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 SEPTEMBER 2018 and is © QUT.

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For the most up-to-date version —

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


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1.1 Introduction

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.

Professor Margaret Sheil AO
Vice-Chancellor and President
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:


**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.
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

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 strap line (text left)
QUT INSTITUTES
Foundation level
One line and stacked versions

QUT ife
Institute for Future Environments

QUT ife Institute for Future Environments

QUT ihbi
Institute of Health
and Biomedical Innovation

QUT ihbi Institute of Health
and Biomedical Innovation

QUT IFE
Facility level

QUT ife
Institute for Future Environments
Banyo Pilot Plant Precinct

QUT ife Institute for Future Environments
Central Analytical Research Facility

QUT ife Institute for Future Environments
Centre for Tropical Crops and Biocommodities

QUT ife Institute for Future Environments
Digital Observatory

QUT ife Institute for Future Environments
Mackay Renewable Biocommodities
Pilot Plant

QUT ife Institute for Future Environments
Research Engineering Facility

QUT ife Institute for Future Environments
Visualisation and eResearch

CONFUCIUS INSTITUTE
孔子学院

CONFUCIUS INSTITUTE
孔子学院
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.**

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

**SUBSET TWO LOGO STYLE**
QUT logo with text feeding off to the right in two or more lines

minimum size below shows the logo at 7.5mm square 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.
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.
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

- School of Design
- School of Communication
- School of Creative Practice
3.3 Faculty of Education

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.
3.4 Faculty of Health

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

- School of Biomedical Sciences
- School of Clinical Sciences
- School of Nursing
- School of Exercise and Nutrition Sciences
- School of Optometry and Vision Science
- School of Psychology and Counselling
- School of Public Health and Social Work

PRIMARY LOGO

Logo shown at 7.5mm square minimum size usage and in reverse on a blue background.
3.5 Faculty of Law

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.
3.6 Science and Engineering Faculty

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.

Primary Logo

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

Schools in the Faculty of Science and Engineering

- School of Chemistry, Physics and Mechanical Engineering
- School of Earth, Environmental and Biological Sciences
- School of Civil Engineering and Built Environment
- School of Electrical Engineering and Computer Science
- School of Information Systems
- School of Mathematical Sciences
3.7 QUT institutes

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.

Logo shown at 12.5mm square minimum size usage and in reverse on a blue background for institute facility level.
QUT INSTITUTES FOUNDATION LEVEL
One line version immediately below and stacked version under

QUT ihbi Institute of Health and Biomedical Innovation

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

ASSOCIATED ENTITIES

Queensland Business Leaders Hall of Fame

TRI

Alumni

QUT bluebox

Real Health Matters

QUT Creative Enterprise Australia
3.9 Logo and university slogan

The ‘a university for the real world®’ slogan is a registered trade mark of QUT and is the only slogan 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 slogan.

The slogan a university for the real world® is a registered trade mark of QUT and is the only slogan 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 slogan. Refer to 2.5 Minimum size on page 12.
QUT REAL WORLD STRAP (registered trade mark)
Two-deck treatment with anchor bar left.

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

QUT REAL WORLD LOGO STRAP
Two-deck treatment with anchor bar right.

QUT REAL WORLD STRAP (registered trade mark)
One line treatment.
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.
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.
NOTE: Please see pages 52 to 55 of the advertising style guide for current campaign support font and typographic treatment.
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.

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.
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, 105gsm 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.*
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.
5.4 Envelopes

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®

Above: DL window faced envelope at reduced size
5.5 A4 folder

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.
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.
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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>841 x 1189 mm</td>
</tr>
<tr>
<td>A1</td>
<td>594 x 841 mm</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594 mm</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420 mm</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297 mm</td>
</tr>
<tr>
<td>A5</td>
<td>148 x 210 mm</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0</td>
<td>917 x 1297 mm</td>
</tr>
<tr>
<td>C1</td>
<td>648 x 917 mm</td>
</tr>
<tr>
<td>C2</td>
<td>458 x 648 mm</td>
</tr>
<tr>
<td>C3</td>
<td>324 x 458 mm</td>
</tr>
<tr>
<td>C4</td>
<td>229 x 324 mm</td>
</tr>
<tr>
<td>C5</td>
<td>162 x 229 mm</td>
</tr>
<tr>
<td>C6</td>
<td>114 x 162 mm</td>
</tr>
<tr>
<td>C7</td>
<td>81 x 114 mm</td>
</tr>
</tbody>
</table>
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

Richard Williams
Enquiries Officer
Student Centre
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
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.

---

This is to certify that

Zahira Eloise Sabu

has been awarded the Creative Industries Faculty Executive Dean’s Merit Scholarship

in recognition of outstanding academic achievement

this 26th day of February 2018

Professor Simonette Strada  
Executive Director  
Division of International and Development  
QUT Precincts  
Queensland University of Technology
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.
Make a mid-year resolution
Your future starts now
Don't wait until next year
Your future starts now

Get to the top faster. QUT Master of Business
If your career is a climb, grit and determination is good. A Master of Business is better.

 Applies for MID-YEAR ENTRY TODAY

Connect with global career opportunities

Digital Image Ads
Queensland University of Technology
Fugiat ianobeis nonsequi sport, omnibus dolor consors et totum, nullacc ullambo is dolupatiam que

Queensland University of Technology
Fugiat ianobeis nonsequi sport, omnisus dolor consors et totum, nullacc ullambo is dolupatiam que

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

- **Business for THE REAL WORLD**
- **Law for the REAL WORLD**
- **Health for the REAL WORLD**

Wherever you want to go, QUT can take you there.
7.3 Advertising support font

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

Twitter

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

Instagram

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
8.0 SIGNAGE
8.1 Signage on campus

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

CRICOS No.00213J

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.