CONTENTS

INTRODUCTION 3

BRANDING 4
ECU LOGO 5
ECU CREST 10
PROCEDURE FOR THE USE OF ECU’S NAME, LOGO AND RELATED WORDS BY PARTNER PROVIDERS OR EXTERNAL ORGANISATIONS 11
CRICOS CODE 12
COMPETITION AND CONSUMER ACT (CCA) INFORMATION 12
TYPOGRAPHY 13
CORPORATE COLOUR SYSTEM 16
SCHOOL COLOUR SYSTEMS 17
SECONDARY COLOUR PALETTE 18

COMMUNICATIONS 19
ACCESSIBILITY/LEGIBILITY 20
ENVIRONMENTAL & SUSTAINABILITY STANDARDS 22
STATIONERY 26
ELECTRONIC STATIONERY & TEMPLATES 31
MULTI-PAGE A4 BROCHURES 35
SINGLE PAGE A4 FLYERS 39
MULTI-PAGE A5 BROCHURES 41
DL BROCHURES 44
POSTERS 47
OTHER PRINT MATERIAL EXAMPLES 48
STUDENT RECRUITMENT STYLE 49
PHOTOGRAPHY/IMAGES 50
SUPPLIER CONTACT DETAILS 52
INTRODUCTION

The visual identity of Edith Cowan University (ECU) is an integral part of its image. The image of the University is expressed not only in the name, logo and colours of its stationery and signage, but also in all printed material concerning each of the campuses, in the buildings – their location, furnishings and maintenance, the rites of passage within schools and service centres, and the communications between students and graduates both on and off campus.

This guide presents the key elements of the ECU corporate visual identity and the guidelines for their use.

In order for the identity to be as effective as possible, the visual identity must be consistent. This can only be achieved if the rules and specifications are observed. All communication materials must adhere to the Corporate Style guidelines. No deviation should be made from the standards laid down in this manual without approval from Brand and Marketing.

If you have any questions with regard to any of the information presented in this guide, contact Brand and Marketing on (61 8) 6304 2703, or email brand@ecu.edu.au.

TRADE MARK

The visual identity is registered as a trade mark. It is protected and cannot be amended or defaced.
ECU LOGO

The promotional logo has been developed for process colour, spot colour and mono applications.

SIZE

The promotional logo is not to be smaller than 25mm width/18mm high.
The promotional logo should also not exceed 30% of the space where it is applied.
Specialist applications that require the logo to be smaller or larger than stated must be approved by Brand and Marketing.

POSITION

The logo should generally always be placed in the top right hand corner of documents or as a second option in the bottom right hand corner. The promotional logo appears on the front of all materials. Examples of logo use are shown in this style guide.

COLOUR

<table>
<thead>
<tr>
<th>Spot</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>Pantone 295</td>
</tr>
<tr>
<td>Red</td>
<td>Pantone 187</td>
</tr>
<tr>
<td>Yellow</td>
<td>Pantone 142</td>
</tr>
</tbody>
</table>

Do not try to re-create any of the logos shown in this document as this can cause inconsistencies.

Use of the ECU logo must in accordance with the ECU Branding and Logo Policy.

Contact Brand and Marketing on (61 8) 6304 2703, or email brand@ecu.edu.au for copies of the logos or details of the policy.

The full colour logo (above), can be printed four-colour process or spot colour.
ONE COLOUR LOGOS

One colour logos are available in black, blue (Pantone 295) or red (Pantone 187) from the primary colour palette.

A  60% of the colour
B  20% tint of the colour
C  100% of the colour

In some cases (screen printing, embossing, foiling and other embellishments), it is not possible to use tints of the Black. The ‘untinted mono logo’ is the most suitable for these applications.

This version of the logo should only be used when it is not possible to apply tints, or if the untinted logo will reproduce better.
ECU LOGO, CO-BRANDS AND ENDORSED BRAND

The ECU logo is at all times considered the master brand. When an organisation is made up of multiple components, such as ECU, (many of which are in the public eye) it’s increasingly important to ensure that the branding and visual representation is consistent and strong. This means avoiding multiple conflicting messages and images – including logos. ECU currently has 8 schools plus numerous research institutes, research centres and service centres. If each of these were allowed their own logo, the ECU brand would become diluted and inconsistent. It is for this reason that no other logos are permitted to be used at ECU, except approved endorsed brands, which currently only includes WAAPA.

Separate logos are not permitted for:

- Schools
- Courses
- Centres

For any questions about co-branding, please don’t hesitate to contact Brand and Marketing on (61 8) 6304 2703.

INTERNAL CO-BRANDS

Internal co-brands involve the name written in the corporate font next to the ECU logo (no line between them) and apply to;

- ECU research institutes
- ECU research centres
- ECU schools

For internal co-brands, the following guidelines apply:

- Both elements (written name and the ECU logo) to be of equal size/height with the ECU logo meeting minimum size requirements
- Both elements (written name and the ECU logo) be positioned side by side, with the ECU logo on the right hand side
- The look and feel of the document, where possible, should reflect that of the master brand (ECU) in terms of style, typography and colours
- The School/Program/Centre name cannot be used in isolation as a logo, it must always appear next to the ECU logo

Co-brand examples are as follows:
EXTERNAL CO-BRANDS

External co-brands are used where ECU has a direct relationship with an external organisation including:

- Offshore partners
- Pathway partners
- Sponsorships

The following guidelines apply to external co-brands:

- The external organisation’s logo appears to the left of the ECU logo, separated by a vertical line
- Both logos to be of equal size/height with the ECU logo meeting minimum size requirements

Here are a few examples:
ENDORSED BRANDS

Endorsed brands – ECU has one endorsed brand: WAAPA.

WAAPA

There are two versions of the logo:

1. **A standalone WAAPA logo** that is to be used on promotional materials that WAAPA are running independently of ECU corporate activities and where the logo meets minimum size requirements of 35mm wide. If minimum size requirements cannot be met then the joint logo (refer point 2 below) is to be used. For large space ads/materials that are A5 or bigger (excluding signage inside WAAPA buildings) the ECU logo is also to appear. In these instances, the WAAPA logo is to appear on the top LHS and the ECU logo to appear on the bottom RHS. The WAAPA program and the WAAPA website are examples of where both logos will appear.

2. **A joint WAAPA/ECU logo** that is to be used when promoting joint ECU corporate/WAAPA activities eg Open Day, Study Guide brochures or adverts for corporate sponsorships. The joint logo must have both logos of equal size/height with the ECU logo meeting minimum size requirements, and both logos to be positioned side by side.
ECU CREST

The visual identity contains a number of elements that combine to represent the University as a unique body.

In its base form, the identity consists of the shield, motto and logotype. Both the shield and logotype have been specially drawn and must never be used in any other form than appears here.

The ECU crest is not to be used as the primary logo on any promotional material. It can only be used on legal documents and University parchments.

THE SHIELD

The shield is the central element of the coat of arms, and is the element that will be the most accessible visual representation of the University. The shield begins at the base with three red flames separated by two white flames rising from a torch into a white aura that extends into a field of dark blue. One star of seven points, three stars of six points and one star of five points are placed in the first quarter of the shield, with the upper three stars being crossed with five wavy bars of alternate gold and dark blue.

The flames are representative of knowledge and achievement within an aura of enlightenment. The white aura extends into the dark blue night sky. The five stars symbolise the Southern Cross over Australia, and also indicate the three campuses and the outside world and allude to both the shimmering night sky and the ocean which claims the northern, western and southern boarders of Western Australia. The colours of red, white and blue correspond with the colours of the Australian flag, while gold gives reference to the Western Australian state flag.

THE LOGOTYPE

The logotype is a serif typeface based on the formal Roman square capitals, used for monumental inscriptions in stone. The uniqueness and strength of the ECU is maximised by its visual appearance and the use of another typeface will serve only to decrease the overall communicative impact.

THE MOTTO

The motto “Freedom Through Knowledge” is applied under the shield within a ribbon and is set in Friz Quadrata Bold capitals.

The logotype can be set in one line next to the shield, however the relationship between the type size and the shield size does not vary. Only larger applications should be considered when using this relationship.

COLOUR

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot</td>
<td>Process</td>
<td>CMYK</td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone 295</td>
<td>C:100</td>
<td>M:56</td>
</tr>
<tr>
<td>Red</td>
<td>Pantone 187</td>
<td>C:0</td>
<td>M:91</td>
</tr>
<tr>
<td>Yellow</td>
<td>Pantone 142</td>
<td>C:0</td>
<td>M:23.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y:0</td>
<td>K:34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y:73</td>
<td>K:23.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y:76</td>
<td>K:0</td>
</tr>
</tbody>
</table>
PROCEDURE FOR THE USE OF ECU’S NAME, LOGO AND RELATED WORDS BY PARTNER PROVIDERS OR EXTERNAL ORGANISATIONS

GENERAL REQUIREMENTS
ECU’s name or logo may be used in marketing and publicity materials relating to the University, if the following conditions are met:

a) If there is an official relationship between the University and the organisation (for example a partnership, sponsorship or professional association);
b) The logo usage must comply with ECU’s style guidelines (note minimum size of 25mm wide x 18mm high);
c) The logo must not be recreated or adjusted as this can cause inconsistencies;
d) Written approval is provided by the Brand, Marketing and Creative Services Manager each time the logo is used. Approval can be sought by emailing brand@ecu.edu.au;
e) If relevant, the content is approved by the relevant School/Department/Service Centre before it is submitted to Brand, Marketing and Creative Services for approval.

PARTNER PROVIDERS
It is critical that provider and course accreditation is accurately communicated to the market at all times. This procedure applies where:

a) The course is not an ECU course;
b) The students are likely to articulate, with or without advanced standing, to an ECU course;
c) ECU has a significant role in the offering or delivery of the course. This could include use of ECU’s course materials or support services provided by ECU staff such as consultancy, training or moderation;
d) A written institution-to-institution Agreement is in place.

TESTAMURS AND TRANSCRIPTS
ECU’s name or logo may be used on a testamur or transcript if all the following conditions are met:

a) The logo usage must comply with ECU’s style guidelines (note minimum size of 25mm wide x 18mm high) and be accompanied by the words ‘recognised by’ and not any other words;
b) The logo must be placed in the bottom right-hand corner while the partner’s name, logo and status as awarding body are displayed in the top half of the document;
c) The partner’s associated documentation makes it clear at all times that the award is the partner’s award and not a ‘double-badged’ or ‘joint’ award with ECU;
d) Display of the logo satisfies any relevant local regulations;
e) The document must not bear the signature of an ECU employee or be signed on behalf of ECU;
f) The layout of each testamur or transcript is endorsed by the Deputy Vice-Chancellor (International);
g) Testamurs and transcripts are approved by the Senior Deputy Vice-Chancellor;
h) Testamurs and transcripts logo usage is approved by the Brand, Marketing and Creative Services Manager.

Contact Brand and Marketing (61 8) 6304 2703 or email brand@ecu.edu.au for copies of the logo.
CRICOS CODE

Our ECU Institution CRICOS number MUST be identified in all of our hard copy publications, web pages and emails if the staff member is making offers or giving guidance to overseas students or potential overseas students to come and study at ECU.

Our ECU CRICOS Number is CRICOS IPC 00279B

COMPETITION AND CONSUMER ACT (CCA) INFORMATION

The Competition and Consumer Act imposes obligations in the areas of restrictive trade practices, consumer protection and unconscionable conducts.

All university staff are expected to be familiar with the general provisions of the CCA particularly staff involved in:

• Providing courses
• Purchasing or supplying goods or services
• Advertising, promotions and marketing

It is important to understand your responsibilities when creating internal and external communications representing ECU. Be aware of what may constitute misleading or deceptive conduct in order to avoid it. The Competition and Consumer Act prohibits both conduct which is misleading or deceptive, and conduct that is likely to mislead or deceive, intent is irrelevant.

For more information on your obligations, email compliance@ecu.edu.au.
TYPOGRAPHY

All student-related ECU marketing, promotional and advertising materials should be designed and produced using the typeface FF Mark. If FF Mark is not available alternative typefaces are Houschka or Arial. All non-student related ECU Corporate materials (eg. Annual Reports, Research journals) should use Arial, as it produces a more conventional finish.

When using FF Mark for body copy, use regular 8-10pt. For headings, the preference is to use bold 24/26. Sub headings should be bold 10/12pt.

Please note examples of how this typeface is deployed as below:

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*FF Mark Light*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*FF Mark Regular*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*FF Mark Medium*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*FF Mark Bold*
**ALTERNATIVE FONTS**

Where the FF Mark a font is not available, Houschka or Arial should be used.

As a general guideline, Houschka Medium or Arial Regular are used for body copy and sub-headings and Houschka DemiBold, Houschka Bold or Arial Bold are used for headings and headlines (Houschka Light may be used for body if needed but must be no less than 10pt and must be 100% black). Italic versions of the font family may be used where needed. It is preferable to use black copy on light backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough to provide a good contrast with the background.

**HOUSCHKA**

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houschka Light</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>12345678910</td>
</tr>
<tr>
<td>Houschka Light Italic</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>12345678910</td>
</tr>
<tr>
<td>Houschka Medium</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>12345678910</td>
</tr>
<tr>
<td>Houschka DemiBold</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>12345678910</td>
</tr>
<tr>
<td>Houschka Bold</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>12345678910</td>
</tr>
</tbody>
</table>
HEADLINES

For headlines and standout copy of 16pt and above, there are variations of the Houschka letterforms to add interest. These glyph changes are not to be made for the body copy or large blocks of content. Headings are generally in uppercase but where necessary, in lowercase also.

Letters affected by these glyph changes are highlighted below:

A E F H N P R Y
b d g m n p q r

ARIAL

As a general guideline, Arial Regular is used for body copy and Arial Bold is used for headings and headlines. Examples of Arial font use are shown in this style guide in the ‘Electronic stationery’ section.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*Arial Regular*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910
```

*Arial Bold*

Please note: There are a number of typefaces used for the ECU crest and the ECU promotional logo including Friz Quadrata and Helvetica Condensed. You should not require these typefaces as you should not ever try to recreate the logotypes. Always use the logos supplied by Brand and Marketing.

Univers is only accepted for stationery applications or existing logos that use Univers.
CORPORATE COLOUR SYSTEM

The ECU corporate colours include:

Blue  
Pantone 295

Red   
Pantone 187

Yellow  
Pantone 142

Grey  
Pantone Cool Grey 11

<table>
<thead>
<tr>
<th>Spot</th>
<th>Process</th>
<th>CMYK</th>
<th>M:56</th>
<th>Y:0</th>
<th>K:34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>Pantone 295</td>
<td>C:100</td>
<td>C:100</td>
<td>M:56</td>
<td>Y:0</td>
</tr>
<tr>
<td>Red</td>
<td>Pantone 187</td>
<td>C:0</td>
<td>M:91</td>
<td>Y:73</td>
<td>K:23.5</td>
</tr>
<tr>
<td>Yellow</td>
<td>Pantone 142</td>
<td>C:0</td>
<td>M:23.5</td>
<td>Y:76</td>
<td>K:0</td>
</tr>
<tr>
<td>Grey</td>
<td>Pantone Cool Grey 11</td>
<td>C:0</td>
<td>M:0</td>
<td>Y:0</td>
<td>K:70</td>
</tr>
</tbody>
</table>

Pantone Blue 295 is the core colour within the ECU corporate image, accented with the red and yellow.

Two new corporate colours were developed as part of student recruitment colour pallet.

The corporate colours should be used for promotional materials (both print and digital), such as brochures and ads, as well as for the University as a whole.

<table>
<thead>
<tr>
<th>Spot</th>
<th>Process</th>
<th>CMYK</th>
<th>M:48</th>
<th>Y:99</th>
<th>K:0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>CMYK</td>
<td>C:41</td>
<td>M:28</td>
<td>Y:22</td>
<td>K:70</td>
</tr>
</tbody>
</table>

Primary  
Secondary
SCHOOL COLOUR SYSTEMS

BUSINESS & LAW
Main – Pantone 2075C – CMYK 56, 60, 0, 0
Over layered – Pantone 688C CMYK 70, 77, 7, 23
Support – Pantone 537C – CMYK 21, 7, 2, 3

MEDICAL & HEALTH SCIENCES
Main – Pantone 1788 – CMYK 0, 88, 82, 0
Over layered – Pantone 186C CMYK 12, 100, 91, 3
Support – Pantone 1205C – CMYK 2, 3, 43, 0

ARTS & HUMANITIES
Main – Pantone 466C – CMYK 0, 35, 69, 0
Over layered – Pantone 465C CMYK 9, 29, 66, 24
Support – Pantone 707C – CMYK 0, 36, 8, 0

NURSING & MIDWIFERY
Main – Pantone 2171C – CMYK 72, 17, 0, 0
Over layered – Pantone 7690C CMYK 95, 41, 10, 0
Support – Pantone 7464C – CMYK 35, 0, 18, 0

TEACHER EDUCATION
Main – Pantone 1925C – CMYK 0, 97, 50, 0
Over layered – Pantone 1945C CMYK 5, 100, 55, 28
Support – Pantone 7537C – CMYK 18, 8, 20, 24

ENGINEERING & TECHNOLOGY
Main – Pantone 2384C – CMYK 99, 48, 1, 14
Over layered – Pantone 7692C CMYK 100, 45, 0, 45
Support – Pantone 2330C – CMYK 13, 9, 13, 0

SCIENCE
Main – Pantone 5415C – CMYK 56, 24, 11, 34
Over layered – Pantone 7545C CMYK 58, 32, 18, 54
Support – Pantone 2099C – CMYK 36, 38, 1, 0

WAAPA
Main – Pantone 682C – CMYK 24, 86, 4, 28
Over layered – Pantone 7650C CMYK 24, 98, 0, 41
Support – Pantone 707C – CMYK 0, 36, 8, 0
# SECONDARY COLOUR PALETTE

## COLOUR BREAKDOWN AND IMPLEMENTATION

<table>
<thead>
<tr>
<th>To be used for graphic elements, such as background elements and graphic shapes</th>
<th>Able to be used in headings and subheadings</th>
<th>Can be used as ‘highlighted text’ to draw attention to important copy in a paragraph</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Yellow" /></td>
<td><img src="#" alt="Yellow" /></td>
<td><img src="#" alt="Yellow" /></td>
</tr>
<tr>
<td>C2 M3 Y43 K0</td>
<td>C2 M13 Y88 K14</td>
<td>C2 M13 Y88 K14</td>
</tr>
<tr>
<td><img src="#" alt="Light Blue" /></td>
<td><img src="#" alt="Light Blue" /></td>
<td><img src="#" alt="Light Blue" /></td>
</tr>
<tr>
<td>C21 M7 Y2 K3</td>
<td>C43 M25 Y3 K8</td>
<td>C43 M25 Y3 K8</td>
</tr>
<tr>
<td><img src="#" alt="Pink" /></td>
<td><img src="#" alt="Pink" /></td>
<td><img src="#" alt="Pink" /></td>
</tr>
<tr>
<td>C0 M36 Y8 K0</td>
<td>C0 M53 Y17 K0</td>
<td>C0 M53 Y17 K0</td>
</tr>
<tr>
<td><img src="#" alt="Orange" /></td>
<td><img src="#" alt="Orange" /></td>
<td><img src="#" alt="Orange" /></td>
</tr>
<tr>
<td>C0 M39 Y51 K0</td>
<td>C2 M55 Y69 K0</td>
<td>C2 M55 Y69 K0</td>
</tr>
<tr>
<td><img src="#" alt="Gray" /></td>
<td><img src="#" alt="Gray" /></td>
<td><img src="#" alt="Gray" /></td>
</tr>
<tr>
<td>C36 M38 Y1 K0</td>
<td>C53 M52 Y3 K0</td>
<td>C53 M52 Y3 K0</td>
</tr>
<tr>
<td><img src="#" alt="Light Gray" /></td>
<td><img src="#" alt="Light Gray" /></td>
<td><img src="#" alt="Light Gray" /></td>
</tr>
<tr>
<td>C13 M9 Y13 K0</td>
<td>C10 M11 Y17 K27</td>
<td>C10 M11 Y17 K27</td>
</tr>
<tr>
<td><img src="#" alt="Light Blue" /></td>
<td><img src="#" alt="Light Blue" /></td>
<td><img src="#" alt="Light Blue" /></td>
</tr>
<tr>
<td>C45 M1 Y0 K1</td>
<td>C60 M9 Y0 K0</td>
<td>C60 M9 Y0 K0</td>
</tr>
<tr>
<td><img src="#" alt="Teal" /></td>
<td><img src="#" alt="Teal" /></td>
<td><img src="#" alt="Teal" /></td>
</tr>
<tr>
<td>C35 M0 Y18 K0</td>
<td>C54 M9 Y27 K0</td>
<td>C54 M9 Y27 K0</td>
</tr>
<tr>
<td><img src="#" alt="Gray" /></td>
<td><img src="#" alt="Gray" /></td>
<td><img src="#" alt="Gray" /></td>
</tr>
<tr>
<td>C18 M8 Y20 K24</td>
<td>C24 M11 Y24 K33</td>
<td>C24 M11 Y24 K33</td>
</tr>
</tbody>
</table>
ACCESSIBILITY/LEGIBILITY

Legibility is a key consideration when producing any printed material.

Many factors can affect legibility including the individual reader’s level of vision and the design, layout and font size/style of the printed material produced. If legibility is poor, the objective of the communication is lost.

To ensure optimal legibility, the following principles must be adhered to when producing any printed communications:

STOCK CHOICE
Should be good quality and thick enough to ensure there is no show through. Matt/satin finish on non-reflective paper is preferred as glare from glossy paper can lessen legibility.

DESIGN LAYOUT
Headings and important information should be clear and highlighted in bold. Avoid underline or italics, use images/diagrams to explain things and where possible use left aligned text.

FONT CHOICE
Minimum of 10 point where possible, avoid italic, uppercase only, underlining, handwriting, ornate or condensed typefaces. Avoid combining red and green colours in lettering as this presents difficulty for people who are colour blind.

Reference: www.visionaustralia.org.au

COLOUR CONTRAST
Black text on white background provides best contrast, and white text on sufficiently dark background also provides good colour contrast. A useful tool to give an indication of the contrast between text and background colours is the Vision Australia’s Colour Contrast Analyser. This Analyser is available as a free downloadable resource at www.visionaustralia.org.au

TEXT LAYOUT
Avoid indenting text, avoid full justification, use wide margins where a document is to be bound, leading (spacing between text) should be at least 25 – 30% of the point size. Generous spacing between paragraphs.

Reference: www.visionaustralia.org.au

ACCESSIBILITY/LEGIBILITY CHECKLIST
Below is a useful tool to utilise when briefing and reviewing any printed material you wish to produce, to ensure accessibility and legibility guidelines are met.

<table>
<thead>
<tr>
<th>Text</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you used:</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>- plain English?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- clear headings?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- short sentences?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- no jargon?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- pictures and diagrams where appropriate?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is all text at least a minimum of 10 pt type size?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is there significant colour contrast between the text and the background?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you avoided using UPPER CASE, underlining and italics?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has the information been printed on matt or satin non-reflective paper?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the text uncluttered with no background graphics, patterns and watermarks?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the text left aligned where possible?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is important information in bold or larger print?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Diagrams reproduced with thanks to Vision Australia, Blindness and Low Vision Services (www.visionaustralia.org.au. Information sources from Vision Australia and Disability Services Commission.)
ENVIRONMENTAL & SUSTAINABILITY STANDARDS

ECU is committed to reducing its environmental footprint by implementing strategies and technologies that minimise waste of resources, prevents pollution and demonstrates environmentally sensitive development, innovation and continuous improvement.

When producing printed communications the following should be considered to reduce environmental impact:

MONO TEMPLATES

Where collateral is not being used for recruitment purposes, we recommend the use of mono templates to reduce the amount of ink used when printing. A selection of mono templates are available for your use and can be found at www.ecu.edu.au/marketing/templates. The following are examples of what is available:

flyer-mono-A4.doc

flyer-mono-landscape-A4.doc
**PAPER STOCKS & INKS**

**RECOMMENDED STOCK**

For ECU publications (e.g. Prospective Student Brochures), we recommend ‘Monza Satin’, which is a 55% recycled environmentally friendly stock. See the table below for recommended paper stock. Check with your Brand, Marketing and Creative Services Manager or the Design Agency to find out which stock is appropriate for your needs.

<table>
<thead>
<tr>
<th>Artwork/project kind</th>
<th>ECU Preferred Paper Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>6pp DL brochure</td>
<td>150gsm Monza Satin scored and folded</td>
</tr>
<tr>
<td>8pp DL brochure</td>
<td>150gsm Monza Satin scored and folded</td>
</tr>
<tr>
<td>A4 double sided flyer</td>
<td>150gsm Monza Satin scored and folded</td>
</tr>
<tr>
<td>A4 single sided poster/brochure</td>
<td>150gsm Monza Satin</td>
</tr>
<tr>
<td>A5 or A4 6pp roll folded brochure</td>
<td>150gsm Monza Satin scored and folded</td>
</tr>
<tr>
<td>A5 or A4 saddle stitched brochure</td>
<td>150gsm Monza Satin for &lt;16pp or 250/130gsm for &gt;16pp</td>
</tr>
<tr>
<td>12pp A4 brochure</td>
<td>150gsm Monza Satin for &lt;16pp or 250/130gsm for &gt;16pp</td>
</tr>
<tr>
<td>16pp A4 brochure</td>
<td>250gsm Monza Satin Matt lam/130gsm Monza Satin</td>
</tr>
<tr>
<td>24pp A4 brochure</td>
<td>250gsm Monza Satin Matt lam/130gsm Monza Satin</td>
</tr>
<tr>
<td>32pp A4 brochure</td>
<td>250gsm Monza Satin Matt lam/130gsm Monza Satin</td>
</tr>
<tr>
<td>A3 single sided poster</td>
<td>170gsm Monza Satin</td>
</tr>
<tr>
<td>A2 Poster</td>
<td>170gsm Monza Satin</td>
</tr>
<tr>
<td>Large format poster (A1+)</td>
<td>Usually photosatin or 350gsm with laminate</td>
</tr>
<tr>
<td>Corporate Folders</td>
<td>300gsm Pacesetter, sealer varnish</td>
</tr>
<tr>
<td>Pullup banner</td>
<td>Premium Rolla Speed Pullup banner</td>
</tr>
</tbody>
</table>
CONSIDERATIONS TO MINIMISE THE ENVIRONMENTAL EFFECTS WHEN PRINTING ECU PUBLICATIONS

When we think of environmentally friendly paper stock, we automatically think of “recycled stock” but it isn’t the only “green” choice. There are many other influential factors that determine the environmental credentials of a paper stock. For example:

- Does the paper come from a sustainably managed forest?
- What chemicals are used in the manufacturing process?
- Does the production process have a certification?
- How is waste and energy used in the manufacturing process?

The paper industry is aware of these issues and has been pro-active in embracing a number of accreditation initiatives designed to give consumers the information and confidence needed to make informed decisions about paper. Some of these accreditation symbols and meanings are included to assist you in making your paper stock choice.

By selecting an environmentally accredited paper you will help to:

- Provide a market for recycled products
- Ensure sustainable forest harvesting is occurring
- Ensure the manufacturing of the paper has minimal environmental impact on the surrounding community and ecosystems
- Ensure less energy is used in the whole life of the paper

What you can look for:

- Select paper with an accredited eco label
- Specify paper manufactured using a minimum of chlorine (Total Chlorine Free [TCF] or Elemental Chlorine Free [ECF] processes)
- For papers containing virgin (non-recycled) fibres, specify paper with pulp from third party certified sustainably managed forests

Printing Ink considerations:

The use of ink affects both the environment (through manufacturing and use) with some inks also causing medical problems for printing staff as they contain hazardous substances. Cleaning the inks from printing presses can also require the use of powerful cleaning agents.

By considering the environmental factors of ink choice you will help to:

- Reduce the amount of hazardous chemicals printing staff are exposed to
- Reduce potentially harmful emissions to the air

What you can ask for:

- Specify mineral free inks (i.e. vegetable, soy or water based) wherever possible
- Design for minimal ink coverage
MINIMUM ENVIRONMENTAL & SUSTAINABILITY REQUIREMENTS

The following icons provide the ability to highlight ECU’s support and use of environmentally friendly and sustainable paper stock. When selecting paper stock, at least one of the following should be adhered to. The relevant logo can be displayed on the artwork where relevant.

EXAMPLE PAPER ICONS AND WHAT THEY MEAN

<table>
<thead>
<tr>
<th>Icon</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Recycled" /></td>
<td>Manufactured with recovered fibre from existing paper products.</td>
</tr>
<tr>
<td><img src="image" alt="ISO" /></td>
<td>Paper is manufactured by a mill that is accredited as meeting the International Organisation for Standardisation.</td>
</tr>
<tr>
<td><img src="image" alt="ECF" /></td>
<td>Made without the use of elemental chlorine.</td>
</tr>
<tr>
<td><img src="image" alt="Forest" /></td>
<td>Paper from managed plantation forests.</td>
</tr>
<tr>
<td><img src="image" alt="EMS" /></td>
<td>EMS Environmental Management System Environmental matters addressed through a documented system.</td>
</tr>
<tr>
<td><img src="image" alt="Energy" /></td>
<td>Energy obtained from sources that can be naturally replenished. Current forms used by paper mills include solar, hydroelectricity (commercial and small-scale), biomass, wave and wind power.</td>
</tr>
</tbody>
</table>
STATIONERY

The corporate ECU stationery is the standard stationery used by all campuses for all corporate purposes.

A full sized layout of the ECU range of stationery are shown on the following pages.

RANGE
Letterhead, with compliments slip, business card, DL, C4/C5, C6 envelope plus an embossed variation for the Vice-Chancellor’s letterhead and with compliments slip.

CRICOS CODE
CRICOS IPC 00279B – must appear on all ECU materials.

COLOURS
3 spot (Pantone Red 187, Pantone Blue 295 and Pantone Yellow 142)

CERTIFICATE TEMPLATE STOCK
Certificate template stock can be organised by contacting Brand and Marketing.
BUSINESS CARDS

Business card – front
(Actual size)

Univers LT Std 67 Bold Condensed, 11pt (13pt)
Univers LT Std 57 Condensed, 8pt (10.5pt)

Business card – back
(Actual size)

Tracking between -10 to -15 maybe required.
ENVELOPES

Sizes

Standard DL sized envelope, either windowed or non-windowed.
Standard C4/C5 sized envelope, either windowed or non-windowed.
Standard C6 sized envelope, either windowed or non-windowed.

The layout below is standard for all envelope sizes.
ELECTRONIC STATIONERY & TEMPLATES

ELECTRONIC FLYER

A range of templates have been developed to enable you to produce simple flyers in-house, utilising each of ECU’s corporate colours, plus the school colour systems. Basic templates have been created in both A4 and A3, portrait and landscape layout. There are also three flyer templates with image placement suggestions. All templates are also available in a lighter shade colour option for each colour system. If you would rather not produce your documents in this way or require basestock for overprinting, you can brief ECU’s preferred design supplier, key2creative. For small print runs (quantity under 200) or simple overprinting jobs, Fuji Xerox Australia can be used.

Size

A4 – 210mm wide x 297mm high
A3 (basic templates only) – 297mm wide x 420mm high

Location

Downloadable Word templates are available from the Brand and Marketing website at www.ecu.edu.au/marketing/templates

Examples of flyers from the Corporate blue colour suite are below.

[Images of flyers]

flyer-blue-basic.doc
flyer-blue-basic-landscape-A3.doc
flyer-blue-header-image.doc
flyer-blue-image-long.doc

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English.
ELECTRONIC COVERS EXAMPLES

cover-mono.doc  cover-plain.doc

Cover-SW-outside-building-1.doc  Cover-JO-Ngoolark-building.doc  Cover-JO-students-outside-building-1.doc
POWERPOINT TEMPLATES

Each Powerpoint template style is available in: blue, red and plain white. A print friendly plain white option of each template style is also available. This is only to be used if you are intending to print your presentation rather than present it. Examples of each template type are shown below.

Location
Downloadable Powerpoint templates are available from the Brand and Marketing website at www.ecu.edu.au/marketing/templates

Template-1-blue.ppt
Template-2-blue.ppt
Template-3-blue-swirls.ppt
Template-4-blue-swirls.ppt
Template-5-red.ppt
Template-6-red.ppt
POWERPOINT TEMPLATE EXAMPLES

Template-7-blue.ppt

Template-8-red.ppt

Template-9-plain.ppt
MULTI-PAGE A4 BROCHURES

These brochures should be designed by ECU’s preferred graphic design supplier, key2creative, unless an exemption is provided by Brand and Marketing. The following pages give a description of the basic guidelines used to layout ECU brochures. However, the style has been developed to allow for flexibility while producing a consistent feel to all ECU materials. Elements such as the ECU logo placement in the top right hand corner and the Edith Cowan University and School name in the top left hand corner should be adhered to. Other elements are variable and should be used as the building blocks to use to design an appropriate solution to your communication needs. The following examples demonstrate both the flexibility and consistency of the ECU style.

A4 COVER LAYOUT

MANDATORY/FIXED ELEMENTS

ECU logo The ECU logo appears in the top right hand corner of the page – it is 40mm wide x 30mm deep.

Edith Cowan University The words ‘Edith Cowan University’ – FF Mark Bold 14pt type on 18pt leading 70% Black always appear in the top left hand corner positioned 8.5mm from the top and 10mm in from the left of the page. Additionally as an option the School name or course name/description or publication description can appear below this – FF Mark Medium 14pt type on 18pt leading.

VARIABLE ELEMENTS

Main heading type and panel The main headings are used for the front cover of the document or to indicate a new section within the document. The type is FF Mark Bold in white reversed out of a coloured panel. The type is centred vertically within the box. The size is dependent on the length of words used. The main heading appears in a coloured panel 70-90mm deep whenever possible. It is not ideal but this panel can be varied in size if necessary.

Sub-headings A sub-heading can be used if required in FF Mark Medium or Bold – the size is dependent on the length of words used.

Colour options See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available.

Cover image The remaining area below the colour panel can be utilised to show imagery. One main image is preferable but other options of an additional three image split down the right hand edge or directly below the coloured panel can be equally effective.

Additional elements Other subheadings/type may sometimes be required on the cover to effectively communicate required information, the font family of FF Mark should be used for any other wording.
A4 INTERNAL LAYOUT

As each publication requires different types of information to be communicated the internal layouts of documents are not fixed. The following pages give various examples of brochure layouts to conform to the ECU style. The following elements are the basis of the design and layout of ECU documents. Refer to the following examples of brochure layouts, other examples are also available by contacting Brand and Marketing.

Font

FF Mark family of fonts are used. Body text is normally a minimum of 8-10pt FF Mark Regular, 85% Black. The standard is to use black copy on a white background where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background (white type should not more than exceed 30% of the brochure content).

Margins

Minimum margins 10mm from all edges and folds.

Page numbers


Colours

See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available. The ECU style would be described as colourful and use of panels of colour, both tinted and darker shades of the palette of colours gives a lot of flexibility in the brochure layout to highlight and communicate different points.
A4 BACK PAGE LAYOUT

Coloured panel  The main heading coloured panel at the same depth as the cover is continued onto the back page (70-90mm deep whenever possible).

Grey panel  The remainder of the back page should be a continuation of the front cover image or grey if not suitable (50% tint of black).

Contact details  The relevant contact details appear in the coloured panel that continues across the top of the page. The text box usually appears 10mm from the left. The font is white FF Mark Medium, 10pt on 13pt leading and with a space before of 1mm between the address and telephone/email contact details. The words ‘MORE (or FURTHER) INFORMATION’ or ‘CONTACT DETAILS’ appear at the top of the copy, all caps, FF Mark Medium, 10pt on 13pt leading.

Cricos code  This is mandatory and must be included underneath the contact details: CRICOS IPC 00279B. The font is FF Mark Light, 7pt.

Disclaimer line  The disclaimer line appears in FF Mark, 6-7pt.

“Every effort has been made to ensure that the information in this publication is correct at the time of printing. The information is subject to change from time to time and the University requests the right to add, vary or discontinue courses or impose limitations on enrolments in any course. The publication constitutes an expression of interest and is not to be taken as a firm offer or understanding.”

Print code  A brochure code often appears in the bottom right indicating the job code, the producer of the work and print date. This helps with filing and reordering.

For example: key2creative_31800_08/16 or Designed by 303 04/06 DECU0410

Greening ECU  ECU is committed to reducing the environmental impact by conducting its activities in a socially and environmentally responsible manner. Brochures printed by printer and paper manufacturers certified to ISO 14001, the internationally recognised standard for environmental management, may include this message. The relevant logos as per the Environmental and Sustainability guidelines may also be added.

“GREENING ECU: Edith Cowan University is committed to reducing the environmental impact associated with its operations by conducting its activities in a socially and environmentally responsible manner. This includes implementing strategies and technologies that minimise waste of resources and demonstrate environmentally sensitive development, innovation and continuous improvement.”
SINGLE PAGE A4 FLYERS

LAYOUT
The basic elements of a single-sided or double-sided flyer are the same as those of an A4 document with the main difference being that information appears on the front rather than just an image and also there is more chance that the top coloured panel will be a smaller depth depending on the amount of information required. Refer to the following examples of flyer layouts, other examples are also available by contacting Brand and Marketing.

MANDATORY/FIXED ELEMENTS

ECU logo
The ECU logo appears in the top right hand corner of the page – it is 40mm wide x 30mm deep.

ECU Cowan University
The words ‘Edith Cowan University’ – FF Mark 14pt type on 18pt leading 70% Black always appear in the top left hand corner positioned 8.5mm from the top and 10mm in from the left of the page. Additionally as an option the School name or course name/description or publication description can appear below this – FF Mark 14pt type on 18pt leading.

Font
FF Mark family of fonts are used.
Body text is normally a minimum of 8-10pt FF Mark Regular, 85% Black. It is preferable to use black copy on light backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background.

Contact details
The relevant contact details appear in a grey panel (50% tint of black) across the base of the back page. The font is white FF Mark Medium, with a space before of 1mm between the address and telephone/email contact details. The words ‘MORE (or FURTHER) INFORMATION’ or ‘CONTACT DETAILS’ appear at the top of the panel, all caps, FF Mark Medium, in black.

Cricos code
This is mandatory and must be included underneath the contact details: CRICOS IPC 00279B. The font is Ff Mark, 7pt.

VARIABLE ELEMENTS

Main heading type and panel
The main headings are used for the front cover of the document or to indicate a new section within the document. The type is FF Mark Bold in white reversed out of a coloured panel. The type is centred vertically within the box and usually ranged right 10mm in from the right hand edge of the page, the size is dependent on the length of words used.

Sub-headings
A sub-heading can be used if required in FF Mark Medium or Bold – the size is dependent on the length of words used.

Colour options
See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available.

Images
The remaining area below the colour panel can be utilised to show imagery. One main image is preferable but other options of additional images down the right hand edge or directly below the coloured panel can be equally effective.
EDITH COWAN UNIVERSITY

GRADUATE CERTIFICATE OF EXERCISE SCIENCE
(Strength and Conditioning)

The Graduate Certificate of Exercise Science Strength and Conditioning provides an opportunity for students to develop specific skills and knowledge in the area of strength and conditioning. It is designed to prepare students for careers in the exercise science industry, or to enhance their qualifications as a support staff member within a strength and conditioning environment.

Why Choose Exercise Science at ECU?

ECU is one of the fastest growing universities in Australia. With a wide range of exciting degrees on offer, we have a comprehensive range of exercise science courses to suit your needs.

Why Study at ECU?

- ECU is ranked in the Top 150 universities in the world for Business and Economics.
- ECU has been rated the maximum five stars in Good Universities Guide.
- ECU is known for its unique industry partnerships and active workplace placements.
- ECU is one of the only universities in WA offering a course in Exercise Science.
- ECU offers a range of scholarships and bursaries to support your studies.

Course Structure

- SPS5133 Exercise Science: Fundamentals
- SPS5134 Exercise Science: Neuromuscular and Motor Control
- SPS5135 Exercise Science: Performance
- SPS5136 Exercise Science: Research Methods

Contact ECU by:
- Futurestudy@ecu.edu.au
- International@ecu.edu.au
- 134 ECU (134 328) or (61 8) 6304 0000

Flexible and Online

- ECU offers our Exercise Science courses online, allowing you to study from anywhere in the world.
- ECU has a wide range of distance learning options to suit your needs.

Why Study Exercise Science at ECU?

- ECU offers a comprehensive range of exercise science courses to suit your needs.
- ECU has a wide range of industry partnerships and active workplace placements.
- ECU offers a range of scholarships and bursaries to support your studies.
- ECU is one of the only universities in WA offering a course in Exercise Science.

For more information on Exercise Science at ECU, please visit our website or contact our friendly team.

ECU Home to an exciting range of Exercise Science courses, including:

- Bachelor of Applied Science Exercise Science
- Bachelor of Science Exercise Science
- Bachelor of Science Exercise Science (Honours)
- Bachelor of Science Exercise Science (Honours)
- Bachelor of Science Exercise Science (Honours)
- Bachelor of Science Exercise Science (Honours)
- Bachelor of Science Exercise Science (Honours)

SINGLE PAGE A4 FLYER EXAMPLES

Double sided A4 flyer

Front and back

Double sided A4 flyer (Recruitment Style)

Front and back
MULTI-PAGE A5 BROCHURES

The following pages give a description of the basic guidelines used to layout ECU brochures. These brochures should be designed by ECU’s preferred graphic design supplier, key2creative unless an exemption is provided by Brand and Marketing. The style has been developed to allow for flexibility while producing a consistent feel to all ECU materials. Elements such as the ECU logo placement in the top right hand corner and the ‘Edith Cowan University’ and school name in the top left hand corner should be adhered to. Other elements are variable and should be used as the building blocks to use to design an appropriate solution to your communication needs. The following examples demonstrate both the flexibility and consistency of the ECU style.

A5 COLOUR LAYOUT

MANDATORY/FIXED ELEMENTS

<table>
<thead>
<tr>
<th>ECUS logo and panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ECU logo appears in the top right hand corner of the page – it is 27mm wide x 20mm deep.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Edith Cowan University and School Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>The words ‘Edith Cowan University’ – FF Mark Bold 12pt type on 14pt leading, 70% black always appear in the top left hand corner, positioned 8.5mm from the top and 5mm left hand edges of the page, on a white background. Additionally as an option the School name or course name/description or publication description can appear below this – FF Mark Demibold 12pt type on 14pt leading.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>FF Mark family of fonts are used. Body text is normally a minimum of 8-10pt FF Mark Regular, 85% Black. The standard is to use black copy on white backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background. White copy should not exceed 30% of the brochure content.</td>
</tr>
</tbody>
</table>

VARIABLE ELEMENTS

<table>
<thead>
<tr>
<th>Main heading type</th>
</tr>
</thead>
<tbody>
<tr>
<td>The main headings are used for the front cover of the document or to indicate a new section within the document. The type is FF Mark Bold in white reversed out of a coloured panel. The type is centred within the box and usually ranged right 10mm in from the right hand edge of the page, the size is dependent on the length of words used. The main heading appears in a coloured panel 60mm deep whenever possible. It is not ideal but this panel can be varied in size if necessary.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sub-headings</th>
</tr>
</thead>
<tbody>
<tr>
<td>A sub-heading can be used if required in FF Mark Medium or Bold – the size is dependent on the length of words used.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour options</th>
</tr>
</thead>
<tbody>
<tr>
<td>See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cover image</th>
</tr>
</thead>
<tbody>
<tr>
<td>The remaining area below the colour panel can be utilised to show imagery. One main image is preferable but other options of an additional three image split down the right hand edge or directly below the coloured panel can be equally effective.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subheadings/type may sometimes be required on the cover to effectively communicate required information, the font family of FF Mark should be used for any other wording.</td>
</tr>
</tbody>
</table>
A5 BACK PAGE LAYOUT

Coloured panel The main heading coloured panel at the same depth as the cover is continued onto the back page (60mm deep whenever possible).

Grey panel The remainder of the back page should be a continuation of the front cover image or grey if not suitable (50% tint of black).

Contact details The relevant contact details appear in the coloured panel that continues across the top of the page. The text box usually appears 10mm from the left. The font is white FF Mark Medium, with a space before of 1mm between the address and telephone/email contact details. The words ‘MORE (or FURTHER) INFORMATION’ or ‘CONTACT DETAILS’ appear at the top of the copy block, all caps, FF Mark Medium.

Cricos code This is mandatory and must be included underneath the contact details: CRICOS IPC 00279B The font is FF Mark Medium, 7pt.

Disclaimer line The disclaimer line appears in FF Mark Medium, 6pt. “Every effort has been made to ensure that the information in this publication is correct at the time of printing. The information is subject to change from time to time and the University requests the right to add, vary or discontinue courses or impose limitations on enrolments in any course. The publication constitutes an expression of interest and is not to be taken as a firm offer or understanding.”

Print code A brochure code often appears in the bottom right indicating the job code, the producer of the work and print date. This helps with filing and reordering. For example: key2creative_31800_08/16 or Designed by 303 04/06 DECU0410

A5 INTERNAL LAYOUT

As each publication requires different types of information to be communicated the internal layouts of documents are not fixed, the following pages give various examples of brochure layouts to conform to the ECU style. The following elements are the basis of the design and layout of ECU documents. Refer to the following examples of brochure layouts, other examples are also available by contacting Brand and Marketing.

Font FF Mark family of fonts are used. Body text is normally a minimum of 8-10pt FF Mark Regular, 85% Black. It is preferable to use black copy on light backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background.

Margins Minimum margins 8mm from all edges and folds.


Colours See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available. The ECU style would be described as colourful and use of panels of colour, both tinted and darker shades of the palette of colours gives a lot of flexibility in the brochure layout to highlight and communicate different points.
A quarter of a century sounds like a long time. In reality, 25 years goes very quickly. So it’s remarkable that in such a short time Edith Cowan University has developed into an educational force to be reckoned with. And we’re just getting started!

Already one of the world’s best young universities under 50 years old, we continue to grow and adapt to our ever-changing environment. We are among the best on this planet and our achievements continue to benefit communities around us and afar. We’ve also a great plan to study, teach and work. Or just be.

ECU’s first 25 years have been impressive and it is important to reflect on this. But it’s not just about looking back. We look to the future – to how we can make the next 25 years even better. We hope you can celebrate the milestones with us over the course of the year. And continue to share in our journey as a university – as a past or current student, or as a staff member or member of our wider community.

www.ecu25.com.au
DL BROCHURES

The following pages give a description of the basic guidelines used to layout ECU brochures. However, the style has been developed to allow for flexibility while producing a consistent feel to all ECU materials. Elements such as the ECU logo placement in the top right hand corner and the Edith Cowan University and School name in the top left hand corner should be adhered to. Other elements are variable and should be used as the building blocks to use to design an appropriate solution to your communication needs. The following examples demonstrate both the flexibility and consistency of the ECU style.

DL COVER LAYOUT

MANDATORY/FIXED ELEMENTS

ECU logo
The ECU logo appears in the top right hand corner of the page – it is 29mm wide x 21mm deep.

Edith Cowan University
The words ‘Edith Cowan University’ – FF Mark Bold 12pt type on 14pt leading and School name 70% Black always appear in the top left hand corner positioned 8.5mm from the top and 5mm in from the left edge of the page, on a white background. Additionally as an option the School name or course name/description or publication description can appear below this – FF Mark Medium 12pt type on 14pt leading.

VARIABLE ELEMENTS

Main heading type and panel
The main headings are used for the front cover of the document or to indicate a new section within the document. The type is FF Mark Bold in white reversed out of a coloured panel.

The type is centred vertically within the box and usually ranged right 10mm in from the right hand edge of the page, the size is dependent on the length of words used.

The main heading appears in a coloured panel 65mm deep whenever possible. It is not ideal but this panel can be varied in size if necessary.

Sub-headings
A sub-heading can be used if required in FF Mark Medium or Bold – the size is dependent on the length of words used.

Colour options
See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available.

Cover images
The remaining area below the colour panel should contain one hero image to compliment the content of the document.

Additional elements
Other subheadings/type may sometimes be required on the cover to effectively communicate required information, the font family of FF Mark should be used for any other wording.

Refer to the following examples of basestock layouts, other examples are also available by contacting Brand and Marketing.
DL BACK PAGE LAYOUT

Coloured panel  The main heading coloured panel at the same depth as the cover is continued onto the back page (65mm deep whenever possible).

Grey panel  The remainder of the back page is a 50% tint of black but may also contain an image. The image should be continued from the front.

Contact details  The relevant contact details appear in the bottom left hand corner of the page, 10mm from the left and 15mm from the base of the page. The font is white FF Mark Medium, 10pt on 13pt leading and with a space before of 1mm between the address and telephone/email contact details. The words ‘MORE (or FURTHER) INFORMATION’ or ‘CONTACT DETAILS’ appear at the top of the copy block in black, all caps, FF Mark Medium, 10pt on 13pt leading.

Cricos code  This is mandatory and must be included underneath the contact details: CRICOS IPC 00279B. The font is FF Mark Medium, 7pt.

Disclaimer line  The disclaimer line appears in FF Mark Medium, 6-7pt. “Every effort has been made to ensure that the information in this publication is correct at the time of printing. The information is subject to change from time to time and the University requests the right to add, vary or discontinue courses or impose limitations on enrolments in any course. The publication constitutes an expression of interest and is not to be taken as a firm offer or understanding.”

Print code  A brochure code often appears in the bottom right indicating the job code, the producer of the work and print date. This helps with filing and reordering. For example: key2creative_31800_08/16 or Designed by 303 04/06 DECU0410

DL INTERNAL LAYOUT

As each publication requires different types of information to be communicated the internal layouts of documents are not fixed, the following pages give various examples of brochure layouts that conform to the ECU style. The following elements are the basis of the design and layout of ECU documents. Refer to the following examples of brochure layouts, other examples are also available by contacting Brand and Marketing.

Font  FF Mark family of fonts are used. Body text is normally a minimum of 8-10pt FF Mark Regular, 85% Black. It is preferable to use black copy on light backgrounds where possible. Where white type is used it is important to make sure it is large/bold enough and that there is a good contrast to the background.

Margins  Minimum margins 8mm from all edges and folds.

Page numbers  On documents larger than six pages, (where the document is bound along the spine), page numbers appear on the bottom left and right hand corners of the spread.

Colours  See the ‘Corporate colour system’ and ‘School colour system’ sections for colour options. It is preferable that the School colour is used but the option of using the corporate and secondary colour palettes are also available. The ECU style would be described as colourful and use of panels of colour, both tinted and darker shades of the palette of colours gives a lot of flexibility in the brochure layout to highlight and communicate different points.
DL BROCHURE EXAMPLES

4 page DL brochure
Outside cover and internal spread

4 page DL brochure
Outside cover and internal spread

ECU Alumni Program
Be part of something.

Student Guide to Lodging a Complaint

WHERE TO GET HELP

If you are experiencing lodging a formal complaint, but cannot get the answer or service you need and would like to escalate the matter, you can request assistance by lodging a formal complaint.

This is the final level of appeal and is only available when an informal complaint has been lodged and a formal complaint is not acceptable.

ECU has a formal complaints and appeals procedure for the resolution of complaints about student experiences at University.

WHAT IS A COMPLAINT?

A complaint is a description of your problem and all the information about the matter that you need in order to resolve the problem.

HOW DO YOU LODGE A COMPLAINT?

Informal complaint:

- To lodge an informal complaint, contact the appropriate person at the University. This may be the School Associate Dean or ECU Student Central.
- If you need help, contact the School Associate Dean or ECU Student Central.
- If you need help, contact the School Associate Dean or ECU Student Central.

Formal complaint:

- To lodge a formal complaint, contact the University’s complaints and appeals officer at the University.
- To lodge a formal complaint, contact the University’s complaints and appeals officer at the University.
- To lodge a formal complaint, contact the University’s complaints and appeals officer at the University.

CONFIDENTIALITY

The University will not disclose personal information about a student’s complaint to anyone unless the student consents or is required by law. The University will not disclose personal information about a student’s complaint to anyone unless the student consents or is required by law. The University will not disclose personal information about a student’s complaint to anyone unless the student consents or is required by law.

ECU Alumni Program

EDITH COWAN UNIVERSITY

BE PART OF SOMETHING.

For more information

For more information

(08) 9213 2500

ECU Alumni Program

EDITH COWAN UNIVERSITY

BE PART OF SOMETHING.

For more information

For more information

(08) 9213 2500
POSTERS

The ECU logo should appear in either the top or bottom right-hand corners either to the edge of the page or indented. The logo should be a minimum size of 10% of the poster size as per the example below. FF Mark, Houschka or Arial font should be used. Colours used should take into consideration the corporate and School colour systems. Flexibility is allowed in image placement.

EXAMPLES

WIN A LEATHER MORRISSEY BAG

Music Under the Stars

Recognising Excellence

Recognising Inspiration

Poster examples
OTHER PRINT MATERIAL EXAMPLES

Pull-up banner examples

Tear drop banner example
STUDENT RECRUITMENT STYLE

Publications produced for the prospective student market have their own unique style. The style replicates the style of the prospectus each year and is subject to change. The style is strictly limited to student recruitment material and can only be produced through correspondence with Brand and Marketing.

For more information regarding the current Student Recruitment Style, contact Brand and Marketing at brand@ecu.edu.au.
PHOTOGRAPHY/IMAGES

ECU has an online photo gallery for staff use. This database encourages the wide availability and access to the image collection owned by ECU. This database is available to view at www.ecu.edu.au/marketing/gallery

For assistance with any aspect of this database, contact Brand and Marketing. Please note that it is not acceptable to use any form of Clip Art in any ECU marketing, advertising or promotional materials.

The ECU Image Gallery is comprised of images of ECU buildings, staff, students, disciplines, study areas or graduates which can be used to promote or illustrate ECU.

These images have either:
• been captured on behalf of the University by an ECU staff member or by an external photographer; or
• the University has been granted limited permission to use, such as those of Edith Cowan.

The ECU Image Gallery is located here www.ecu.edu.au/marketing/gallery

COPYRIGHT

When using images from the Image Gallery, certain usage terms may apply. Permission must be sourced from your appropriate Marketing Account Manager before usage. In some instances, you may also need to reference the photographer.

Copyright exists in all original works and as an exclusive right by the owner to do or prohibit certain things in relation to the copyright work. The media used is irrelevant.

Edith Cowan University, its staff and students are subject to the provisions of the Commonwealth of Australian Copyright Act 1968 and other contractual obligations.

The Copyright Act automatically protects any literary (including computer programs), dramatic, artistic or musical work. For more information, visit www.ecu.edu.au/GPPS/copyright

Note:
Breaching copyright can have significant legal and financial ramification for the University as well as the potential for damage to the University’s reputation and standing in the eyes of the community.

Enabling or encouraging breaches of copyright by a third party can mean significant legal and financial ramifications for that third party as well as the potential for damage to reputation and standing.

Copyright also applies to stock images and creative commons resources and is not negated or waived with purchase/download.
TALENT RELEASE FORMS

For all photo/film shoots, it is critical to obtain the written permission of every person who appears within. There are two specific release forms that have been developed for this purpose – one for staff and the other for students. You can access these forms on www.ecu.edu.au/GPPS/copyright

All recognisable persons must sign one of these forms.

These forms enable ECU to use, reproduce, copy, exhibit, broadcast, screen and distribute (in full or in part) for any purpose whatsoever any photographs or videos or recordings in any other format whatsoever of a Staff/Student’s image and movements and/or recordings of their voices made in connection with a Project and/or written extraction (in full or in part) of such recordings, or computer files in which they may be included.

The forms also provide provision for absolute and irrevocable release and discharge, and agrees to protect ECU and/or the student/staff and all persons acting under their permission or authority from any claims, liability or injury that may occur while performing or appearing in such video, audio, photographic or computer-based production or other recording which but for the signing of this form, they may have had against ECU and/or the Student/Staff Member.

PERMISSIONS

The most prevalently used permission form is the Photographic Release form, where the individual(s) photographed grants permission for the University to reproduce, publish and communicate their image for a specific purpose(s). Forms have been developed for Staff, Students and Minors.

SUPPLIER CONTACT DETAILS

PRINTING AND GRAPHIC DESIGN

The University’s preferred supplier, key2creative, provides a one-stop shop to guide staff through the design and print process for all ECU communications material. As our preferred supplier, all printing and design requirements should be done through key2creative.

Their friendly team are approachable and happy to offer advice, assistance and cost-effective solutions. They can also connect you with copywriters and editors.

key2creative can meet all your printed and promotional material requirements, including:

- Brochures
- Posters
- Folders
- Flyers
- Banners

Contact: Kathy Ristoski (Account Manager) or Fiona Walkley (Graphic Designer)
Phone: (61 8) 9444 9400
Email: kathy@key2creative.com.au/fiona@key2creative.com.au

PRINTING AND DESIGN

Small print runs, photocopying and university stationery

For printing and typesetting of business cards, letterheads, with compliments slips, University forms and envelopes, we recommend using Fuji Xerox Australia. We also recommend them for all photocopying and colour photocopying requirements and small print runs (under quantity 200).

We have developed a range of templates to enable you to produce simple flyers in-house, for internal or external circulation at small print runs. Fuji Xerox Australia can assist you in printing these.

Contact: Alan Hollis, ECU Document Advisor
Phone: 0426 598 970
Email: a.hollis@ecu.edu.au
SUPPLYING ARTWORK TO DESIGN AGENCIES

HOW TO USE COLOURS
When sending finished artwork to a supplier, you will need to consider the colour mode in which the document and imagery are supplied. For all print work – images and documents must be supplied using either a CMYK breakdown (for full colour work), as spot colours for one and two-colour documents or as greyscale for single colour black documents. Any documents or imagery that are to be utilised in an online-only environment should be RGB. When supplying photographic images for printing on uncoated stock an uncoated profile may need to be applied to get the best printed result. Please contact key2creative for assistance with applying the uncoated profile.

IMAGE RESOLUTION
Checking the resolution of images and other graphics before including in artwork or sending to a supplier is important to ensure the best possible finish.

General print
Images for general print purposes must be of high resolution, minimum 300dpi at 100% of finished size and in jpg, eps or tiff format.

Signage
Signage and banner images must be 150dpi at 100% of finished size and in jpg, eps or tiff format.

Online applications
For any online-only material, it is advised that a minimum 72dpi is used and in jpg, gif or png format.

USING HOUSCHKA
For body copy and any blocks of type other than headings that use the Houschka font, ensure that the Contextual Alternates tick box is checked (Paragraph Style Options palette > Open Type Features). This replaces default glyphs with alternate forms, which provide better joining behaviour.

PRINT SPECIFICATIONS
The preferred supply method for print ready files is a high resolution PDF (minimum 300dpi) with bleed and trims. This locks in the fonts, pictures and graphics; increasing the reliability of the artwork file.

The design agencies also accept files in Indesign and Illustrator if you would prefer to supply your artwork in these formats.

Indesign files must be set up with appropriate bleed (minimum 3mm) and must be packaged with all fonts, pictures and graphics.

Illustrator files must have any text converted to outlines.