2007**: 10, 15, 20, 25, 30, 35, 40
- **2008**: 10, 15, 20, 25, 30, 35, 40
- **2009**: 10, 15, 20, 25, 30, 35, 40
- **2010**: 10, 15, 20, 25, 30, 35, 40

- **Percentage**
- **Market share comparison**

### Undergraduate vs postgraduate (student headcount)

- **2001**: 10, 15, 20, 25, 30, 35, 40
- **2002**: 10, 15, 20, 25, 30, 35, 40
- **2003**: 10, 15, 20, 25, 30, 35, 40
- **2004**: 10, 15, 20, 25, 30, 35, 40
- **2005**: 10, 15, 20, 25, 30, 35, 40
- **2006**: 10, 15, 20, 25, 30, 35, 40
- **2007**: 10, 15, 20, 25, 30, 35, 40
- **2008**: 10, 15, 20, 25, 30, 35, 40
- **2009**: 10, 15, 20, 25, 30, 35, 40
- **2010**: 10, 15, 20, 25, 30, 35, 40

- **Undergraduate**
- **Postgraduate**
- **Other postgraduate**

### Student demand grew year-on-year throughout the economic downturn

© 2015 Macquarie University Brand Identity Guidelines
Photography enables us to tell our stories of heritage, discovery, and aspiration with greater clarity and distinction.
There are four categories of hero photography – portraits, campus facilities, objects and big issues.

Hero photography is distinctive imagery that allows us to tell our stories and create a unique visual appearance for all communications.
Big issues photography depicts the critical global issues that we aspire to positively impact in meaningful ways through our teaching and research.

This photography category is photojournalistic in style, depicting the big issues shaping the future of society. The subject matter is current and challenging, sometimes even confronting. But the issues are portrayed with a graphic power and an aesthetic beauty that fuels the fundamental desire of our students, staff and partners to make a difference in our world. Big issues photography depicts a challenge, however great or small, to be addressed.

SOURCING IMAGERY

Big issues images are sourced from a range of image libraries and from Wiki Commons – a media file repository making freely-licensed content available to everyone. Where Wiki Commons images are used, an attribution line is usually required. Due to licensing restrictions, editorial images cannot be used.

COMPOSITION

An asymmetrical composition or single focal point adds dynamism to big issues photography.
Campus facilities photography captures interesting wide angle views of the interiors and exteriors of our impressive built facilities.

TALENT
Talent is not used in campus facilities photography.

LOCATION
Campus facilities photography may include internal or external architectural environments that provide powerful graphic images.

LIGHTING
Lighting should be natural but dramatic, adding to the awesome nature of the imagery.

COMPOSITION
An asymmetrical composition or striking perspective, using strong angles and graphic shapes, adds dynamism to campus facilities photography.
Objects photography showcases the tangible objects of discovery in both historic and contemporary contexts with reverence and clarity.

**TALENT**
Talent is not used in objects photography.

**LOCATION**
Objects should be shot in a studio on a white background to allow contouring at post-production stage.

**LIGHTING**
Avoid flat lighting.

**COMPOSITION**
Where possible, allow space between the background and the object for ease of contouring at post-production stage.

**FOCUS**
Sharp focus should be maintained to allow contouring at post-production stage.

**POST-PRODUCTION**
Objects should be contoured from the background.
Portrait photography celebrates our collegial culture, our openness, our warmth and our diversity.

TALENT
Talent should represent students and lecturers and personify Macquarie University’s personality traits of generous, open, audacious and engaged. They should possess a confident sense of self and convey an individual personal style that is varied and contemporary.

Talent should be chosen to reflect different ages, ethnicities and pathways within the university including undergraduate and post-graduate courses across Macquarie University’s learning and teaching programs and research centres.
LOCATION
Talent should be shot in a studio against a mid grey paper background to allow ease of contouring at post-production stage.

STYLING AND PROPPING
Talent should be looking directly to camera. Facial expressions should communicate openness and warmth with a half smile.

Stance and gestures, where they are used, should appear natural and convey assuredness. Talent may be front-on or shot at three quarter view. Occasionally, groups of two or three may appear together. Facial expressions, stance and gestures should indicate they are comfortable interacting.

Hair, makeup and accessories should be fresh and contemporary. Particular attention should be paid to grooming hair to minimise flyaways for ease of contouring at post-production stage. Expressions of individuality in styling may include jewellery, glasses, hair accessories, bags or wardrobe choices. Ensure a mix of trans-seasonal wardrobe selections. Wardrobe colours should be muted in tone – bright reds, oranges and pinks, in particular, should be avoided. Wardrobe should not depict obvious logos or inappropriate messages.

INTERATIONAL CONSIDERATIONS
As imagery may be used in international markets it is important to acknowledge cultural sensitivities. Provocative facial expressions, stance, gestures and clothing should be avoided. For some international markets, exposed skin may not be appropriate.

COMPOSITION
Talent should be shot at eye level and cropped to waist height.

FOCUS
Sharp focus should be maintained to allow contouring at post-production stage.

Lighting
For optimum lighting effect, wrap around lighting is achieved using four scims or translucent fabrics to diffuse the lights.

Camera equipment
For consistent portrait photography, use a DSLR camera with a 70 – 200mm lens at around 180mm focal length with aperture set to f/8 and speed set to 50 ISO. A circular polarizer is used to absorb reflections on the side of faces created by the wrap around lighting.

Post-production
Portrait photography should be contoured from the background so it can sit on either a Sand or a Red background. It should be warm in tone with contrast between shadows and highlights. In order to emphasise the contrast, the highlights around the left side of the face, the edge of the right side of the face, forehead, neck and arms should be Dodged to lighten slightly. Due to variation in skin tones, these adjustments are a guide only and should be averaged out across skin tones.
Supporting photography captures the spirit of Macquarie University, both past and present.

There are three categories of supporting photography – our creation story, campus life and campus grounds.
Our creation story photography captures our pioneering spirit.

Founded to be different, these images from our historical archives depict the sense of hopefulness and the confidence that life is full of possibilities.
This style of photography captures the social interactions that occur within the multi-faceted context of campus life.

**TALENT**

Talent should represent students and lecturers and personify Macquarie University’s personality traits of generous, open, audacious and engaged. They should possess a confident sense of self and convey an individual personal style that is varied and contemporary.

Talent should be chosen to reflect different ages (18–65), ethnicities and pathways within the university including undergraduate and postgraduate courses across Macquarie University’s learning and teaching programs and research centres.

**LOCATION**

Campus life photography locations may include internal or external environments.

**LIGHTING**

Lighting should be natural.

**STYLING AND PROPPING**

Talent should be captured naturally engaged in campus life.

**INTERNATIONAL CONSIDERATIONS**

As imagery may be used in international markets it is important to acknowledge cultural sensitivities. Provocative facial expressions, stance, gestures and clothing should be avoided. For some international markets, exposed skin may not be appropriate.

**COMPOSITION**

An asymmetrical composition or single focal point adds dynamism to campus life photography.
Campus grounds photography captures our beautiful, natural Australian landscape.

**TALENT**
Talent is not used in campus grounds photography.

**LOCATION**
Campus grounds photography includes external environments that provide powerful graphic images.

**LIGHTING**
Lighting should be natural but dramatic, adding to the awesome nature of the imagery.

**COMPOSITION**
An asymmetrical composition or striking perspective using strong angles and graphic shapes adds dynamism to campus grounds photography.
**Tier One communications** are high impact, priority materials. Only big issues photography and campus facilities photography can lead Tier One communications.

Images are surprising, awe-inspiring and always stunning, evoking an emotional response in the audience. Use of the light graphic is reduced.

**Big issues photography**
Big issues photography may lead Tier One communications. It can also be used at large scale internally with high impact headings and minimal text.

**Campus facilities photography**
Campus facilities photography may lead Tier One communications. It can also be used at large scale internally with high impact headings and minimal text.

**Objects photography**
Objects photography does not lead Tier One communications. It may be used at large scale internally with high impact headings and minimal text. It is always contoured.

**Portrait photography**
Portrait photography does not lead Tier One communications. It may be used at large scale internally with high impact headings and minimal text. It is always contoured.

---

**Specifications for an A4 communication**

- **Student Name** — Newcald Book Italic
- **Name of Degree** — National ExtraBold
- **5pt**
- **Uppercase**
- **Tracking -15**
- **Black**

(This should be scaled 70% for A5 and DL communications)
All supporting photography is limited to internal use only on Tier One communications.
**Hero imagery should be used to lead Tier Two communications.**

**Big issues photography**
Big issues imagery is used full bleed. It may lead a communication on its own or lead with the help of campus facilities photography, other big issues photography or any supporting photography used within the light graphic.

**Campus facilities photography**
Campus facilities photography is used full bleed. It may lead an application on its own or lead with the help of big issues photography or any supporting photography used within the light graphic.

**Objects photography**
Objects photography is always contoured and should appear on a background of 30% sand. To maintain its integrity, object photography leads a communication on its own.

Silver or white objects can be highlighted using the five colour gradient masked to the shape of the object in Adobe Illustrator. A black and white gradient is then created and applied as an opacity mask from the Transparency palette. This allows the five colour gradient to transition to the original colour of the object.

**Portrait photography**
Portrait photography can appear on backgrounds of Sand or the light graphic. It may lead a communication on its own or lead with the help of campus facilities photography, big issues photography or any supporting photography used within the light graphic.

Where portrait photography is used, the student or lecturer and their relevant degree should be recognised in text. While there is no set position for this attribution, it should be kept clear of the Macquarie University brandmark, headings and subheadings.

**Specifications for an A4 communication**
(This should be scaled 70% for A5 and DL communications)
Supporting imagery should be used either in a supporting role on front covers or on the inside of communications.

Supporting imagery used in a supporting role on front covers

Supporting imagery used inside communications

Supporting imagery used in a supporting role on front covers

Our creation story photography can be juxtaposed with hero imagery. Further emphasised by the tonal differences between our creation story photography and other hero imagery, this juxtaposition captures our pioneering spirit within the context of our formidable future.

Audacious research that changes lives

Fifty years of looking forward

Changing lives

Bonuses, scholarships and special entry

Helping you reach your goals

Tier Two – Supporting photography

Supporting imagery used in a supporting role on front covers

Supporting imagery should be used either in a supporting role on front covers or on the inside of communications.

Supporting imagery used inside communications

Supporting imagery used in a supporting role on front covers

Our creation story photography can be juxtaposed with hero imagery. Further emphasised by the tonal differences between our creation story photography and other hero imagery, this juxtaposition captures our pioneering spirit within the context of our formidable future.
Portait photography should not be dropped into campus facilities or campus grounds photography.

No other photography styles besides those specified should be used.

Object imagery should not be cropped.

Other photography should not be used in conjunction with object photography.

Supporting photography should not be used to lead an application.

In brochureware, portrait photography should not be used in isolation of the light graphic.
When printing communications, it is important to create a consistent look. These paper stocks have been chosen based on their quality and value, with a range to suit all applications.

Uncoated papers are the preferred option and should be used wherever possible. They have been selected for their soft natural feel and unique print quality.

All stocks shown here are available from KW Doggets.

Ask your printer to use the optimised print profiles for best results on these stocks.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Weights</th>
<th>Price comparison</th>
<th>Digital print compatibility</th>
<th>Sourcing</th>
<th>Recycled content</th>
<th>Chlorine in production</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Uncoated: Premium – Vice Chancellor stationery, invitations</strong></td>
<td>Text 148gsm, Cover 216gsm, Card 352gsm</td>
<td>55%</td>
<td>Laser guaranteed</td>
<td>Forest Stewardship Council</td>
<td>30% Post Consumer Waste</td>
<td>Elemental Chlorine Free</td>
</tr>
<tr>
<td>Strathmore Premium Wove Ultimate White</td>
<td>This is an elegant soft paper with a subtle cotton-like texture. It prints exceptionally well. Ready made envelopes available. Made in USA.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Uncoated: High value general purpose – brochures, flyers, stationery, invitations</strong></td>
<td>Text 120gsm, Cover 220gsm, Card 350gsm</td>
<td>27%</td>
<td>Indigo Dry toner Laser guaranteed</td>
<td>Forest Stewardship Council</td>
<td>None</td>
<td>Elemental Chlorine Free</td>
</tr>
<tr>
<td>Knight Smooth White</td>
<td>This is a slightly warm bright white with a smooth even print surface. It prints very well. 2 Indigo specific weights. Ready made envelopes available. Made in Italy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Uncoated: Commodity general purpose – brochures, flyers, stationery</strong></td>
<td>Text 148gsm, Cover 200gsm, Card 300gsm</td>
<td>22%</td>
<td>Indigo Dry toner Laser guaranteed</td>
<td>Forest Stewardship Council</td>
<td>None</td>
<td>Elemental Chlorine Free</td>
</tr>
<tr>
<td>Sovereign Offset White</td>
<td>This is a good value cool bright white with a more obvious uncoated texture. It has good opacity and print qualities. 2 Indigo specific weights. Ready made envelopes available. Made in Italy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Coated General Purpose – Uncoated above is preferred to coated</strong></td>
<td>Text 150gsm, Cover 200gsm, Card 350gsm</td>
<td>19%</td>
<td>Indigo Dry toner</td>
<td>Forest Stewardship Council</td>
<td>60% Post Consumer Waste</td>
<td>Process Chlorine Free</td>
</tr>
<tr>
<td>Maine Recycled A2+ Silk</td>
<td>This is an A2+ stock which is good value and great colour reproduction. It has HP Indigo certification, and is produced with a blend of 60% post consumer waste fibre and 40% FSC. Made in France.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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# Best practice

<table>
<thead>
<tr>
<th>STUDYING AT MACQUARIE</th>
<th>LIFE ON CAMPUS</th>
<th>THE WORLD OF RESEARCH</th>
<th>WORKING AT MACQUARIE</th>
<th>ENGAGING THE COMMUNITY</th>
<th>MERCHANDISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Health and Wellbeing</td>
<td>Research at Macquarie University</td>
<td>This Week at Macquarie</td>
<td>Alumni</td>
<td>Mug</td>
</tr>
<tr>
<td>Recruitment brochures</td>
<td>Counselling poster</td>
<td>Brochure</td>
<td>eDM invitation</td>
<td>Macquarie Matters</td>
<td>Notebook</td>
</tr>
<tr>
<td>International undergraduate</td>
<td>Sport and Recreation</td>
<td>Poster</td>
<td>Corporate</td>
<td>eDM invitation</td>
<td>Pin</td>
</tr>
<tr>
<td>Course guide</td>
<td>Sport and Aquatic Centre</td>
<td>Research centres</td>
<td>Letterhead</td>
<td>Business card</td>
<td>T-shirt</td>
</tr>
<tr>
<td>MQ Guide</td>
<td>Banners</td>
<td>Brochures</td>
<td>PowerPoint template</td>
<td>Business card</td>
<td>Bag</td>
</tr>
<tr>
<td>Calendar of governance, law and rules</td>
<td>Lifestyle classes eDM</td>
<td>Lecture series</td>
<td>In Profile</td>
<td>Lecture series</td>
<td></td>
</tr>
<tr>
<td>Brochure</td>
<td>Sports programs</td>
<td>eDM</td>
<td>eDM</td>
<td>Mu</td>
<td></td>
</tr>
<tr>
<td>Applied Finance Centre</td>
<td>Football poster</td>
<td>Invitation</td>
<td>Invitation</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td>Brochure</td>
<td>Football fixture</td>
<td>Certificate</td>
<td>Certificate</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td>Discover the possibilities</td>
<td>Sport coaching poster</td>
<td>Poster</td>
<td>Certificate</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td>Brochure</td>
<td>Martial arts</td>
<td>Brochures</td>
<td>Certificate</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Childcare</td>
<td></td>
<td>Certificate</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vacation care poster</td>
<td></td>
<td>Certificate</td>
<td>Business card</td>
<td></td>
</tr>
</tbody>
</table>

---

**SEVANNE MCGARITY**

*Bachelor of Arts with Bachelor of Laws*
Graphic and confident, recruitment brochures are unified by the strong use of portrait photography overlaid on the light graphic. The light graphic is used to mask big issues or other photography pertinent to the communication, or may be used on its own. A clear and contemporary information hierarchy system and an underlying layout grid strike a balance between stability and the dynamism of the imagery.

Portrait photography can be combined with other photography to tell multiple stories in the same communication (e.g. students and big issues, or students and campus facilities and campus grounds).
International course guides use group portrait photography showing more than one ethnicity to appeal to a broader audience. Portrait photography is overlaid on the light graphic used to mask aspects of Sydney life, or may be used on its own. Images of Sydney should demonstrate a fresh and interesting perspective: a local’s view of the city and surrounds.
Apps should be clear and direct, employing the vibrancy of the colour palette to engage and to help clarify information. They are less reliant on long text, utilising icons to aid in simplicity and navigation. The light graphic, while appropriate for a loading screen, should not be overused or interfere with navigability.

Functional communications use either the more restrained three colour light graphic or an icon on a Red background to facilitate understanding of informational content.
Where communications need to speak the language of the business world in a more prestigious tone, several techniques may be adopted, ranging from the use of black and white imagery and reduced use of the light graphic to increased use of Charcoal. Approval should be sought from the Marketing unit when using this application of the colour palette.
Tier One communications are high impact, priority materials. Images are surprising, awe-inspiring and always stunning, evoking an emotional response in the audience. The use of the light graphic is reduced. Only big issues and campus facilities photography appears on the front cover of Tier One communications.
Icons can lead a communication where an image is not appropriate. They can be used to communicate issues in a less literal way.
Designed to engage and encourage involvement, campus life communications are high energy and full of life, utilising the five-colour light graphic and imagery in its most active form. Where multiple images are used, scale should be considered to provide a focal point.
Use of the three colour light graphic on a black background more closely aligns communications with Macquarie University’s sporting teams. Where possible, gender stereotypes in sporting team communications should be avoided.
From high impact to playful, the visual identity elements can be combined in a range of ways, providing the ability to communicate different tonalities as appropriate to the various campus life services.

SPORT

SPORT AND AQUATIC CENTRE
MMA
Muay Thai Kickboxing
Japanese/Jiu Jitsu
Tae Kwon Do

Unleash the Warrior within

SPORT AND RECREATION
CHILD CARE

CHILDRENS SERVICES
Vacation Care

Bookings now open
Use of the light graphic is not always necessary to maintain the association with the Macquarie University identity. Strong use of typography, colour palette and imagery can be used to communicate a bold and single-minded message.
The world of research

Objects imagery showcases the tangible objects of discovery in both historic and contemporary contexts with reverence and clarity. Silver or white objects can be highlighted using the five-colour gradient. The single multi-use light graphic is used in a subtle way to convey an innovative, intelligent and sophisticated feel.

The visual identity elements can be combined to communicate more sensitive issues by minimising the use of the colour palette and selecting imagery that communicates a more empathetic tone.
Feature stories allow a more bespoke treatment of typography and imagery to help communicate the story.
Alumni communications speak the language of the business world appealing to professionals. Use of the colour palette is reduced with an increased proportion of Red. The light graphic is used in an understated and considered manner to evoke a sophisticated and intelligent feel. Alumni communications feature alumni beyond the campus, making a difference in our world.

The Macquarie Matters masthead remains consistent across editions but the layout and use of visual identity elements can change to further differentiate editions.
Macquarie University stationery demonstrates clarity and simplicity in information design.
PowerPoint® templates provide consistency across different platforms and competencies. Clear and powerful information design allows impactful imagery to play a prominent role.
Rather than focusing purely on campus photography, In Profile heroes big issues photography depicting the critical global issues that we aspire to positively impact in meaningful ways through our teaching and research. It demonstrates Macquarie University within the context of our world.

Our creation story photography can be used internally to capture our pioneering spirit within the context of our formidable future.

MACQUARIE IN PROFILE

Audacious research that changes lives

Fifty years of looking forward

© 2015 Macquarie University Brand Identity Guidelines
The visual identity elements can be combined in an active and compelling way to communicate our brave new thinking. Innovative, intelligent and sophisticated in feel, the multi-use light graphic can be used in conjunction with big issues photography to communicate current, challenging and sometimes even confronting content. The disruptive nature of these communications should be counterbalanced by the use of space, ensuring the dynamism does not become visually cluttered.
BEST PRACTICE

Engaging the community

Rather than focusing purely on campus photography, brochures hero big issues photography depicting the critical global issues that we aspire to positively impact in meaningful ways through our teaching and research. The Macquarie University masterbrand remains consistent across publications but bespoke treatments of typography, layout and combinations of the visual identity elements can differentiate publications.
Merchandise can range in tone from the elegance and simplicity of a lapel pin or cufflink to the vibrancy of an Open Day T-shirt. Consideration should be given to the application and audience.
# Brand architecture

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Introduction

The purpose of brand architecture

Macquarie University is a complex organisation with many different entities including departments, functions, centres, and whole subsidiaries engaging with a variety of audiences. As the University – the parent brand – aims to tell a coherent story about itself, it is important to ask how those entities relate to the University brand through nomenclature and their own look and feel. That is what a brand architecture is about: establishing roles and relationships across various entities and bringing them to life through clear design principles.

The following pages outline the brand architecture principles adopted for Macquarie University. They establish a simple set of rules while, at the same time acknowledging that different entities may need to relate to the university in different ways.
Primary emphasis is on the Macquarie University parent brand.

As part of a broader narrative of engagement, there is deep integration between learning and teaching and the world ‘outside the classroom’.

The relationship between Macquarie University and third party entities is clear.

Our collective sense of identity comes first and foremost from the overarching organisation we belong to. There are minimal special branding approaches for individual entities.

The world of sport, recreation and services to students are closely aligned with the Macquarie University brand. And so are those entities that drive engagement with industry.

A series of third party entities associated with the University have their own branding and look and feel. The involvement of Macquarie University should be clarified with the use of endorsement lines.
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<th>Editorialy independent, by people associated with Macquarie University</th>
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The Macquarie University masterbrand drives engagement with most audiences. The international brandmark should be used in applications with significant exposure to international audiences.
An endorsement line is used to clarify Macquarie University’s relationship where it appears in a third party environment.

To clarify Macquarie University’s unique role amongst other partners and to distinguish it from the Australian Government endorsement line, the Australian Hearing Hub uses the endorsement line ‘Founded by’.

To clarify Macquarie University’s role Crunch uses the endorsement line ‘A company of’.

The endorsement text is set in National Regular in black with -15 tracking.

Founded by MACQUARIE University

A company of MACQUARIE University

© 2015 Macquarie University Brand Identity Guidelines
To convey close alignment with the Macquarie University brand, faculties and departments are shown in plain text.

Faculty of Arts
In brochureware
Where it appears on the cover of brochureware, an entity device is used to highlight faculties and departments as the author of communications. The relevant faculty is referenced in colour in the entity device and in text.

Faculty of Business and Economics

Faculty of Human Sciences

Faculty of Science and Engineering

Faculty of Medicine and Health Sciences

Department of Linguistics
Faculty of Human Sciences

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)

Position
An entity device should appear in the top left of a communication.

Faculty
Faculties use their faculty colour.

Department within a faculty
A department may lead a communication. The relevant faculty is acknowledged in colour and secondary text.

University-wide department
Where a department belongs to two or more faculties, it is considered a University-wide department. Multiple faculties are not listed and the entity device does not take on a faculty colour.

School
Schools use their relevant faculty colour.

In other applications
Where it appears on other applications, the entity device is not used. Faculties and departments wording should never be locked up with the Macquarie University brandmark.
To convey close alignment with the Macquarie University brand, International College is shown in plain text.

**Position**
An entity device should appear in the top left of a communication.

**Specifications for an A4 Communication**
(These should be scaled 70% for A5 and DL communications)

- Line is generally 24mm in width though this is adjustable depending on the length of the entity name
- Upper case
- Tracking -15
- Black

**In signage**
To assist in wayfinding and navigation, Macquarie University should drive the initial engagement with audiences. Once Macquarie University’s presence has been established, clinics may take the lead. Ensure there is a clear hierarchy of information.
Learning and teaching

To convey close alignment with the Macquarie University brand, the Applied Finance Centre is shown in plain text.

APPLIED FINANCE CENTRE
Faculty of Business and Economics

In brochures
Where it appears on the cover of brochures, an entity device is used to highlight the Applied Finance Centre as the author of communications. The Faculty of Business and Economics is referenced in colour in the entity device and in secondary text.

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)

- Primary text
  National ExtraBold
  9.75pt on 8.29pt leading
  Uppercase
  Tracking -15
  Black

- Secondary text
  Newszalp Book Italic
  9.75pt
  First line auto leading
  Second line 9.75pt leading
  Black

Position
An entity device should appear in the top left of a communication.

Faculty of Business and Economics colour
This colour is reserved for use in the entity device and within indexing systems on internal pages.

In other applications
Where it appears on other applications, the entity device is not used. Applied Finance Centre wording should never be locked up with the Macquarie University brandmark. To avoid redundancy, the wording ‘Macquarie University Applied Finance Centre’ should not be used where the brandmark appears in the same field of vision.

In signage
To assist in wayfinding and navigation, Macquarie University should drive the initial engagement with audiences. Once Macquarie University’s presence has been established, Applied Finance Centre may take the lead. Ensure there is a clear hierarchy of information.

In body text
Where it appears in text, Applied Finance Centre may appear as ‘Macquarie University Applied Finance Centre’ the first time it appears, and thereafter as ‘Applied Finance Centre’.

Lorem Ipsum
Due to its high profile, MGSM is in a branding category of its own amongst schools. The MGSM brand is treated in a prominent way whilst conveying close alignment with the Macquarie University brand.

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot should be used where full colour printing is not available e.g. screen printing. Greyscale is reserved for one colour printing. A one colour black is also available for special reproduction requirements.
Macquarie's unique PACE (Professional and Community Engagement) program gives you practical experience while you're still a student so you can get that all-important headstart on your career.

Through local and international experiences, PACE offers you invaluable work and life skills that set you apart from other graduates; skills that equip you for the real world and make you more attractive to employers. Who doesn't want that?

You could be interning at international corporations like Microsoft or GlaxoSmithKline, working with Indigenous tourism operators in the Northern Territory, building houses for homeless people in Peru, working with local councils to develop community engagement strategies or assisting with land rights claim in the jungles of Borneo. This is just a snapshot though; our range of PACE options are extensive.

But PACE is about more than preparing you for work; PACE helps prepare you for life by showing you how you can apply the skills you learn in the classroom to real-life situations, and by helping you develop maturity, wisdom and a deeper understanding of the world – and your place in it.

Macquarie is the only Australian university to offer real-world experiences that are fully integrated into the curriculum. Known as the ‘3Ps’, People, Planet and PACE units underpin our degrees and have been developed in response to the need from employers for well-rounded employees with both specialised skills and breadth of understanding who will fit comfortably into the workplace and the broader society.

To ensure that you study a diversity of units, you will complete a People and a Planet unit as part of your degree. You will also have the opportunity to undertake a PACE unit. People units offer a range of socially focused subjects that help you explore everything from dance and linguistics to philosophy, history and environmental economics. Planet units relate to the natural world and include units on sustainability, law, bioethics, introductory physics, environmental accounting and astronomy, among others.
In national University communications, Macquarie University should be featured as a partner. When Macquarie University plays a prominent role, an endorsement line is used to clarify the relationship with the national University.
To convey close alignment with the Macquarie University brand, University research centres are shown in plain text.

Position
An entity device should appear in the top left of a communication.

In brochureware
Where it appears on the cover of brochureware, an entity device is used to highlight the University research centre as the author of communication.

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)

ANCIENT CULTURES RESEARCH CENTRE

BIOMOLECULAR FRONTIERS RESEARCH CENTRE

CLIMATE FUTURES

Line is generally 24mm in width though this is adjustable depending on the length of the entity name.

1.5mm

ANCIENT CULTURES RESEARCH CENTRE

National ExtraBold
9.75pt on 8.29pt leading
Uppercase
Tracking -15
Black

In other applications
Where it appears on other applications, the entity device is not used. University research centres wording should never be locked up with the Macquarie University brandmark.
To convey close alignment with the Macquarie University brand, faculty research centres are shown in plain text.

**CENTRE FOR FINANCIAL RISK**  
Faculty of Business and Economics

**In brochureware**  
Where it appears on the cover of brochureware, an entity device is used to highlight faculty research centres as the author of communications. The relevant faculty is referenced in colour in the entity device and in secondary text.

- Faculty text: Newzald Book Italic 9.75pt  
- First line auto leading  
- Second line 9.75pt leading  
- Black

**Specifications for an A4 communication**  
(This should be scaled 70% for A5 and DL communications)

Position  
An entity device should appear in the top left of a communication.

**Faculty colours**  
Faculty research centres use their faculty colour. Faculty colours are reserved for use in the entity device and within indexing systems on internal pages.

**University research centres**  
Where a research centre belongs to two or more faculties, it is considered a University research centre. Multiple faculties are not listed and the entity device does not take on a faculty colour.
University and faculty research centres may use a lockup of the Macquarie University brandmark and the institute’s or centre’s name in plain text when they appear in a third party environment.
To convey close alignment with the Macquarie University brand, clinics are shown in plain text.

**EMOTIONAL HEALTH CLINIC**

*In brochureware*
Where the name of the clinic appears on the cover of brochureware, an entity device is used to highlight the clinic as the author of communications.

**Position**
An entity device should appear in the top left of a communication.

**Emphasis**
Where additional emphasis is required, the clinic name can also appear in either the subheading or heading.

*In signage*
To assist in wayfinding and navigation, Macquarie University should drive the initial engagement with audiences. Once Macquarie University’s presence has been established, clinics may take the lead. Ensure there is a clear hierarchy of information.

*In other applications*
Where it appears on other applications, the entity device is not used. Clinic names should never be locked up with the Macquarie University brandmark.
The Students and Registrar portfolio is closely aligned with the Macquarie University brand.

Clusters of services are shown in plain text and help audiences navigate the various services e.g.

- Children's services
- Food and drink
- Accommodation
- Sport
- Graduations
- Student Connect/student administration
- Macquarie University Medical Centre
- Careers
- Counselling
- Disability
- Student representation
- Exams
- Grievances, complaints and misconduct

**Position**

Clusters of services text should appear in the top left of a communication.

**CHILDRENS SERVICES**

Clusters of services text

National ExtraBold
29pt
Uppercase
Tracking -15

Specifications for an A3 communication

**SPORT**

A Warrior feels no pain.

Come witness the battle.

Unleash the Warrior within
The MacWarrior brandmark is reserved for use in a sporting context only.

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot should be used where full colour printing is not available e.g. screen printing. Greyscale is reserved for one colour printing. A one colour black is also available for special reproduction requirements.

**Positioning**

The MacWarrior brandmark should be positioned with as much visual distance from the Macquarie University masterbrand as possible. They should never appear locked up.

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**Colour reproduction**

*Colour breakdowns differ from those specified in the Pantone Plus Series “Color Bridge” system.*

<table>
<thead>
<tr>
<th>Colour Breakdown</th>
<th>Pantone ®/CMYK Breakdown</th>
<th>RGB Breakdown</th>
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<td>#FFA07A</td>
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**Clear space**

16mm / 100 pixels wide

Minimum size

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The MacWarrior brandmark should be positioned with as much visual distance from the Macquarie University masterbrand as possible. They should never appear locked up.

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**Positioning**

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Minimum size

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<tr>
<td>Pantone ® 108 CP</td>
<td>C:0, M:0, Y:0, K:100</td>
<td>#FF0000</td>
</tr>
<tr>
<td>Pantone ® 474 CP</td>
<td>C:0, M:0, Y:0, K:100</td>
<td>#FFA07A</td>
</tr>
</tbody>
</table>

---

**Clear space**

16mm / 100 pixels wide

Minimum size
The Mini MacWarrior brandmark is reserved for use in a sporting context only.

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot should be used where full colour printing is not available e.g. screen printing. Greyscale is reserved for one colour printing. A one colour black is also available for special reproduction requirements.

Positioning
The Mini Macwarrior brandmark should be positioned with as much visual distance from the Macquarie University masterbrand as possible. They should never appear locked up.

Colour reproduction
*Colour breakdowns differ from those specified in the Pantone Plus Series™ Color Bridge™ system.

Process Black CP
C 0 M 0 Y 0 K 100
HTML #000000

Pantone® Cool Gray* /three.LP CP
C 0 M 0 Y 0 K 320
HTML #999999

Pantone® /four.LP/seven.LP CP
C 0 M 237 Y 200 K 0
HTML #FFDEDE

Pantone® /two.LP/zero.LP/three.LP/five.LP CP
C 0 M 0 Y 124 K 0
HTML #636363

Pantone®/orange.LP CP
C 0 M 0 Y 312 K 0
HTML #E0B030

Pantone®/green.LP CP
C 0 M 0 Y 0 K 150
HTML #009999

Pantone®/purple.LP CP
C 0 M 0 Y 0 K 312
HTML #990099

Pantone®/brown.LP CP
C 0 M 0 Y 0 K 164
HTML #996633

Pantone®/purple* /four.LP/seven.LP CP
C 0 M 0 Y 124 K 0
HTML #F5F5F5

Pantone®/dark grey CP
C 0 M 0 Y 0 K 124
HTML #999999

HTML
76/117/92/14/16

Clear space

16mm / 100 pixels wide
Minimum size
CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot should be used where full colour printing is not available e.g. screen printing. Greyscale is reserved for one colour printing. A one colour black is also available for special reproduction requirements.

In all methods of reproduction, colour must be matched to these Pantone® references. The CMYK breakdowns must match to the Pantone Plus Series® Color Bridge™ system, unless specified otherwise.

*Colour breakdowns differ from those specified in the Pantone Plus Series® Color Bridge™ system.

© 2015 Macquarie University Brand Identity Guidelines
To clarify the relationship between the student organisation and Macquarie University, student organisations use the endorsement line ‘A student organisation of’.

The endorsement text is set in National Regular in black with -15 tracking.

© 2015 Macquarie University Brand Identity Guidelines

Student organisations must not use the Macquarie University brandmark, or any element of the brandmark.
To clarify the relationship between the accommodation provider and Macquarie University, accommodation providers use the endorsement line 'Accommodation provider of'.

An endorsement line is used to clarify Macquarie University’s relationship where it appears in an accommodation provider’s environment.
AccessMQ is treated as an administrative unit and is shown in plain text.

**AccessMQ**

**Position**
The AccessMQ entity should appear in the top left of a communication. The preference is for it to appear on the back with contact details below. The AccessMQ entity may appear on the front of communications but contact details should not.

**ACCESSMQ**

**Entity text**
National ExtraBold
9.75pt on 8.29pt leading
Uppercase
Tracking -15
Black

**Contact details**
Newzald Book
7.75pt
Black

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)

**Access Macquarie Limited**

**Legal name**

**Name**
AccessMQ is used as the operating name. Where required, Access Macquarie Limited is used as the legal name and shown in plain text.

**Krista Borg**
Head of Marketing

**ACCESSMQ**
Access Macquarie Limited
Level 1, 3 Innovation Road
Macquarie University
NSW 2109 Australia
T: +61 (0)2 9805 3100
F: +61 (0)2 9805 3101
E: amq.enquiries@mq.edu.au
mq.edu.au/accessmq
The English Language Centre entity is treated as an administrative unit and is shown in plain text.

Contact details
Newzald Book
7.75pt
Black

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)
The IELTS entity is treated as an administrative unit and is shown in plain text.

IELTS TEST CENTRE

Position
The IELTS Test Centre entity should appear in the top left of a communication. The preference is for it to appear on the back with contact details below. The IELTS Test Centre entity may appear on the front of communications but contact details should not.

Contact details
Newzald Book
7.75pt
Black

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)

IELTS TEST CENTRE

EMC Building, 3 Innovation Road
Macquarie University
NSW 2109 Australia
T: +61 (0)2 9850 6337
F: + 61 (0)2 9850 1875
E: ielts@mq.edu.au

Entity text
National ExtraBold
9.75pt on 8.29pt leading
Uppercase
Tracking -15
Black

IELTS logo
The equity of the IELTS logo can be leveraged within the Macquarie University visual identity system. The 'Official Test Centre' version of the IELTS logo should be used to clarify its relationship to Macquarie University. It should never be locked up with the Macquarie University brandmark. Where it appears in brochureware, the IELTS logo should appear on the back.
Within AccessMQ there are some entities and initiatives that maintain their own brand. These are endorsed by Macquarie University.
Functions and administrative units are shown in plain text.

Position
Functions and administrative units should appear in the top left of a communication. The preference is for them to appear on the back with contact details below. Functions and administrative units may appear on the front of communications but contact details should not.
The Sydney City Campus brandmark is reserved for use in destination signage to assist in wayfinding and navigation.

All other communications should use the Macquarie University masterbrand or, where appropriate, the international brandmark.

In all other applications
The Macquarie University brandmark should be used in all other communications.

For colour reproduction specifications for the Sydney City Campus brandmark, refer to the Brandmark section of the Guidelines.
Macquarie University produces a large number of publications. Many of these are considered ‘core’ publications and are the official voice of the University. Core publications should demonstrate close alignment with the Macquarie University brand. 

Core publication mastheads should bear a family resemblance and utilise Macquarie University colours and typography.
Publications with a high degree of editorial independence generated by students or staff should demonstrate an autonomy from the Macquarie University brand.

To clarify the relationship between the editorially independent publication and Macquarie University, editorially independent publications use the endorsement line ‘Macquarie University Student Publication’. The Macquarie University brandmark is not used.
Macquarie University and many of its entities maintain complex relationships with third party brands.

These relationships and their activities are communicated either by Macquarie University or by the third party in their look and feel. When hosted within the Macquarie University environment, the partner brand is less prominent. When hosted in the third party environment, the more important the role played by Macquarie University, the more prominently it appears in their communications.
**Alignment of partner brands**

The partner brand may be left or right aligned depending on the alignment of the Macquarie University brandmark within the application.

**Endorsement line**

An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment.

The endorsement text is set in National Regular in black with -15 tracking. Where the partner brand is left aligned, the endorsement line should appear above the partner brand. The same clearspace from the Macquarie University brandmark to the endorsement line and from endorsement line to the partner brand applies.

**International brandmark**

In horizontal partner relationships, when using the horizontal configuration of the international brandmark, the point of alignment with the partner brand shifts down slightly to balance the weight of the location descriptor.
Endorsement line
An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment. The endorsement text is set in National Regular in black with -15 tracking.
Where multiple partners are shown, they can be combined under a keyline with the one endorsement line.
**Endorsement line**

An endorsement line is used to clarify Macquarie University’s relationship where it appears in a third party environment.

The endorsement text is set in National Regular in black with -15 tracking.

Where the horizontal configuration of the masterbrand is left aligned, the endorsement line should appear above the partner brand. The same clear space from the Macquarie University brandmark to the endorsement line applies.
Alignment of partner brands
The partner brand may be left or right aligned depending on the alignment of the Macquarie University brandmark within the application.

Endorsement line
An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment. The endorsement text is set in National Regular in black with -15 tracking. Where the partner brand is left aligned, the endorsement line should appear above the partner brand. The same clearspace from the Macquarie University brandmark to the endorsement line and from endorsement line to the partner brand applies.

International brandmark
In horizontal partner relationships, when using the horizontal configuration of the international brandmark, the point of alignment with the partner brand shifts down slightly to balance the weight of the location descriptor.
Endorsement line

An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment.

The endorsement text is set in National Regular in black with -15 tracking.

© 2015 Macquarie University Brand Identity Guidelines
An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment. The endorsement text is set in National Regular in black with -15 tracking.

The Macquarie University brandmark should never be reproduced smaller than 35mm in width.
Brand relationships

THIRD PARTY ENVIRONMENT – ENDORESEMENT RELATIONSHIP

Endorsement line
An endorsement line is used to clarify a partner brand’s relationship where it appears in the Macquarie University environment.
The endorsement text is set in National Regular in black with -15 tracking.

The Macquarie University brandmark should never be reproduced smaller than 35mm in width.

International brandmark
In horizontal partner relationships, when using the horizontal configuration of the international brandmark, the point of alignment with the partner brand shifts down slightly to balance the weight of the location descriptor.

© 2015 Macquarie University Brand Identity Guidelines
The Macquarie University brandmark should never be reproduced smaller than 35mm in width.

**Endorsement line**
An endorsement line is used to clarify a partner brand's relationship where it appears in the Macquarie University environment. The endorsement text is set in National Regular in black with -15 tracking.

---

The Macquarie University brandmark should never be reproduced smaller than 35mm in width.
The preference is for partner brands and endorsement line to appear on the back of communications. Where they must, for contractual reasons, appear on the front of communications, the partner brand and endorsement line should appear left aligned in the layout.

The preference is for partner brands to transition from a separate frame to the Macquarie University endframe. Where they must appear in the same field of view, (and in other communications that hero the masterbrand where no other visual identity elements reinforce the Macquarie University brand) the partner brandmarks and endorsement line should be scaled down by 1/3.
6.0

Brand language

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A SHIFT IN BRAND LANGUAGE  6.2
A VOICE THAT REFLECTS THE BRAND PERSONALITY  6.3

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Get to the point that matters  6.7

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PARIS MANSON
Bachelor of Arts with Bachelor of Laws
What is a brand lexicon?

**OUR BRAND LEXICON IS A FANCY TERM FOR DESCRIBING THE VERBAL CHARACTERISTICS THAT MAKE OUR BRAND SOUND TRUE TO WHO WE ARE.**

It differentiates us from everyone else and provides consistency with enough flexibility to talk to our many audiences. It’s our guide for conveying personality, tone and feeling. It’s for showing how we speak, so we can craft unique copy that sounds just like us. Time and time again. There are rules and tools we need to learn and follow, but not be constrained by them. This is a brand lexicon that invites you to be creative and brave.
A shift in brand language

Why is it that universities, of all institutions, often struggle to adopt a language that’s engaging and distinctive? Perhaps it’s habit, perhaps conformism, or simply the difficulty of making complex topics accessible to the uninitiated.

Whatever the reason when it comes to language, like in other areas, Macquarie wants to challenge the sector’s conventions. We want to be famous for having a distinctive voice that engages everyone in stimulating conversations.
A voice that reflects the brand personality

THE MACQUARIE UNIVERSITY BRAND HAS A DISTINCTIVE PERSONALITY THAT MUST BE PROJECTED THROUGH OUR LANGUAGE. EACH ONE OF OUR FOUR PERSONALITY TRAITS HAS BEEN TRANSLATED INTO A LANGUAGE PRINCIPLE FULL OF IMPORTANT IMPLICATIONS.
PERSONALITY TRAIT #1

Generous

Supporting everyone, our voice embraces our collegial culture, allowing us to bring real opportunities to life.

We were created to break away from the education establishment and provide new opportunities for people who aren’t part of the Sydney traditional elite. Our creation story is still alive, and with greater intensity than ever. It must be reflected in language that’s passionate and energetic, encouraging and aspirational. It must be language that rejects any sense of self-importance and self-entitlement.

LANGUAGE PRINCIPLE #1

Show what’s possible.

Imagine all the things we could do together.

We celebrate the power of intellectual enquiry when it’s pursued within a culture that’s supportive and generous. With our eyes firmly focused on the future, we reveal to our audience what exciting opportunities lie ahead. Ours is the voice of aspiration for a new generation of ‘well-rounded explorers’.

IMPLICATIONS

- Write with enthusiasm and energy, always choosing words that reveal our passion for education.
- Place today’s conversation in a future context. What’s most relevant, poignant and interesting for your audience? Take them there. Get creative.
- Speak about life-changing possibilities, the diversity of options available, and the unique outcomes that arise from being a part of the Macquarie University community – we then ground these in proven experiences and achievements.
- Avoid clichés. Find a new way to frame your point of view. If you’ve heard it before, look for a way to say it differently.
- Write in an active not passive voice. Tell them what we’re doing, not what’s going to be done.

Since 1964, Macquarie University has been doing some seemingly weird and certainly wonderful things. Why? Well, to search for and find medical breakthroughs sooner. To safeguard the environment and the future of ecosystems. To examine the long and short of life, and enjoy it more. And to stargaze, hopefully into brighter tomorrows.

Imagine what 30,000 students on one campus can achieve together.

Every day, students from all walks of life get a step closer to fulfilling their ultimate dream of becoming the greatest version of themselves. Join them today.
**Language principles**

**PERSONALITY TRAIT #2**

**Open**

*Our ability to connect with everyone, regardless of their social background, culture, location or skill set brings us together as one inclusive university.*

We’re proud to have a voice that connects with all individuals from all walks of life. Never elitist, we involve everyone in our story because we believe that we can learn from each other.

Our language must be inviting, inclusive and approachable – Macquarie University is a community that everyone is invited to join, and should feel proud to be a part of.

**LANGUAGE PRINCIPLE #2**

**Be on the same page.**

*It all starts with you.*

*So let’s get personal.*

We talk to our audience using language that is familiar and inclusive, helping everyone to stay on the same page and share a clear sense of purpose.

We use language that helps people out. By being absolutely clear in the message we're trying to get across, everybody feels invited to join the conversation.

**IMPLICATIONS**

- Help our audience to feel like they’re part of our story by putting their world at the centre of ours.
- Keep things simple, which gives us a better chance of connecting with everyone and not being misunderstood.
- Choose words that feel inviting and language that’s friendly and conversational.
- Use a combination of first person plural (‘we’ and ‘our’) and second person singular (‘you’). This narrative approach helps us to talk with our audiences on their level, making them feel part of the conversation.
- Adopt a friendly, conversational tone. Use contractions in your language such as ‘you’re’ instead of ‘you are’. This will relax the voice, and allow your copy to flow more smoothly.

**We hear you.**

*Culture is nothing without collaboration.*

Having one unified voice allows us to call on all our people and ask them to stand up and share their opinions, ideas and inspiration. By working together, we create more opportunities for ourselves, our community and the world.

Teamwork is our culture, so go ahead and speak your mind.

Our campus is a celebration of global culture and local community. We welcome you.
PERSONALITY TRAIT #3

Audacious

We’re not shy of challenging authority. We adopt unconventional approaches to address the most salient topics of the day.

We were created to be different. To stand apart from the rest, with a way of thinking that has never been afraid to challenge both traditional and modern conventions alike. Our rebellious attitude prompts us to adopt a voice that’s thought provoking, clever and continually new.

LANGUAGE PRINCIPLE #3

Embrace paradoxes.

We nurture people.  
So they can break free.

There’s a paradox at the heart of our brand essence: our ability to challenge the conventions is enhanced by our supportive and collegial culture. Tradition and innovation. Togetherness and individuality. Collaboration and competition. The paradoxes that make our narrative rich are plenty.

Our language should embrace them and by doing so, convey a new perspective of what makes our University such a stimulating institution to engage with.

IMPLICATIONS

• Question the established norms. If something feels like it’s been said or done before, point it out. We’re always looking to be daring, and to be different.
• Show intelligence through the way you’re able to ‘join the dots’, especially when they may appear to contradict each other at a first glance.
• Use a two-step rhythm in the headlines: start by making a strong statement covering one aspect of our narrative and then flip the conversation by closing with an opposing yet related perspective.
• Introduce questions in your writing, helping to spark thought.
• Dial up the level of cleverness by introducing word play, reworking idioms and searching for language techniques that will create a smile in the mind of your audience.

Sit back, relax and change the world forever.
A comfortable and nurturing space for groundbreaking research.

Find your feet, then break the ground beneath you.
This is Postgraduate Science and Engineering at Macquarie University. Don’t hold back.
PERSONALITY TRAIT #4

Engaged

*We engage with the world around us, and we do it with honesty.*

As an engaged institution, we always ask ourselves, ‘so what does this mean?’; ‘what’s the ultimate goal of what we do?’, and ‘how does it impact the world around us?’

Our language isn’t verbose and full of jargon – it doesn’t hide from the truth or cover things up.

LANGUAGE PRINCIPLE #4

Get to the point that matters.

*We always start and end by asking, ‘so what?’*

We value language so much that we use it very wisely – appreciating that it’s our tool to remaining honest, true and engaged with the things that we care about.

Through our language we get to the heart of the matter on issues that are big and small, and focus on things and actions that have consequences.

We bring our stories to life with clarity and directedness. In a world that’s increasingly complex and ambiguous, it’s our responsibility to reveal what’s true and full of consequences.

IMPLICATIONS

• Put your story in the bigger social and human context.
• Back it up with facts. If you can ground your conversation in facts, figures, a genuine story or a testimonial – do it.
• Get to the point quickly and make it interesting. Tell it like it is.
• Use short, sharp sentences that create an impact in your writing.
• Be authoritative. Not pompous or jargonistic.

**Last year, more than 1100 people died on Australia’s roads.**

Discover how our research into road safety signage is putting a stop to this national tragedy and changing lives for good.

**Australia’s rivers need help. Urgently.**

The River Styles framework is an integral part in the training of the next generation of environmental scientists.
We need a single distinctive voice that’s still able to be adapted for different purposes and audiences.

To achieve this, we have different tones that we can apply to our writing. Developing different tones is no straightforward task for a university. No one single factor can determine what tone of voice to adopt. Just think about how you engage with students – the tone varies on whether it’s an everyday conversation or it’s at a graduation ceremony, or you’re illustrating procedures and regulations.

Tones should be seen as the result of considerations about the audience, about whether they’re already engaged with the University or not, and about the channels and purposes of the communication. Context matters when it comes to good copywriting.

We expect you to assess the context of your communication in detail and decide what tone to adopt. These pages are intended to offer some guidance rather than strict rules.
We recommend four distinct tones: core, casual, procedural and institutional.

The procedural tone – more formal and impersonal – should be used when writing regulations and procedures. The accuracy of the information provided takes precedent over the level of emotional engagement.

The casual tone permeates our conversation with students and staff on an everyday basis, and should drive how we write in most of the social media.

Think of the core tone as the default approach for Macquarie’s language. That’s the tone you need to adopt unless there are compelling reasons to do otherwise. The other tones are therefore variations from the ‘norm’ and require varying degrees of formality.

The institutional tone may be appropriate when engaging mostly with corporate stakeholders or with students and staff on special occasions (a graduation ceremony).

<table>
<thead>
<tr>
<th>Type</th>
<th>Policies</th>
<th>Social media</th>
<th>Advertising and collateral</th>
<th>Ceremonies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Students</td>
<td>Staff</td>
<td>Parents and advisors</td>
<td>Alumni and donors</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Corporate partners and industry leaders</td>
<td>Wider community</td>
</tr>
</tbody>
</table>
Our tones of voice change our writing style. Each tone implies a different level of formality, with implications for how we write and speak. The following diagram provides an overview of how to bring the different tones to life.

<table>
<thead>
<tr>
<th>PROCEDURAL TONE</th>
<th>CASUAL TONE</th>
<th>CORE TONE</th>
<th>INSTITUTIONAL TONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a micro-perspective – focus on conveying the information in the simplest, clearest way possible.</td>
<td>Take a community perspective – talk to people as members of teams and communities engaging with one another.</td>
<td>Take a big picture perspective – talk to people as global citizens engaged with issues that will shape our future society.</td>
<td>Take a big picture perspective – talk to people as global citizens engaged with issues that will shape our future society, and who want to leave a long lasting legacy.</td>
</tr>
<tr>
<td>Adopt a neutral, factual tone without being excessively formal.</td>
<td>Adopt a friendly, casual tone (but avoid being 'cutesy').</td>
<td>Adopt a friendly, conversational tone.</td>
<td>Adopt an authoritative tone without being pompous or jargonistic.</td>
</tr>
<tr>
<td>The tone should be rational (focusing on factual information) rather than seeking to connect with the audience on an emotional level.</td>
<td>Seek to establish an emotional connection with the audience with a focus on immediacy and the everyday (eg 'Your future starts now').</td>
<td>Seek to establish an emotional connection with the audience by adopting unconventional approaches and challenging the status quo (eg 'We nurture people. So they can break free.').</td>
<td>Seek to establish an emotional connection with the audience by adopting unconventional approaches and inspirational language that implies an impact that will be felt over a long period of time.</td>
</tr>
<tr>
<td>Use the passive voice very sparingly, and only when it provides greater clarity to the sentence.</td>
<td>Use the active voice.</td>
<td>Use the active voice.</td>
<td>Use the active voice.</td>
</tr>
<tr>
<td>Write in the third person (eg the University, the students), and second person singular (you) when appropriate.</td>
<td>Use a combination of first person plural (we and our) and second person singular (you).</td>
<td>Use a combination of first person plural (we and our) and second person singular (you).</td>
<td>Use a combination of first person plural (we and our) and second person singular (you).</td>
</tr>
<tr>
<td>Use contractions sparingly (such as ‘weren’t’).</td>
<td>Use contractions widely (eg ‘that’s’, ‘where’d’, ‘you’re’, ‘can’t’).</td>
<td>Use contractions (eg ‘you’re’ instead of ‘you are’).</td>
<td>Use contractions sparingly (such as ‘weren’t’).</td>
</tr>
<tr>
<td>Always apply correct grammar and punctuation.</td>
<td>Always apply correct grammar and punctuation (ie don’t write in ‘text speak’).</td>
<td>Always apply correct grammar and punctuation.</td>
<td>Always apply correct grammar and punctuation.</td>
</tr>
<tr>
<td>Don’t use colloquial expressions, acronyms, buzzwords or clichés.</td>
<td>Use colloquial expressions when appropriate (ie will not offend), but avoid acronyms, buzzwords and clichés.</td>
<td>Use colloquial expressions very sparingly and only when appropriate (ie will not offend), but avoid acronyms, buzzwords and clichés.</td>
<td>Don’t use colloquial expressions, acronyms, buzzwords or clichés.</td>
</tr>
<tr>
<td>Don’t use humour as it will undermine the message.</td>
<td>Use humour through word play, reworking idioms and exploring paradoxes.</td>
<td>Use humour through word play, reworking idioms and exploring paradoxes.</td>
<td>Use humour sparingly, through wit rather than jokes.</td>
</tr>
<tr>
<td>Focus on one idea or concept per sentence and keep it as brief as possible without compromising meaning.</td>
<td>Use short, sharp sentences as well as one-liners to create an impact while being as brief as possible.</td>
<td>Use short, sharp sentences that create an impact.</td>
<td>Use a mix of short, sharp sentences and slightly longer sentences to give your writing rhythm and flow.</td>
</tr>
<tr>
<td>Provide instructions according to the sequence in which they should occur (eg 'Turn the green knob then press the red button' not 'Press the red button after turning the green knob').</td>
<td>Introduce fragmented sentences into your writing (eg 'I am ready. There's so much to learn.')</td>
<td>Introduce fragmented sentences into your writing (eg 'I am ready. There's so much to learn.').</td>
<td>Begin sentences or paragraphs with a point of common knowledge and end with new content to emphasize its importance and provide more gravitas.</td>
</tr>
</tbody>
</table>
The principles and tones of voice illustrated in the previous sections provide a set of recommendations to ensure our language is ‘on brand’, consistent yet flexible. They provide a general framework to guide you.

It helps though to also have some more practical protocols – basic rules that’ll make your writing more efficient, so you can focus on the more creative stuff. You may be already familiar with most of them – essentially, they’re all about writing in plain English – but it’s worth having them handy.

**HEADINGS AND SUBHEADINGS**

The writing on the cover of collateral and the information architecture need to ‘talk to each other’. Most of the collateral will have a heading and a sub-heading. What to write depends on whether you want to approach the collateral as ‘propositional’ or just ‘informative’.

If ‘propositional’, the heading needs to provide impact – it must speak of an attitude, of outcomes and benefits. It needs to capture a call to action. The sub-heading will provide matter-of-fact support.

If ‘informative’, the role of the heading and sub-heading swap. The heading is there just to explain, in a functional way, what the collateral contains, while the sub-heading will give a glimpse of what the benefit is in reading the collateral.

There’s no strict rule defining collateral as either ‘propositional’ or ‘informative’. It’s up to you to decide, together with other people involved in the briefing and writing process. Our recommendation is adopt a ‘propositional’ approach unless the purpose is clearly informative only.
# Brand Language Protocols

## Abbreviations

Keep abbreviations clean and simple, do not use full stops. Some examples of common abbreviations are:

- Mr
- USA
- PhD
- eg
- ie
- GPA (in admission requirements use 'with a GPA of X.X')
- State names should not be abbreviated:
  - New South Wales

Some examples of common abbreviations are:

- Mr
- USA
- PhD
- eg
- ie
- GPA (in admission requirements use 'with a GPA of X.X')
- State names should not be abbreviated:

## Abbreviations for the Online Environment

Due to the constraints of the online environment, an abbreviation is sometimes needed. Use MQ (not Mac or Mac Uni) in the following situations only:

- Top level navigation headings
- Left-hand navigation panels

## Addresses

Physical and postal addresses take the same form:

- Dr Henry Lawson
  - HR Manager
  - Loaded Dog Industries
  - 101 Geranium Ave
  - North Ryde NSW 2109

- Dr Henry Lawson
  - HR Manager
  - Loaded Dog Industries
  - PO Box 101
  - North Ryde NSW 2109

Unless the sender or recipient reside overseas, it is not necessary to add 'Australia'.

Do not make the suburb name all upper case.

## Capitals

Keep capitals to a minimum. They should only be used at the start of a sentence and for proper nouns.

Institutional names should be capitalised when referring to specific bodies:

- Macquarie University or the University
- Macquarie Centre for Cognitive Science
- Faculty of Business and Economics
- Department of Ancient History
- Macquarie City Campus

However, when referring to these institutions in general use lower case:

- universities
- faculties
- departments
- Coursework-related capitals
  - Bachelor of Science
  - Master of Arts
  - Spatial Information Science (note: this is the name of a major)
  - Writing (note: this is the name of a major)
  - Human Rights and Moral Dilemmas (note: this is the name of a unit)
  - Supervised Internship II (note: this is the name of a unit)

Terms that should appear as lower case:

- areas of study, eg geography, biology
- majors
- non-award
- bachelors, eg he has a bachelors degree
- masters, eg she has a masters degree
- domestic students
- international students

## People, Planet units and Participation units

### Captions

Images should be accompanied by a caption explaining the content and context, and reinforcing the message of the text.

If the image has been sourced externally, the caption should provide details of this source.

Photos or illustrations should credit the creator.

On-screen images should always have an 'alt text' attribute to assist visually impaired readers.

Captions should appear underneath the image in sentence case.
BRAND LANGUAGE Protocols 6.13

COURSEWORK-SPECIFIC TERMS
It is vital to be consistent when referring to coursework terms. The following are the accepted conventions.

Codes (majors, programs, units)
XXXX1111 (hard up, no spaces)

Corequisites should appear in the following formats:
ABEC123
ABEC123 and ABEC124
ABEC123 or ABEC154 or ABEC157
4cp from ABEC100–120, ABEC250–299
ABEC123 or (ABEC100 and ABEC101)

Credit points can be referred to in one of two ways:
6cp
6 credit points

Level of study can be referred to in one of two ways:
200-level XXX units
XXX units at 200 level

Not to Count for Credit With (NCCW) entries in the handbook and coursework information should be separated by commas:
ABC123, BCA224

Offerings should appear in text only if they are established offerings:
2016
AFC Jul NR
FY1 Evening
FY2 Day
MQC S1 External
MQC Vacation
MQC1 Day
MQC2 Evening
MQC2 External
S1 Day
S2 Evening
S3 External
SM1
TBD
Term 1 CBD
Term 2 NR
Term 3 Online
WV Day
WV External

Prerequisites should appear in the following formats
ATAR of 98.80
Admission to BBA
15cp
a GPA of 2.5
a GPA of 3.0

ABEC123
ABEC123(P) – pass in unit required
ABEC123(Cr) – credit in unit required
3cp in ABEC units at 200 level
Permission of Executive Dean of Faculty
OPTO221 and OPTO222 and OPTO321
Admission to BBA and 15cp and BUS201
Admission to BBA or (18cp and a GPA of 2.5)

DEGREE NAMES
Spell out in full:
Bachelor of Arts – Psychology
(note: use an en dash here, not a hyphen)
Bachelor of eBusiness
Bachelor of Actuarial Studies with Bachelor of Laws

FACULTIES AND DEPARTMENTS
Faculty of Arts (not Arts Faculty or Arts faculty)
Department of Psychology (not Psychology Department or Psychology department)

FURTHER INFORMATION
For more information visit (not for further details visit or for more information please check)

DISCIPLINES
Media, creative arts and communications; Accounting and corporate governance (note: only the first word of the discipline is capped)

DISTANCE
Spell out in full where possible:
metre or m
kilometre or km

INTERNET
Terminology relating to the internet is well recognised. Keep it simple and do not use hyphens. The accepted formats are:
Email, email
newsletter, enewsletter
mq.edu.au
ruth.mawson@mq.edu.au
internet

HEADINGS
Use sentence case in all headings, print and online:
New research projects at Macquarie University

INITIALS
No stops and separated by a space:
K J Vozella
Sarah K Masters

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**Lists**

There are three acceptable forms of list: individual items, run-on sentences and full sentences. In each instance entries or terms should appear in alphabetical order unless there is a clear market need otherwise, or they are steps in an ordered process.

When listing single items no punctuation is necessary after the colon:

- simply list the items
- When using run-on sentences, remember to:
  - start each line with lower case
  - not put a comma at the end of each line
  - check that each entry completes the sentence
  - end with a full stop
- However, sometimes using full sentences is the best option:
  - Use an initial capital at the start of each bullet point.
  - Use a full stop at the end of each bullet point.
- When a list appears within a paragraph, commas should be used to separate terms.

**MACQUARIE UNIVERSITY**

Macquarie University should be referred to in the following ways:

- Macquarie University
- Macquarie (provided the University has already been introduced as Macquarie University, or the source of the communication is already clear e.g. when the reader is already on the Macquarie University Facebook page).
- the University and our University
- Macquarie City Campus
- Avoid using abbreviations such as MQ, MU, MQU, MCC or MQC.
- University can be abbreviated to Uni only when adopting a casual tone.

**Names**

Use titles, along with the first name, the first time a name is referenced but only where that person is a Dr, Professor, Chief Justice etc.

- Subsequent references should be surname only:
  - Professor Bob Brown at first use, then Brown
  - Jane Smith at first use, then Smith
  - The only exception to this rule is with regard to the Vice-Chancellor:
  - Vice-Chancellor Professor S Bruce Dowton at first use, then Professor Dowton
  - Refer to students, staff or alumni by the first name only in casual internal HR publications, in casual internal staff publications (such as staff news) and when referring to patrons.
  - The following names should be italicised:
  - articles
  - PhDs
  - books
  - magazines
  - journals
  - films
  - radio and television programs
  - plays

**Quotes**

Always use active references to speakers:

- she says
- she discusses Smith
- she explains Jones

**Plurals**

Media and data are plural, not singular.

**Sentence Case**

Titles should be in sentence case:

- Chemistry in industry
- Schedule of majors
- Women’s literature: Writing from the heart

**Session**

Always session not semester, for example, Session 2 not Semester 2 or second semester
BRAND LANGUAGE

Protocols

**SPELLING CONVENTIONS**

If the word is not in the list of commonly used words and phrases in this document, use the first listed spelling in the Macquarie Dictionary.

**STATE NAMES**

Whenever possible, the names of states should be spelled out, for example, New South Wales rather than NSW.

**TITLES**

Use titles, along with the first name, the first time a name is referenced but only where that person is a Dr, Professor, Chief Justice etc.

Subsequent references should be surname only:

- Professor Bob Brown at first use, then Brown
- Jane Smith at first use, then Smith

The only exception to this rule is with regard to the Vice-Chancellor:

- Vice-Chancellor Professor S Bruce Dowton at first use, then Professor Dowton

The accepted formats for titles are:

- Dr
- Professor (not Prof)
- Associate Professor (not A/Prof or Ass Prof)
- Deputy Vice-Chancellor (Research)

The accepted format for invitations is:

- Vice-Chancellor Professor S Bruce Dowton invites you to...

**VOICE**

Use the active voice:

- The committee will provide free beer (not free beer will be provided by the committee)

**WEBSITES AND SPECIAL CASES FOR THE WEB**

mq.edu.au not http://www.mq.edu.au or www.mq.edu.au

visit mq.edu.au (not visit our website or go to mq.edu.au)

**Attachments**

[PDF 211K] [DOC 56K]

**Degree and unit names**

Degree and unit names should be spelt out in full, for example, Sarah Masters, Bachelor of Science.

**Link text**

Hyperlink text should include meaningful, helpful words about the link destination. Never 'click here'.

**Navigation**

Sentence case style for headings should be used in navigation wherever possible.

**Photo credits**

It is important to credit all images in all formats. If this is not possible the credit can be listed in the metadata for reference.

**Short URLs**

Short URLs should be used sparingly on the web. URLs provide important information about site navigation and a user's progress through the site. Short URLs should be used only when needed for campaigns or publications. The use of short URLs is encouraged in publications.

**URL subfolder names**

URL subfolder names should use complete meaningful words not acronyms. Use mq.edu.au/openday, not mq.edu.au/OD

**Writing for the web**

Websites for campaigns, events or specific purposes should be written with search engine optimisation in mind.

Plain English and user-focused language should take precedence over search engine optimisation for all other websites.
### BUILDING NAMES
- Formatting for external audiences:
  - Building E7B, Room 418
  - Macquarie Theatre W2.4A
- Formatting for internal audiences:
  - E7B 418
  - Macquarie Theatre W2.4A

### CONTACT DETAILS
- Keep formatting of contact details neat and tidy; use the following formats as they make contact details easy to read.
- Formatting for local publications:
  - T: (02) 9850 XXXX
  - F: (02) 9850 XXXX
  - E: firstname.surname@mq.edu.au
  - samplewebaddress.mq.edu.au
- Formatting for international publications:
  - T: +61 2 9850 XXXX
  - F: +61 2 9850 XXXX
  - E: firstname.surname@mq.edu.au
- When referring to contact details simply state the method rather than using 'please':
  - contact
  - call
  - visit

### CRICOS CODES
- The University's CRICOS code should be used in all communications which have the potential to reach international students. Given the prevalence of onshore international students, and the nature of the digital environment, we advise using this code on all communications.
- The code should be presented as:
  - CRICOS Provider 00002J or CRICOS PROVIDER 00002J
- The University is also issued with a CRICOS code for each degree that is available to international students. For compliance with ESOS legislation, the course code should be included when promoting a specific degree. The code should be formatted as:
  - CRICOS Code XXXXXX or CRICOS CODE XXXXXX
- Alternatively, a specific coursefinder short URL can be included, which provides a link to the relevant course CRICOS code. A list of short URLs is available at courses.mq.edu.au/urls/2014

### DATES
- Dates should be formatted as:
  - 28 February 2006
  - 19–24 February (note: use an en dash here, not a hyphen)
  - Tuesday 6 June
  - 27/9/13
- Where space constraints require a day to be abbreviated, use the following short forms:
  - Mon
  - Tue
  - Wed
  - Thur
  - Fri
  - Sat
  - Sun

### NUMBERS
- Numbers are used frequently. Be sure to use the following formats:
  - One through nine
  - 10 through 999,999
  - 10 million
  - One billion
  - 3000, 30,000 and 300,000
  - 18th century, 4th–6th century
  - 44 BC, 250–750 AD
  - c 1000 BC
  - ten years
  - Session 1, Session 2, Session 3
  - Year 6
  - two-thirds
  - two-dimensional
  - $2 million
  - $75.14 million
- Do not start a sentence with a number.
- Twenty-five people donated 25 books.

### PER CENT
- Use the following formatting for percentages:
  - 1.7 per cent
  - 10 per cent

### PHONE NUMBERS
- Use only the following formatting for phone numbers:
  - (02) 9850 1234
  - +61 2 9850 7456
  - 0408 168 918
  - +61 408 168 918

### TIME
- The accepted formats for times are:
  - 10pm
  - 11.45am
  - 10am – 11am
  - 6.30pm – 8pm
  - noon
  - midnight
<table>
<thead>
<tr>
<th>COMMONLY USED WORDS AND PHRASES</th>
<th>Colour</th>
<th>Commonly used words or phrases</th>
<th>Colour</th>
<th>Commonly used words or phrases</th>
<th>Colour</th>
<th>Commonly used words or phrases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often there is more than one correct spelling of a word. However, to ensure consistency across (and within) publications, it is important to use only one of the spellings. The following is a list of accepted spellings of common words. Use the first listed spelling in the Macquarie Dictionary in the instance that a word is not listed below.</td>
<td></td>
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</tr>
<tr>
<td>A</td>
<td>adviser</td>
<td>alumna (singular for a female graduate)</td>
<td>alumna (singular for a female graduate)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>alumni (Latin plural for graduates – use as the plural for male and female graduates, ie not alumnae)</td>
<td>and (do not use ‘&amp;’ or ‘And’)</td>
<td>antisocial</td>
<td></td>
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<tr>
<td></td>
<td>artefacts</td>
<td>B</td>
<td>biomedicine</td>
<td>biomedicine</td>
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<td></td>
<td>C</td>
<td>careers advisers</td>
<td>Careers Advisers Day</td>
<td>case study</td>
<td></td>
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<td></td>
<td>colour</td>
<td>cooperative</td>
<td>coordinator</td>
<td>corequisite</td>
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<td></td>
<td>counselling</td>
<td>course</td>
<td>coursework</td>
<td>cutting edge</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>cutting edge (cutting-edge research and the research was cutting edge)</td>
<td>D</td>
<td>day-to-day</td>
<td>decision making (decision-making skills and this unit covers practical decision making)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>domestic students</td>
<td>E</td>
<td>ebook</td>
<td>eg</td>
<td>email</td>
<td>end user</td>
</tr>
<tr>
<td></td>
<td>eStudent</td>
<td>F</td>
<td>ever present (ever-present risk and she was ever present in their minds)</td>
<td>ever present (ever-present risk and she was ever present in their minds)</td>
<td>ever present (ever-present risk and she was ever present in their minds)</td>
<td>ever present (ever-present risk and she was ever present in their minds)</td>
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<td></td>
<td>F</td>
<td>Facebook</td>
<td>face-to-face</td>
<td>field trip</td>
<td>fieldwork</td>
<td>film-maker</td>
</tr>
<tr>
<td></td>
<td>first half-year</td>
<td>first class (first class research and she was assigned a seat in first class)</td>
<td>first-hand</td>
<td>focused</td>
<td>full-time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>G</td>
<td>globalisation</td>
<td>go-ahead</td>
<td>grade point average (GPA)</td>
<td>groupwork</td>
<td>H</td>
</tr>
<tr>
<td></td>
<td>ever changing (ever-changing environment and the weather is ever changing)</td>
<td>I</td>
<td>ie</td>
<td>in depth (in-depth study and she will examine the case in depth)</td>
<td>Info Day</td>
<td>inquiry</td>
</tr>
<tr>
<td></td>
<td>interdisciplinarity</td>
<td>international students</td>
<td>internet</td>
<td>interstate</td>
<td>Indigenous (always upper case)</td>
<td>J</td>
</tr>
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<td></td>
<td>J</td>
<td>kilometre</td>
<td>K</td>
<td>kilometre</td>
<td>L</td>
<td>lab</td>
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<td></td>
<td>Left Round (UAC)</td>
<td>learn-by-doing</td>
<td>life cycle</td>
<td>life span</td>
<td>lifestyle</td>
<td>lifetime</td>
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<td></td>
<td>N</td>
<td>non-award</td>
<td>nonlinear</td>
<td>Northeast Asia</td>
<td>not-for-profit</td>
<td>O</td>
</tr>
<tr>
<td></td>
<td>P</td>
<td>part-time</td>
<td>program</td>
<td>problem-solving (problem-solving skills and explore problem solving)</td>
<td>podcast</td>
<td>postdoctoral</td>
</tr>
<tr>
<td></td>
<td>R</td>
<td>re-admission</td>
<td>real-world (real-world examples and this was his introduction to the real world)</td>
<td>on campus (on-campus workshops and attend a workshop on campus)</td>
<td>onshore</td>
<td>on site</td>
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<td></td>
<td>S</td>
<td>seminar</td>
<td>onshore</td>
<td>on site</td>
<td>one-off charge</td>
<td>ongoing</td>
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<td>COMMONLY USED WORDS OR PHRASES</td>
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<td>Protocols</td>
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<td></td>
</tr>
</tbody>
</table>

- re-apply
- record keeping
- re-engineering
- re-evaluation
- résumé
- second half-year
- self-designed
- self-directed
- self-help
- self-regulation
- Session 1, Session 2, Session 3
- short term (short-term project and his presidency was short term)
- so-called
- socioeconomic
- Southeast Asia
- student-centred
- targeted
- trade-off
- t-shirt
- Twitter
- two dimensional
- uniTEST
- up-to-date
- V
- vis-à-vis
- W
- webcam
- webpage
- website
- wellbeing
- wide-ranging
- wi-fi
- workforce
- workplace
- work-in-progress
- work-life balance
- work-readiness skills
- world-class (world-class research and his signing was world class)
- world views
- world wide
- undergraduate
- two dimensional

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**'AND' OR 'BUT' TO START A SENTENCE**

It's acceptable to begin a sentence with the word 'and' or 'but' where these terms are forming a logical link with the proceeding text.

I'll have a try. But I'll need your help.

Constructions such as this are consistent with our language principles of using short, sharp sentences to create an impact.

**APOSTROPHES**

Do not use in plurals such as CDs, apples, 1990s and FAQs.

---

**COLONS**

Use a colon to introduce the part of a sentence that explains, completes or elaborates on the words that precede it.

She packed her bag with everything she would need: books, pens and paper.

Use a colon when quoting a whole sentence, but not when quoting only part of the sentence.

He asked: “Have you packed your bag?” She replied that she had everything “including books, pens and paper.”

Use a colon to introduce a list.

You are considered a domestic student if you are:

- a citizen of Australia
- a citizen of New Zealand
- a dual citizen of Australia and any other country, or
- a permanent resident of Australia.

---

**COMMAS**

Use a comma to separate items in a list (do not use a comma before ‘and’ unless there is a likelihood of ambiguity).

She packed her bag with books, pens and paper.

Use a comma to mark off non-defining clauses or phrases (a defining clause contains information that is integral to the subject of the sentence. A non-defining clause contains information that isn’t.).

All the graduates, who are now recovering in hospital, ate the prawns at the dinner.

Use a comma to eliminate possible ambiguity.

The student was not expelled, happily.

Use a comma to mark off parenthetic expressions.

For Captain Kangaroo, despite his renowned cunning, disaster was becoming inevitable.

In quotes, the comma and the full stop come before the final quotation mark.

“I will arrive tomorrow,” he said. “But I will leave the next day.”

---

**DANGLING MODIFIERS**

Dangling modifiers, also known as unattached modifiers, unattached participles, or misrelated participles can create ambiguity as to what is being said. For example:

Being in a dilapidated condition, Patricia was able to buy the house for a good price.

The modifier or participle is the first part of the sentence: ‘Being in a dilapidated condition’. This refers to the house, not Patricia, but it has been separated from the object to which it applies, causing confusion. Be careful when starting sentences with ‘ing’ words (present participles) and similar constructions. Think about who or what is doing the actions or being described.

The previous example could be reconstructed as follows:

As the house was in a dilapidated condition, Patricia was able to buy it for a good price.

---

**DASHES**

En dashes, also known as the en rule, are the length of the letter ‘n’ – and are longer than the hyphen. En dashes should be used between words or numbers, and in sentences such as:

Public holiday – ANZAC Day

Uni speak – terms you need to know

Our law program covers all major areas of law – public, private and international – as well as theoretical and ethical reflection on legal institutions

15–16

10.30am – noon

Thursday – Saturday

15 days – 3 weeks

Em dashes, also known as the em rule, are the length of the letter ‘m’ — and are longer than en dashes. We do not use em dashes.

---

**ELLIPSIS**

Format hard up to the sentence/clause which the ellipsis is ending, and space before the following sentence/clause.

Perhaps we can have the rest of the year off... perhaps not.

---

**FORWARD SLASH**

When you use a forward slash do not include spaces:

Autumn/Winter.
## Hypens

‘Hyphens can be an important device to avoid ambiguity, but otherwise there is no need to overuse them. The decision about whether or not to use a hyphen must often be based on the context in which the words appear.’ Style Manual Ed 6 p88.

Try to keep hyphens to a minimum. General rules are listed below, but common instances are included in the list of commonly used words and phrases.

- Use a hyphen when a word contains a prefix with a double vowel except for common words, or where the prefix ends with ‘o’:
  - pre-eminent
  - re-admission
  - coordinate
  - macroeconomic
  - Be careful with words that have different meanings with and without hyphens, such as:
    - recover and re-cover
    - relay and re-lay
    - resign and re-sign
  - Suffixes are generally not hyphenated, except:
    - 300-fold
    - 50-odd

## Quotation Marks

Always use smart quotes “” (with heads and tails).

Always use double quotation marks for direct speech.

Single quotation marks within quotes where necessary.

Single quotation marks when highlighting a word within a sentence, for example, the letter ‘n’.

## Semicolons

Use a semicolon to provide clarity to a long list that contains a lot of comma-separated items that might contain further comma-separated items within those categories.

Innovative popular music movements often originate in busy port cities such as Liverpool, England; Seattle, USA; and Marseilles, France.

Use a semicolon to make a break that’s stronger than a comma but not as absolute as a full stop.

I can’t foresee a resolution to this sticky situation; we’ve reached a stalemate.

## Split Infinitives

‘Grammarians have long agreed that there is nothing wrong with the concept of splitting an infinitive: ‘to boldly go’, for example.’ Style Manual Ed 6 p76.

Some prepositions double as adverbs, and then may appear at the end of a sentence. For example: ‘The new enterprise has gone under.’ Style Manual Ed 6 p69.

When breaking this (or any grammatical rule for that matter) consider what you are trying to say to your audience and how that message might best be conveyed.
Imagine your future
Transform yourself with Macquarie

Macquarie is more than your traditional university.

When you choose Macquarie, you are not only choosing a world-class educational experience, you will also gain access to our first-class facilities, friendly staff and students, and park-like campus.

You will learn from the best and apply your knowledge to real-life situations through PACE, our international exchange program and many other opportunities we provide our students.

Macquarie does more than offer you an exceptional education with outstanding career prospects. Macquarie offers you the opportunity to transform yourself. Through global engagement, real-world experiences and our unique curriculum. Macquarie will help you realise your aspirations, whatever they might be.

So what are you waiting for?

Before 

There’s no present like the future
START YOURS NOW AT MACQUARIE

Now 50 years young, Macquarie has established a tradition of being untraditional.

Far from the impersonal university stereotype, everything about Macquarie – our staff, facilities and the campus itself – is a welcoming and embracing experience.

Before you can walk, then stride confidently, and finally run, you need a good grounding. We nurture first, providing you with the knowledge and confidence to break free. Then, we can unleash you on the world, be it through PACE, our international exchange program, or countless other real-life experiences and opportunities.

An exceptional education at Macquarie is about personal transformation that brings your aspirations, however sky-high, within reach.

Your time starts now.

After

Paragraph 3 sets up a more generous, open, collegial proposition. It’s more about ‘you’, than ‘us’. It also adopts a very energetic, almost exuberant, approach with a sequence of clauses that reflect in an aspirational way what being a student at Macquarie is all about.

Paragraphs 4 and 5 set up a more personal and audacious set of outcomes than merely conventional career prospects

© 2015 Macquarie University Brand Identity Guidelines
We take an introspective, standard introduction to a faculty and turn it more into an inspiring invitation. First of all, we ask ourselves what is special about studying marketing and management at Macquarie. What is the big picture that influences how the discipline is taught? Let’s assume that it’s all about how technology is changing the way people engage with brands, services and products, with a subsequent radical impact on marketing and management. This thought can then influence the whole text.

The heading embraces a paradoxical idea: ‘A solid grounding in how to keep pace’. That’s what you want as a student and future marketer in today’s world.

Marketing and Management
Marketing and management are key to success in the dynamic world of business.

Through the creation and communication of value, marketing focuses on how to best satisfy the needs of customers. Management ensures that all the functions of business such as human resources, administration, international business and marketing are all aligned with the organisation’s overall strategies.

Marketing and management at Macquarie are unique as they not only explore the theory behind modern marketing and management principles, they also allow you to gain practical skills in media-related technologies that can be applied in a marketing or management context.

A solid grounding in keeping pace
MARKETING AND MANAGEMENT AT MACQUARIE
Changes in marketing and management now occur at such velocity that evolution has given way to revolution.

Your entry point is blurred by the breakneck speed with which society, specifically through technology, is reinventing itself. Daily. Hourly. And the subsequent effects on marketing and management, in theory and practise.

So, how to focus on the big picture? And tackle the big challenges?

Macquarie affords you time and space to stop and think. And, at the same time, keeps you in step with the incessant march of technologies. All this in a world where everything is done at the speed of ‘send’.

We wrap up the text by making everything very tangible as seen through the eyes of a media savvy student: ‘In a world where everything is done at the speed of ‘send’.”
Macquarie University Future Students

Enrolling at Macquarie?
Make sure you get involved in the many student organised and run associations and groups that keep hundreds of our students involved and entertained!
From food, to sport, to entertainment and more, there's so much to do!
Congratulations to our University Cheerleading and Dance Teams that have just placed at the annual AASCF Cheer and Dance Nationals competition! Just another example of the thriving talent and motivation of our student groups.

Before

After

Macquarie University new faces

Attention, Macquarie Newbies...
Our Uni life isn't all work and no play.
Food, sport, entertainment – there are heaps of activities run by students for you to get to know each other, enjoy some time out, maybe blow off a bit of steam...
Speaking of which, congrats to our Cheerleading Team, for placing in the AASCF Cheer and Dance Nationals competition. Nice one. Bring your extra-curricular talents to campus life. Don't be shy.

Rather than using conventional expressions such as 'make sure you get involved' and 'student-run organisations and associations', we've adopted a more relaxed and informal language.

We use words like 'heaps', even contractions like 'congrats' – to help us connect with our audience on their level.

We are collegial, always on the same page with our audience and getting to the point that matters.

A post in Facebook is where a casual tone should come to life in all its intensity.

© 2015 Macquarie University Brand Identity Guidelines
Social media is our opportunity to really dial up our enthusiasm and excitement as part of the ‘show what’s possible’ principle.

We get very active in our voice with words such as ‘Go BIG’, placing the subject of Big History and our audience at the heart of the conversation.

We are direct and embrace our ‘get to the point that matters’ principle by saying, ‘What are you waiting for?’ Use questions to spark thought and conversation and establish a more personal connection with the audience.

Session 3 starts soon!
MT @BigHistoryInst:
Study #BigHistory over summer – enrol in #mhis115 for Session 3:
handbook.mq.edu.au/2015/Units/UGU…

Go BIG this summer – #BigHistory is on for Session 3. Enrol in #mhis115 and hit the books with MQ. What are you waiting for?

Before

After
From your first day as an international student at Macquarie University, you will be welcomed into our student community. 

Our campus comes complete with shops, cafes, banks, bar, pharmacy, medical clinic, private hospital, counseling services, child care centres and on-campus wi-fi. With everything at your fingertips, there’s no stress fitting things in around your lectures.

Diversity

Macquarie is a vibrant and diverse community with students and staff from more than 100 different countries. Over 50 languages are spoken by our students. We celebrate the diversity of cultures, and through our Equity and Diversity Unit make sure everyone has an equal opportunity to participate in university life.

Student Groups

One of the best ways to make friends at university is to join student groups. There are more than 140 groups and clubs to choose from, ranging from film, drama, dance and sporting clubs to clubs with a cultural, religious or political focus.

New to Macquarie University?

YOU’LL SOON FEEL LIKE AN OLD FRIEND

Nestled in one of the world’s great cities, Macquarie University is a friendly, tight-knit, modern global village. Whether you need a bank or a bar, a cafe or counseling, a private hospital or child care centre, you’ll find everything you need on campus to seamlessly fit in with your studies.

MACQUARIE SPEAKS YOUR LANGUAGE

With staff and students from over 100 countries, speaking more than 50 languages, you’ll quickly familiarise yourself, interact and integrate into a wonderfully diverse and vibrant community. Culture differences are a unifying force at Macquarie. Everyone here enjoys an equal opportunity to participate fully in university life. Including you.

JOIN THE CLUB

We encourage you to act, dance, play, pray, debate or anything else that helps you meet like-minded people and make friends at Macquarie. There are over 140 groups and clubs you can join, with activities, interests and pursuits ranging from physical and political, to cultural and religious.
Looking forward to your welcome return

Dear Maria,

We’re always reinvigorated by the prospect of bright stars returning. So we were thrilled by news of your recent interest to consider future study at Macquarie.

Knowledge is power. And rest assured, we’ll do everything in our power to point you in the direction of a postgrad degree or short course to expand your horizons.

Old friends and familiar environments are waiting to welcome you back.

READY, SET...

Whether you’re giving your career a quantum lift or exploring new personal paths and passions, Macquarie has over 300 postgrad courses and research programs ready to feed your desire for more knowledge.

Of course, we’re aware that your responsibilities may have changed since we last met: we have flexible study options, like online lectures, that respect and facilitate life’s delicate balancing act.

...GROW.

With all of us a little older and wiser, we’re ready to reacquaint you with life’s learning curve. Please drop into our postgrad admissions online chat on Wednesday Nov 19, from 6pm, where our experts will be ready to answer all your questions about rejoining Macquarie.

We look forward to helping you grow, beginning with the warmest of welcomes back.

It works very much on a ‘you/we’ language axis, hopefully establishing a reconnection with alumni on a collegial basis.

It uses a ‘welcome back, we’re still all on the same page’ tone that doesn’t literally ask the readers to ‘read on’ as the Before example does, but rather invites them to through warmth and empathy, and even a touch of humour.
Share your Macquarie Story

This year promises to be an exciting one for Macquarie University. June 14 marks our 50th anniversary. We are looking forward to celebrating our Jubilee and all the achievements and developments that we have experienced over the last 50 years.

If you have a story to share from the first 50 years of our University, we would love to hear from you. We’re currently collecting memorable stories from alumni and the community about their experiences at Macquarie.

Let us know about the people, places and peculiarities of your Macquarie experience – the things that make us different. Secret spots, notable alumni before they were famous, personal triumphs and definitive moments that have become part of the University’s fabric of service and engagement.

Prose, poems, interviews, anecdotes, pictures, video or audio – any medium that best conveys your tale can be accommodated. You can share your story at (url)

50 years on, have you got something to add?

A 50th anniversary is a time not just for celebration, but also reflection. On past achievements. On roaring successes. Or perhaps heroic failure. On happy and occasionally sad times. On lessons learnt. And on people met and admired.

June 14 marks the Macquarie University half-century. Over the course of this year, we look forward to looking back.

After all, the university that fine-tuned three Wiggles, helped invent wi-fi and wrote the first Australian English Dictionary surely has thousands of tales to tell. Perhaps you can help jog our memories? Do you have a story to share with us? Who were the people, where were the places and what were the peculiarities of your personal Macquarie experience?

Whether you’re one of our celebrated alumni, a beloved ex-groundskeeper or someone who’s observed Macquarie from afar, feel free to enlighten us.

Poetry, prose, picture or post... bring back some Macquarie memories at (url)
In 2014, Macquarie University celebrates its Jubilee Year. In just 50 years it has emerged to a position of striking innovation in education and focused excellence in research.

Macquarie was established from the outset to be a different kind of university: it was, and remains, a bold experiment in higher education.

The University has a distinctive mission to serve the needs of industry and community, and is located on an expansive campus in Sydney’s northwest, in the heart of what has become one of Australia’s largest and most vibrant economic and technology precincts.

Macquarie was the first Australian university to provide special entry provisions for mature-age students. It established the first actuarial studies degree in the English-speaking world outside of the US, the world’s first full externally-taught science degree, as well as the first external law degree in Australia.

(...)

Established in Sydney in 1964, Macquarie University is a progressive voice among universities in Australia and the Asia Pacific. It was created during a time of extraordinary social transformation to be a different kind of university: it was, and will always be, a bold experiment in higher education.

True to its founders’ vision, the University has challenged the conventional thinking of academia through innovations in its campus set-up, curricula, interdisciplinary research and engagement with industry and the wider community.

In the 60s, Macquarie opened the doors to higher education to people from outside the Sydney establishment: it welcomed female and mature-age students in unprecedented numbers.

These young bright people and their mentors joined forces in unique surroundings where faculties and research centres sit together in one magnificent parkland campus. Over the years, the campus has become a magnet for a constellation of companies - all local and global leaders in dynamic sectors including information technology and healthcare. Alongside these companies, the University has established collaborations in R&D, student placement and executive training.

(...)

The example shows the beginning of a text used to introduce the University in the Universities Australia website. It will appear alongside the profile of all the other universities in the country. The tone must be institutional and find the right balance between promoting Macquarie without feeling too competitive.

We start locating our ‘creation story’ clearly in the 60s - that was indeed a time of great transformation that gives authenticity and depth to our reason for being.

We set up the scene for the key areas of innovation where the University has excelled. As we progress through the text, we can then explain them one by one based on the most relevant facts and achievements.

Let’s openly position Macquarie as an institution that challenged the ‘establishment’. The sentence reverberates with the hopefulness and possibilities that those first students felt when joining the University.

We link past and present through three fundamental facets of our story: the students and staff that joined us, the campus set-up, and the collaboration with companies. Within just a paragraph or two, we have seamlessly shifted our perspective from our creation story to the very contemporary emphasis on industry engagement, while giving a very clear and appealing idea of what our campus looks like.
And there you have it! The voice of Macquarie, neatly packed into this handy little guide.

Hopefully it will provide some clear guidance while removing the straitjacket that we’re so often faced with as a large organisation when it comes to language.

Our brand lexicon, while it has principles and protocols, will set our language free and allow us to do more interesting and courageous things with our voice. It will bring our best stories to the surface in the most engaging way. And it will carry our brand into the future, ensuring that we’re always fresh, inspiring and distinctly Macquarie.

<table>
<thead>
<tr>
<th>Check list</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>As you start to write, have you decided whether the collateral should adopt a ‘propositional’ or ‘informative’ approach? If the latter, it’s important that the proposition is clear, powerful and followed through inside the collateral.</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>What tone of voice will you adopt? Should you stick to the core tone or adopt one of its variations? Carefully consider your audience and the general context.</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Are you adopting the four general language principles? Try and use a combination of all four principles in each communication to bring depth and diversity to your language.</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>While writing, look to the brand lexicon protocols to ensure that you’re adhering to the writing rules set out by the University.</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Finally, as you review what you’ve written, ask yourself: if the text was stripped of all literal references to Macquarie University (the name, the logo, etc.), would you still feel it’s our University speaking. If so, it’s working.</td>
</tr>
</tbody>
</table>
Digital
Motion graphics

OVERVIEW OF ELEMENTS 8.1
INTRO SEQUENCES 8.2
ENDFRAME SEQUENCES 8.3
LOWER THIRD TITLES 8.4
STATEMENTS 8.5
TRANSITIONS 8.6
CHROMA KEY 8.7
BACKGROUNDS

DAVID HAMER
Bachelor of Arts with Bachelor of Laws
Motion graphics guidelines ensure consistency in content that appears both offline and on the web.

Working files are available for intro sequences, endframe sequences, lower third titles, statements, transitions and chroma key backgrounds. To access these working files, contact the Marketing unit.

Motion graphics

The brandmark should, where possible, be reproduced on either a 60% tint of Sand or a Sand radial gradient.

A gradient is used to add dynamism, depth and energy.

A 60˚ angle is used for transitions.

The international brandmark should always be used in motion graphics.

Overview of elements
Intro sequences are used to introduce titled video content.

TRANSITION
A refraction, using the 60˚ angle, is used to reveal the heading. The subheading is revealed using a line-by-line animation.

MOVEMENT
A slight scale is added to maintain focus on the text and provide visual interest. The constant movement on the main split avoids holding on a static title frame. A displacement runs along the text and should continue moving for the duration of the sequence.

DURATION
The text frame should remain on screen for a minimum of 4 seconds and as long as necessary for all information to be comfortably read.

BOUNDARIES
All elements should sit within standard action-safe areas.

Headings may run over one, two or three lines. They are base-aligned and expand up as numbers of lines increase. They appear in sentence case and the baseline is 60 pixels above the keyline before the scale increase. The font height is 90 pixels and the line height is 84 pixels. Special attention may be required to avoid ascenders and descenders overlapping.

The keyline is no longer than 780 pixels and is centered vertically on the screen. Text line lengths should not extend past this line.

Subheadings may run over one, two or three lines. They are top aligned and expand down. They appear in upper case and are placed 60 pixels under the keyline before the scale increase, cascading in line by line. The font height is 62 pixels and the line height is 64 pixels.

The international brandmark is revealed by the refraction remains static.

A variation exists with moving footage beneath the gradient. This variation is reserved for use in videos with richer content.
Endframe sequences are used to reveal the brandmark and call to action URL. The reveal can be placed directly over the preceding shot to create a seamless transition into the brandmark animation.

**DURATION**

The duration of the reveal should not be altered as any form of time re-mapping may decrease quality. Duration may be adjusted after the movement has come to rest, allowing for information to remain on screen longer.

The URL should direct the viewer to additional content. When not required, the URL can be turned off.

Variations of the endframe sequence are available with a simpler brandmark reveal. One is a long version and one is a shorter version. These variations may be used where the preferred refraction version of the endframe sequence is not appropriate (e.g., time restrictions or content requiring a more modest ending).
Lower third titles are used to reveal information about the shot, usually the details of a speaker. They may also be used to provide information such as location.

All of the lower thirds animate on with two layers of refraction over the footage, one of which has a gradient at 70% opacity. The main section of the lower third should be in Sand at 95% opacity. The refractions and gradients should not be visible underneath.

**TITLES**

Headings and subheadings are vertically centred and repositioned as the number of lines increases.

**MOVEMENT**

A displacement runs along the text and should continue moving as long as the text is visible.

**DURATION**

Each lower third should remain on screen for a minimum of 4 seconds and as long as necessary for all information to be comfortably read.

When a name is used, headings appear in title case. Other headings should appear in sentence case. They should be 62 pixels.

Subheadings may run over one or two lines and they appear in upper case. The font height should be 45 pixels and the line height should be 46 pixels.

The international brandmark appears vertically centred.

Lower third is positioned 100 pixels from the bottom of the screen.
Statements are used to emphasize comments, quotes or sections of a video.

**MOVEMENT**
A slight scale is added to maintain focus on the text and provide visual interest. The text should never scale outside standard action-safe areas.

**DURATION**
Each statement should remain on screen for a minimum of 3 to 4 seconds and as long as necessary for all information to be comfortably read.

“**The ABC is in the Soft Power Public diplomacy business.**”

Variations exist that include the brandmark. These variations are reserved for use where Macquarie University has not already been established as the author of the content.

Variations exist where a statement appears centred. These statements can run over two or three lines. In these variations, a slight shadow runs under the text to add depth to the statement. It should be created from the same text ensuring it is the exact width and an accurate thickness, with an opacity of 25%.

Statements are left-aligned and can run over two or three lines. The font height should be 100 pixels and the line height should be 92 pixels. Where multiple statements are used, the height of the statements should be consistent throughout the video. Where appropriate, punctuation should hang.
Transitions are used to punctuate footage when moving from one thought to another. They help to create emphasis, ensuring greater coherence of changes in the narrative.

They can also be used to cut to and from images and other elements such as full-screen text frames.

Footage should continue to play through the transition and not pause or disappear.

Motion blur on the transition should remain at a shutter angle of 45° and speed of -90 to slightly soften the hard lines while retaining the precision of the movement.

Each refraction in the transition is based on the 60° angle. The shapes are animated to intersect at specific points and should not be altered.

This variation may provide a more distinct transition between two pieces of footage with strongly contrasting colours.
Chroma key backgrounds are used to give context to people presenting to camera.

Footage of the person must be on a transparent background, usually as a result of chroma keying the subject from a blue or green screen.

The screen should be evenly lit to prevent heavy shadowing that will affect the key. The subject should avoid wearing clothing that is similar in tone or hue to the colour of the screen. Any problem areas may require further removal techniques such as rotoscoping.

OTHER SEQUENCES
Lower thirds can be added to provide information about the subject. A transition may also be used to integrate these segments into a video.

A variation exists that includes the brandmark. This variation is reserved for use where Macquarie University has not already been established as the author of the content. In this variation, the subject should be centred.
The following specifications are the recommended base software platforms for all authorised users of the Macquarie University visual identity elements artwork, and for viewing the Macquarie University Brand Identity Guidelines.

The benefits of the artwork and the Guideline are maximised once these specifications have been implemented.

REQUIRED SOFTWARE
The following software is required for the manipulation of artwork:
- Adobe® Illustrator® CS4 or above,
- Adobe® Photoshop® CS4 or above,
- Adobe® InDesign® CS6 or above
- Adobe® Acrobat Reader® version 6 or above (for viewing and printing the Macquarie University Brand Identity Guidelines PDF file).

Acrobat Reader® is cross-platform software that can be downloaded for free from www.adobe.com. Please ensure that you read and understand the terms and conditions and system specification details for Acrobat Reader®. Other applications may also be capable of manipulating artwork files.

Microsoft® templates are available for use where the Adobe® software suite is unavailable.

Macquarie University uses the Pantone® Plus Series Color Bridge™ colour management system, which is only available in Adobe® Creative Suite 4 and above applications.

Macquarie University is not licensed to distribute Adobe® Illustrator® CS, Adobe® Photoshop® CS or Adobe® InDesign® CS. Both PC and Macintosh versions are readily available for purchase from software suppliers.

REQUIRED TYPEFACE
National and Newzald are custom typefaces which are not loaded as system (standard) fonts on computers. They must be purchased and installed before use. The system fonts Arial and Georgia must also be installed (these come standard with Microsoft® Office programs).

Note: Macquarie University is not licensed to distribute the typefaces specified in these guidelines. To arrange the purchase of PC and Macintosh versions of these typefaces, please go to www.klim.co.nz

VISUAL IDENTITY ELEMENTS
ARTWORK
The Macquarie University artwork is supplied in .pdf (vector format) and .png format CMYK and RGB. However, some configurations may not be available in some formats, due to reproduction requirements.

There are artwork files to suit almost all software applications and levels of operator technical competency. The manipulation of these files requires operator technical competency in specific graphic software applications.

WHICH ARTWORK IS RIGHT FOR ME?
Always ensure you choose the correct artwork file format for your requirements. The different formats are as follows:

PRINT: .PDF
CMYK format files, intended for use as artwork for professional print purposes.

SCREEN: .PNG
RGB format files, intended for use in web pages and/or digital applications, such as Microsoft Word® and PowerPoint®.

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### Brandmark

<table>
<thead>
<tr>
<th>Macquarie University</th>
<th>Element</th>
<th>Format</th>
<th>Reproduction</th>
<th>Version</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAS – Masterbrand</td>
<td>HOR – Horizontal</td>
<td>CMYK – four colour process (for print)</td>
<td>POS – Positive</td>
<td>.pdf</td>
<td></td>
</tr>
<tr>
<td>INT – International brandmark</td>
<td>VER – Vertical</td>
<td>RGB – full colour (for onscreen)</td>
<td>REV – Reverse</td>
<td>.png</td>
<td></td>
</tr>
<tr>
<td>SCC – Sydney City Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACE</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>HOS – Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAR – Mac Warrior</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MWA – Mini Mac Warrior</td>
<td></td>
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</tbody>
</table>

### Visual identity system

<table>
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<th>Colourway</th>
<th>Reproduction</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG – Light graphic</td>
<td>MASF – Master full</td>
<td>5COL – 5 colour</td>
<td>CMYK – four colour process (for print)</td>
<td>.pdf</td>
<td></td>
</tr>
<tr>
<td>GRA – Gradient</td>
<td>MASH – Master half</td>
<td>3COL – 3 colour</td>
<td>RGB – full colour (for onscreen)</td>
<td>.png</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TRAH – Transitional horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TRAEH – Transitional extreme horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TRAV – Transitional vertical</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>TRAEV – Transitional extreme vertical</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>MUF – Multi-use full</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUQ – Multi-use quarter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUS – Multi-use single</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Photography

<table>
<thead>
<tr>
<th>Macquarie University</th>
<th>Element</th>
<th>Portrait number /issue/object</th>
<th>Reproduction</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography</td>
<td>POR – Portrait</td>
<td></td>
<td>CMYK – four colour process (for print)</td>
<td>.jpg</td>
</tr>
<tr>
<td></td>
<td>BIG – Big issues</td>
<td></td>
<td>RGB – full colour (for onscreen)</td>
<td>.jpg</td>
</tr>
<tr>
<td></td>
<td>OBJ – Objects</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Available artwork**

The matrix shows a thumbnail image and filename code for each available masterbrand artwork file. Artwork files are available in .pdf and .png formats.
Available artwork
The matrix shows a thumbnail image and filename code for each available international brandmark artwork file. Artwork files are available in .pdf and .png formats.

**Horizontal**
- Full colour positive
- Full colour reverse
- Greyscale positive
- Greyscale reverse
- Black
- White
- Emboss

**Vertical**
- Full colour positive
- Full colour reverse
- Greyscale positive
- Greyscale reverse
- Black
- White
- Emboss

MQ_INT_HOR_CMYK_POS
MQ_INT_HOR_CMYK_REV
MQ_INT_HOR_RGB_POS
MQ_INT_HOR_RGB_REV
MQ_INT_HOR_SPOT_POS
MQ_INT_HOR_SPOT_REV
MQ_INT_HOR_GREY_POS
MQ_INT_HOR_GREY_REV
MQ_INT_HOR_BLACK
MQ_INT_HOR_WHITE
MQ_INT_HOR_EMBOSS

MQ_INT_VER_CMYK_POS
MQ_INT_VER_CMYK_REV
MQ_INT_VER_RGB_POS
MQ_INT_VER_RGB_REV
MQ_INT_VER_SPOT_POS
MQ_INT_VER_SPOT_REV
MQ_INT_VER_GREY_POS
MQ_INT_VER_GREY_REV
MQ_INT_VER_BLACK
MQ_INT_VER_WHITE
MQ_INT_VER_EMBOSS
Gradient

**Gradient – available artwork**
The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.
### Available artwork

The matrix shows a thumbnail image and filename code for each available light graphic artwork file. Artwork files are available in .pdf and .png formats.

### Master light graphic – 5 Colour

<table>
<thead>
<tr>
<th>Full light graphic</th>
<th>Half light graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="MQ_LG_MASF_5COL_CMYK" /></td>
<td><img src="image2.png" alt="MQ_LG_MASH_5COL_CMYK" /></td>
</tr>
<tr>
<td><img src="image3.png" alt="MQ_LG_MASF_5COL_RGB" /></td>
<td><img src="image4.png" alt="MQ_LG_MASH_5COL_RGB" /></td>
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</table>

### Master light graphic – 3 Colour

<table>
<thead>
<tr>
<th>Full light graphic</th>
<th>Half light graphic</th>
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<tbody>
<tr>
<td><img src="image5.png" alt="MQ_LG_MASF_3COL_CMYK" /></td>
<td><img src="image6.png" alt="MQ_LG_MASH_3COL_CMYK" /></td>
</tr>
<tr>
<td><img src="image7.png" alt="MQ_LG_MASF_3COL_RGB" /></td>
<td><img src="image8.png" alt="MQ_LG_MASH_3COL_RGB" /></td>
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</table>

### Transitional light graphic Direction 1 – 5 Colour

<table>
<thead>
<tr>
<th>Horizontal format</th>
<th>Extreme horizontal format</th>
<th>Extreme vertical format</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9.png" alt="MQ_LG_TRAH_D1_5COL_CMYK" /></td>
<td><img src="image10.png" alt="MQ_LG_TRAEH_D1_5COL_CMYK" /></td>
<td><img src="image11.png" alt="MQ_LG_TRAEV_D1_5COL_CMYK" /></td>
</tr>
<tr>
<td><img src="image12.png" alt="MQ_LG_TRAH_D1_5COL_RGB" /></td>
<td><img src="image13.png" alt="MQ_LG_TRAEH_D1_5COL_RGB" /></td>
<td><img src="image14.png" alt="MQ_LG_TRAEV_D1_5COL_RGB" /></td>
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</tbody>
</table>

### Transitional light graphic Direction 1 – 3 Colour

<table>
<thead>
<tr>
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<th>Extreme vertical format</th>
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</thead>
<tbody>
<tr>
<td><img src="image15.png" alt="MQ_LG_TRAH_D1_3COL_CMYK" /></td>
<td><img src="image16.png" alt="MQ_LG_TRAEH_D1_3COL_CMYK" /></td>
<td><img src="image17.png" alt="MQ_LG_TRAEV_D1_3COL_CMYK" /></td>
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<tr>
<td><img src="image18.png" alt="MQ_LG_TRAH_D1_3COL_RGB" /></td>
<td><img src="image19.png" alt="MQ_LG_TRAEH_D1_3COL_RGB" /></td>
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### Transitional light graphic Direction 2 – 5 Colour

<table>
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<tbody>
<tr>
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<td><img src="image22.png" alt="MQ_LG_TRAEH_D2_5COL_CMYK" /></td>
<td><img src="image23.png" alt="MQ_LG_TRAEV_D2_5COL_CMYK" /></td>
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<tr>
<td><img src="image24.png" alt="MQ_LG_TRAH_D2_5COL_RGB" /></td>
<td><img src="image25.png" alt="MQ_LG_TRAEH_D2_5COL_RGB" /></td>
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### Transitional light graphic Direction 2 – 3 Colour

<table>
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<td><img src="image30.png" alt="MQ_LG_TRAH_D2_3COL_RGB" /></td>
<td><img src="image31.png" alt="MQ_LG_TRAEH_D2_3COL_RGB" /></td>
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</table>

### Multi-use light graphic

<table>
<thead>
<tr>
<th>Full multi-use</th>
<th>Quarter multi-use</th>
<th>Single multi-use</th>
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</thead>
<tbody>
<tr>
<td><img src="image33.png" alt="MQ_LG_MUF_CMYK" /></td>
<td><img src="image34.png" alt="MQ_LG_MUQ_CMYK" /></td>
<td><img src="image35.png" alt="MQ_LG_MUS_CMYK" /></td>
</tr>
<tr>
<td><img src="image36.png" alt="MQ_LG_MUF_RGB" /></td>
<td><img src="image37.png" alt="MQ_LG_MUQ_RGB" /></td>
<td><img src="image38.png" alt="MQ_LG_MUS_RGB" /></td>
</tr>
</tbody>
</table>
### Hospital – available artwork

The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.

<table>
<thead>
<tr>
<th>Horizontal</th>
<th>Full colour reverse</th>
<th>Greyscale positive</th>
<th>Greyscale reverse</th>
<th>Black</th>
<th>White</th>
<th>Emboss</th>
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</thead>
<tbody>
<tr>
<td>Full colour positive</td>
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<td><img src="image" alt="MQ_HOS_HOR_RGB_POS" /></td>
<td><img src="image" alt="MQ_HOS_HOR_SPOT_POS" /></td>
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<tr>
<td>Full colour reverse</td>
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<td><img src="image" alt="MQ_HOS_HOR_GREY_REV" /></td>
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<tr>
<td>Greyscale reverse</td>
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<tr>
<td>Black</td>
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<tr>
<td>White</td>
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<td>Emboss</td>
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<td><img src="image" alt="MQ_HOS_HOR_EMBOSS" /></td>
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</tbody>
</table>

### Vertical

<table>
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<th>Full colour reverse</th>
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<th>Greyscale reverse</th>
<th>Black</th>
<th>White</th>
<th>Emboss</th>
</tr>
</thead>
<tbody>
<tr>
<td>MQ_HOS_VER_CMYK_POS</td>
<td>MQ_HOS_VER_CMYK_REV</td>
<td>MQ_HOS_VER_GREY_POS</td>
<td>MQ_HOS_VER_GREY_REV</td>
<td>MQ_HOS_VER_BLACK</td>
<td>MQ_HOS_VER_WHITE</td>
<td>MQ_HOS_VER_EMBOSS</td>
</tr>
<tr>
<td>MQ_HOS_VER_RGB_POS</td>
<td>MQ_HOS_VER_RGB_REV</td>
<td>MQ_HOS_VER_GREY_REV</td>
<td>MQ_HOS_VER_GREY_REV</td>
<td>MQ_HOS_VER_BLACK</td>
<td>MQ_HOS_VER_WHITE</td>
<td>MQ_HOS_VER_EMBOSS</td>
</tr>
<tr>
<td>MQ_HOS_VER_SPOT_POS</td>
<td>MQ_HOS_VER_SPOT_REV</td>
<td>MQ_HOS_VER_GREY_REV</td>
<td>MQ_HOS_VER_GREY_REV</td>
<td>MQ_HOS_VER_BLACK</td>
<td>MQ_HOS_VER_WHITE</td>
<td>MQ_HOS_VER_EMBOSS</td>
</tr>
</tbody>
</table>
Graduate school of management – available artwork

The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.
PACE — available artwork
The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.

MQ_PACE_CMYK
MQ_PACE_RGB
MQ_PACE_BLACK
MQ_PACE_WHITE
MacWarrior and Mini MacWarrior

Artwork files are available in .pdf and .png formats.
Student Advisory Board

The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.
Sydney city campus – available artwork

The matrix shows a thumbnail image and filename code for each available brandmark artwork file. Artwork files are available in .pdf and .png formats.