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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Introduction

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.
Renewing our narrative is not about starting from scratch. In fact, it’s quite the opposite.

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**

<table>
<thead>
<tr>
<th>Brand essence</th>
<th>Nurtured to break free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand promise</td>
<td>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.</td>
</tr>
<tr>
<td>Target audience</td>
<td>Well-rounded explorers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand pillars</th>
<th>Personality traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A collegial culture openly supporting and encouraging everyone to seize new opportunities</td>
<td>Generous</td>
</tr>
<tr>
<td>2. One beautiful campus facilitating collaborations among the most diverse people and perspectives</td>
<td>Open</td>
</tr>
<tr>
<td>3. Brave new thinking that defies the traditional boundaries of an academic institution, industry and other key constituents</td>
<td>Audacious</td>
</tr>
<tr>
<td>4. A community of world citizens deeply engaged with the big issues shaping the future of society</td>
<td>Engaged</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Creative idea</th>
<th>Deviations from convention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Creative strategy

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

The horizontal configuration is the preferred version of the masterbrand and should be used wherever possible.
The masterbrand should, where possible, be reproduced on a 60% tint of Sand.

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

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.

A one-colour black is also available for special printing applications. To access the one-colour version, contact the Marketing unit.
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.

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

The symbol should not be reproduced with a keyline.

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

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.

A refreshed red builds on the equity in the Macquarie University colour palette.

**Red**

**Deep Red**

Deep and Bright Reds provide depth.

**Bright Red**

**Magenta**

**Magenta and Purple** inject energy.

**Charcoal and Sand** provide contrast.

**Charcoal**

**Purple**

**Sand**

A refreshed red builds on the equity in the Macquarie University colour palette.
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.
Colour palette

Encouraged to defy boundaries
UNDERGRADUATE PROGRAMS
2015

Faculty colours are reserved for use in the entity device and within indexing systems on internal pages.
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.
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

Georgia
Georgia Italic
Georgia Bold
Georgia Bold Italic

Personality font – National
Information font – Newzald
System font – Arial
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

##### 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 experiences and skills that will benefit you long after you graduate.

### 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 $2 million in scholarships. That’s a lot of cash!
**Typography**

**INCORRECT USE**

**VISUAL IDENTITY SYSTEM**

**Competition and consumer law**

**LAW AND LEGAL STUDIES**

To quint, se nonet qui sum faccabo rercitem into officium quint. Iducia que officio beatquam re nonsectem ipsande bitibus doluptas dolorum ra que quiande ea non plant ea ducit ariae eosae nest illigendae 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**

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

Differentiation should not occur in the middle of a heading.

Avoid using functional headings on propositional communications.

**Request for academic transcript**

**INFORMATION AT YOUR FINGERTIPS**

To quant, se nonet qui sum faccabo rercitem into officium quint. Iducia que officio beatquam re nonsectem ipsande bitibus doluptas dolorum ra que quiande ea non plant ea ducit ariae eosae nest illigendae ped modi derios venis enimetur acepudissit fuga.

**Get the look**

**TRAINING PROGRAM FOR THE IMPLEMENTATION OF THE NEW BRAND IDENTITY**

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**Undergraduate programs**

**ENCOURAGED TO DEFY BOUNDARIES**

To quant, se nonet qui sum faccabo rercitem into officium quint. Iducia que officio beatquam re nonsectem ipsande bitibus doluptas dolorum ra que quiande ea non plant ea ducit ariae eosae nest illigendae ped modi derios venis enimetur acepudissit fuga.
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

Full light graphic

Half light graphic

Half light graphic

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Half light graphic

Full light graphic
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.

We helped CSIRO develop wi-fi

What next?

Ready to shine brighter

We helped CSIRO develop wi-fi

What next?

Ready to shine brighter

Vertical format
Direction one

Vertical format
Direction two

Extreme vertical format

Horizontal format

Extreme horizontal format

Transitional light graphics should, where possible, transition to Sand. Where appropriate, the Red area may be used to house text.
**Light graphic**

**INCORRECT USE**

- Do not use the light graphic to create a modular pattern. It should only be used once in field of view.

- With the exception of the single multi-use, the light graphic should not be cropped.

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

- The five-colour light graphic should not be used for functional communications.

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

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

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

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

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

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

- Tints must not be used in the light graphic.

- The light graphic must not be flipped horizontally or vertically.
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 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.
### Table A: Number of applications by type of applicant and outcome

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Parliament</th>
<th>Comparison</th>
<th>Legal</th>
<th>Private sector</th>
<th>Educational</th>
<th>Subject to Legal Information</th>
<th>Freedom of Information</th>
<th>Refuse to Confirm</th>
<th>Refuse to Release Information</th>
<th>Application Withdrawn</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>February</td>
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<td>0</td>
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<tr>
<td>March</td>
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<td>April</td>
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<td>0</td>
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<tr>
<td>May</td>
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<td>June</td>
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<td>0</td>
<td>0</td>
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</tr>
</tbody>
</table>

Note: More than one decision can be made in respect of a particular access application. If so, a recording must be made in relation to each such decision. This also applies to Table B.
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.

Multiple colours can be used to differentiate information. Tints may be used when further differentiation is required.

Numerals in graphs and charts should be set to Tabular Lining in the OpenType palette to ensure information is easily accessible.
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.
Portrait photography celebrates our collegial culture, our openness, our warmth and our diversity.
Campus facilities photography captures interesting wide angle views of the interiors and exteriors of our impressive built facilities.
Objects photography showcases the tangible objects of discovery in both historic and contemporary contexts with reverence and clarity.
**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.
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.
Campus grounds photography captures our beautiful, natural Australian landscape.
Hero photography

**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.

**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.

**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.

**Portrait photography**
Leading on its own

**Campus facilities photography**
Leading on its own

**Objects photography**
Leading on its own

**Big issues photography**
Leading on its own

**Changing destinies**
EDUCATION FOR THE FUTURE
FACULTY OF HUMAN SCIENCES
Anthropology for the real world
THE IMPACTS ON GOVERNMENT AND CORPORATE POLICY

**Introduction to educational research**
EDUCATIONAL LEADERSHIP

**Breaking new ground**
Breaking new ground

**Unlocking lymphoedema with lymph node transfers**

**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.**

**The new rules of engagement**

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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

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.
Photography

Portrait 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.

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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>Uncoated: Premium – Vice Chancellor stationery, invitations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strathmore Premium Wove Ultimate White</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>
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<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></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>
</tr>
<tr>
<td>Uncoated: High value general purpose – brochures, flyers, stationery, invitations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knight Smooth White</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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>
</tr>
<tr>
<td>Uncoated: Commodity general purpose – brochures, flyers, stationery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sovereign Offset White</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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>
</tr>
<tr>
<td>Coated General Purpose – Uncoated above is preferred to coated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maine Recycled A2+ Silk</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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>
</tr>
</tbody>
</table>
Encouraged to defy boundaries
UNDERGRADUATE PROGRAMS
2015

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.

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.
Icons can lead a communication where an image is not appropriate. They can be used to communicate sensitive issues in a less literal way.

Feeling anxious? 
Talk to our experienced and helpful staff today

CAMPUS WELLBEING
Level 2
Lincoln Building C8A
9850 7497
counselling@mq.edu.au

COUNSELLING

Feeling anxious? 
Talk to our experienced and helpful staff today

CAMPUS WELLBEING
Level 2
Lincoln Building C8A
9850 7497
counselling@mq.edu.au
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.
The world of research

Inquiry without fear

2015

Research communications evoke a more clinical tone with an increased use of white or a lighter tint of Sand in the background of the image area. The multi-use light graphic is used to convey an innovative, intelligent and sophisticated feel.

Innovations in surgery

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.

Secrets of cuneiform documents revealed

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.

Breaking new ground

Self-Compassion: a resource for positive ageing

2015

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Working at Macquarie

Feature stories allow a more bespoke treatment of typography and imagery to help communicate the story.
BEST PRACTICE

Engaging the community

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.
PowerPoint® templates provide consistency across different platforms and competencies. Clear and powerful information design allows impactful imagery to play a prominent role.
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.
<table>
<thead>
<tr>
<th>Parent brand</th>
<th>Masterbrand</th>
<th>MACQUARIE University</th>
<th>International brandmark</th>
<th>MACQUARIE University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholly owned subsidiaries</td>
<td>Macquarie University Hospital</td>
<td>TBC</td>
<td>Entities endorsed by Macquarie University</td>
<td></td>
</tr>
<tr>
<td>Learning and teaching</td>
<td>Macquarie University Clinic</td>
<td>TBC</td>
<td>MGSM</td>
<td></td>
</tr>
<tr>
<td>Special programs</td>
<td>Clusters of services</td>
<td>Macquarie Applied Finance Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>Mascots</td>
<td>National research centres</td>
<td>Macquarie University</td>
<td></td>
</tr>
<tr>
<td>AccessMQ</td>
<td>Student Advisory Board</td>
<td>Hosted by MACQUARIE University</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special places</td>
<td>National research centres</td>
<td>University research centres</td>
<td>CENTRE FOR FINANCIAL RISK</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td>'Doors to the Community'</td>
<td>Consulting and special projects</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>

**AccessMQ**

- ENGLISH LANGUAGE CENTRE
- IELTS
- A program supported by MACQUARIE University
- Consulting and special projects
- TBC

**Special places**

- City campus
- 'Doors to the Community'
- TBC
- Experimental places

**Publications**

- Core publications
- Thought leadership
- TBC
- Editorially independent, by people associated with Macquarie University

**MACQUARIE UNIVERSITY SYDNEY CITY CAMPUS**

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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’.

Crunch uses the endorsement line ‘A company of’.

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

**Department of Mathematics**
Faculty of Science and Engineering

**Macquarie Law School**
Faculty of Arts

**Faculty colours**
Faculty colours are reserved for use in the entity device and within indexing systems on internal pages.

**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**
  - Newzald Book Italic
  - 9.75pt
  - First line auto leading
  - Second line 9.75pt leading
  - Black

Line is generally 2.4mm in width though this is adjustable depending on the length of the entity name.

**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.
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.

ANCIENT CULTURES RESEARCH CENTRE

BIOMOLECULAR FRONTIERS RESEARCH CENTRE

CLIMATE FUTURES

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.

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

1mm
ANCIENT CULTURES RESEARCH CENTRE
2mm
National ExtraBold
9.75pt on 8.29pt leading
Uppercase
Tracking -15
Black

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

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.

Secrets of cuneiform documents revealed
ARCHAEOLOGY AND MEDICAL IMAGING
To convey close alignment with the Macquarie University brand, faculty research centres are shown in plain text.

**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.

**Faculty 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.

**Centres are shown**

<table>
<thead>
<tr>
<th>Centre</th>
<th>Faculty of Business and Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CENTRE FOR FINANCIAL RISK</strong></td>
<td></td>
</tr>
<tr>
<td>Faculty text</td>
<td>Newtald Book Italic</td>
</tr>
<tr>
<td>First line auto leading</td>
<td>9.75pt</td>
</tr>
<tr>
<td>Second line 9.75pt leading</td>
<td>Black</td>
</tr>
<tr>
<td>1.5mm</td>
<td></td>
</tr>
<tr>
<td><strong>CENTRE FOR LANGUAGE SCIENCES</strong></td>
<td>Faculty of Human Sciences</td>
</tr>
<tr>
<td>Faculty text</td>
<td>National ExtraBold</td>
</tr>
<tr>
<td>First line 9.75pt leading</td>
<td>on 8.29pt</td>
</tr>
<tr>
<td>1mm</td>
<td>Black</td>
</tr>
<tr>
<td><strong>Research centre text</strong></td>
<td></td>
</tr>
<tr>
<td>National ExtraBold</td>
<td>9.75pt on 8.29pt leading</td>
</tr>
<tr>
<td>Tracking -15</td>
<td>Uppercase Black</td>
</tr>
<tr>
<td>9.75pt on 8.29pt leading</td>
<td></td>
</tr>
</tbody>
</table>

**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.

**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.

**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.

| Faculty of Arts                            | Faculty of Business and Economics |
| Faculty of Human Sciences                  | Faculty of Science and Engineering |
| Faculty of Medicine and Health Sciences    |                                  |
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.

Specifications for an A4 communication
(This should be scaled 76% for A5 and DL communications)

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.

**Speech and Hearing Clinic**

Making a difference in people’s lives
SHAPING THE FUTURE OF AUDIOLOGY

Speech and hearing clinic
MAKING A DIFFERENCE IN PEOPLE’S LIVES

Taglines
Taglines should not be used in association with clinic names.
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

**CHILDRENS SERVICES**

Clusters of services text

National ExtraBold

29pt

Uppercase

Tracking -15

Specifications for an A3 communication
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.

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.

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.
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.

Student organisations must not use the Macquarie University brandmark, or any element of the brandmark.
An endorsement line is used to clarify Macquarie University’s relationship where it appears in an accommodation provider’s environment.

To clarify the relationship between the accommodation provider and Macquarie University, accommodation providers use the endorsement line ‘Accommodation provider of’.

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

Accommodation provider of

Horizontal configuration

Accommodation provider of

Vertical configuration

0.65X Accommodation provider of

Horizontal configuration

0.65X Accommodation provider of

Vertical configuration

Construction specifications

© 2015 Macquarie University Brand Identity Guidelines – Abridged
Functions and administrative units are shown in plain text.

LEARNING AND TEACHING CENTRE
MARKETING UNIT
LIBRARY

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.

MARKETING UNIT
Level 2
Becton Dickinson Building
4 Research Park Drive
Macquarie University
NSW 2109 Australia
T: +61 (0)2 9850 7309
F: +61 (0)2 9850 9457
E: marketing@mq.edu.au

Contact details
Newzald Book
7.75pt
Black

Specifications for an A4 communication
(This should be scaled 70% for A5 and DL communications)
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 signage
To assist in wayfinding and navigation, the Sydney City Campus brandmark is used in destination signage.

MACQUARIE University
SYDNEY CITY CAMPUS

Horizontal configuration

MACQUARIE University
SYDNEY CITY CAMPUS

Vertical configuration

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.