



BRAND CENTRE

CORPORATE IDENTITY ■ DECEMBER 2019

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Please note the **QUT BRAND CENTRE CORPORATE IDENTITY** is a fluid, working document that outlines approved usage guidelines and is updated periodically as required. This document is date stamped **MARCH 2019** and is © QUT

For the most up-to-date version of this manual go to — **Internal:** <https://qutvirtual4.qut.edu.au/group/staff/engagement/branding>
External: <https://www.qut.edu.au/about/governance-and-policy/corporate-identity-and-qut-logo>

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1.1 A message from QUT's Vice-Chancellor and President



Correct implementation of QUT's brand assets as recommended in this Brand Centre Corporate Identity builds a strong, readily recognisable, well-respected image of the university. The continued implementation and maintenance of the Brand Centre has my full support.

Published standards are essential for providing consistency across our large, diverse organisation.

The aims of the corporate identity are to:

- create a single, consistent, and clear visual identity for QUT
- protect the university as a professional, reliable and contemporary organisation
- standardise the University's visual profile in a number of applications, thereby increasing efficiency and consistency of the image projected.

It is important the corporate identity is strictly adhered to, especially in regard to the use of the QUT logo, which is a registered trade mark.

A handwritten signature in white ink, appearing to read 'M Sheil', written in a cursive style.

Professor Margaret Sheil AO
Vice-Chancellor and President

1.2 Style guide usage

GENERAL USE

The purpose of the **QUT Brand Centre Corporate Identity** is to ensure that the university's visual design elements are applied correctly in all media in which the organisation is identified.

It is important that all the basic rules set out in this style guide are followed so that the design elements are applied consistently.

For clarification of any aspects contained in this style guide contact the Manager, Visual Communication Services.

SPECIFIC USE

The logo must not be altered, added to or encumbered in any way, and must appear whenever QUT is represented in various media.

Particular applications of the logo by convocation, alumni, graduate and other bodies associated with QUT or its affiliated bodies are to be decided by the Manager, Visual Communication Services. This requirement applies to any other application of the QUT logo including use on promotional material.

Approval to use the logo must be given in writing.

Online resources and selected digital versions of the logo are available to download at:

Internal: <https://qutvirtual4.qut.edu.au/group/staff/engagement/branding>

External: <https://www.qut.edu.au/about/governance-and-policy/corporate-identity-and-qut-logo>

PLEASE AVOID:

- altering the downloaded or supplied logo or other brand assets in any way
- renaming and resizing files, as this may compromise the resolution.

2.0 QUT LOGO

For a full listing of logo availability, please refer to 3.0 Logo Resources with approved logo applications starting on page 14.

2.1 Primary logo



The QUT logo is a registered trade mark and its use by any external organisation is subject to the approval of the Manager, Visual Communication Services.

The QUT logo is the only logo to be used to represent the university. Sub-centres of the university are not permitted their own logos unless special approval is granted.

It is important that the logo is always used correctly and the guidelines set down in this style guide are followed carefully.

The QUT logo must always be reproduced from an approved digital file and care should be taken so as not to distort the logo when resizing.

Online resources and selected digital versions of the logo are available to download at:

Internal: <https://qutvirtual4.qut.edu.au/group/staff/engagement/branding>

External: <https://www.qut.edu.au/about/governance-and-policy/corporate-identity-and-qut-logo>

2.2 QUT logo hierarchy overview

QUT's CORPORATE TOOLBOX

Blue shaded box indicates the QUT logos that are available for download. They can be found at: <https://qutvirtual4.qut.edu.au/group/staff/engagement/branding>

QUT logo square (primary use)



QUT logo square in reverse



QUT logo (international distribution)



QUT logo with tagline (text left)



QUT DIVISIONS and departments



QUT FACULTIES



QUT INSTITUTES

Foundation level
One line and stacked versions



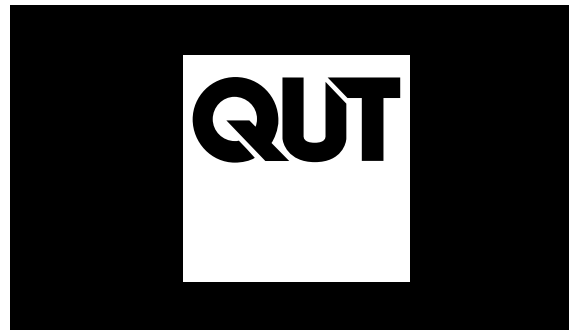
QUT IFE

Facility level



2.3 QUT logo in reverse

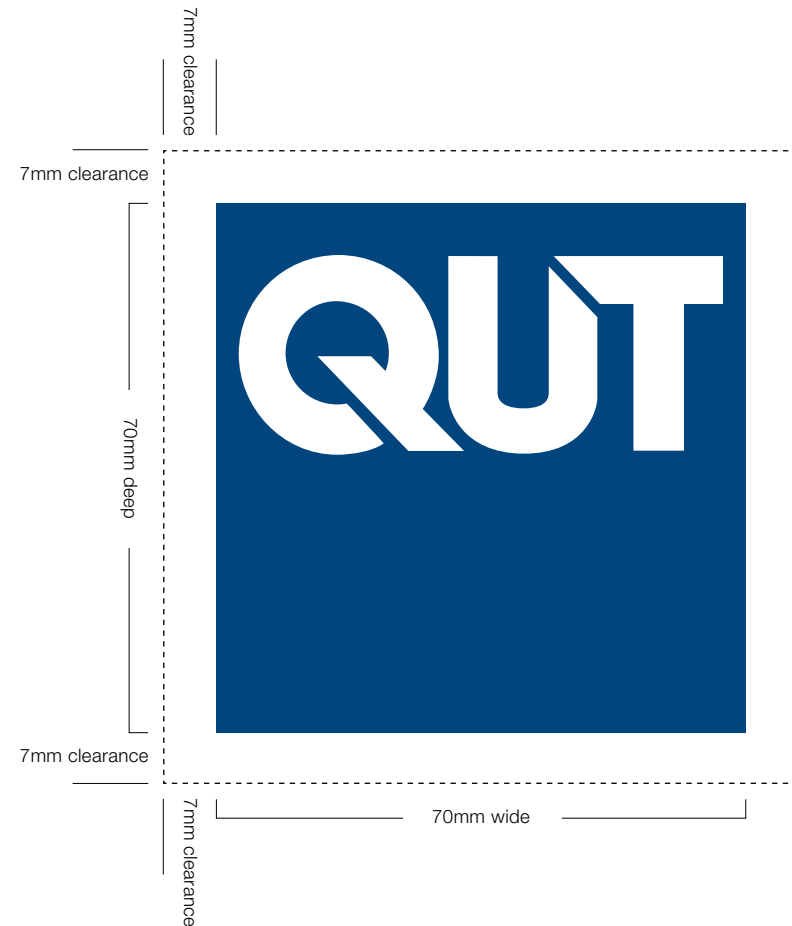
When the QUT logo appears on dark or low contrast coloured backgrounds, the reversed version of the logo should be used to maintain its visibility. QUT lettering within the white logo square appears as either solid mono (black) or as solid CMYK blue for print, and RGB blue for digital applications. The logo may be reversed from other solid colour backgrounds if necessary, or for one colour production. **NOTE: Transparency within the QUT lettering is NOT PERMITTED.**



X Avoid adjusting the logo so that any background imagery is visible through the lettering. The lettering must always be a solid fill.

2.4 Minimum clearance around the logo

A minimum background clearance of 10 per cent of the logo square size is required and must remain unencumbered on each of its four sides. For example, if the logo is 70mm square then 7mm clearance all around is required. Please refer to example given below.



2.5 Minimum size

As a general rule the minimum size usage for the QUT logo is 7.5mm with any corresponding text scaling up or down proportionally. Please take note of the different logo type treatments below and their recommended minimum size for reproduction across all applications.

SUBSET ONE LOGO STYLE

QUT logo with text feeding off to the right in one line



minimum size below shows the logo at 7.5mm square with text scaled proportionally



SUBSET TWO LOGO STYLE

QUT logo with text feeding off to the right in two or more lines



SUBSET TWO — QUT logotype minimum size usage is 12.5mm square for the logo, with text scaled proportionally



2.6 Unacceptable uses of the logo



- Avoid distorting the logo by either stretching or compressing it in any way.
- Avoid placing patterns in the logo square. The logo must always appear as a solid colour.
- Avoid removing QUT custom lettering from within the logo to use on its own.
- Avoid making any modification to the logo.



3.0 LOGO RESOURCES

The approved logo applications on the following pages have been created by QUT Visual Communication Services and form the official QUT logo library. QUT corporate guidelines state that the QUT logo must always be scaled proportionally (so that it remains as a true square) with at least 10 per cent clearance all around. Please do not distort or change the logo(s) in any way and avoid placing them on patterned backgrounds.

3.1 QUT Business School

PRIMARY LOGO



BUSINESS SCHOOL INTERNATIONAL LOGO
for specific application



GRADUATE SCHOOL OF BUSINESS
PRIMARY LOGO



Logo shown at 7.5mm square minimum size usage and in reverse on a blue background



Special typographic expression of the QUT logo has been approved for QUT Business School and QUT Graduate School of Business.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

QUT Business School is Australia's first business school with triple international accreditation. A standard grouping of the accrediting organisations is available in two arrangements as depicted on the following page.

SCHOOLS IN THE FACULTY OF BUSINESS



Stacked Business School logo formal application.



Business School XLGE (type right aligned and type left aligned) and QUT Canberra situated below, are for **special application by approval only**



Australia's first business school with triple international accreditation

Triple accreditation logo stacked



Australia's first business school with triple international accreditation

Triple accreditation logo one line



3.2 Creative Industries Faculty

PRIMARY LOGO
in one line (right) and stacked version
(below)



Logo shown at 7.5mm square
minimum size usage and in reverse on a
blue background



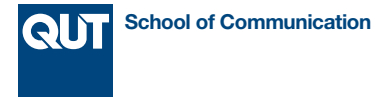
Special typographic expression of the QUT logo has been approved for the Creative Industries Faculty.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

SCHOOLS IN CREATIVE INDUSTRIES



3.3 Faculty of Education

PRIMARY LOGO



Logo shown at 7.5mm square minimum size usage and in reverse on a blue background



QUT Faculty of Education logo adopts subset one typographic treatment for primary application and subset two typographic treatment for schools in the faculty.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

SCHOOLS IN THE FACULTY OF EDUCATION



3.4 Faculty of Health

PRIMARY LOGO



Logo shown at 7.5mm square minimum size usage and in reverse on a blue background



QUT Faculty of Health logo adopts subset one typographic treatment for primary application and subset two typographic treatment for schools in the faculty.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

SCHOOLS IN THE FACULTY OF HEALTH



3.5 Faculty of Law

PRIMARY LOGO



Logo shown at 7.5mm square minimum size usage and in reverse on a blue background



QUT Faculty of Law logo adopts subset one typographic treatment for primary application and subset two typographic treatment for schools in the faculty.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

SCHOOLS IN THE FACULTY OF LAW



3.6 Science and Engineering Faculty

PRIMARY LOGO



Logo shown at 7.5mm square minimum size usage and in reverse on a blue background



QUT Science and Engineering Faculty logo adopts subset one typographic treatment for primary application and subset two typographic treatment for schools in the faculty.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

SCHOOLS IN THE FACULTY OF SCIENCE AND ENGINEERING



3.7 QUT institutes

QUT INSTITUTES FOUNDATION LEVEL

One line below and stacked version as shown on the right



QUT INSTITUTES FACILITY LEVEL



Logo shown at 12.5mm square minimum size usage and in reverse on a blue background for institute facility level.



Special typographic expression has been given to both of QUT's research institutes—**Institute for Future Environments** and **Institute of Health and Biomedical Innovation**—and the **QUT Confucius Institute** dedicated to supporting and developing the learning of Chinese language and culture.

These logos should only be used as a composite graphic to maintain logo integrity (size and spacing proportions) when the logo is enlarged or reduced.

Relevant guidelines for the QUT logo in terms of corporate colour and usage as stated elsewhere in this style guide apply and must be strictly followed.

Digital versions of these logos are available by request through Marketing and Communication, Visual Communication Services.

QUT INSTITUTES FOUNDATION LEVEL

One line version immediately below and stacked version under



Logo shown at 12.5mm square minimum size usage and in reverse on a blue background for institute foundation level.



The **QUT Confucius Institute logo** is comprised of the Confucius Institute symbol featured in red and positioned next to the QUT logo in corporate blue.

3.8 Approved logotypes: corporate units

EXAMPLES OF APPLICATIONS APPROVED FOR GENERAL USE: SUBSET ONE TREATMENT

Logos are shown at 7.5mm square minimum size usage. These are available in mono (black), CMYK for print, equivalent RGB values for digital, and also in reverse and in various formats pending application.



A range of special identification logotypes have been approved for use by specific corporate units of the university to identify the services provided by these units.

These logotypes adopt the subset one typographic treatment and are generally intended for internal identification within QUT with the exception of a number of units whose services are extended externally.

Development of identification logotypes for any specific application should be approved and developed by Visual Communication Services.

EXAMPLES OF APPLICATIONS APPROVED FOR GENERAL USE: SUBSET TWO TREATMENT

Logos are shown at 12.5mm square minimum size usage. These are available in mono (black), CMYK for print, RGB values for digital, and also in reverse and in various formats pending application.



These logotypes adopt the subset two typographic treatment and are generally intended for identification within QUT and externally.

Schools within QUT also adopt this typographic treatment.

Development of identification logotypes for any specific application should be approved and developed by Visual Communication Services.

3.8.1 Approved logotypes: special application

Please contact the Manager, Visual Communication Services to discuss any special application logotypes you may require that fall outside of QUT's corporate logo suite.



3.8.2 Typographic treatments: events and associated entities

MISCELLANEOUS

QUEENSLAND
Business Leaders
Hall of Fame

BUILDING LIFELONG CONNECTIONS
Alumni

Real Health Matters

ASSOCIATED ENTITIES

TRI 
partnering for better health

QUT bluebox 
INNOVATION FOR THE REAL WORLD

 QUT
Creative
Enterprise
Australia

3.9 Logo and university tagline

The tagline, 'the university for the real world®' is a registered trade mark of QUT and is the only tagline permitted to be used with the university name and logo, as determined by Marketing and Communication and approved by the Vice-Chancellor.

Note minimum size usage guidelines also applies to the logo when used with the tagline.

QUT REAL WORLD LOGO TAGLINE

QUT logo used with the two-deck tagline text left

CMYK BLUE
100cyan
57magenta
38black



QUT REAL WORLD LOGO TAGLINE

QUT logo used with the two-deck tagline text right



The tagline **the university for the real world®** is a registered trade mark of QUT and is the only tagline permitted to be used with the university name and logo, as determined by Marketing and Communication and approved by the Vice-Chancellor.

Note minimum size usage guidelines also applies to the logo when used with the tagline. Refer to 2.5 Minimum size on page 12.

REVERSED/WHITE



QUT REAL WORLD TAGLINE (registered trade mark)
Two-deck treatment with anchor bar left.

**| the university
for the real world®**

QUT REAL WORLD TAGLINE (registered trade mark)
One line treatment.

the university for the real world®

QUT REAL WORLD TAGLINE (registered trade mark)
Stacked treatment without anchor bar is best on the left,
as the anchor right version does not have the registered trade mark.

**the university
for the real world®**

**| the university
for the real world®**

**the university |
for the real world**

CMYK

**the university
for the real world®**

**| the university
for the real world®**

**the university |
for the real world**

80% TINT OF CYAN

**the university
for the real world®**

**| the university
for the real world®**

**the university |
for the real world**

REVERSED/WHITE

4.0 BRAND ELEMENTS

QUT's brand elements are visual signatures that form part of the greater corporate identity and—together with the written and visual content—create the persona of the university.

4.1 Typography

Helvetica Neue®

Typography is an important element in forming and defining our brand's personality in both print and online.

QUT's corporate font is Helvetica Neue® which is a sans serif font, meaning the letters or characters within the font family appear without crossbars or feet adding to its clarity and readability, particularly in text heavy documents.

Helvetica Neue® is available in 51 different weights providing a large amount of design flexibility. These range from Ultra Light Condensed through to Black Extended Oblique. Light, Medium and Bold weights are most commonly used throughout the university's logotype suite and on signage.

Arial (a PC standard system font) may be used as an alternative if Helvetica Neue® is not available.

For texts such as letters, reports or other lengthy documents, these alternative fonts may also be used:

- Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
[.,:;~!@#%&^&*+=''<>?)]

- Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890
[.,:;~!@#%&^&*+=''<>?)]

PLEASE AVOID:

- distorting the fonts in any way that may affect readability thereby compromising the impact of the message
- laying out documents that include large volumes of text without any imagery, white space or other visual relief.

NOTE: Please see pages 52 to 55 of the advertising style guide for current campaign support font and typographic treatment.

Due to Adobe licensing restrictions we are unable to provide copies of this typeface.

AaBbCcDdEe

Helvetica Neue® Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

[(.,:;-!@#\$%^&*+=”<>?)]

Helvetica Neue® Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

[(.,:;-!@#\$%^&*+=”<>?)]

Helvetica Neue® Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

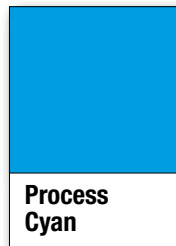
1234567890

[(.,:;-!@#\$%^&*+=”<>?)]

NOTE: Please see pages 52 to 55 of the advertising style guide for current campaign support font and typographic treatment.

4.2 Corporate colours

 <p>PANTONE® 541</p>	<p>PRIMARY COLOUR</p> <p>PANTONE 541 BLUE</p> <p>CMYK 100c 57m 38k RGB 0 59 113 HEX #00407a</p>	 <p>PANTONE® 877</p>	<p>EMBELLISHMENT COLOUR</p> <p>PANTONE 877 METALLIC SILVER</p> <p>CMYK 51 40 37 2 RGB 142 144 144 HEX 8A8D8F</p>
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SUPPORT COLOUR

80% tint of Process Cyan

Primarily used as a support colour across advertising campaign collateral and digital advertising.

Refer to examples on how the support colour is used currently on page 52 of the advertising style guide.

QUT's corporate primary colour is PMS 541 blue and our embellishment colour is PMS 877 metallic silver. The metallic colour on screen will appear flat as it is not possible to reproduce the metallic lustre of this colour in digital applications.

QUT has enlisted the standards of the Pantone Matching System (PMS) which is a universally recognised colour matching system used to print spot colours with their corresponding ink formulations.

In the Pantone Colour System there are currently 1867 spot colours each of which can be converted into a cyan, magenta, yellow and black (CMYK) process printing match for offset printing, HEX/HTML and RGB values for web and screen.

Note all digital representations of spot colours are indicative only and will appear differently depending on your viewing device.

4.2.1 Faculty colours

QUT has six faculties each of which has its own signature colour, traditionally relating to the colour of the faculty silks worn at QUT graduation ceremonies.



BUSINESS

CMYK 68c 34m
RGB 65 142 222



CREATIVE INDUSTRIES

CMYK 36c 100m
RGB 187 22 163



EDUCATION

CMYK 100c 71y 43k
RGB 0 103 71



HEALTH

CMYK 59m 96y
RGB 255 103 31



LAW

CMYK 5c 45k
RGB 124 135 142



SCIENCE AND ENGINEERING

CMYK 100c 2m 49y 14k
RGB 0 134 117

NOTE: PANTONE colours depicted are indicative only and may appear differently depending on your viewing device. Please follow CMYK and RGB formulas provided as direct conversion from software may not offer the best colour match and/or be the intent of the designer.



5.0 STATIONERY

General printed stationery comes in the form of letterheads, With Compliments slips, business cards and envelopes. QUT is committed to sustainability. The stock used for our letterheads and With Compliments slips has the environmental credentials specified above.

Letterhead examples are shown at 70 per cent of actual size.

	<p>Queensland University of Technology Faculty of Law</p> <p>2 George Street GPO Box 2434 Brisbane Qld 4001 Australia Phone +61 7 3138 2707 Fax +61 7 3138 1519 Email law_enquiries@qut.edu.au www.qut.edu.au</p>
	<p>Queensland University of Technology Gardens Point campus</p> <p>2 George Street GPO Box 2434 Brisbane Qld 4001 Australia Phone +61 7 3138 2000 www.qut.edu.au</p>
	<p>Queensland University of Technology Kelvin Grove campus</p> <p>Victoria Park Road Kelvin Grove Qld 4059 Australia Phone +61 7 3138 2000 www.qut.edu.au</p>
	<p>Queensland University of Technology 60 Musk Ave Kelvin Grove Qld 4059 Australia Phone +61 7 3138 6100 Fax +61 7 3138 6039 Email your.name@qut.edu.au www.ihbi.qut.edu.au</p> <p>Office of the Executive Director, Institute of Health and Biomedical Innovation</p>

5.1 Letterheads

Official letterheads for the university are produced by Visual Communication Services and are available from QUT Printing Services. Visit <https://secure.qps.qut.edu.au>

The corporate font for the body copy of the letter should be Helvetica Neue® in light, 10 point copy, aligned left, without any paragraph indents. Acceptable alternative fonts are: Arial, Times and Gill Sans. Reference to these fonts can be viewed on pages 32 and 33 of this document.

LETTERHEADS AVAILABLE TO ORDER THROUGH QUT PRINTING SERVICES (QPS)

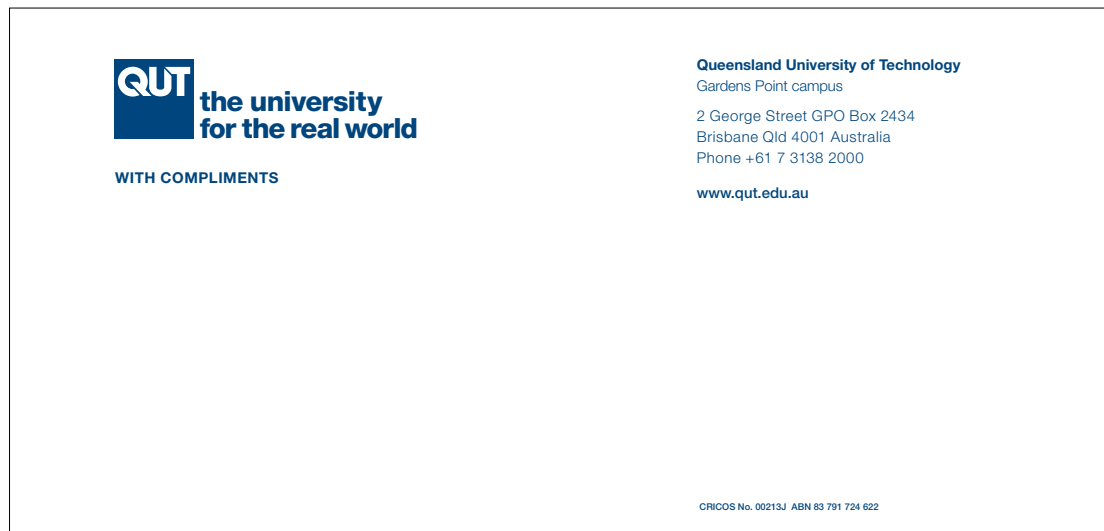
- Executive letterheads*
- Campus letterheads
- Faculty letterheads

In addition to the standard letterheads listed above, letterheads may be produced for approved university centres and for schools on request.

Letterheads are printed one colour in QUT corporate blue PMS 541 onto Knight Smooth, white, 120gsm and trimmed to standard A4 size: 297mm deep x 210mm wide.

**Please note: personalised letterheads are not permitted below Dean/Head of Division level.*

5.2 With Compliments slip



With Compliments slips are produced by Visual Communication Services and are designed for each campus, for institutes, faculties, schools and for approved university centres.

Personalised With Compliments slips are available only for Deans, Heads of Divisions and above.

With Compliments slips are printed one colour in QUT corporate blue PMS 541 onto Knight Smooth, white, 105gsm to match the letterhead stock.

Format: 100mm deep x 210mm wide

Typeface: Helvetica Neue®

**Please note: Example of With Compliments slip shown is at 70 per cent of actual size.*

5.3 Business cards



STANDARD QUT business card



Example of business card in Chinese

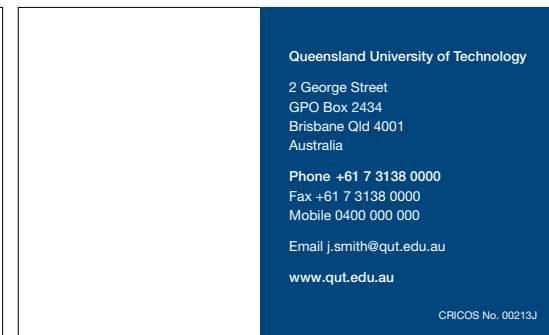
QUT business cards are available to QUT staff and PhD students undertaking official university business. In special circumstances (e.g. representation at external conferences) non-PhD students may also be issued QUT business cards.

To apply for special consideration contact the Director, Marketing and Communication.

Standard business cards are digitally printed by QUT Printing Services.



INSTITUTE business card



EXECUTIVE LEVEL business card design showing front of card above, and back of card above right.

5.4 Envelopes



Above: DL window faced envelope at reduced size

All QUT envelopes are printed in corporate blue PMS 541.

Standard format: DL and DL window faced 220 x 110mm

Typeface: Helvetica Neue®

Also available but not shown.

B4 envelope: 353 x 250mm

Typeface: Helvetica Neue®

5.5 A4 folder

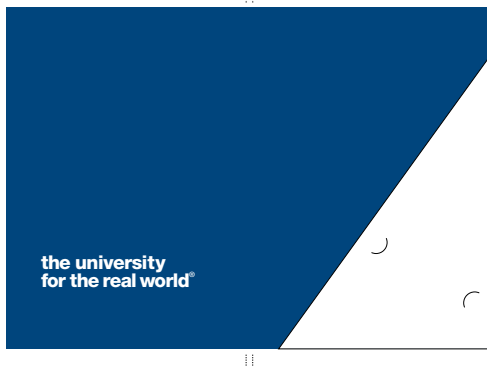
Front of corporate folder shown at reduced size.



Folded view showing front cover against solid blue background and white pocket on the inside



Open view showing solid blue background with white triangular pocket on the inside including business card slots.



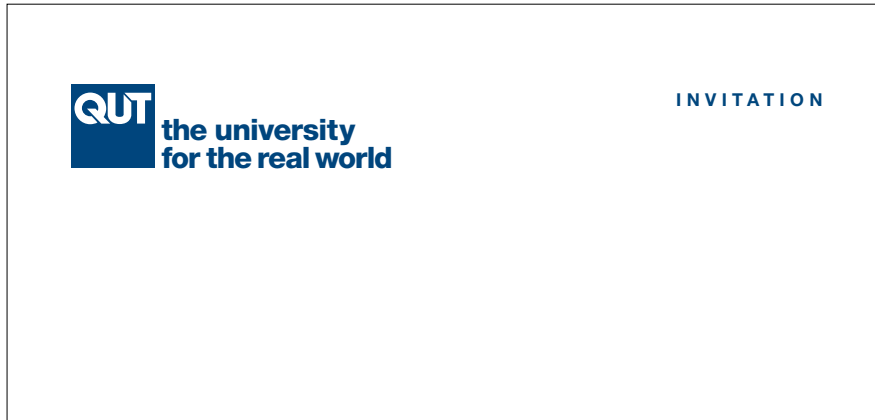
A standard QUT folder that holds A4-sized sheets is available from QUT Printing Services.

Format: 218 x 310mm (finished, folded size)

Typeface: Helvetica Neue®

The folder is printed in QUT corporate blue PMS 541 on Ball and Doggett Silk-HD Matt 300gsm.

Invitation front



Invitation inside



Generic invitation shown at reduced size.

5.6 DL generic invitation

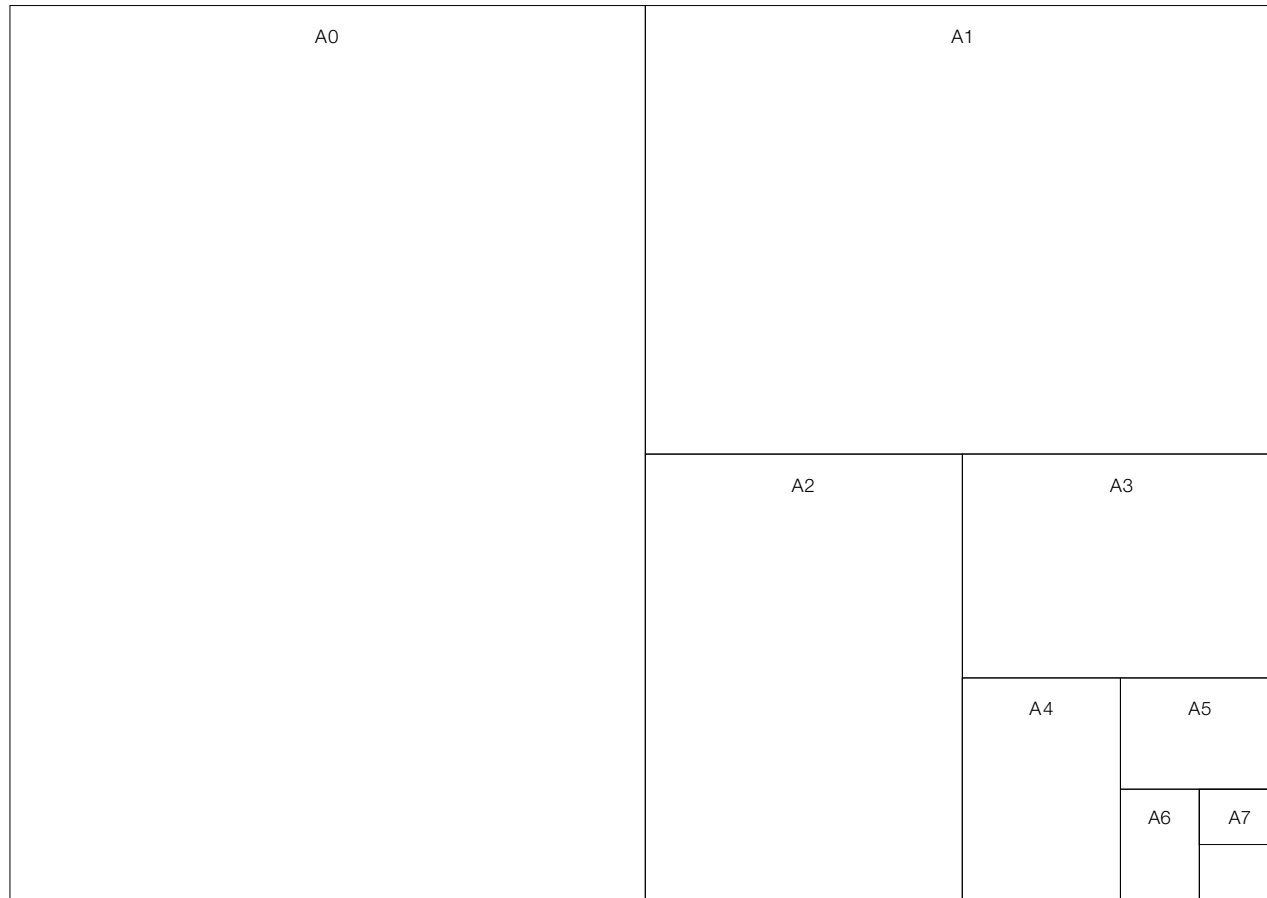
The generic invitation is produced by Visual Communication Services and can be adapted to include custom copy.

Format: 100mm x 210mm (finished, folded size)

Typeface: Helvetica Neue®

The invitation front is printed in QUT corporate blue PMS 541 and is printed on a laser-friendly paper. The text on the inside may be printed in PMS 541 blue or black. Invitation can be personalised with names inserted at printing stage or hand calligraphed by a lettering specialist if desired.

5.7 Paper standards



The sizes used for all stationery items are based on the sizes recommended by the International Standards Organisation (ISO). They are based on sheet size A0, which is one square metre in area.

The series has been devised so that each format has a width-length relationship 1:2. The rectangular shape, when folded in half on the long side, results in the next size down. For example, an A4 sheet when folded in half becomes A5.

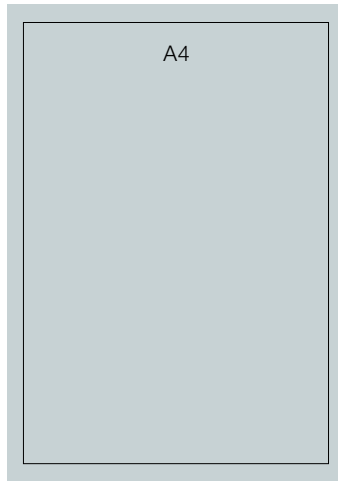
The B series accommodates intermediate A sizes and the C series relates to envelopes exclusively. Refer to section 5.8 Envelope standards.

ISO A SERIES PAPER SIZES

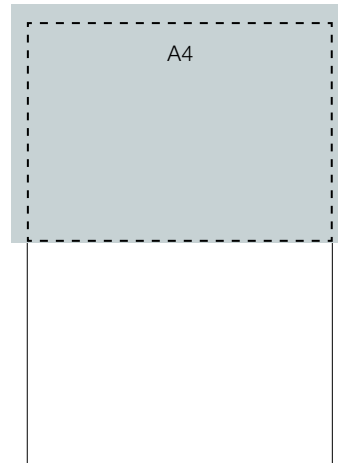
- A0 841 x 1189 mm
- A1 594 x 841 mm
- A2 420 x 594 mm
- A3 297 x 420 mm
- A4 210 x 297 mm
- A5 148 x 210 mm

5.8 Envelope standards

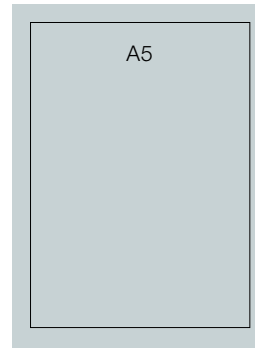
C4



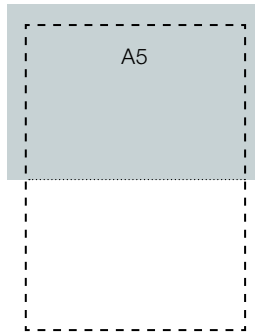
C5



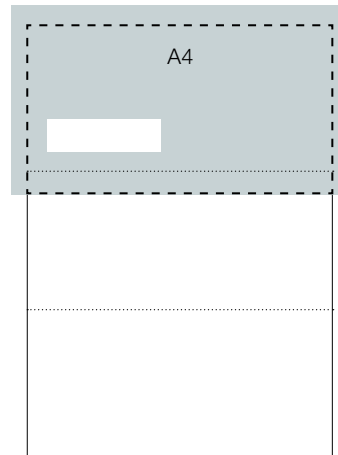
C5



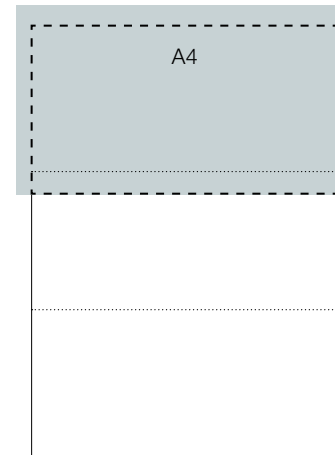
C6



DL (window faced)



DL (standard)



The C series relates to envelopes exclusively.

These diagrams show how the A paper series sheets correspond with C series envelopes. All C envelopes match flat, unfolded A papers.

The DL size envelope—which fits A4 sheet size folded in thirds—is the most common envelope size used.

ISO C SERIES ENVELOPE SIZES

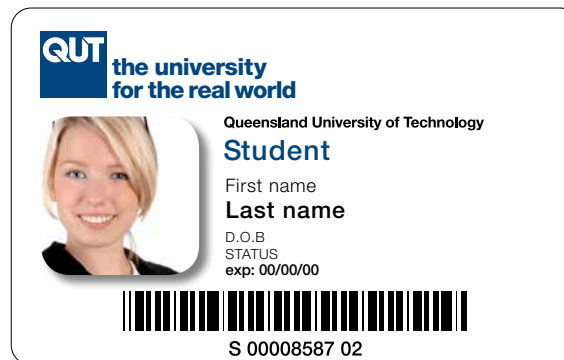
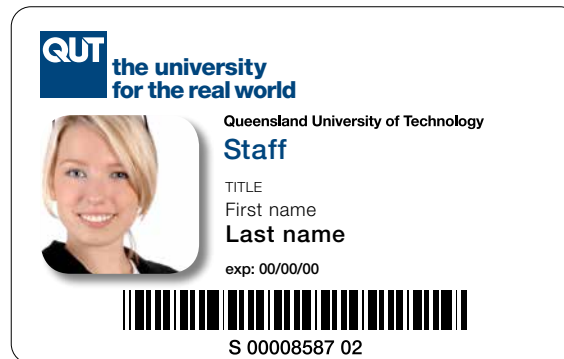
C0	917	x	1297	mm
C1	648	x	917	mm
C2	458	x	648	mm
C3	324	x	458	mm
C4	229	x	324	mm
C5	162	x	229	mm
C6	114	x	162	mm
C7	81	x	114	mm

5.9 Identity cards and name badge

IDENTITY CARDS (pictured right) are issued to QUT students and staff.

Format: 85 x 54mm

The identity card is made from PVC and is printed in QUT corporate blue PMS 541 and black with the cardholder's photo appearing in full colour.



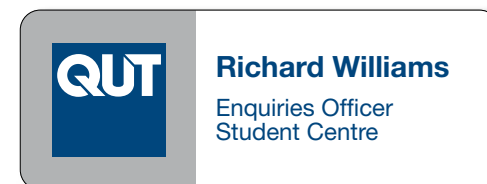
NAME BADGE (pictured below) are worn by QUT staff working on service counters, at information events and at other venues where they need to be easily identified. Badges are made from plastic or metal and may have different types of clips or pins on the back.

Typeface: Helvetica Neue®

Format: The standard badge size is 72mm x 27mm but may be varied as required. Type size may also be varied according to the amount of information on the badge.

The badges are printed in QUT corporate blue PMS 541 and white over silver-coloured base metal. Do not order with gold base metal.

Order direct from Precision Badges.
Phone 1300 223 437
Email qld@precisionbadges.com.au



6.0 AWARDS

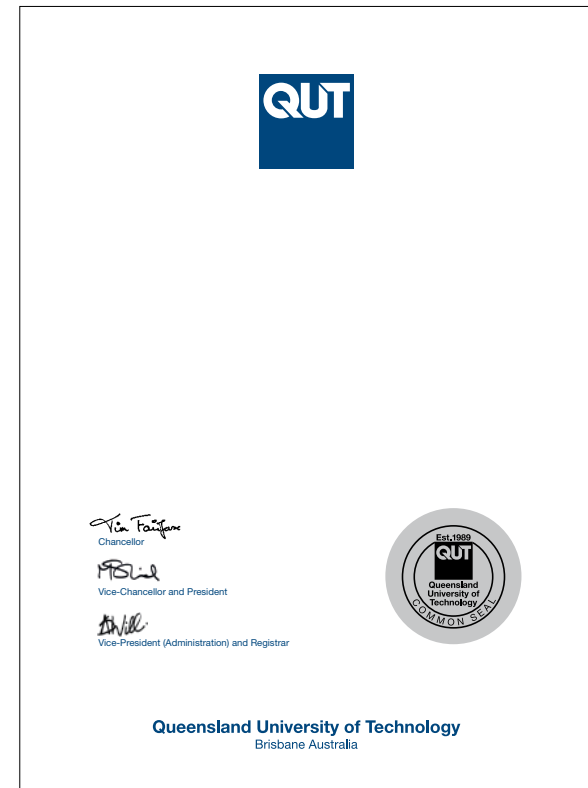
University parchments are printed on fully recyclable paper that is manufactured under strict environmental management systems. Colorplan has FCS certification, meaning that the pulps used are all from managed forests.

6.1 Degree parchment

QUT parchments are awarded to students who successfully complete their degree.

The parchment is printed in two colours—QUT corporate blue PMS 541 and black—onto Ball and Doggett Colorplan in Pristine White, 135gsm and features the university common seal embossed onto a circular disc of silver foil.

Format: 255 x 350mm portrait



6.2 Certificates

QUT certificates are used for awards other than degrees as in records of course attendance, etc.

Format: A4 210 x 297mm

Typeface: Helvetica Neue®

The certificate is printed in QUT corporate blue PMS 541 and grey PMS 424. Award information is in blue PMS 541 wherever possible, or black.



6.3 Common seal

The common seal is used on all QUT degrees. The seal is blind embossed and sits centrally onto a circular disc of silver foil.



7.0 CORPORATE STYLE

7.1 Brand character in design



In addition to the core elements of logo, typeface, colours and hierarchy, QUT's broader visual identity and brand character is supported by strong, professional and carefully considered design. Our brand character is shaped by, and responds to, QUT's 'real world' brand philosophy presented within a clean and modern design framework.

In addition to the corporate elements of our design style, content aspects such as language (text), photography, videography and graphic images are also carefully considered in line with our brand story and market position.

QUT's Marketing and Communication Department through its internal design area, Visual Communication Services, and in conjunction with QUT's external advertising agency, is responsible for the brand management of all externally facing communication resources, including design and production.

7.2 Advertising

CAMPAIGN
Brand and Faculty



CAMPAIGN
Stills from undergraduate 6 second video



Marketing and Communication is responsible for all advertising (both print and digital) in conjunction with the university's external advertising agency. As the communication channel with the highest external profile, advertising plays an important role in projecting QUT's brand character in the market. Regular reviews of QUT's advertising and design style are based on market research to ensure the highest recall and brand integrity.

Please direct all advertising or design/production requests to QUT Marketing and Communication in the first instance.

OUTDOOR ADVERTISING



DIGITAL IMAGE ADS

QUT Queensland University of Technology

Fugit at liandebis nonsequOtat est, omnibus dolore consereic totatum nullacc ullaborio is doluptatiam que

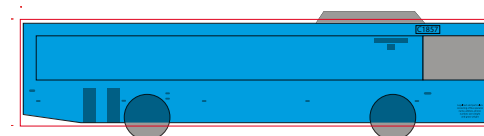
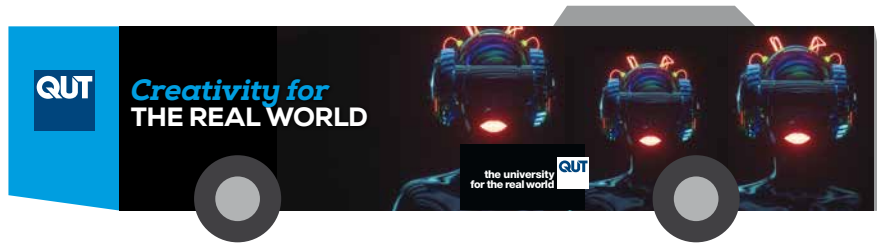
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Ibusaper sperum lab [Learn More](#)

QUT Queensland University of Technology

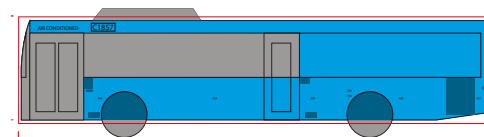
Fugit at liandebis nonsequOtat est, omnibus dolore consereic totatum nullacc ullaborio is doluptatiam que

Molorit fuga. Evenis eati
Ibusaper sperum lab [Learn More](#)

Current advertising campaign on QUT's intercampus buses for each faculty



Previous advertising campaign on QUT's intercampus buses for each faculty with old QUT Real World tagline



7.3 Advertising support font

Nexa Nexa Slab

Nexa (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Nexa (Book)

1234567890

[(!,:;-!@#\$%^&*+= "<>?)]

Nexa (Heavy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Nexa (Light)

1234567890

[(!,:;-!@#\$%^&*+= "<>?)]

Nexa Slab (Heavy oblique)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ**

abcdefghijklmnopqrstuvwxy

1234567890

[(!,:;-!@#\$%^&*+= "<>?)]

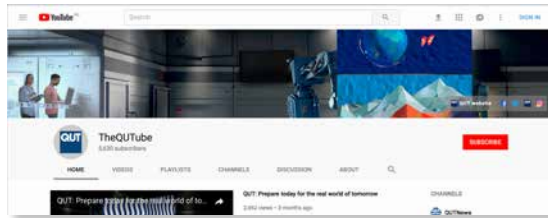
Typography is an important element in forming and defining our brand's personality in both print and online.

QUT's current advertising campaign support font is Nexa and Nexa Slab and is used in conjunction with QUT's corporate font, Helvetica Neue®.

Refer to design examples showcased on pages 51 through to 54 of this style guide.

7.4 How we look on social media

YouTube



Twitter



Instagram



Twitter, Instagram and YouTube
Our avatar at corporate level when the frame is circular.



Facebook



LinkedIn



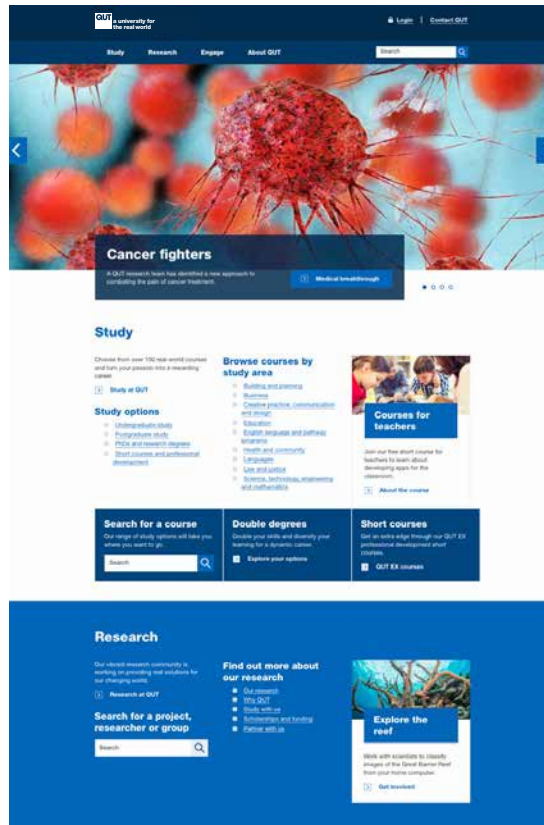
Facebook and LinkedIn
Our avatar at corporate level when the frame is square.



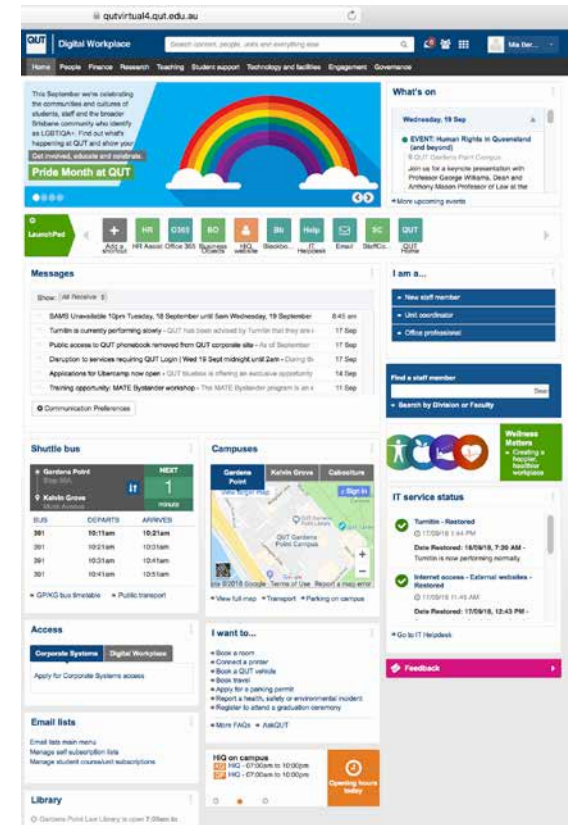
7.5 How we look on the web

Find out more about QUT WEB PUBLISHING at: <https://qutvirtual4.qut.edu.au/group/staff/engagement/web-publishing>

QUT's corporate web site



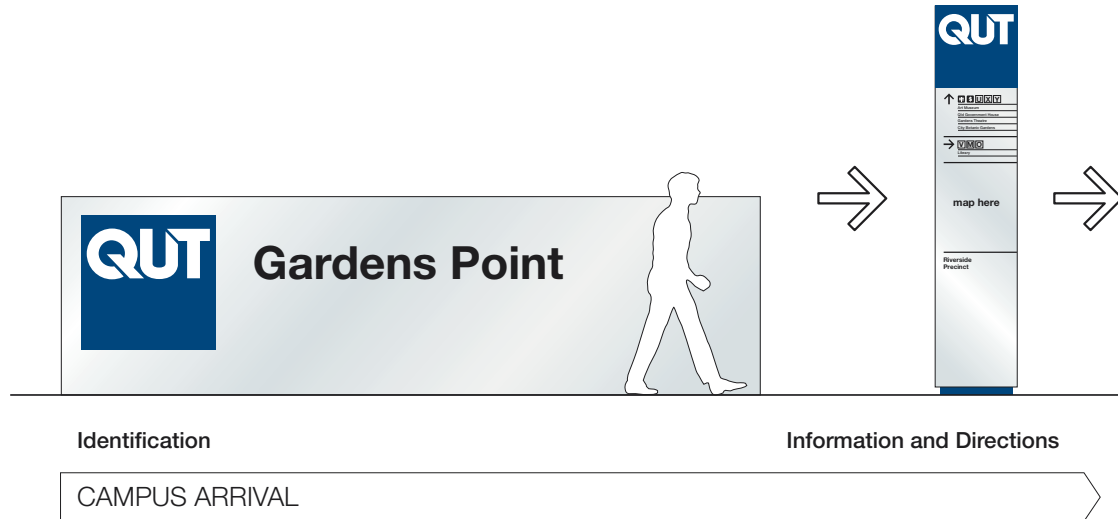
QUT's digital workplace/intranet



8.0 SIGNAGE

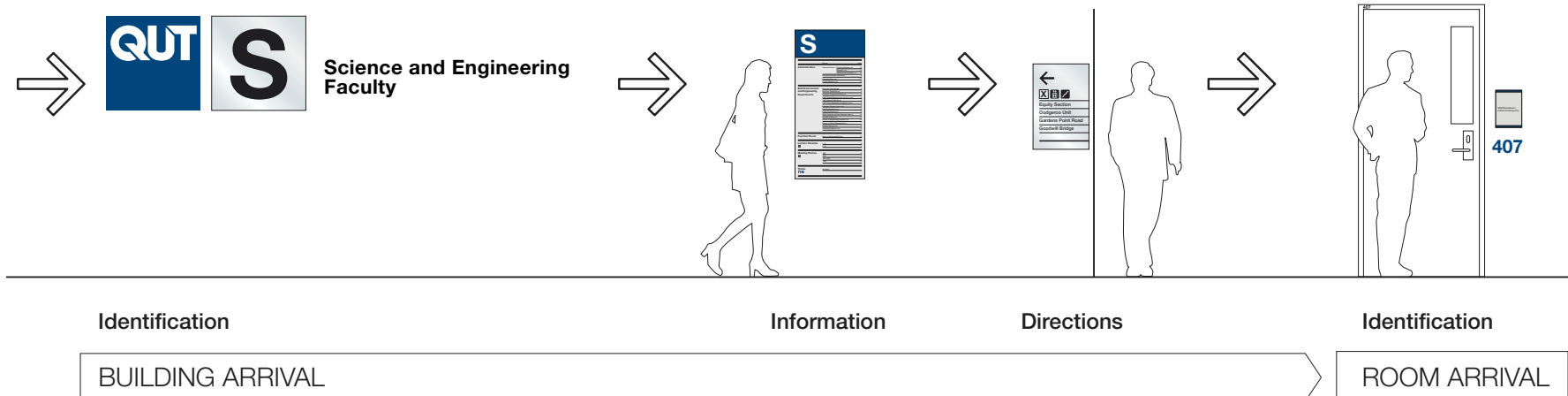
8.1 Signage on campus

Example of QUT signage from campus arrival through to room arrival



All internal and external signage within the university is managed by QUT Facilities Management in cooperation with Marketing and Communication as prescribed in the university's Master Signage Manual.

Any requests for signage should be referred to the **Facilities Management Help Desk on 3138 3000**.



9.0 APPENDICES

9.1 CRICOS code guide

CRICOS No.00213J

How the CRICOS code should appear.
Position on back cover or as appropriate
after contact details in approximately
8 point type.

QUT is registered as a provider of courses and training to overseas students on the **Commonwealth Register of Institutions Courses for Overseas Students (CRICOS)**. We have been given a CRICOS code to identify ourselves as a registered provider. QUT's CRICOS code is 00213J.

Each course that QUT offers to international students must also be registered on the CRICOS and is provided with a CRICOS code. The information provided below refers only to QUT's institutional CRICOS code, not individual course codes.

WHY DOES QUT HAVE TO SHOW A CRICOS CODE?

Under section 107 of the Education Services for Overseas Students Act 2000 (ESOS Act) QUT is required to identify itself as a registered provider on any written or electronic material which:

1. makes an offer to an overseas student or an intending overseas student to provide a course at QUT; or
2. invites an overseas student or intending overseas student to undertake, or apply to undertake, a course at QUT; or
3. holds QUT out as able or willing to provide a course to overseas students.

The maximum penalty for breach of this section is six months imprisonment.

ON WHAT MATERIALS MUST THE CRICOS CODE BE SHOWN?

QUT corporate documents and materials

EMAIL SIGNATURES

All staff who provide information or advice to prospective or existing international students must include the CRICOS code in their email signature (normally placed at the end of the contact details).

QUT WEB PAGES

All web pages hosted on the QUT domain (www.qut.edu.au) must incorporate the CRICOS code. This should be done through the use of the QUT corporate web template, which incorporates the CRICOS code as part of the standard footer.

QUT VIRTUAL

The CRICOS code has been incorporated into the QV footer.

EXTERNAL LISTINGS ON WEBSITES

All QUT information hosted on websites for international students (eg IDP, Queensland Government) must include the CRICOS code.

OTHER CORPORATE MATERIALS — annual reports, research publications, alumni publications, etc.

All QUT corporate materials that may be distributed internationally must include the CRICOS code.

MARKETING MATERIALS, ELECTRONIC AND HARD COPY

Any material which contains general or specific information on the university, its courses, subjects, services, facilities or scholarships must include the CRICOS code. This also applies to marketing material aimed at the domestic market, as international students are able to access this material.

MARKETING MATERIALS FOR COURSES OFFERED ENTIRELY OFFSHORE

Although technically we are not required to include the CRICOS code as students are not coming to Australia to study, any marketing material for offshore courses should include the CRICOS code.

VIDEOS

All new videos must include the CRICOS code in credits or introduction. All existing videos must include it on the cover.

ADVERTISEMENTS (NON-HR)

All non-HR advertisements must include the CRICOS code.

POSTERS

All posters containing general or specific information on the university, its courses, subjects, services, facilities or scholarships must include the CRICOS code.