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# BRAND GUIDELINES

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**THE  
NEW WAY  
TO DO UNI**



**VERSION 9  
JUNE 2020**

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## INTRODUCTION

# VICTORIA UNIVERSITY HAS REVOLUTIONISED THE WAY TO DO UNI FOR OUR STUDENTS, STAFF AND STAKEHOLDERS

Our brand guidelines are the most important tool in making sure that everything we communicate reflects what we stand for. They're more than just a demonstration of where to place a logo, they help define the way people think and feel about us.

In our role as an educational leader, leaving a strong consistent impression is key. By following these brand guidelines, we make sure Victoria University (VU) and sub-brands are engaging and clearly understood.

Any queries or assistance relating to the implementation of new brand assets should be directed to the Brand team in Brand & Marketing.

**Please email: [brand@vu.edu.au](mailto:brand@vu.edu.au)**

## OUR BRAND PERSONALITY & TONE OF VOICE

### OUR PERSONALITY

#### Who we are:

- A university with a heart
- Supportive, inclusive and thoughtful
- Dynamic and optimistic
- Progressive and forward thinking
- Bold and brave

#### Who we are not:

- Pretentious or elite
- Traditional and conservative
- Cold or technological
- Complacent and stuck in the past

### OUR TONE OF VOICE

#### How we sound

Our tone is one that is consistent and speaks to Victoria University's broad range of audiences.

We are an accessible university, so our language is direct, simple and honest, championing authenticity and realness.

We are never overly academic or complicated. We are a young university, so we talk with optimism and a willingness to embrace change and newness.

We aren't bound by convention or the 'old way of doing things' so our language is always fresh and contemporary.

# PROUD CHALLENGER UNCONVENTIONAL INCLUSIVE OPTIMISTIC





OUR TOOL KIT

# OUR LOGOS

# LOGO SUITE OVERVIEW

There are five key logos in the Victoria University (VU) logo suite.

## PRIMARY LOGOS

Our VU Melbourne Australia logo must be applied when communicating to international audiences and/or it has international reach. For more details see page 7

Examples of where this applies (but not limited to) include:

- Website
- Digital
- Apps
- International collateral (including overseas academic presentations)
- Merchandise for overseas events

Our VU logo must be used when communicating to domestic market only. For more details see page 8.

## SUB-BRANDS

### VU Polytechnic

The VU Polytechnic (TAFE) logo must be used for all VU Polytechnic led communications. For more details see page 9.

### VU Sydney

The VU Sydney logo must be used for all communications relating specifically to Victoria University's campus in Sydney. For more details see page 10.

### VU Online

The VU Online logo must be used for all communications relating specifically to Victoria University's online courses. For more details see page 11.

**Please note:** VU logos (including sub-brands) are always one colour. Solid black or solid white, depending on the background used.

**Under no circumstances should any college, department, or individual create its own logo.**

## PRIMARY LOGOS



(For international audiences and/or international reach)



(For domestic market only)

## VU SUB-BRANDS

### VU POLYTECHNIC



### VU SYDNEY



### VU ONLINE



## INCORRECT LOGOS

The old logos can no longer be used, these need to be replaced with the above solid Black or White versions as above. Please contact the brand team for the logo suite.



## PRIMARY LOGO VICTORIA UNIVERSITY

Our VU Melbourne Australia logo must be applied when communicating to international audiences and/or it has international reach.

Examples of where this applies (but not limited to) include:

- Website
- Digital
- Apps
- International collateral (including overseas academic presentations)
- Merchandise for overseas events

In any situation where you are unsure which logo to use, the 1. Primary logo should be adopted.

This logo applies to communications to prospective and current international students.

**Please note:** To retain the integrity of the Victoria University trademark, elements of the logo are not to be manipulated in any way, see page 14.

### 1. PRIMARY



### 2. STACKED



### 3. HORIZONTAL



## PRIMARY LOGO VICTORIA UNIVERSITY

The VU logo must be used for all domestic market university communications.

The 1. Primary logo configuration with the diamond to the left of the Victoria University word mark over two lines is for primary use. Please select the version of the logo that works best for the format/application to ensure integrity to the VU brand.

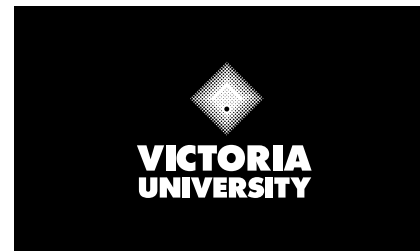
Where you are unsure which logo to use, please select the 1. Primary logo. All logos are available in Black and White/reversed formats.

**Please note:** To retain the integrity of the Victoria University trademark, elements of the logo are not to be manipulated in any way, see page 14.

### 1. PRIMARY



### 2. STACKED



### 3. HORIZONTAL



## SUB-BRAND: VICTORIA UNIVERSITY POLYTECHNIC

Victoria University Polytechnic is a sub-brand of Victoria University. These logos must be used on all VU Polytechnic led communications, collateral or advertising.

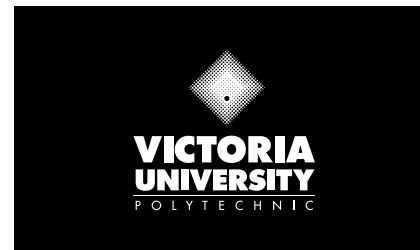
There is no Horizontal VU Polytechnic logo, so please use the 1. Primary version in place of this.

**Please note:** To retain the integrity of the Victoria University trademark, elements of the logo are not to be manipulated in any way, see page 14.

### 1. PRIMARY



### 2. STACKED



## SUB-BRAND: VICTORIA UNIVERSITY SYDNEY

Victoria University Sydney Australia is a sub-brand of Victoria University. These logos must be used on all communications, collateral or advertising relating specifically to Victoria University's campus in Sydney.

In any situation where you are unsure which logo to use, the 1. Primary logo should be adopted.

**Please note:** To retain the integrity of the Victoria University trademark, elements of the logo are not to be manipulated in any way, see page 14.

### 1. PRIMARY



### 2. STACKED



### 3. HORIZONTAL





## SUB-BRAND: VICTORIA UNIVERSITY ONLINE

Victoria University Online is a sub-brand of Victoria University. These logos must be used on all communications, collateral or advertising relating specifically to Victoria University's online courses.

In any situation where you are unsure which logo to use, the 1. Primary logo should be adopted.

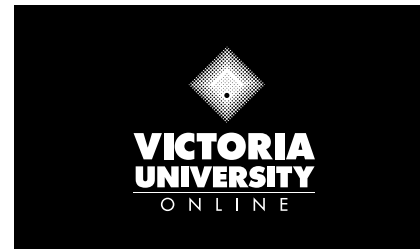
There is no Horizontal VU Online logo, so please use the 1. Primary version in place of this.

**Please note:** To retain the integrity of the Victoria University trademark, elements of the logo are not to be manipulated in any way, see page 14.

### 1. PRIMARY



### 2. STACKED



## CLEAR SPACE & MINIMUM SIZE

### Clear Space

A safe amount of clear space has been defined for the use of all VU logos and sub-brands. The height of the letter 'V' is the minimum clear space.

### Minimum space

A minimum size has been created to ensure legibility and clarity of all VU logos and sub-brands for print and digital.

**Please note:** There is no Horizontal VU Polytechnic logo (see page 19), so minimum size applies to Primary and Stacked versions only.

### Digital favicon

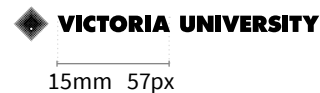
Due to the size restraints of the digital favicon we have a special use logo that is applied across all VU external facing websites. Please contact the brand team for access to the digital favicon asset.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

### CLEAR SPACE



### MINIMUM SIZE



### CLEAR SPACE



### MINIMUM SIZE



### DIGITAL FAVICON



## LOGO — ALIGNMENT

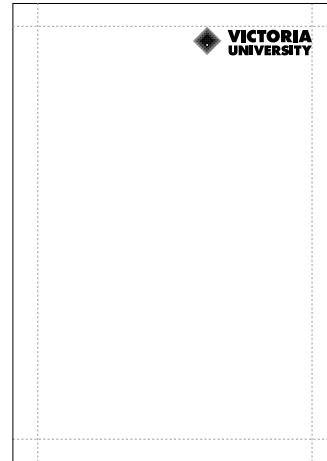
The placement of the logo suite is flexible and can be used in the top left, top right, bottom left or bottom right of an application. Position will depend on the format and content of the application. Logos should never be centred except in vertical formats (ie: digital banners).

Please see pages 34-35 of how the logo can be positioned with 'THE NEW WAY TO DO UNI' hero message and URL's.

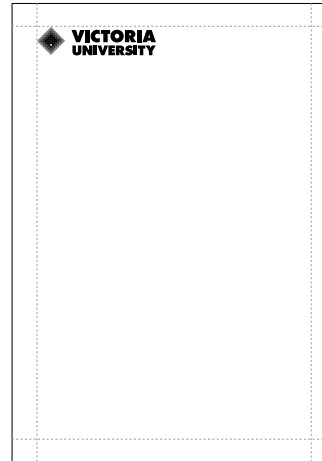
Exception: In some instances, marketing collateral may place the logo in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

### LOGO PAGE ALIGNMENT

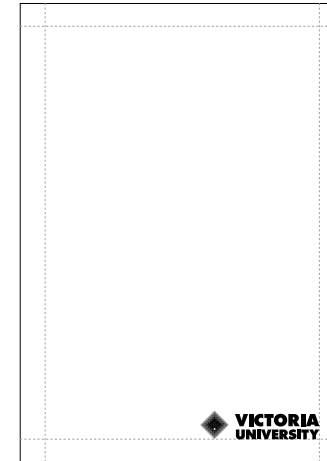
Standard top right



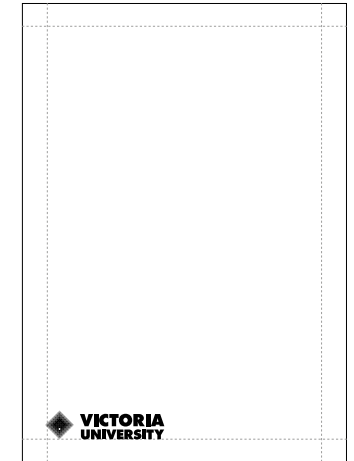
Standard top left



Standard bottom right



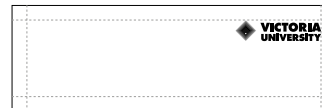
Standard bottom left



Horizontal top left



Horizontal top right



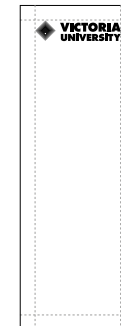
Horizontal bottom left



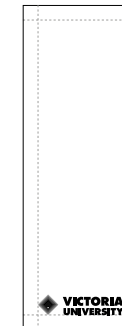
Horizontal bottom right



Vertical top centred



Vertical bottom centred



## INCORRECT USAGE

The VU logo must be used as indicated previously. Here are some common incorrect usages. These apply to all versions of every logo and sub-brand logos. Refer to pages 31-36 for principles around THE NEW WAY TO DO UNI hero message.



Do not use the old two colour logos. Logo should either be used in Black or White



Do not stretch, distort and/or add effects to the logo



Do not place the diamond only next to 'THE NEW WAY TO DO UNI' tagline



Do not move or rotate any elements of the logo



Do not use the word mark on it's own



Do not change the scale of any logo elements



Do not alter the VU Polytechnic logo or remove keyline



Do not change the font or alignment of any sub-brand logos



Do not place a Black logo on a dark background colour.



Do not place the logo on busy imagery or pattern where the logo becomes hard to read



Do not change the colour of the logo



Do not use White logo on a light background



Do not change the Victoria University font



Do not amend the diamond

## CO-BRANDING LOCK-UPS

### Clear space

A safe amount of clear space has been defined for the use of all VU logos when used in a co-brand lock-up. The height of the letter 'V' is the minimum space.

The line weight between the logo is 0.5pt and is 100% Black and is placed 1.5 x 'V' between the line and logo on both sides.

Where possible use the primary version of the VU logo, however when the partner brand has a stacked logo the stacked version should be used. Always ensure the VU and partner logos have the same visual weighting.

**Please note:** For all materials that are communicating dual sector (VU and VU Polytechnic) please contact the brand team for advice.

**Please note:** when developing collateral for VU Polytechnic, please consult with VU Polytechnic marketing team in relation to applying TAFE logo and/or National Registry Training.

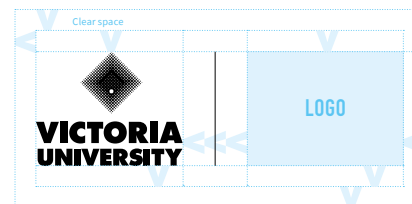
## VU

### Co-branding

#### Primary



#### Stacked



### Endorsed

#### Left aligned:

In partnership with



Proudly supported by



Brought to you by



#### Right aligned:

In partnership with



Proudly supported by



Brought to you by



## VU POLYTECHNIC

### Co-branding

#### Primary



#### Stacked



### Endorsed

In partnership with



Proudly supported by



Brought to you by



In partnership with



Proudly supported by



Brought to you by



## VU CO-BRANDING

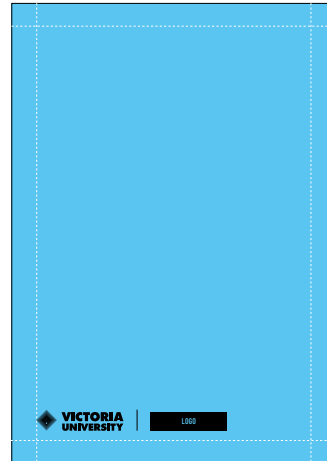
### Co-branding relationship

This is where there is equal relationship between VU or VU Polytechnic and a third party. If the communication is coming from VU, the VU logo should appear on the left hand side of the lock-up. If the communication is coming from the third party, their logo should appear on the left hand side of the lock-up.

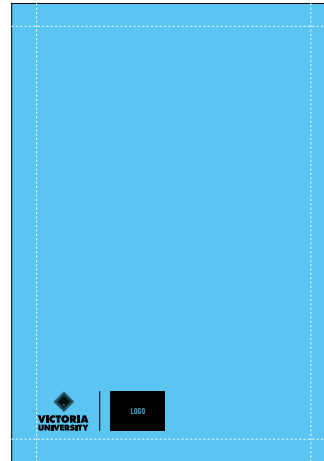
Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## VU LED

Primary logo



Stacked logo



### Key points

- Logos sit bottom left or right
- Victoria University logo sits on the left
- Victoria University creative

## LOCK-UP EXAMPLES

Primary logo

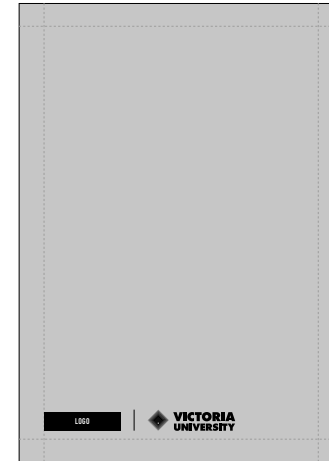


Stacked logo

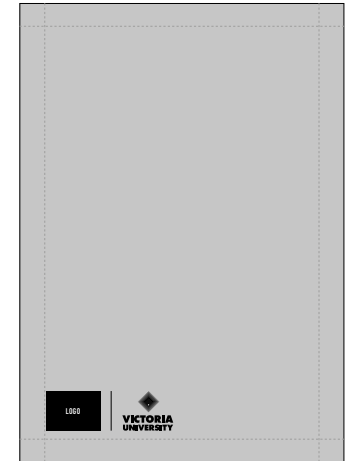


## THIRD PARTY LED

Primary logo



Stacked logo



### Key points

- Logos sit bottom left or right
- Victoria University logo sits on the right
- Third party creative

## LOCK-UP EXAMPLES

Primary logo



Stacked logo





## VU POLYTECHNIC CO-BRANDING

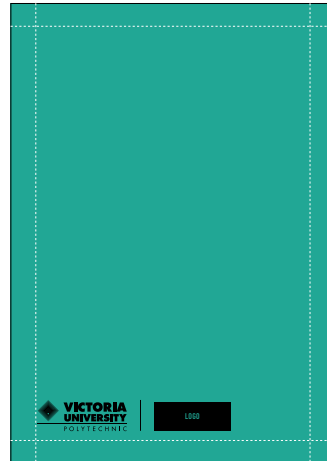
### Co-branding relationship

This is where there is equal relationship between VU or VU Polytechnic and a third party. If the communication is coming from VU, the VU logo should appear on the left hand side of the lock-up. If the communication is coming from the third party, their logo should appear on the left hand side of the lock-up.

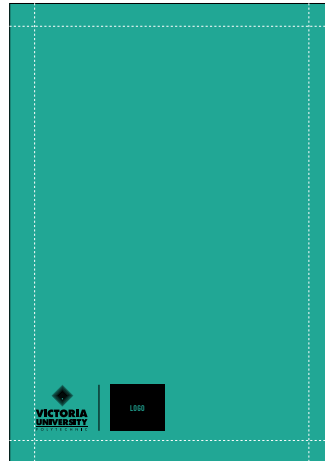
Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## VU POLYTECHNIC LED

Primary logo



Stacked logo



### Key points

- Logos sit bottom left or right
- Victoria University Polytechnic logo sits on the left
- Victoria University Polytechnic creative

## LOCK-UP EXAMPLES

Primary logo

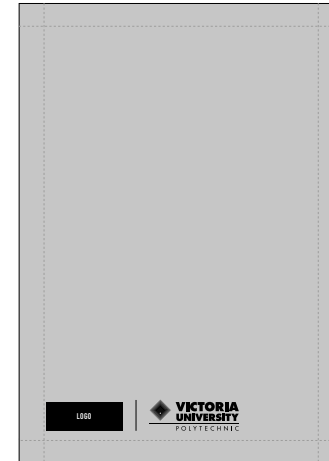


Stacked logo

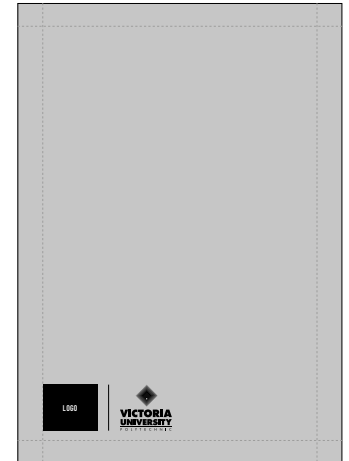


## THIRD PARTY LED

Primary logo



Stacked logo



### Key points

- Logos sit bottom left or right
- Victoria University Polytechnic logo sits on the right
- Third party creative

## LOCK-UP EXAMPLES

Primary logo



Stacked logo



## ENDORSED BRANDING

There are two scenarios for endorsed partnerships – when VU leads or when a third party leads the communication. In these instances, the logo of the party leading the piece of communication appears in the top left or right corner of the communication, and the supporting party logo(s) appear in the bottom left or right corner.

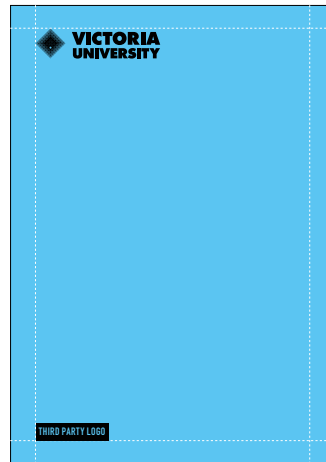
Depending on the application and format, the supporting logo should be approximately 2/3 the size of the leading logo.

In some instances, the logo of the party supporting the piece of communication may need to be accompanied by a line such as ‘Sponsored by’ or ‘Supported by’ above the logo. Please contact the VU Brand Team for guidance on this.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

### VU LED

Victoria University



Victoria University Polytechnic

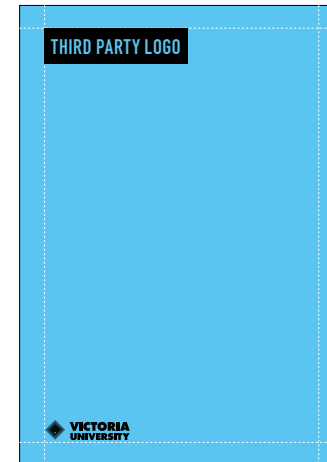


#### Key points

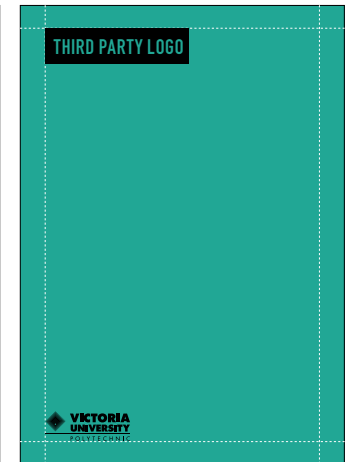
- VU / VU Polytechnic Logo sits top left or right
- Third party logo sits bottom left or right
- VU / VU Polytechnic creative

### THIRD PARTY LED

Victoria University



Victoria University Polytechnic



#### Key points

- Third party Logo sits top left or right
- VU / VU Polytechnic logo sits bottom left or right
- Third party creative

# LEGAL REQUIREMENTS

## EXAMPLE



Example of the CRICOS and RTO compliance codes positioned on the last frame of a digital banner.

## WHEN TO USE THE CRICOS PROVIDER NUMBER

Victoria University (VU) has two CRICOS provider numbers, one for courses and services offered at VU Melbourne campuses (00124K) and one for courses and services offered at VU Sydney campus (02475D).

Both the VU Melbourne and VU Sydney CRICOS provider numbers must be included (along with the RTO code 3113) whenever the VU is either intentionally or unintentionally marketing to international students.

Examples include:

- Course information
- VU websites and pages relating to international student services
- Information about living in Australia if it has been produced for or by VU for the purpose of marketing to and recruiting international students
- Advertisements for VU courses for international students in an Australian or foreign newspaper
- Materials that promote and advertise VU courses (including cards which may be considered more advertisements than conventional business cards)
- Letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes; and
- All emails that are sent to students, including conversion EDMs and emails offering enrolment.

A small typeface can be used. The minimum size for the CRICOS number to appear is 5.5pt.

The text should be typeset as sentence case and can have line breaks wherever necessary to fit within the required space.

## CRICOS DISCLAIMER

Victoria University, CRICOS No. 00124K (Melbourne), 02475D (Sydney), RTO 3113

## VOCATIONAL EDUCATION (TAFE SECTOR ONLY)

### MARKETING REGULATIONS (RTO)

In 2015, ASQA, the TAFE regulator announced the following changes to the way a VE/TAFE/RTO organisation displays itself across marketing and advertising. Below is a summary for each media:

### SOCIAL MEDIA

Social media pages must include our RTO code 3113.

Communication on social media, such as posts/tweets, must include our RTO code.

Replies to comments made in response to these communications do not require our RTO code.

Where advertising on social media references a specific training product, the code and title of that training product (as published on the National Register) must be included.

Our RTO may use the name and registration code as the name of your social media page. This may be beneficial where advertising mechanisms have word limits.

## ONLINE ADVERTISEMENTS – GOOGLE ADWORDS

Ensure our RTO code is included.

In order to keep the number of AdWords to a minimum, RTOs may choose to have a general advertisement with their RTO code.

Industry area of training and website address must be included.

Any specific references to training products must include the title and code of the training product as published on training.gov.au.

For more information see:

<https://internationaleducation.gov.au/Regulatory-Information/Documents/National%20Code%202018%20Factsheets/Standard%201.pdf>

<https://internationaleducation.gov.au/Regulatory-Information/Education-Services-for-Overseas-Students-ESOS-Legislative-Framework/National-Code/nationalcodepartd/Pages/ExplanatoryguideD1.aspx>

For example:

Victoria University, CRICOS No. 00124K (Melbourne), 02475D (Sydney), RTO 3113

TOOL KIT

# OUR COLOUR

## VU COLOUR

### VU – PRIMARY COLOURS

The primary colour palette builds upon Victoria University's existing branding. A single, strong, Victoria University Blue is our core brand colour, supported by Black and White.

All VU comms use the primary colour palette to confidently give space and breath to our hero imagery and powerful statements.

The VU blue must be used on VU comms and never to be applied on VU Polytechnic materials.

### VU – SECONDARY COLOURS

Our secondary colours have been chosen to compliment and highlight sections within your materials and are never to be used as the main colours.

The secondary colours are made up of Melon, Yellow, Grape and Tango, reflecting our optimism, humanity and youthful spirit. These are counterbalanced by a high contrasting dark Aubergine that will act as a strong, bold, punctuating statement. A light Grey is neutral and flexible across a number of functions.

**Please note:** When developing materials (single or multiple pages) only use one of the colours per page: Yellow, Melon, Grape or Tango. These colours are to highlight/enhance sections and not to be applied as the dominate colour. Please refer to pages 23 for best practice examples.

### NOTE

Colour breakdowns listed are to be used in the colour profile: Adobe RGB.

For web/html/css please use the Hex colours listed.

## PRIMARY COLOURS

<b>BLUE</b> <b>PMS 2985</b> <b>C60 M0 Y0 K0</b> <b>R91 G194 B231</b> <b>#5BC2E7 (WEB/HTML USE)</b>	<b>WHITE</b> <b>PMS (N/A)</b> <b>C0 M0 Y0 K0</b> <b>R255 G255 B255</b> <b>#FFFFFF (WEB/HTML USE)</b>	<b>BLACK</b> <b>PMS PROCESS BLACK</b> <b>C0 M0 Y0 K100</b> <b>R0 G0 B0</b> <b>#000000 (WEB/HTML USE)</b>
		<b>BLACK TINT: 85%</b> <b>C0 M0 Y0 K85</b> <b>R77 G77 B79</b> <b>#4D4D4F (WEB)</b>
		<b>BLACK TINT: 55%</b> <b>C0 M0 Y0 K55</b> <b>R138 G140 B142</b> <b>#8A8C8E (WEB)</b>

## SECONDARY COLOURS

<b>DARK AUBERGINE</b> <b>PMS 275</b> <b>C100 M100 Y7 K56</b> <b>R30 G18 B72</b> <b>#1E1248 (WEB/HTML USE)</b>	<b>75%</b> <b>C100 M100 Y7 K56</b> <b>R30 G18 B72</b> <b>#1E1248 (WEB)</b>	<b>GREY</b> <b>PMS COOL GRAY 1</b> <b>C0 M0 Y0 K10</b> <b>R238 G238 B238</b> <b>#ECECEC (WEB/HTML USE)</b>
<b>YELLOW</b> <b>PMS 141</b> <b>C0 M16 Y65 K0</b> <b>R254 G215 B111</b> <b>#FED76F (WEB/HTML USE)</b>		<b>MELON</b> <b>PMS 178</b> <b>C0 M70 Y58 K0</b> <b>R237 G107 B94</b> <b>#ED6B5E (WEB/HTML USE)</b>
<b>GRAPE</b> <b>PMS 2645</b> <b>C28 M42 Y0 K0</b> <b>R180 G154 B210</b> <b>#B49AD2 (WEB/HTML USE)</b>		<b>85%</b> <b>C0 M51 Y38 K0</b> <b>R246 G149 B138</b> <b>#F6958A (WEB)</b>
		<b>TANGO</b> <b>PMS 714</b> <b>C0 M50 Y74 K0</b> <b>R247 G149 B84</b> <b>#F79554 (WEB/HTML USE)</b>

## DIGITAL GREYS

<b>GREY 1</b> <b>R73 G73 B73</b> <b>#494949</b>	<b>GREY 2</b> <b>R183 G183 B183</b> <b>#B7B7B7</b>	<b>GREY 3</b> <b>R238 G238 B238</b> <b>#EEEEEE</b>	<b>GREY 4</b> <b>R247 G247 B247</b> <b>#F7F7F7</b>	<b>GREY 5</b> <b>R38 G38 B38</b> <b>#262626</b>	<b>GREY 6</b> <b>R110 G110 B110</b> <b>#6E6E6E</b>
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# VU POLYTECHNIC COLOUR

## VU POLYTECHNIC – PRIMARY COLOURS

The primary colour palette builds upon VU Polytechnic existing branding. A single, strong, VU Polytechnics Teal is our core brand colour, supported by Black and White.

All VU Polytechnic comms use the primary colour palette to confidently give space and breath to our hero imagery and powerful statements.

The VU Polytechnic teal must be used on VU Polytechnic comms only and never to be applied on VU materials.

## VU POLYTECHNIC – SECONDARY COLOURS

Our secondary colours have been chosen to compliment and highlight sections within your materials and are never to be used as the main colours.

The secondary colours are made up of Melon, Yellow, Grape and Tango, reflecting our optimism, humanity and youthful spirit. These are counterbalanced by a high contrasting dark Aubergine that will act as a strong, bold, punctuating statement. A light

Grey is neutral and flexible across a number of functions.

**Please note:** When developing materials (single or multiple pages) only use one of the colours per page: Yellow, Melon, Grape or Tango. These colours are to highlight/enhance sections and not to be applied as the dominate colour. Please refer to pages 24 for best practice examples.

### NOTE

Colour breakdowns listed are to be used in the colour profile: Adobe RGB.

For web/html/css please use the Hex colours listed.

## PRIMARY COLOURS

**TEAL** **PMS 7473**  
C75 M5 Y48 K3  
R29 G165 B147  
#1DA593 (WEB/HTML USE)

**WHITE** **PMS (N/A)**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF (WEB/HTML USE)

**BLACK** **PMS PROCESS BLACK**  
C0 M0 Y0 K100  
R0 G0 B0  
#000000 (WEB/HTML USE)

**BLACK TINT: 85%** **BLACK TINT: 55%**  
C0 M0 Y0 K85 R77 G77 B79 #4D4D4F (WEB)  
C0 M0 Y0 K55 R138 G140 B142 #8A8C8E (WEB)

## SECONDARY COLOURS

**DARK AUBERGINE** **PMS 275** **75%**  
C100 M100 Y7 K56  
R30 G18 B72  
#1E1248 (WEB/HTML USE) #1E1248 (WEB)

**GREY** **PMS COOL GRAY 1**  
C0 M0 Y0 K10  
R238 G238 B238  
#ECECE (WEB/HTML USE)

**YELLOW** **PMS 141**  
C0 M16 Y65 K0  
R254 G215 B111  
#FED76F (WEB/HTML USE)

**MELON** **PMS 178** **85%**  
C0 M70 Y58 K0  
R237 G107 B94  
#ED6B5E (WEB/HTML USE) #F6958A (WEB)

**GRAPE** **PMS 2645**  
C28 M42 Y0 K0  
R180 G154 B210  
#B49AD2 (WEB/HTML USE)

**TANGO** **PMS 714**  
C0 M50 Y74 K0  
R247 G149 B84  
#F79554 (WEB/HTML USE)

## DIGITAL GREYS

**GREY 1** **GREY 2** **GREY 3** **GREY 4**  
R73 G73 B73 R183 G183 B183 R238 G238 B238 R247 G247 B247  
#494949 #B7B7B7 #EEEEEE #F7F7F7

**GREY 5** **GREY 6**  
R38 G38 B38 R110 G110 B110  
#262626 #6E6E6E



## VU COLOUR RATIO

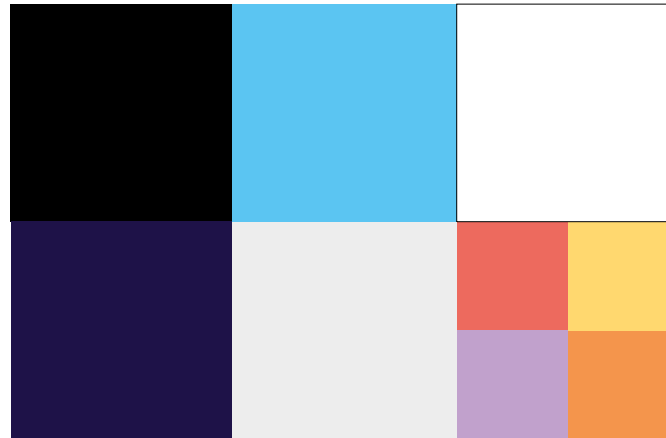
In order to maintain the integrity of the brand, please adhere to the following colour ratios for all VU communications.

**Please note:** this is a guide commonly used for above the line and below the line marketing campaigns. (ATL – paid media; BTL promotional materials created by VU).

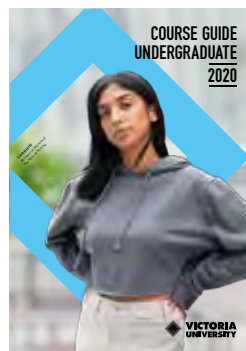
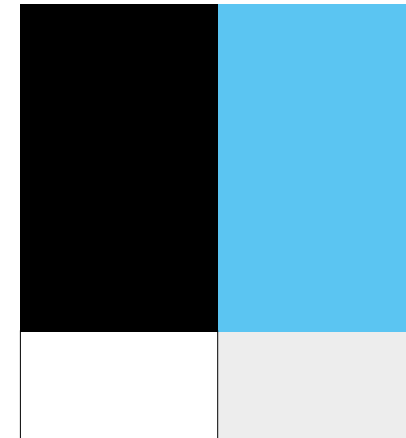
These ratios apply for both Victoria University (and all sub-brands) and Victoria University Polytechnic. However the campaign ratio is only relevant for Victoria University.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## VU BRAND COMMS & COLLATERAL (BELOW THE LINE MATERIALS)



## VU CAMPAIGNS (ABOVE THE LINE MATERIALS)



## VU POLYTECHNIC COLOUR RATIO

In order to maintain the integrity of the brand, please adhere to the following colour ratios for all VU Polytechnic communications.

**Please note:** this is a guide commonly used for above the line and below the line marketing campaigns.

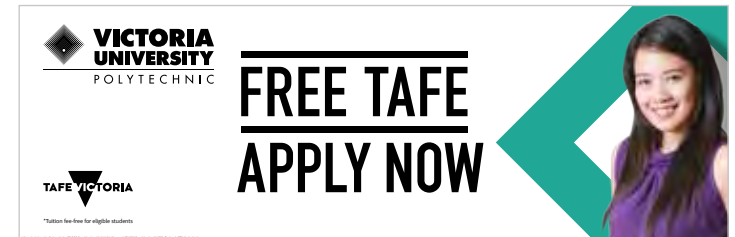
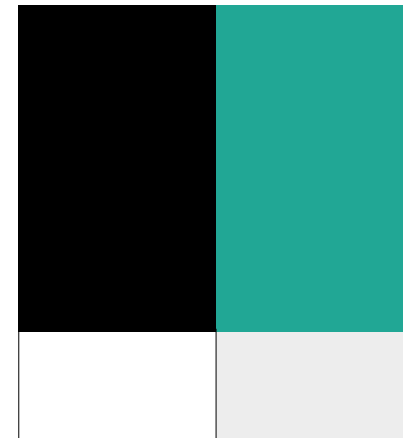
These ratios apply for both Victoria University (and all sub-brands) and Victoria University Polytechnic. However the campaign ratio is only relevant for Victoria University.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## VU BRAND COMMS & COLLATERAL (BELOW THE LINE MATERIALS)



## VU CAMPAIGNS (ABOVE THE LINE MATERIALS)



TOOL KIT

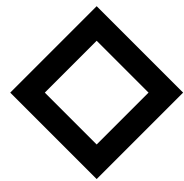
# OUR BRAND DEVICE — HERO DIAMOND

# HERO DIAMOND

## ORIGIN



The diamond forms a powerful visual that represents Victoria University. The following pages demonstrate how to use the hero diamond in relation to the other elements on the artwork.



The diamond forms a powerful visual that represents Victoria University. The following pages demonstrate how to use the diamond in relation to the other elements on the artwork.

## EXAMPLES



**Please note:** B&W photography is only used for key brand materials and is only developed by the Brand & Marketing Team.

# HERO DIAMOND ALIGNMENT & CROPPING

## Alignment

The hero diamond can be used flexibly across different formats. The following layouts illustrate the approved alignment of the device across horizontal, vertical and square formats.

## Cropping

At least three sides of the diamond must be visible. In addition to ensuring at least three sides of the Hero Diamond are visible, the Hero Diamond should also be placed in an appropriate position to allow for the inclusion of photography and content.

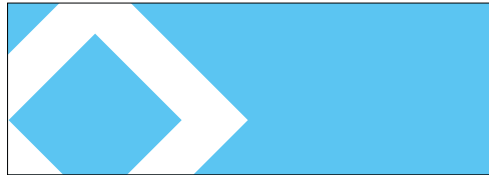
**Please note:** These examples are just to showcase placement of hero diamond only and that images and content would need to be considered. Please see page 46-57 for examples.

This also applies to all VU Polytechnic communications, please see page 48 for all approved colour combinations.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## HORIZONTAL

Left

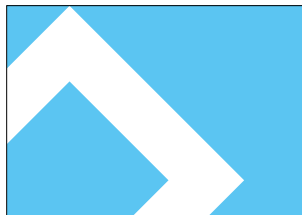


Right

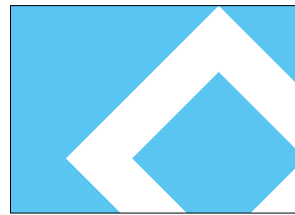


## A3 / A4 LANDSCAPE

Left

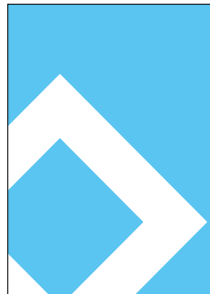


Right

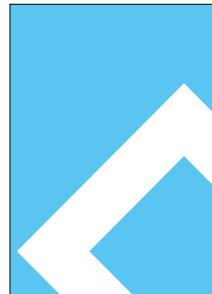


## A3 / A4 PORTRAIT

Left

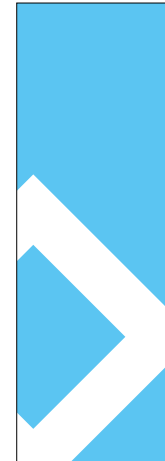


Right



## VERTICAL

Left

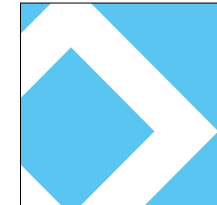


Right

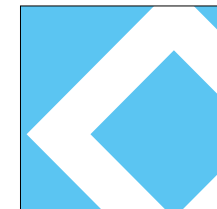


## SQUARE

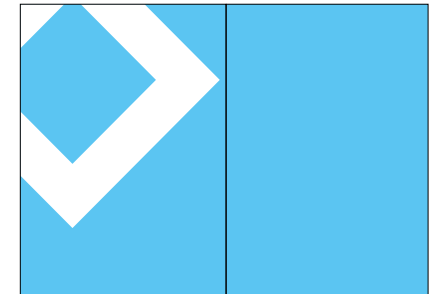
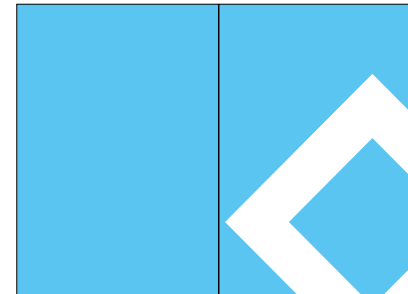
Left



Right



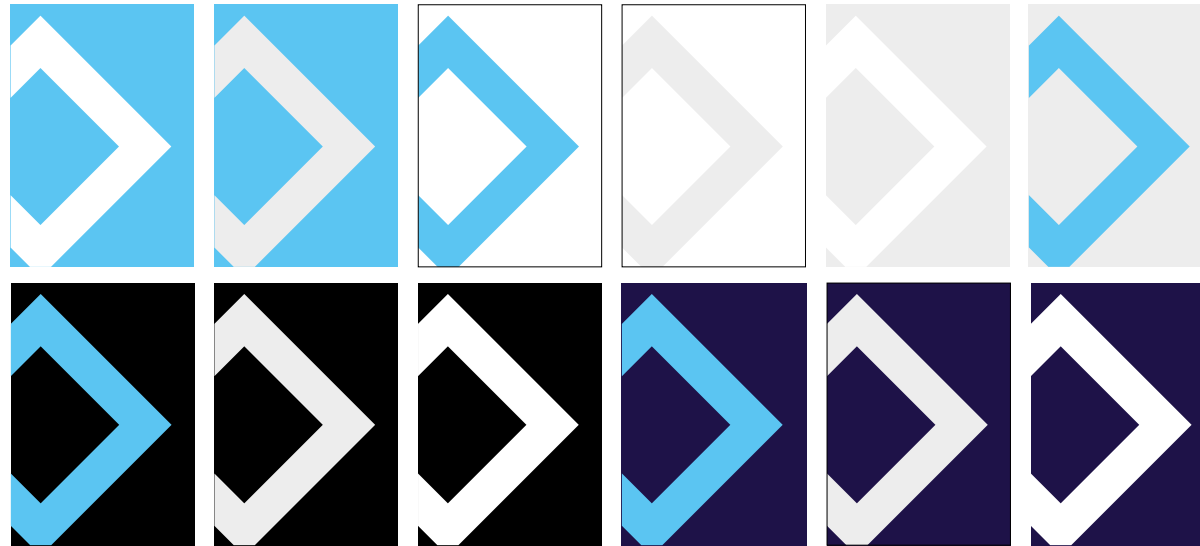
## A3 / A4 DOUBLE PAGE SPREAD



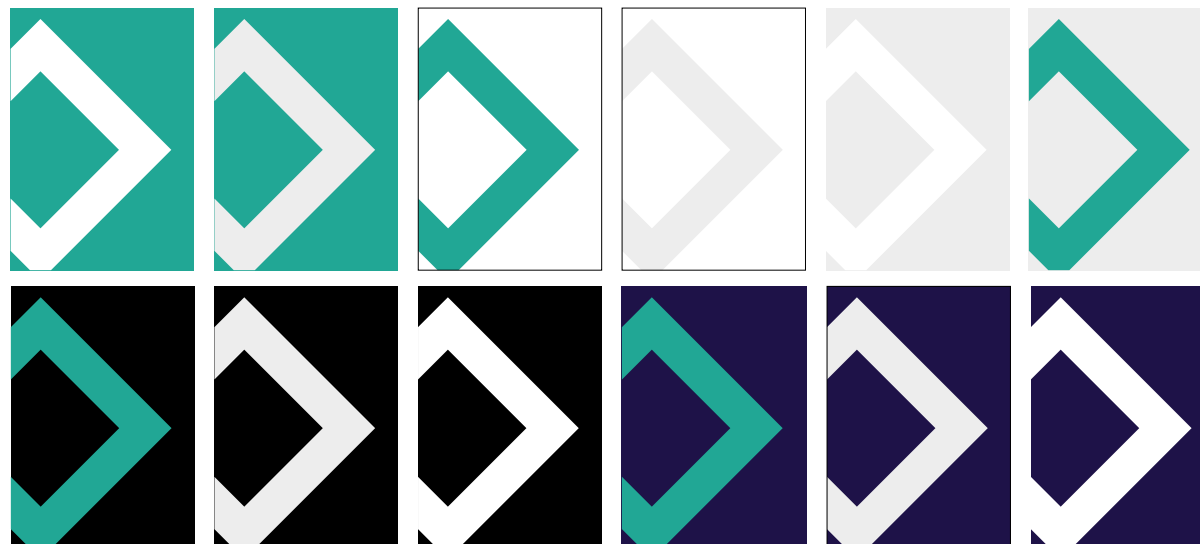
## HERO DIAMOND & COLOUR

Shown here are the approved colour combinations for the Hero Diamond and background colour ways.

VU



VU POLYTECHNIC





# HERO DIAMOND STUDENT CAPTIONS

## Positioning

The caption always sits near the person in the hero Diamond Device. If there is no device (image on a brochure spread) the caption can sit at the bottom of the right or left hand side of the image.

If the caption is placed within the hero diamond device it must be on a 45 degree angle with even space above and below the caption. The caption is to be left aligned as the examples.

## Colour

Always ensure that the caption is legible. Text can be used on White or Black depending on the application. When placing captions on full bleed images please ensure the background is not busy or cluttered and text is legible.

Make sure the caption is legible in print and also follows the digital colour accessibility principles.

Please consider use of a caption when an asset is restricted in size, e.g. a small digital ad, and the caption is not legible or on overarching broad piece of work that's not specific to any course.

## The Caption Style (Left aligned)

### Line 1: Students name (first name only)

Source Sans Semi Bold Caps, see page 72 for leading and kerning guides.

### Line 2-3: Course name

Source Sans Regular Sentence Case, see page 72 for leading and kerning guides.

**Please note:** Ensure the caption is all in the same font size and goes over a maximum of 3 lines.

## CAPTION POSITIONING

Covers – Right side



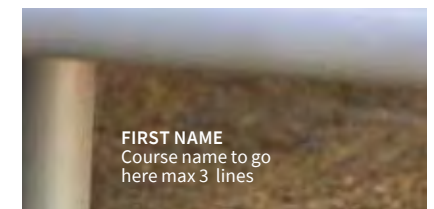
Covers – Left side



Internal spreads



## CAPTION COLOUR



## HERO DIAMOND PHOTOGRAPHY SCALE

Using the Hero Diamond with photography is flexible although there are some core principles to follow to ensure consistency across applications.

1. Please refer to diagram 1 below showcasing the flexibility of how a person can move left or right on the hero diamond. (Please note the person should always be facing towards the content.)

Refer to larger and smaller scale examples showcased on this page to guide you on the 'x' height of the person.

2. Ensure when creating a suite of collateral that the scale is consistent across the set.
3. Ensure headlines don't encroach on photography.

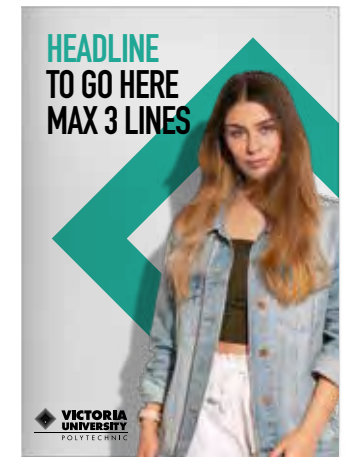
Diagram 1



### LARGER SCALE



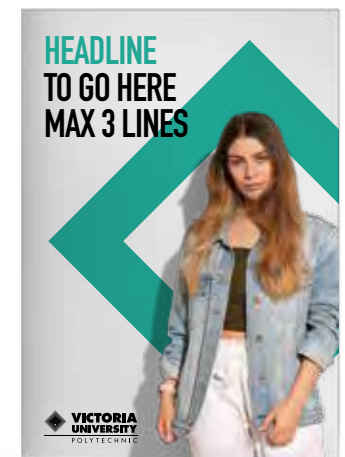
### LARGER SCALE



### SMALLER SCALE



### SMALLER SCALE



## HERO DIAMOND IN USE

The hero diamond needs to be used in a considered way and should not be over used. Cover and divider pages should use the Hero Diamond device when possible. For internal pages and brochure pages use the brand patterns as support.

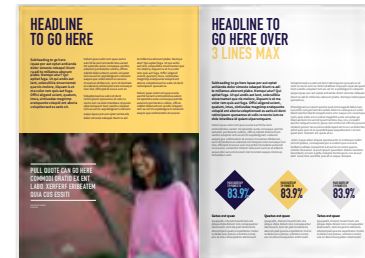
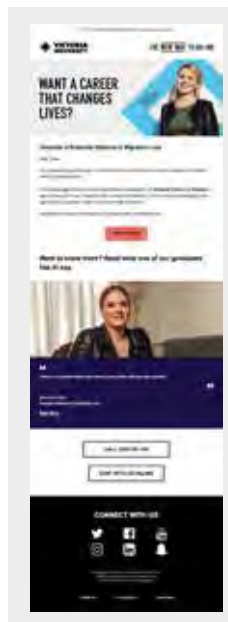
### COVER



### DIVIDERS



### CONTENT PAGES



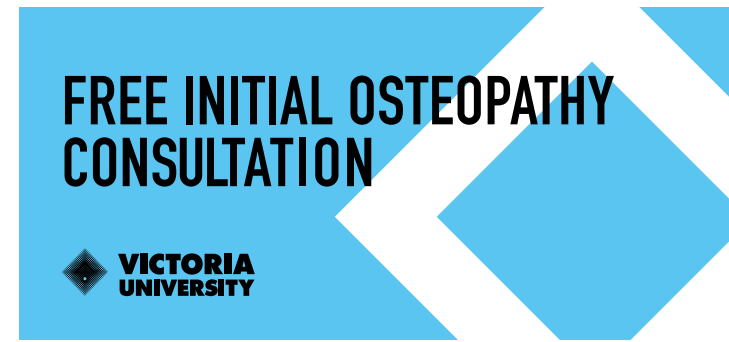
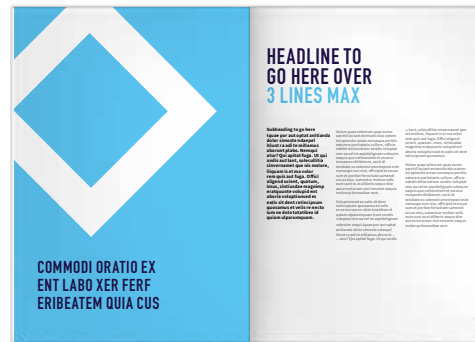
Inside brochure pages

eDM

## HERO DIAMOND & TEXT

Preference is to use brand photography but in instances when this is not applicable you can create applications using hero diamond and text only.

These are some examples, please always ensure legibility of text.



## CAMPAIGN LAYOUTS

### Diamond Positioning

#### DO:

- A. At least three sides of the hero diamond must be visible.
- B. The diamond should always be focused behind the student.
- C. The diamond should always try to intersect the headline.
- D. The diamond should appear to cover approximately a third to two thirds the area of the collateral.
- E. Where necessary, all four sides of the diamond may be shown.

**Please note:** please refer to page 48 which showcases the flexibility of how the person can be applied on top of the hero diamond.

Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

A.



B.



C.



D.



E.



**NOTE** These positioning principles apply to all sub-brands.

## CAMPAIGN LAYOUTS

### Diamond Positioning

### DON'T:

- A. Don't present only two sides of the diamond as it could be misconstrued as an arrow.
- B. The diamond should not be positioned behind the headline as a focal point.
- C. The diamond must not dissect the VU logo.
- D. The diamond should not be hidden behind the student image.
- E. The diamond should not be too small in scale of the collateral. The point of the diamond should not sit flush with the edge of the collateral.

**NOTE** These positioning principles apply to all sub-brands.

Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

A.



B.



C.



D.



E.





## CAMPAIGN LAYOUTS

### VU logo & 'THE NEW WAY TO DO UNI' Lock-up Positioning

#### DO:

- A. To establish the size of the VU logo, calculate 5% of the collateral height – this is the minimum size the VU logo diamond must appear in collateral. The diamond of the VU logo is the minimum clearance the logo or lock-up should sit from the edge of the collateral.
- B. The VU logo may be positioned in any corner of the collateral providing there is clear space behind it.
- C. THE NEW WAY TO DO UNI lock-up may be positioned in any corner of the collateral. In narrow portrait sizes it should align with the VU logo and headline.
- D. The VU logo and THE NEW WAY TO DO UNI lock-up may appear either at the top or bottom of the collateral.
- E. In landscape collateral the landscape version of the VU logo may be more appropriate.

**NOTE** These positioning principles apply to all sub-brands.

Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

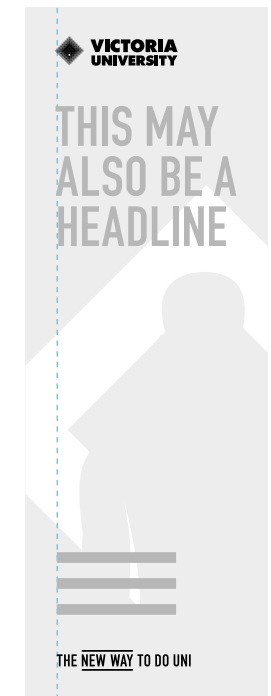
A. Minimum clearance



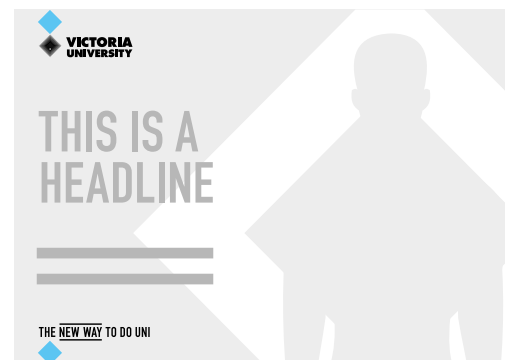
B.



C.



D.



E.



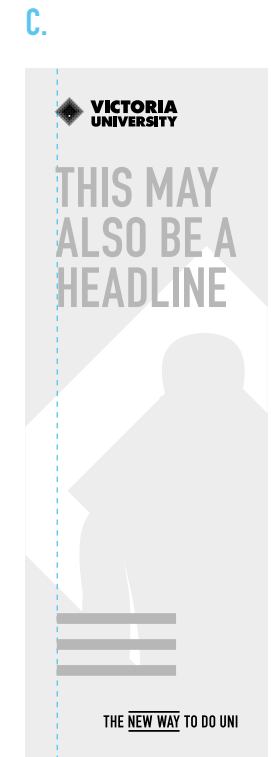
## CAMPAIGN LAYOUTS

### VU logo & 'THE NEW WAY TO DO UNI' Lock-up Positioning

#### DON'T:

- A. The VU logo and 'THE NEW WAY TO DO UNI' lock-up must not be placed closer to the edge of the collateral than the minimum distance of 1x height or width of the diamond.
- B. The VU logo must not be placed over complex imagery. Where possible, it should align with the headline and copy.
- C. In narrow collateral, the VU logo and THE NEW WAY TO DO UNI lock-up must not misalign from one another.
- D. THE NEW WAY TO DO UNI lock-up should not appear over complex imagery when a clear space is available.
- E. THE NEW WAY TO DO UNI lock-up should not be scaled incorrectly in relation to the VU logo.

**NOTE** These positioning principles apply to all sub-brands.



Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.



## CAMPAIGN LAYOUTS

### Headline & CALL TO ACTION Positioning

#### DO:

- A. Do ensure there is sufficient space between the headline and call to action, and the VU logo & THE NEW WAY TO DO UNI lock-up.
- B. The headline should nicely intersect the diamond shape. In some cases the call to action can align to the right edge of the headline.
- C. The headline may intersect the image of the student so long as it does not cover their face.
- D. The headline should always appear above the call to action.
- E. Headlines may appear on a single line when the collateral is landscape and narrow.

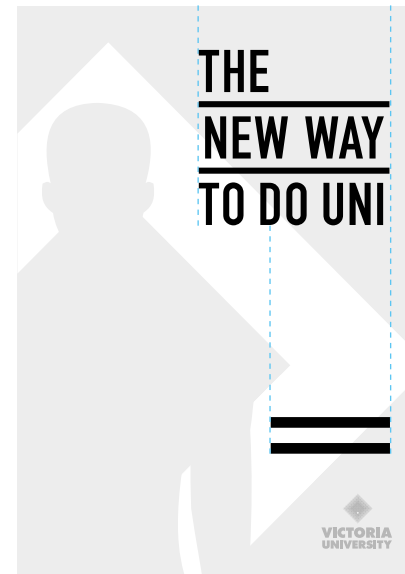
**NOTE** These positioning principles apply to all sub-brands.

Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

A.



B.



C.



D.



E.



## CAMPAIGN LAYOUTS

### Headline & CALL TO ACTION Positioning

#### DON'T:

- A. Do not align the top or bottom of the headline or call to action with the centre of the diamond.
- B. Do not place the call to action over complex imagery when there is clear space available.
- C. Do not align the headline directly over the student's face.
- D. Do not position the call to action above the headline.
- E. Do not centre or right align the headline or align it differently from the call to action.

**NOTE** These positioning principles apply to all sub-brands.

Exception: In some instances, marketing collateral may place elements in the centre of the materials where appropriate (see page 109) however this must be discussed and approved by the VU Brand Team before production.

A.



B.



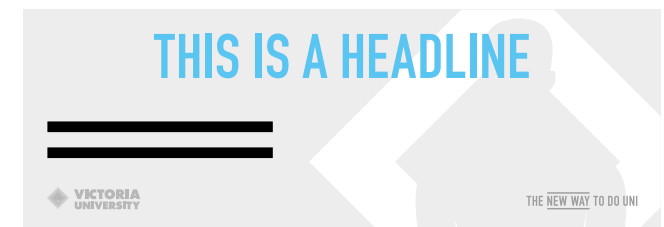
C.



D.



E.



## HERO DIAMOND INCORRECT USAGE

These examples demonstrate the incorrect use of the hero diamond.



Do not use the pattern and the device together



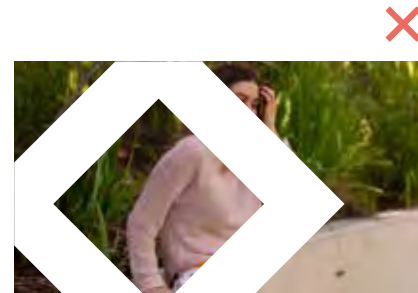
Do not use two devices together



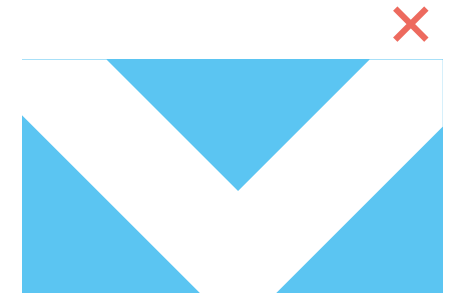
Do not use the device as a keyline



Do not use different colour combinations



Do not use devices over photography



Do not use the device in different unapproved crops



Do not use Black and White photography and the hero diamond, unless in its brand level campaign which is developed by brand & marketing team



Do not use diamond on old branding



Do not use diamond on photography without highlighting a student

TOOL KIT

# OUR TYPOGRAPHY

## TYPEFACES

There is a selection of three typefaces, with each performing a certain task.

### DIN 1451 ENGSRIFT PRO

DIN 1451 Engschrift Pro is a strong, bold, contemporary font that reflects the tone and attitude of our new brand platform. It is a beautifully designed display font which is legible and will bring impact to our headlines and platform logo. It should be used on all print and online applications for headlines in capital case. Download and purchase font from:

<https://www.fontshop.com/families/din-1451>

### SOURCE SANS PRO

Source Sans Pro are the perfect complement to the strength of DIN 1451 Engschrift Pro. Featuring a large x-height it will be legible at small sizes. Source Sans Pro should be used on all print and online applications for sub headings and body copy in sentence case. Download font from:

<https://fonts.google.com/specimen/Source+Sans+Pro>

**Please note:** Body copy in print applications is Black and in digital is Grey 5, see page 38 for colour values.

### ARIAL

Arial is the standard system default font to be used on internal comms when DIN 1451 Engschrift Pro, Source Sans Pro aren't available. Examples include: Word documents, PowerPoint presentations and email signatures.

### HEADLINE PRINT / ONLINE

# DIN 1451 ENGSRIFT PRO

Leading: 90% | Kerning: 10

### SUBHEADING PRINT / ONLINE

## Source Sans Pro Semi Bold

Leading: 110% | Kerning: 0

### BODY COPY FONT PRINT / ONLINE

Source Sans Pro is the body copy font for print and online. Online body copy should be Grey 5, while print should be Black. For colour breakdowns see page 40

Leading: 110% | Kerning: 0

### BODY COPY LARGE FONT PRINT / ONLINE

Source Sans Pro is the body copy font for print and online.

Leading: 110% | Kerning: 0

### URL PRINT / ONLINE

**Source Sans Pro bold is the font for URL's**

**[vu.edu.au](http://vu.edu.au)**

Leading: 110% | Kerning: 0

### STANDARD (SYSTEM) FONT

Arial is the standard system default font.

## USE OF CAPITALS

Our new aesthetic is a bold and proud visual representation of our platform and a fresh new direction for our brand.

The use of capital case is crucial in representing this.

Headlines should be kept short, sharp and always be featured in capitals.

Headlines can be quotes or brand statements. They should be bold in their tone. Titles of courses or general statements are not considered headlines and should be typeset in sentence case.

Full stops are not required at the end of headline sentences. Other punctuation such as commas and question marks should be used where necessary.

Titles of courses are not considered as headlines and can be used in sentence case when required.

**THIS IS A HEADLINE  
USING ALL CAPS**



**Do not use sentence  
case for a headline**



**Bachelor of Criminal Justice  
and Psychological Studies**



## HEADLINE TREATMENT OVERVIEW

There are five approved headline treatments available to use across all applications.

These treatments visually connect with THE NEW WAY TO DO UNI lock-up. Each option (with the exception of Treatment 4a) can be used both left and right aligned. Headlines can not be centred in any circumstance.

Please choose the most appropriate headline treatment to suit the piece of communication you are creating. And where possible, use one treatment per application (maximum of two treatments for longer documents and publications).

Titles of courses are not considered as headlines and can be used in sentence case when required.

### LEFT ALIGNED

Treatment 1

**THIS IS A  
PRIMARY HEADLINE  
TREATMENT**

Treatment 2

**THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH**

Treatment 3

**THIS IS A HEADLINE  
— TREATMENT — TO  
HIGHLIGHT KEY WORDS**

Treatment 4a

**THIS IS A HEADLINE  
WHERE WE WANT TO  
HIGHLIGHT A SECTION**

Treatment 4b

**THIS IS A HEADLINE  
WHERE WE WANT TO  
HIGHLIGHT A SECTION**

Treatment 5

**This is a  
Title of a Course**

### RIGHT ALIGNED

**THIS IS A  
PRIMARY HEADLINE  
TREATMENT**

**THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH**

**THIS IS A HEADLINE  
— TREATMENT — TO  
HIGHLIGHT KEY WORDS**

**This is a  
Title of a Course**

## HEADLINE TREATMENT 1

This is the standard headline treatment to be used across brand applications.

See pages 54–56 for colour treatment options.

**Please note:** Please see page 47 for leading and kerning guides.

# THIS IS A STANDARD HEADLINE TREATMENT

## EXAMPLE





## HEADLINE TREATMENT 2

Two lines are positioned above and below the text and extend for the entire width of the text.

Also the lines should be the same colour as the highlighted copy. See pages 79-81 for colour treatment options.

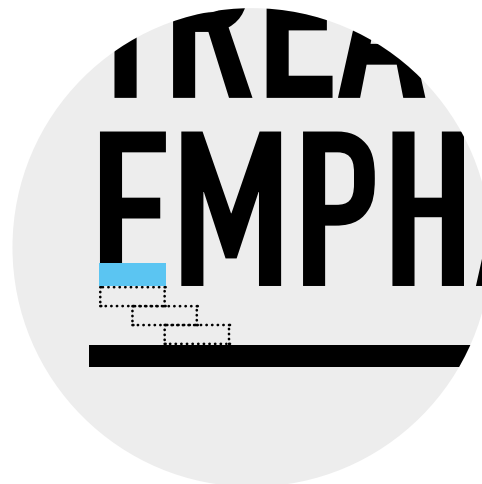
**Please note:** Please see page 47 for leading and kerning guides.

The line's thickness is determined by calculating the height of the base extender of the 'E'.

The space between the text and the lines is determined by multiplying this value by 3.

# THIS IS A HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH

## EXAMPLE



## HEADLINE TREATMENT 3

Two lines are positioned on the left and right of a particular part of the sentence as a way of highlighting these words.

Use the En dash (from symbols) in the same font size to create the lines with one character space between the dash and the letter.

See pages 54-56 for colour treatment options.

**Please note:** Please see page 47 for leading and kerning guides.

Use En dash to ensure consistency and easy application (under no circumstances use Em dash).

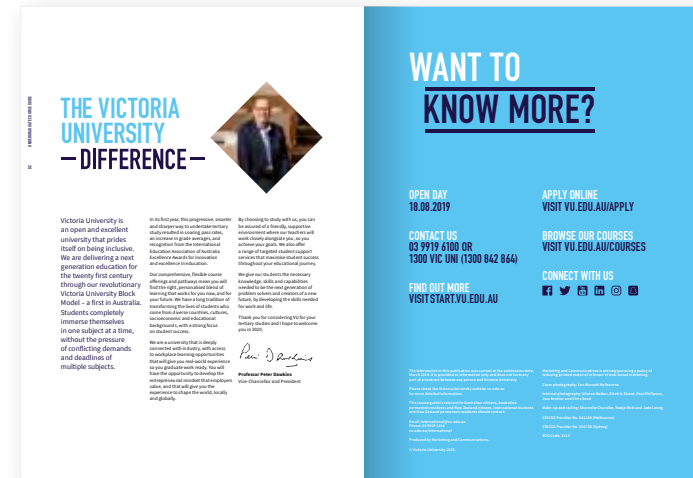
# THIS IS A HEADLINE — TREATMENT — TO HIGHLIGHT KEY WORDS

Please ensure that the lines are aligned vertically centred to the other letters



X = One character space

## EXAMPLE



## HEADLINE TREATMENT 4A & 4B

Two lines are positioned above and below a particular part of the sentence as a way of highlighting these words.

Treatment 4a can only be left aligned.

See pages 54-56 for colour treatment options.

The indent should be half the cap height of the headline.

**Please note:** Please see page 47 for leading and kerning guides.

The line's thickness is determined by calculating the height of the base extender of the 'E'.

The space between the text and the lines is determined by multiplying this value by 1.5.

4A

THIS IS A HEADLINE  
WHERE WE WANT TO  
HIGHLIGHT A SECTION

4B

THIS IS A HEADLINE  
WHERE WE WANT TO  
HIGHLIGHT A SECTION

X = To make the indent half the cap height of headline

EXAMPLE 4A



EXAMPLE 4B



## HEADLINE & COLOUR — VU

These are approved colour combinations for headlines. Please adhere to the following principles:

### Principles

1. When you want to add emphasis to a line or word of copy you can use a highlight colour.
2. Ensure there is enough contrast with backgrounds (image and solid colour).
3. Keep headlines short and snappy. Ideally headlines should not run over more than 4 lines unless format restricts this.
4. Headlines can be single colour. Do not use more than two colours in a headline.
5. Never use two colours on one line of copy.
6. In long form documents you can use multiple headline styles but use in a considered way.

**Please note:** These principles apply to all of the four headline treatments.

Blue text on white background and white text on blue background can only be used in printed materials, it cannot be applied in digital as this is not accessible.

## PREFERRED COLOUR PALETTE

On White

On Grey

On Black

On Aubergine and Blue

Single colour treatment

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

Two colour treatment

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

## HEADLINE & COLOUR — VU POLYTECHNIC

These are approved colour combinations for headlines. Please adhere to the following principles:

### Principles

1. When you want to add emphasis to a line or word of copy you can use a highlight colour.
2. Ensure there is enough contrast with backgrounds (image and solid colour).
3. Keep headlines short and snappy. Ideally headlines should not run over more than 4 lines unless format restricts this.
4. Headlines can be single colour. Do not use more than two colours in a headline.
5. Never use two colours on one line of copy.
6. In long form documents you can use multiple headline styles but use in a considered way.

**Please note:** These principles apply to all of the four headline treatments.

## PREFERRED COLOUR PALETTE

On White

On Grey

On Black

On Aubergine and Teal

Single colour treatment

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

Two colour treatment

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

THIS IS A  
PRIMARY HEADLINE  
TREATMENT

THIS IS A HEADLINE  
TREATMENT THAT  
EMPHASISES A PARAGRAPH

# HEADLINE & COLOUR — VU & VU POLYTECHNIC

The secondary palette is used in internal pages only and restricted use, please contact the brand team for approval. These are approved colour combinations for headlines. Please adhere to the following principles:

### Principles

1. When you want to add emphasis to a line or word of copy you can use a highlight colour.
2. Ensure there is enough contrast with backgrounds (image and solid colour).
3. Keep headlines short and snappy. Ideally headlines should not run over more than 4 lines unless format restricts this.
4. Headlines can be single colour. Do not use more than two colours in a headline.
5. Never use two colours on one line of copy.
6. In long form documents you can use multiple headline styles but use in a considered way.

**Please note:** These principles apply to all of the four headline treatments.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## SECONDARY PALETTE

On White

On Grey

On Aubergine and Melon

On Aubergine and Yellow

Single colour treatment

PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT
HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH
		HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	
		PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT
HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH
		HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH

Two colour treatment

PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT	PRIMARY HEADLINE TREATMENT
HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH
		HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH	HEADLINE TREATMENT THAT EMPHASISES A PARAGRAPH

# TYPOGRAPHY HIERARCHY

The following A4 example page document demonstrates a starting point for some basic principles to help with type sizing – to maintain legibility and consistency. It is, however, best to craft the typography for each format and the type of content.

Type treatment can be more flexible for documents containing several pages, for example, a course guide.

**Note:** Headlines, subheadings and body copy can be both right and left aligned.

Contact the VU Brand Team for any queries **brand@vu.edu.au**

## A4 EXAMPLE

Text and logo left aligned

**Headline** – Choose one of the headline treatment options.  
Leading 90%  
Kerning 10

**Sub-heading**  
Leading 110%  
Kerning 0

**Body copy**  
Leading 110%  
Kerning 0

**URL**  
Leading 110%  
Kerning 0  
Bold

**HEADLINE  
TO GO HERE  
MAX 3 LINES**

### Subheading

Optatioremolo ea ditio.  
Or sit haritis ditinverumet  
harcis dolorehendus.

**vu.edu.au**

**VICTORIA  
UNIVERSITY**

**Logo** – aligns to the left  
with left aligned text

Text and logo right aligned

**HEADLINE  
TO GO HERE  
MAX 3 LINES**

### Subheading

Optatioremolo ea ditio.  
Or sit haritis ditinverumet  
harcis dolorehendus.

**vu.edu.au**

**VICTORIA  
UNIVERSITY**

**Logo** – aligns to the right  
with right aligned text

## QUOTATIONS — CALL OUTS

Quotation call outs may be used on collateral to emphasise a section of a quotation. The example to the right demonstrates how quotations can be displayed.

Quotations can be placed on a solid background or over a photo as long as the text is legible. Text must not cover any figures/faces.

**Quote**  
DIN 1451 Engschrift Pro  
CAPS  
Leading 90%  
Kerning 10

**Name**  
Source Sans  
Semi Bold  
CAPS  
Leading 110%  
Kerning 0

**Course**  
Source Sans  
Regular  
Sentence case  
Leading 110%  
Kerning 0

### EXAMPLE

“ ” symbols = cap height of the text, see X

**VU GUARANTEED  
RELIEVES A LOT OF THE  
STRESS AND ANXIETY THAT  
COMES WITH APPLYING  
FOR A COURSE AND MAKES  
THE PROCESS FEEL LESS  
INTIMIDATING. KNOWING  
THAT I HAD A GUARANTEED  
PLACE IN MY DREAM  
UNIVERSITY COURSE WAS  
INCREDIBLY COMFORTING  
AND REASSURING.**

**ARIANNA**  
Bachelor of Community Development

**Please note:  
Use the first  
name only**

X = space between quote text, quotation marks, and the student name





TOOL KIT

# OUR PHOTOGRAPHY

## OVERVIEW

# OUR PEOPLE ARE THE HEART, SOUL AND STRENGTH OF VU

From staff, students and researchers to alumni, donors and more, it's the people who set VU apart and represent everything we strive for.

We are a university with a heart. So, representing people of all backgrounds, ages, educational levels and cultures is an important part of communicating the vital role people play in our brand. The stories we're telling are real, so we must ensure the people featured are always portrayed in a way that feels real and authentic too.

---

## AUTHENTIC STORY TELLING

# AT ITS HEART, ALL OUR PHOTOGRAPHY SHOULD FEEL GENUINE AND WHOLLY AUTHENTIC

We have adopted a more reportage style of photography, rather than a formal portraiture style.

At our core, Victoria University is a place full of stories of human endeavour. Our imagery needs to reflect this, so it feels like we've captured a moment in time, a thread of a much bigger story, rather than a fixed view of the world.

# PHOTOGRAPHY OVERVIEW

## THE NEW WAY TO DO UNI

### Studio Portraits

These images can be used for both VU and VU Polytechnic collateral. To ensure integrity, students should be aligned to either VU or VU Polytechnic, depending on where they attend.

### VU Hero Campaign Images

These images are to be used for hero Victoria University pieces and campaigns only – VU Polytechnic can not use this photography style. This photography should be in Black and White and should always be accompanied by our brand positioning line: THE NEW WAY TO DO UNI.

### VU Campus Portraits

These images are to be used for Victoria University communications only. They feature students within the environment of VU.

### VU Polytechnic Campus Insitu

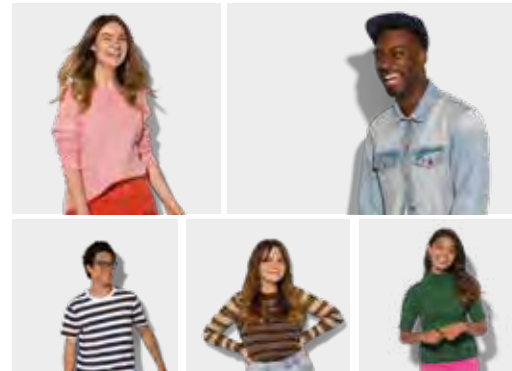
These images are to be used for VU Polytechnic communications only. They feature students in real life situations of their chosen vocation.

### Group Shots

These images are to be used as support images only. Group shots should never be used as a hero image. If you would like to use group shots, please contact the VU Brand Team for direction and advice.

Contact the VU Brand Team for any queries [brand@vu.edu.au](mailto:brand@vu.edu.au)

## STUDIO PORTRAITS



## VU HERO CAMPAIGN IMAGES



## VU CAMPUS PORTRAITS



## VU POLYTECHNIC CAMPUS INSITU



## GROUP SHOTS



## STUDIO PORTRAITS

Stylised flash photography captures a spontaneous moment. These portraits are all about the student. Energy is key – whether exuberant or quiet, they need to talk to the true personality of the subject. Consider capturing a range of attitudes – from warmth to pride. But please avoid contrived poses or forced stances. At all times it should feel genuine and spontaneous.

To request images please email:  
**brand@vu.edu.au** and provide  
details as to what you are developing.



## VU HERO CAMPAIGN IMAGES

These Black & White portraits are all about capturing a timeless attitude that brings to life our brand visual identity and positioning line: The New Way To Do Uni. Our students are proud and heroic. They are photographed in a natural environment, but the setting provides atmosphere only and its location is never discernible. Shallow depth of field draws our full attention to the emotion of the student, connecting them to the viewer.

**These images are only to be used for hero university brand campaigns only. Please seek brand advice if needing further information.**

**THIS PHOTOGRAPHY STYLE IS ONLY TO BE USED FOR VICTORIA UNIVERSITY CAMPAIGNS AND CAN ONLY BE USED BY BRAND & MARKETING GROUP. VU POLYTECHNIC CAN NOT USE THIS STYLE PLEASE SEE PAGE 96.**





## CAMPUS PORTRAITS

These portraits place our students within the environment of VU, capturing a moment in their uni life. They can be playful or contemplative but should always feel natural and open. The university is a backdrop, but consider how it is portrayed – like VU, it should feel progressive and interesting.

To request images please email:  
**brand@vu.edu.au** and provide  
details as to what you are developing.



## VU POLYTECHNIC INSITU PORTRAITS

These portraits place our students within the environment of VU Polytechnic and their chosen vocation. They should reflect real life situations, and feel natural and open. The student's chosen field of study is a backdrop, but consider how it is portrayed – like VU Polytechnic, it should feel practical and engaging.

To request images please email:  
**brand@vu.edu.au** and provide  
details as to what you are developing.



## VU GROUP PORTRAITS

These images VU should be used as support images on VU communications only (e.g. secondary images within a long eDM or flyer/brochure). They should never be used as a hero image on VU communications.

To request images please email: **brand@vu.edu.au** and provide details as to what you are developing.





TOOL KIT

# OUR ICONS & INFOGRAPHICS

## DIAMOND FACTS

A transparent diamond with text overlaid provides a holding device for statistics, percentages and other figures.

- A. Text to be vertically centred within the diamond.
- B. The text should always be left aligned and must sit approximately 2/3's over the diamond shape.
- C. A maximum of two different font sizes may be used to highlight a specific key word.
- D. Different colour combinations can be made, however the diamond should always be subtle in comparison to the text.
- E. Fact footnotes should be placed at the bottom of the piece and typeset in Source Sans at a disclaimer font size.



<sup>1</sup>Times Higher Education World University Rankings 2018-2019.

## EXAMPLES

<sup>2</sup>ShanghaiRanking's Global Ranking of Sport Science Schools and Departments 2018.

## DIAMOND FACTS COLOUR COMBINATIONS

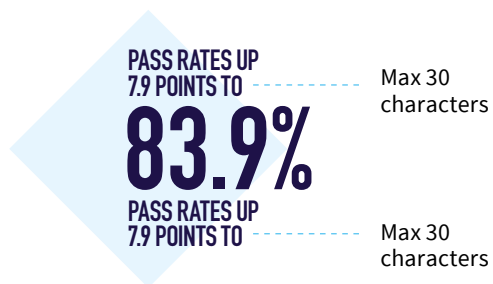
Diamond facts are an exception where tints of the brand palette can be used. The diamond fact device can be used in tints and solid colours.

**Tinted:** The tint is set to 20% of the brand colour when used on a White background.

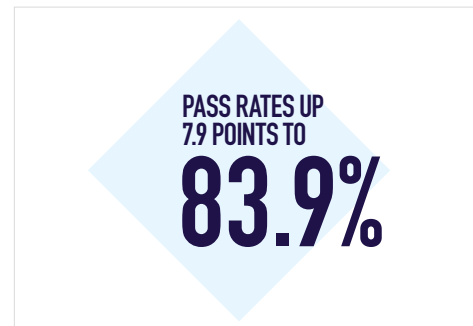
**Reversed:** The tint is set to 70% of the brand colour when used on a solid brand colour background.

**Solid:** Solid brand colour can be used on a White background but only in the brand Blue, Melon and Yellow due to legibility.

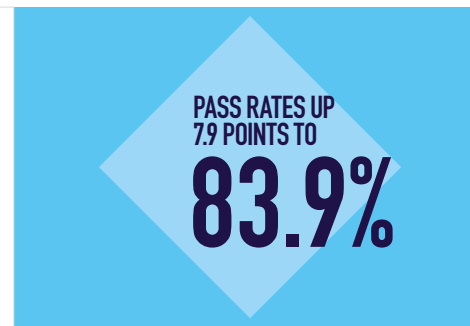
Keep support copy to a minimum (e.g. maximum 2 lines of copy to be used to support the key fact being highlighted).



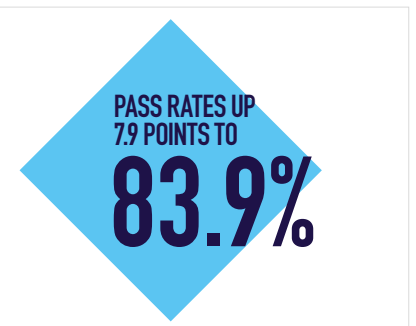
Tinted



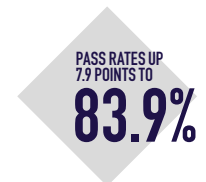
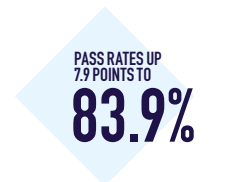
Reversed



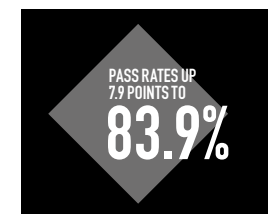
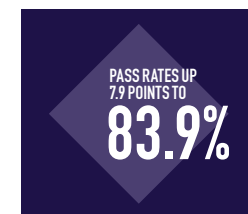
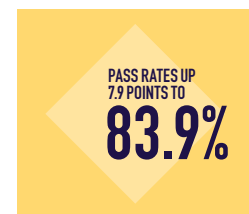
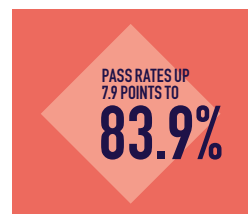
Solid



Tinted



Reversed



Solid



## ICONOGRAPHY

Icons are used as another alternative of representing information in a visual format. Icons should be very simple in both their explanation as well as the visual aesthetic.

### Grid

Icons should be created in a 64px grid. This helps maintain a crisp visual when scaling up (in increments of 8px).

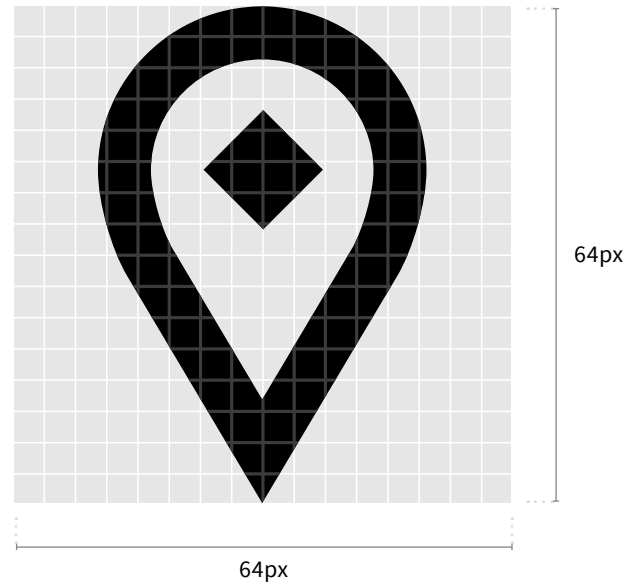
### Minimum size

The minimum size for digital is 15px high for digital and for print it is 6mm.

### Personalisation

Where we can, iconography is personalised by bringing in the 'diamond' or elements of the 45 degree angle in the design.

## GRID



Example of a 'location' icon

## MINIMUM SIZE



## ICONOGRAPHY

These are examples of our existing iconography suite. You can access this suite under 'Assets' on the Brand and Marketing Intranet page.

Icons should be used to support text at a secondary level, they should never be used instead of images or as the main focus.

### SOCIAL MEDIA ICONS

Please use the approved platform icons



Facebook



LinkedIn



Instagram



Snapchat



Twitter



YouTube

### EXAMPLES



Light Bulb



Document



Clock/Time



User Group/Users



Add event



Plane/Travel



Industry



Dollar/fee



Calendar/event



Key



Download Document



Download



Life Ring



Globe



Cogs



Book



Question Circle



Credit Card



User



Trophy/Award



Pie Chart



Graduation



Bullhorn



Female/Venus



Timer



Bookmark



Unlock



Puzzle



Phone



Mobile



Star



Laptop



Fast Forward



Check Circle



Car



Arrow Square



Minus Circle



Plus Circle



Stethoscope



Table



Location



Comments



Information Circle



University



Envelope



Search



Australia



Check



Bicycle



Certificate



Desktop



Home



Bus



Area Chart



Pencil Square



Folder



Exclamation



Map



Add event



WiFi



Industry Connections



Gallery



Arrow Left



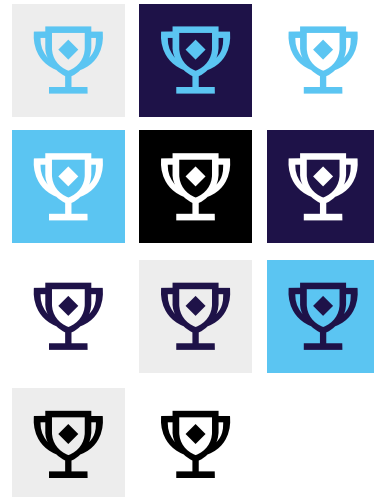
Arrow Right

## ICONOGRAPHY & COLOUR OPTIONS

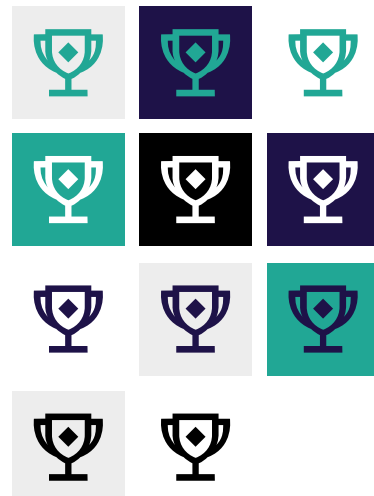
Icons can be used in all of the following colour combinations, to demonstrate these we have shown here using one icon as an example for illustrative purposes.

If an icon needs to be accompanied by text, please see page 105 for infographic treatment and always ensure there is sufficient contrast so the text is legible (or accessible when required).

### VU ICON PRIMARY COLOUR



### VU POLYTECHNIC ICON PRIMARY COLOUR



### VU & VU POLYTECHNIC ICON SECONDARY COLOUR



## INFOGRAPHICS

Where diamond facts aren't appropriate, brand icons can be used to create infographics to support content and highlight statistics and information.

These are some examples of how infographics can be created, and the colour combinations that can be used.

All infographics should use a minimum of two colours, and a maximum of three colours including the background colour.

Please ensure copy is legible/accessible, and no more than three colours (including the background colour) are used to create infographics.

**Please note:** This also applies to VU Polytechnic, please replace all instances of the brand Blue with brand Teal.

### INFOGRAPHIC PRIMARY COLOUR



### INFOGRAPHIC SECONDARY COLOUR







# GRAPHS AND PIE CHART STYLES

Our graph and pie chart styles is bold and clear. We seek interesting and immediate ways to bring statistics and numbers to life, using all of our colour palette.

**Please note:** This also applies to VU Polytechnic, please replace all instances of the brand Blue with brand Teal.

## Tints for graphs & pie charts

To ensure flexibility, the below tints of the VU and VU Polytechnic primary colours can be used in graphs and pie charts.

If more than six colours are required, please use a combination of primary and secondary colours and approved tints. For further assistance on the range of colours please contact the VU Brand team [brand@vu.edu.au](mailto:brand@vu.edu.au).

### Tints – VU

**C15 M0 Y0 K0**  
**R212 G239 B252**  
**#D4EFFC (WEB)**

VU Blue 25%

**C0 M0 Y0 K8**  
**R235 G236 B236**  
**#EBEBEC (WEB)**

Black 8%

### Tints – VU Polytechnic

**C30 M3 Y14 K0**  
**R175 G215 B217**  
**#AFD7D9 (WEB)**

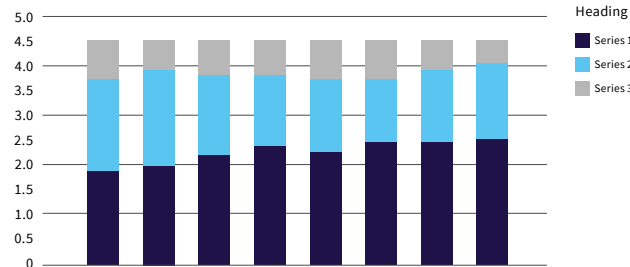
Teal 25%

**C0 M0 Y0 K8**  
**R235 G236 B236**  
**#EBEBEC (WEB)**

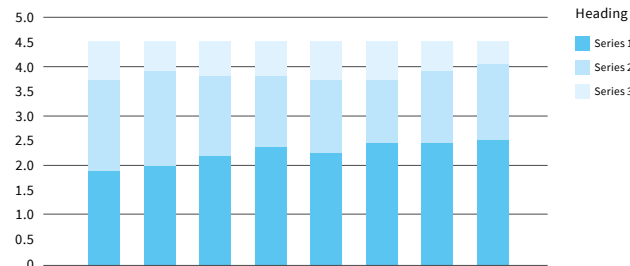
Black 8%

## BAR GRAPHS

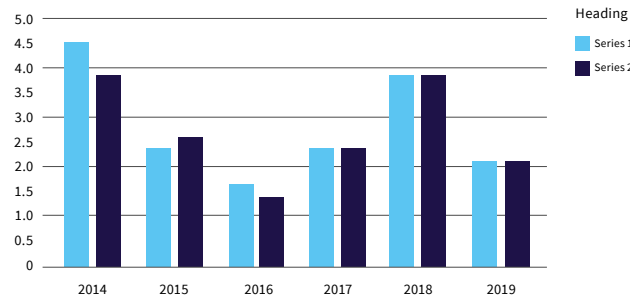
### Bar graph 3 colour



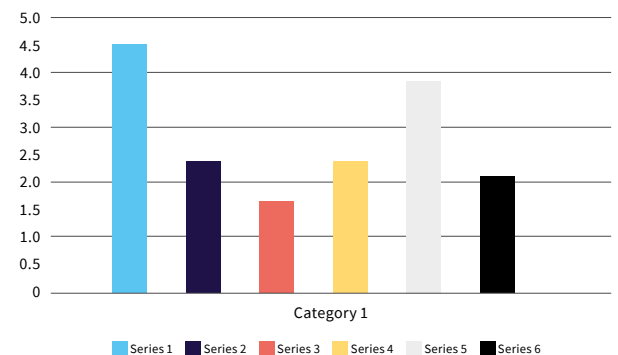
### Bar graph 3 colour



### Bar graph 2 colour



### Bar graph 6 colour



## PIE CHART

### Pie chart 6 colour



### Pie chart 3 colour



TOOL KIT

# OUR DIGITAL GUIDE

## DIGITAL COLOUR ACCESSIBILITY – VU

It is important for our online communications to be accessible for everyone. For some people who are vision impaired, certain colour contrast ratios can be hard or impossible to read.

Use only the colour combinations that meet the AA standard in the table to the right. This text colour will ensure that all our communications are clear and legible.

All colours on this page were tested using the WCAG 2.0 contrast ratio formula ensuring a ratio of at least 3:1 for AA headlines, 4.5:1 for AA body copy, 4.5:1 **Accessibility checker tool** <https://contrastchecker.com/>

### PREFERRED

Headline 18px

**BLACK**

**AUBERGINE**

Body copy 12px

Black

Headline 18px

**WHITE**

**BLUE**

**MELON**

**YELLOW**

Body copy 12px

White

Headline 18px

**BLACK**

**AUBERGINE**

Body copy 12px

Black

### ALTERNATE

Headline 18px

**BLACK**

**AUBERGINE**

**MELON**

Body copy 12px

Black

Headline 18px

**WHITE**

**BLUE**

**MELON**

**YELLOW**

Body copy 12px

White

Headline 18px

**BLACK**

**AUBERGINE**

**WHITE**

Body copy 12px

Black

Headline 18px

**BLACK**

**AUBERGINE**

Body copy 12px

Black

## DIGITAL COLOUR ACCESSIBILITY — VU POLYTECHNIC

It is important for our online communications to be accessible for everyone. For some people who are vision impaired, certain colour contrast ratios can be hard or impossible to read.

Use only the colour combinations that meet the AA standard in the table to the right. This text colour will ensure that all our communications are clear and legible.

All colours on this page were tested using the WCAG 2.0 contrast ratio formula ensuring a ratio of at least 3:1 for AA headlines, 4.5:1 for AA body copy, 4.5:1

**Accessibility checker tool**  
<https://contrastchecker.com/>

### PREFERRED

Headline 18px

**BLACK**

**AUBERGINE**

**WHITE**

Body copy 12px

Black

Headline 18px

**WHITE**

**BLUE**

**MELON**

**YELLOW**

Body copy 12px

White

Headline 18px

**BLACK**

**AUBERGINE**

Body copy 12px

Black

### ALTERNATE

Headline 18px

**BLACK**

**AUBERGINE**

**MELON**

Body copy 12px

Black

Headline 18px

**WHITE**

**BLUE**

**MELON**

**YELLOW**

Body copy 12px

White

Headline 18px

**BLACK**

**AUBERGINE**

**WHITE**

Body copy 12px

Black

Headline 18px

**BLACK**

**AUBERGINE**

Body copy 12px

Black

## DIGITAL TYPEFACES

For consistency, accessibility and legibility in digital formats (especially web), we have created a set number of recommended font styles.

You can download Din 1451 Engschrift Pro from <https://www.fontshop.com/families/din-1451>.

**Please note:** Costs apply, see website for T & C's around use.

You can download Source Sans from **googlefonts.com** this is a free font with no restrictions around use.

Used across both VU and VU Polytechnic.

Contact the VU Brand Team for any queries **brand@vu.edu.au**

### PRIMARY TYPOGRAPHY (DIN 1451 ENGSRIFT PRO)

# HERO TEXT

DIN 1451 Engschrift Pro / 72px / 80px / Uppercase / 6 Word limit

## HEADING STYLE 1

DIN 1451 Engschrift Pro / 50px / 58px / Uppercase / 6 Word limit

## HEADING STYLE 2

DIN 1451 Engschrift Pro / 38px / 46px / Uppercase / 6 Word limit

## HEADING STYLE 3

DIN 1451 Engschrift Pro / 28px / 36px / Uppercase / 6 Word limit

## HEADING STYLE 4

DIN 1451 Engschrift Pro / 24px / 32px / Uppercase / 6 Word limit

## HEADING STYLE 5

DIN 1451 Engschrift Pro / 20px / 24px / Uppercase / 6 Word limit

## BUTTON TEXT

Large button – DIN 1451 Engschrift Pro / 24px / 32px / Uppercase / 4 Word limit

Medium button – DIN 1451 Engschrift Pro / 20px / 28px / Uppercase / 4 Word limit

Small button – DIN 1451 Engschrift Pro / 16px / 24px / Uppercase / 4 Word limit

XSmall button – DIN 1451 Engschrift Pro / 14px / 20px / Uppercase / 4 Word limit

### SECONDARY TYPOGRAPHY (SOURCE SANS)

#### HEADING STYLE 6 IS USED FOR SUB-HEADINGS

Source Sans Pro Semi-Bold / 20px / 24px / Sentence case

## BODY TEXT

Source Sans Pro Regular / 16px / 24px / Sentence case

#### SMALL BODY TEXT

Source Sans Pro Regular / 12px / 20px / Sentence case

### HYPER-LINK STATES

#### Hyper-link static – body text

Source Sans Pro Regular / 16px / 24px / Sentence case / Underline  
text colour: #1E1248

#### Hyper-link static – small body text

Source Sans Pro Regular / 12px / 20px / Sentence case / Underline  
text colour: #1E1248

#### Hyper-link hover – body text

Source Sans Pro Regular / 16px / 24px / Sentence case / Underline  
text colour: #1E1248 / hover colour: #5BC2E7

#### Hyper-link hover – small body text

Source Sans Pro Regular / 12px / 20px / Sentence case / Underline  
text colour: #1E1248 / hover colour: #5BC2E7

#### Hyper-link visited – body text

Source Sans Pro Regular / 16px / 24px / Sentence case / Underline  
text colour: #6E6E6E

#### Hyper-link visited – small body text

Source Sans Pro Regular / 12px / 20px / Sentence case / Underline  
text colour: #6E6E6E

# DIGITAL BUTTONS – VU

## BUTTON STYLE 1

Button style 1 is used for primary actions and to follow these principles:

- Button Style 1.0 is to be used for all primary actions, except on coloured backgrounds.
- Do not use button style 1.0 on Yellow or Blue backgrounds.
- Button style 1.1 is used for primary actions when button style 1.0 is clashing with colours in photography or it brings additional legibility.
- Button style 1.2 to be used when action is required over Yellow and Blue backgrounds.
- Additional AAA testing has been done to include buttons with Blue substituting for Melon in buttons 1.3 and 1.4. These buttons have not yet been tested in application and have been provided as an alternative in situations Melon button can't be used.

## BUTTON STYLE 2

Button style 2 is used for secondary actions and to follow these principles:

- Only use button style 2 on White or Grey 4 backgrounds.
- Button style 2.1 should be limited in use to brand.

## BUTTON STYLE 1

### Button style 1.0 – Aubergine on Melon

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AA PASS</b> Contrast 5.56:1

### Button style 1.1 – Melon on Aubergine

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AA PASS</b> Contrast 5.56:1

### Button style 1.2 – Aubergine on transparent with Grey 2 outline



Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1

## BUTTON STYLE 2

### Button style 2 – White on Aubergine

Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1



### Button style 1.0.1 – Aubergine on Melon

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AAA PASS</b> Contrast 17:1

### Button style 1.3 – Aubergine on Blue

Static		<b>AAA PASS</b> Contrast 8.35:1
Hover		<b>AAA PASS</b> Contrast 8.35:1

### Button style 1.4 – Blue on Aubergine

Static		<b>AAA PASS</b> Contrast 8.35:1
Hover		<b>AAA PASS</b> Contrast 8.35:1

### Button style 2.1 – Aubergine on transparent with Aubergine outline

Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1

# DIGITAL BUTTONS — VU POLYTECHNIC

## BUTTON STYLE 1

Button style 1 is used for primary actions and to follow these principles:

- Button Style 1.0 is to be used for all primary actions, except on coloured backgrounds.
- Do not use button style 1.0 on Yellow or Blue backgrounds.
- Button style 1.1 is used for primary actions when button style 1.0 is clashing with colours in photography or it brings additional legibility.
- Button style 1.2 to be used when action is required over Yellow and Blue backgrounds.
- Additional AAA testing has been done to include buttons with Blue substituting for Melon in buttons 1.3 and 1.4. These buttons have not yet been tested in application and have been provided as an alternative in situations Melon button can't be used.

## BUTTON STYLE 2

Button style 2 is used for secondary actions and to follow these principles:

- Only use button style 2 on White or Grey 4 backgrounds.
- Button style 2.1 should be limited in use to brand.

## BUTTON STYLE 1

### Button style 1.0 – Aubergine on Melon

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AA PASS</b> Contrast 5.56:1

### Button style 1.1 – Melon on Aubergine

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AA PASS</b> Contrast 5.56:1

### Button style 1.2 – Aubergine on transparent with Grey 2 outline



Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1

## BUTTON STYLE 2

### Button style 2 – White on Aubergine

Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1

### Button style 1.0.1 – Aubergine on Melon

Static		<b>AA PASS</b> Contrast 5.56:1
Hover		<b>AAA PASS</b> Contrast 17:1

### Button style 1.3 – Aubergine on Teal

Static		<b>AA PASS</b> Contrast 5.55:1
Hover		<b>AA PASS</b> Contrast 5.55:1

### Button style 1.4 – Teal on Aubergine

Static		<b>AA PASS</b> Contrast 5.55:1
Hover		<b>AA PASS</b> Contrast 5.55:1

### Button style 2.1 – Aubergine on transparent with Aubergine outline

Static		<b>AAA PASS</b> Contrast 17:1
Hover		<b>AAA PASS</b> Contrast 17:1

TOOL KIT

# MOTION (FILM)



## VU FILM & VIDEO

VU has produced a number of films / videos which can be used as reference for how the brand comes to life in these formats.

If you need to produce a film, video, animation or add music to a video, Please seek brand advice / support before producing any work. You can contact the brand team via [brand@vu.edu.au](mailto:brand@vu.edu.au)

**Super text style**  
(based on application to a 1920 x 1080 screen size)

**Right or left aligned**

**Line 1: Name**  
DIN 1451 Engschrift Pro CAPS  
102px / see page 47 for leading and kerning guides.

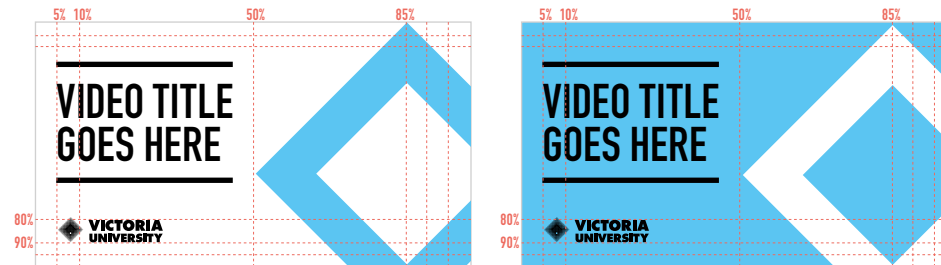
**Line 2-3: Title**  
Source Sans Regular Sentence Case  
48px / see page 47 for leading and kerning guides.

**Please note:** Please make sure the text is legible, if not apply a box behind the text as displayed in the examples to the right.

### NOTE

Please ensure that the CRICOS information is displayed if required. See page 29 for legal requirements.

## VU START FRAMES



Video title and logo should be lined up at 5% horizontal.

The logo should usually sit between 80-90% vertical, unless locked up vertically with video title text.

Large diamond graphic should be centred at 85% vertical.

## VU SUPERS (WRITING / DESCRIPTION / TITLE ON SCREEN)



**Please note:** Please use a Victoria University logo watermark in the top right or left corner throughout the video excluding the start and end frame (first and last image displayed in the video).

## VU FILM & VIDEO

VU has produced a number of films / videos which can be used as reference for how the brand comes to life in these formats.

If you need to produce a film, video, animation or add music to a video, Please seek brand advice / support before producing any work. You can contact the brand team via [brand@vu.edu.au](mailto:brand@vu.edu.au)

**End frame text style**  
(based on application to a 1920 x 1080 screen size)

### Centred

#### URL

Source Sans Regular Sentence Case  
90px / see page 47 for leading and kerning guides.

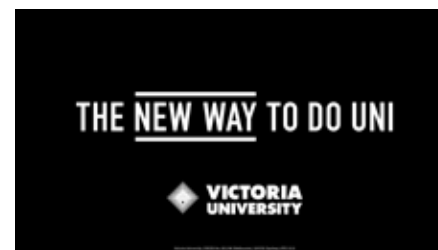
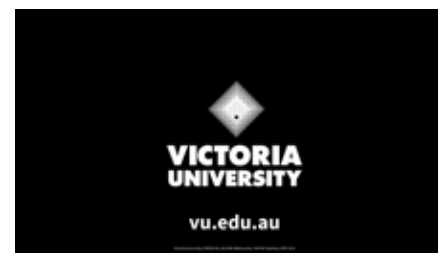
#### CRICOS

Source Sans Regular Sentence Case  
16px / see page 47 for leading and kerning guides.

### NOTE

Please ensure that the CRICOS information is displayed if required. See page 29 for legal requirements.

## VU END FRAMES



## VU POLYTECHNIC FILM & VIDEO

VU Polytechnic has produced a number of films / videos which can be used as reference for how the brand comes to life in these formats.

If you need to produce a film, video, animation or add music to a video, Please seek brand advice / support before producing any work. You can contact the brand team via [brand@vu.edu.au](mailto:brand@vu.edu.au)

**Super text style**  
(based on application to a 1920 x 1080 screen size)

**Right or left aligned**

**Line 1: Name**  
DIN 1451 Engschrift Pro CAPS  
102px / see page 47 for leading and kerning guides.

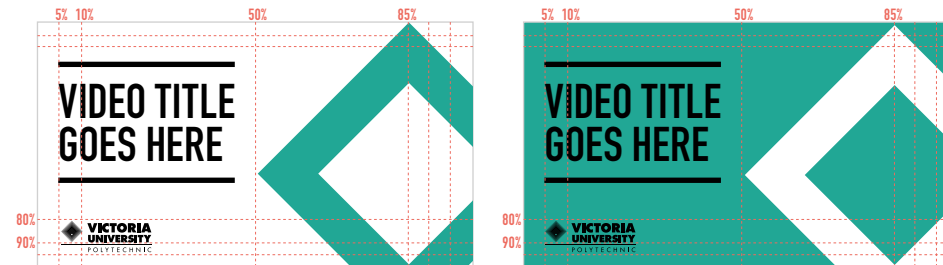
**Line 2-3: Title**  
Source Sans Regular Sentence Case  
48px / see page 47 for leading and kerning guides.

**Please note:** Please make sure the text is legible, if not apply a box behind the text as displayed in the examples to the right.

### NOTE

Please ensure that the CRICOS information is displayed if required. See page 29 for legal requirements.

## VU POLYTECHNIC START FRAMES



Video title and logo should be lined up at 5% horizontal.

The logo should usually sit between 80-95% vertical, unless locked up vertically with video title text.

Large diamond graphic should be centred at 85% vertical.

## VU POLYTECHNIC SUPERS (WRITING / DESCRIPTION / TITLE ON SCREEN)



**Please note:** Please use a Victoria University Polytechnic logo watermark in the top right or left corner throughout the video excluding the start and end frame (first and last image displayed in the video).

## VU POLYTECHNIC FILM & VIDEO

VU Polytechnic has produced a number of films / videos which can be used as reference for how the brand comes to life in these formats.

If you need to produce a film, video, animation or add music to a video, Please seek brand advice / support before producing any work. You can contact the brand team via **brand@vu.edu.au**

**End frame text style**  
(based on application to a 1920 x 1080 screen size)

### Centred

**URL**  
Source Sans Regular Sentence Case  
90px / see page 47 for leading and kerning guides.

**CRICOS**  
Source Sans Regular Sentence Case  
16px / see page 47 for leading and kerning guides.

### NOTE

Please ensure that the CRICOS information is displayed if required. See page 29 for legal requirements.

## VU POLYTECHNIC END FRAMES



# EXAMPLES

To help demonstrate how the VU brand comes to life, we have included a number of examples.

## HERO MESSAGE BRAND COLLATERAL

EXAMPLES ONLY

### OUT OF HOME BILLBOARD

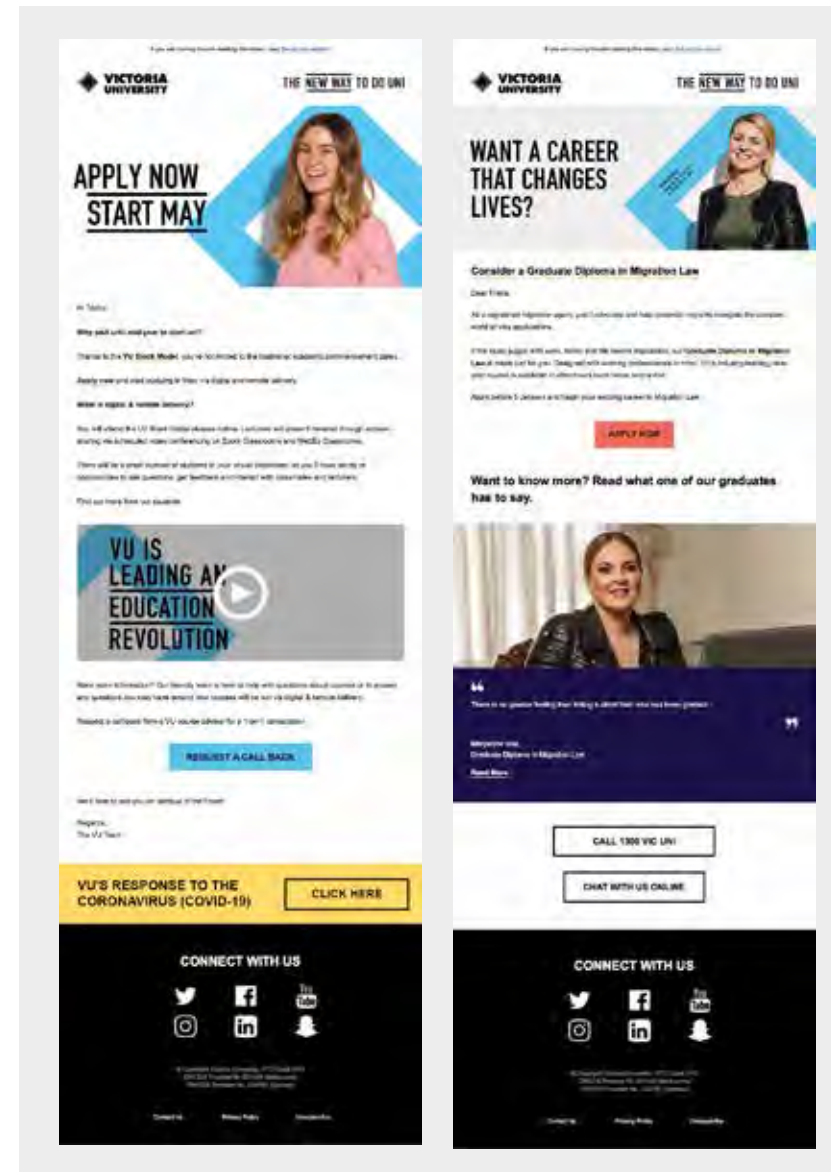
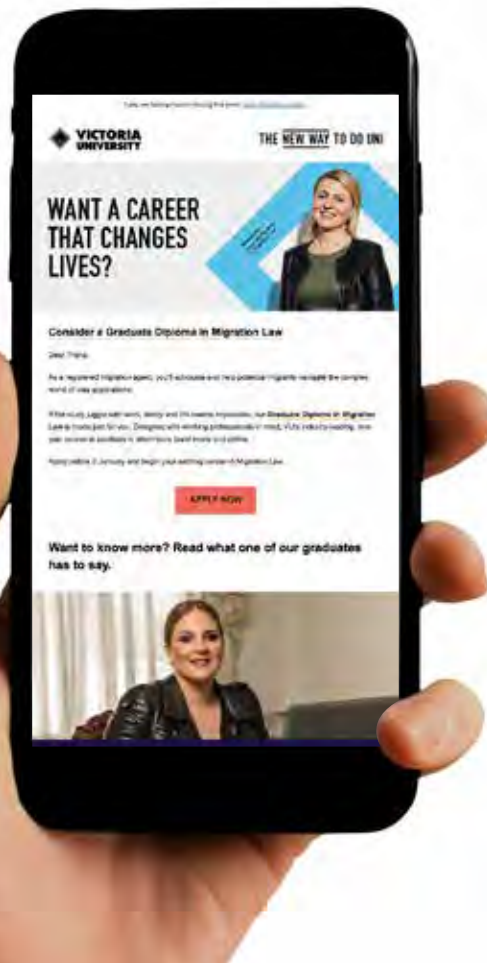


### OUT OF HOME STREET POSTERS





# EMAIL MARKETING



## MERCHANDISE

Geared Up Culcha as our official Victoria University merchandise supplier (for all branded promotional items). This exciting new partnership provides VU staff the opportunity to work with an Indigenous owned and operated provider who actively demonstrates their commitment in sustainable and ethical purchasing.

This partnership has provided us the opportunity to develop a VU branded online ordering portal which includes a wide range of our newly designed branded merchandise that you can now order.

### How do I access the online merchandise portal?

You can access the portal by visiting:

Geared Up Culcha website: <https://orders.gearedupculcha.com/vu/>

VU Intranet – Procurement: <https://intranet.vu.edu.au/Procurement/BrandedMerchandise.asp>

### NOTE

The VU intranet hyperlinks are for staff access only

## EXAMPLES ONLY

Notebook



Lanyard



Pen



Drink Bottle



Savvy Shopper Bag



Calico Bag

