EDITH COWAN UNIVERSITY

CORPORATE STYLE GUIDE
## CONTENTS

### SECTION ONE: OVERVIEW 3

- ECU's Visual Identity 4
- Marketing and Advertising advice 4
- CRICOS Code and RTO Code 4
- TEQSA ID 5
- Competition and Consumer Act (CCA) 5

### SECTION TWO: CORPORATE BRANDING 6

- ECU Logo 7
  - Master Logo 7
  - Zone of Exclusion 7
  - Sizing 7
  - Colours 7
  - Alternate Colours 8
  - ECU Campaign Logo 9
  - ECU Logo Variations 9
  - Incorrect Uses of the Logo 10
- ECU Co-brands and Endorsed Brands 11
  - Internal Co-brands 11
  - Location Specific Logos 12
  - External Co-brands 12
  - Endorsed Brands (WAAPA & Kurongkurl Katitjin) 12
- The ECU Crest 14
  - The Shield 14
  - The Logotype 14
  - The Motto 14
- Conditions of Use of ECU Logo 15
  - General Requirements 15
  - Partner Providers 15
  - Testamurs and Transcripts 15

### SECTION THREE: CORPORATE COLOURS 16

- ECU Corporate Colours 17
- Creative Thinkers Campaign Colours 17
- School Colours 18

### SECTION FOUR: TYPOGRAPHY 19

- Typefaces 20
  - Printed Materials 20
  - Web Applications 20
  - Internal Documents 20
- Text Accessibility/Legibility 21
  - Font Layout and Sizing 21
  - Colour Contrast 21
  - Accessibility/Legibility Checklist 21

### SECTION FIVE: PHOTOGRAPHY & VIDEOGRAPHY 22

- Photography 23
- Videography 24
  - Video Intros & Super Titles 25
- Copyright 26
- Talent Release Forms 26

### SECTION SIX: PRODUCTION GUIDELINES 27

- General Document Sizing 28
- Printing & Production 28
  - Paper Stocks 28
  - Special Finishes 28
  - Internal Desktop Printing 28
  - External Digital Printing 29
  - Offset Printing 29
- File Formats, Colour Modes & Resolutions 29
- Environmental & Sustainability Standards 29
  - Considerations to minimise the environmental effects when printing ECU publications 29
  - Printing ink considerations 30
  - Minimum Environmental & Sustainability Requirements 30
- Supplier Contacts 31
  - Professional Graphic Design 31
  - On-campus Printing 31
  - Mail and Courier Services 31

### SECTION SEVEN: ARTWORK GUIDELINES 32

- Stationery 33
  - Business Cards 33
  - Letterhead & With Compliments Slip 33
  - Envelopes & Name Badges 34
  - Certificates 35
  - Electronic Stationery & Templates 36
  - Presentations 37
- Corporate Folder 38
SECTION ONE
OVERVIEW
ECU’S VISUAL IDENTITY
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, please contact Brand and Marketing on (61 8) 6304 2703, or email brand@ecu.edu.au

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

MARKETING AND ADVERTISING ADVICE
Each School, Professional Service and discipline has a designated Marketing Account Manager, located in Brand and Marketing. Your Account Manager is your first point of contact for all things marketing. Their responsibilities include:

– providing support, advice and planning for your marketing activities
– advising you about corporate marketing activities
– advising you about marketing resources to assist your planned activities
– assisting you in leveraging student recruitment and corporate communications activities
– assisting you with planning and advertising of prospective student recruitment efforts
– identifying potential joint marketing initiatives between schools and professional services
– providing you with statistics, market research results and other information
– ensuring your activities align with ECU’s corporate marketing plan
– ensuring your printed and digital publications adhere to ECU’s corporate style guide

To find your Marketing Account Manager, visit https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice

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.

ECU’s CRICOS Number is: CRICOS Provider No. 00279B

For digital advertising where there is limited space, this can be shortened to:
CRICOS No. 00279B

RTO CODE
The Australian Skills Quality Authority (ASQA) is the national vocational education and training (VET) regulator. It ensures that the quality and reputation of Australia’s VET system is maintained through a set of Standards which form part of the VET Quality Framework, a system which ensures the integrity of nationally recognised training in Australia.

RTOs are required to comply with the VET Quality Framework at all times. As the national regulator for the VET sector, ASQA regulates training providers against the VET Quality Framework.

The RTO code is a registration code given to your RTO on the National Register (training.gov.au). Marketing materials advertising your training products, courses, and qualifications must include the RTO code.
Advertising and marketing material provided by your RTO—or a third party on your behalf—must:

- Include the registration code of your RTO
- Include the code and title of any training product (as published on training.gov.au)
- If you are not marketing or advertising a specific VET training product, but rather promoting training in a general industry area, you may not need to reference the title or code of the training to be provided. For example, if you are undertaking promotion using terms that could relate to a number of courses on your RTO’s scope of registration, such as ‘XYZ RTO offers a range of business training’.

ECU’s RTO code is: RTO Code 4756

---

**TEQSA ID**

The Tertiary Education Quality and Standards Agency (TEQSA) is Australia’s independent national quality assurance and regulatory agency for higher education. It states that Higher education providers must feature its TEQSA Provider Identification and provider category on relevant public materials. This includes the website and publications only (it is not required to be displayed on advertising).

ECU’s TEQSA ID is: TEQSA ID PRV12160, Australian University

---

**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 please email compliance@ecu.edu.au
SECTION TWO
CORPORATE BRANDING
ECU LOGO

MASTER LOGO
The ECU logo must be placed in either the top right or bottom right corner of the artwork wherever possible.

ZONE OF EXCLUSION
It is important that enough space is left around the logo at all times in order to ensure its maximum impact and clarity.

No other logos, text or graphics should ever encroach on the Zone of Exclusion. The space between the logo and the page edge needs to be approximately 25% of the height of the logo. For example, the logo shown below is 30mm high and the Zone of Exclusion is 7.5mm.

SIZING
To avoid problems with reproduction, the ECU logo should not be reproduced at a size smaller than 25mm wide/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.

COLOURS
It is important that the colours of the logo are matched as accurately as possible whenever they are reproduced.

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>2945 C</td>
<td>100</td>
<td>64</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>76</td>
<td>151</td>
<td>004B85</td>
</tr>
<tr>
<td>Red</td>
<td>187 C</td>
<td>0</td>
<td>100</td>
<td>74</td>
<td>26</td>
<td>166</td>
<td>25</td>
<td>46</td>
<td>BE112D</td>
</tr>
<tr>
<td>Yellow</td>
<td>142 C</td>
<td>0</td>
<td>21</td>
<td>77</td>
<td>0</td>
<td>241</td>
<td>190</td>
<td>72</td>
<td>FEC336</td>
</tr>
<tr>
<td>Grey</td>
<td>Cool Grey 11 C</td>
<td>63</td>
<td>52</td>
<td>44</td>
<td>33</td>
<td>83</td>
<td>86</td>
<td>90</td>
<td>666666</td>
</tr>
</tbody>
</table>
ALTERNATE COLOURS
Where there are colour restrictions, such as a one colour print process, the logo would appear in a single colour.

One Colour Tinted Logo
One colour logos are available in black, blue (Pantone 2945 C) or red (Pantone 187 C) from ECU’s primary colour palette.

For the tinted versions, the following tints apply:
A 60% of the colour
B 20% tint of the colour
C 100% of the colour

Untinted Mono Logo
In some cases (screen printing, embossing, foiling and other embellishments), it is not possible to use the tinted version of the logo. 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.

Reversed Logo (White on Black)
When applying the logo on a coloured background, ensure that it is reversed out in white, as displayed below.
The campaign logo is used on all future student marketing materials. Full details on how to apply this logo are in ECU’s Campaign Style Guide. For more information on this guide, contact your relevant Marketing Account Manager.

To find your Marketing Account Manager, please visit https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice

The ECU Campaign logo must stick to the top edge of the application frame. There are a few exceptions to the rule like the TVC End Frame and Social stories as you lose space due to the safe areas, and the study folder wraps. Please see these examples for guidance in the application section, aligned to the left edge of an image within artwork wherever possible. The space between the logo and the page edge, left or right edges, needs to be approximately 25% of the height of the logo. For example, the logo shown is 65mm high and the margin is 16mm. The safezone does not apply when the logo is aligned to an edge.

It is to always be used in full colour unless not possible due to printing specifications. If single colour printing limitations apply, use the ECU Corporate mono logo. Minimum size is 10mm high to ensure legibility. Please use best judgment for digital applications.

ECU LOGO VARIATIONS

To keep consistency in use of colour we have logos variants available for materials that are specific to schools. These school specific logos are for campaign marketing materials only.
INCORRECT USES OF LOGO

Do not rotate the logo

Do not alter or rearrange the elements

Do not recolour the logo

Do not alter typefaces

Do not distort the logo

Do not make the logo smaller than 25mm width/18mm height

Do not use the incorrect mono version of Untinted Mono Logo (refer to PB for correct version)
ECU CO-BRANDS AND ENDORSED BRANDS

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 eight 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 and Kurongkurl Katitjin.

Separate logos are **not** permitted for:
- Schools
- Courses
- Centres

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 and centres
- ECU schools
- ECU departments

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

Examples below:

- **School of Arts & Humanities**
- **School of Business & Law**
- **Future Students**
- **Library Services Centre**

ECU Strategic Research Institutes and Strategic Research Centres have specific logos developed with the same guidelines applying.

Examples are:

- **Exercise Medicine Research Institute**
- **Centre for Sustainable Energy & Resources**

Co-brand logos cannot be created outside of Brand and Marketing. If you require assistance, please contact Brand and Marketing on brand@ecu.edu.au

View ECU’s logo policy at https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/policies-and-guidelines
EXTERNAL CO-BRANDS

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

Examples below:

ENDORSED BRANDS

ECU has two endorsed brands: Western Australian Academy of Performing Arts (WAAPA) and Kurongkurl Katitjin.

There are two versions of the WAAPA 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. For example 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.

LOCATION SPECIFIC LOGOS

Location specific logos have been created for our South West and Sri Lanka campuses. These are available in colour, untinted mono black, reversed white and reversed colour versions.

[Images of South West and Sri Lanka logos]
There are two versions of the Kurongkurl Katitjin logo:

1. A joint Kurongkurl Katitjin/ECU logo is the primary version of the Kurongkurl Katitjin/ECU Co-brand logo and is to be used at all times, with exceptions listed in point two. Where there are colour restrictions (such as a one colour print process), the greyscale or mono versions of the logo may be used. Recommended minimum size is 36mm wide / 11mm high.

![Kurongkurl Katitjin and ECU logos](image1)

2. A standalone Kurongkurl Katitjin logo can only be used by itself in instances where the ECU logo is already present. For example on the Kurongkurl Katitjin page of the ECU website, or inside generic brochures such as Futures, Admissions or Study Abroad. Where there are colour restrictions (such as a one colour print process), the greyscale or mono versions of the logo may be used. Minimum size is 13mm wide/20mm high.

![Kurongkurl Katitjin logo](image2)
THE ECU CREST

The ECU crest can only be used on legal documents bearing the Vice-Chancellor’s signature, as well as University parchments. It is not to be used as the primary logo on any promotional material. 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 shown here.

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.
CONDITIONS OF USE OF ECU LOGO

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 layout of each publication is endorsed by the Manager, Brand, Marketing and Creative Services;

d. The logo is approved by the Manager, Brand, Marketing and Creative Services for each occasion of its use;

e. The content is approved by the relevant Schools or Centres.

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. Testamurs and transcripts are approved by the Senior Deputy Vice-Chancellor;

g. Testamurs and transcripts logo usage is approved by the Manager, Brand, Marketing and Creative Services.
SECTION THREE
CORPORATE COLOURS
CORPORATE COLOURS

ECU CORPORATE COLOURS

It is important that the colours of the logo are matched as accurately as possible whenever they are reproduced.

When printing, the Pantone Matching System (PMS) or four colour process formulas (CMYK) provided below, must be used. For screen colours and Microsoft applications, please use the RGB or HTML formulas provided below. Colour choice for signage will need to be matched as closely as possible to the PMS colours.

Pantone Blue 2945 C is the core colour within the ECU corporate image, accented with the red and yellow.

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>2945 C</td>
<td>100</td>
<td>64</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>76</td>
<td>151</td>
<td>004B85</td>
</tr>
<tr>
<td>Red</td>
<td>187 C</td>
<td>0</td>
<td>100</td>
<td>74</td>
<td>26</td>
<td>166</td>
<td>25</td>
<td>46</td>
<td>BE112D</td>
</tr>
<tr>
<td>Yellow</td>
<td>142 C</td>
<td>0</td>
<td>21</td>
<td>77</td>
<td>0</td>
<td>241</td>
<td>190</td>
<td>72</td>
<td>FEC336</td>
</tr>
<tr>
<td>Grey</td>
<td>Cool Grey 11 C</td>
<td>63</td>
<td>52</td>
<td>44</td>
<td>33</td>
<td>83</td>
<td>86</td>
<td>90</td>
<td>666666</td>
</tr>
</tbody>
</table>

CREATIVE THINKERS CAMPAIGN COLOURS

Colour is a vital part of our identity. There are the four key colours that make up the core brand. It is important that only these colours are used when representing the brand.

For unity and consistency only use the specified colour values.

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Lavender</td>
<td>272</td>
<td>58</td>
<td>54</td>
<td>0</td>
<td>0</td>
<td>136</td>
<td>133</td>
<td>231</td>
<td>8885E7</td>
</tr>
<tr>
<td>Core Orange</td>
<td>Bright Orange</td>
<td>0</td>
<td>77</td>
<td>100</td>
<td>0</td>
<td>255</td>
<td>84</td>
<td>0</td>
<td>FF5400</td>
</tr>
<tr>
<td>Core Navy</td>
<td>296</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td>94</td>
<td>0</td>
<td>23</td>
<td>42</td>
<td>00172A</td>
</tr>
<tr>
<td>Core White</td>
<td>White</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>

For more information on the Creative Thinkers campaign, please contact your relevant Marketing Account Manager. To find your Marketing Account Manager, visit https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice
SCHOOL COLOURS

Each School has been allocated its own colour. These colours work in harmony with the Core Brand Palette. Using these combinations consistently, along with supporting imagery, will give each School its own unique identity whilst clearly being part of the overall ECU brand.

Arts & Humanities —
PMS: 3265
CMYK: 71/0/38/0
RGB: 41/188/176
HEX: 29BCB0

Business & Law —
PMS: Violet
CMYK: 90/99/0/0
RGB: 68/0/153
HEX: 440099

Engineering & Technology —
PMS: 3005
CMYK: 84/51/0/0
RGB: 37/116/187
HEX: 2574BB

Medical & Health Sciences —
PMS: 032
CMYK: 0/93/76/0
RGB: 239/55/65
HEX: EF3741

Nursing & Midwifery —
PMS: 306
CMYK: 71/8/3/0
RGB: 41/179/226
HEX: 04B3E2

Science —
PMS: 3278
CMYK: 84/17/66/2
RGB: 0/152/120
HEX: 009878

Teacher Education —
PMS: Rubine Red
CMYK: 11/100/51/1
RGB: 212/28/89
HEX: D41C59

WAAPA —
PMS: 249
CMYK: 52/98/28/10
RGB: 131/40/107
HEX: 83286B
**TYPEFACES**

Consistency of typography is just as important as consistency of logo, colour and visual elements when it comes to maintaining the ECU brand.

**PRINTED MATERIALS**

All student-related ECU marketing, promotional and advertising materials should be designed and produced using the following typefaces.

**Headline Font (Public Sans Bold)**

The ECU font for use in all headlines is ‘Public Sans Bold’. It is important that in all instances where this font is used that it is tracked to 0; this is to keep the balance and legibility of the font. Public Sans is also available for digital applications. The leading is set to +10% of the font size.

**Public Sans Bold**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

**Body Copy Font (Public Sans Light)**

Our body copy font ‘Public Sans Light’ tracked to 0. It keeps consistency when used with the headline typeface. This font should not be used for large headlines and should only be used below 12pt in most circumstances. The leading is set to +30% of the font size. For emphasis a combination of Public Sans Light and Bold can be used.

**Public Sans Light**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

**Public Sans Regular Italic**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

**WEB APPLICATIONS**

For web applications, such as the ECU website, the above fonts are to be used.

**INTERNAL DOCUMENTS**

For all internally produced documents as an alternative to the above fonts, the typeface ‘Arial’ can be used, as it comes standard on most computers. As an alternate option, ‘Calibri’ may also be used. Some suggested weights to use for text and headings are shown below:

**Arial Regular**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

**Arial Bold**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

**Calibri Regular**

AaBbCc

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()
TEXT 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 should be adhered to when producing any printed communications:

FONT LAYOUT AND SIZING

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

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.

For body copy, please use a minimum of 9pt (max 12pt) where possible. Avoid italic, uppercase only or underlining in large sections of copy.

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

High contrast text is easier to read than text with less contrast.


ACCESSIBILITY/LEGIBILITY CHECKLIST

Below is a useful checklist to ensure accessibility and legibility guidelines are met.

<table>
<thead>
<tr>
<th>Checklist</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 body copy a minimum of 9pt in size?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is there significant colour contrast between the text and background?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you avoided using uppercase, underlining and italics in large bodies of text?</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>Where possible, is the text left aligned?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is important information in bold or larger print?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION FIVE
PHOTOGRAPHY & VIDEOGRAPHY
PHOTOGRAPHY

Photos are a vital element of the ECU brand. ECU's Brand and Marketing team manages a library of photographs that have been created for use on web pages, authorised social media channels, or in printed publications. This media is strictly for university use and can only be supplied to staff members. It's not available to students.

The image library can be viewed at [https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/ecu-image-gallery](https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/ecu-image-gallery) and all photo requests can be sent to your relevant Marketing Account Manager. To find your Marketing Account Manager, visit [https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice](https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice). Please reference the folder and relevant image number when sending your request.

Some examples from ECU’s Media Gallery are shown below:
VIDEOGRAPHY

Similar to photography, video is a vital element of the ECU brand and can be a useful marketing tool. For accessibility purposes, captions/script must be provided for all videos.

Some examples are shown below:

Thank You for your Support of ECU’s Melanoma Research

Link: www.youtube.com/watch?v=YiKvNW4lh8

Samantha Ridgway - Transforming Lives

Link: www.youtube.com/watch?v=OiO0eP1Bp4

There’s something about Edith - International Women’s Day 2019

Link: www.youtube.com/watch?v=vqYKzaQ-8Fs

If you have a videography project in mind, please speak to your relevant Marketing Account Manager. To find your Marketing Account Manager, visit https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/marketing-and-advertising-advice.
VIDEO INTROS & SUPER TITLES
There are two colour options available (lavender or core navy) for video intros and super titles.

Downloadable templates are available at https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications

Screenshots are shown below for your reference:

**Lavender**

![Lavender Intro](image1)

**Core Navy**

![Core Navy Intro](image2)
COPYRIGHT

Copyright is the exclusive right to deal with original creative works (and certain other subject matter) in a particular way. A copyright owner generally has the exclusive right to use, reproduce, publish, disseminate, communicate or otherwise exploit those works.

If anyone uses or ‘deals with’ the works in this way without the permission of the copyright owner, they are said to have breached or infringed copyright.

For more information, please visit https://intranet.ecu.edu.au/staff/centres/strategic-and-governance-services/our-services/legal-and-integrity/copyright

TALENT RELEASE FORMS

If you are organising a photo or video shoot, the organiser of the shoot will need to ask all talent to sign a talent release form. These forms provide consent to Edith Cowan University (“ECU”) to use, reproduce, copy, communicate, exhibit, broadcast, screen and distribute (in full or in part), the image and/or recordings.

SECTION SIX
PRODUCTION GUIDELINES
GENERAL DOCUMENT SIZING

It is recommended that the following standard sizes be used for ECU branded material:

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Cards</td>
<td>89 x 54mm</td>
</tr>
<tr>
<td>DL</td>
<td>99 x 210mm (comps slips, flyers, small documents)</td>
</tr>
<tr>
<td>A5</td>
<td>148 x 210mm (adverts, flyers)</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297mm (letters, flyers, brochures, reports etc.)</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420mm (posters)</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594mm (posters)</td>
</tr>
<tr>
<td>A1</td>
<td>594 x 840mm (posters)</td>
</tr>
</tbody>
</table>

PRINTING AND PRODUCTION

PAPER STOCKS

For ECU publications (e.g. Prospective Student Brochures), we recommend ‘Monza Satin’, which is a 55% recycled environmentally friendly stock. Please see the table below for recommended paper stock. Check with your Marketing Account Manager 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>DL flyer</td>
<td>150gsm Monza Satin scored and folded</td>
</tr>
<tr>
<td>A4 double sided flyer</td>
<td>150gsm Monza Satin</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 photo satin or 350gsm with laminate</td>
</tr>
<tr>
<td>Corporate Folders</td>
<td>300gsm Pacesetter, sealer varnish</td>
</tr>
<tr>
<td>Pull-up banner</td>
<td>Premium Rolla Speed Pull-up banner</td>
</tr>
</tbody>
</table>

SPECIAL FINISHES

Where budget allows, there are many special finish options available for printing. For example where longevity is required, it is recommended to use a matte or gloss laminate on the outside of documents, reports, posters etc. This provides a hard-wearing, plastic coating to retain the presentation of the application.

Another popular finish is spot UV coating, which is a liquid that is applied as a specific shape to a printed sheet, then bonded and cured with ultraviolet light to create a glossy look. Using spot UV is effective in subtly highlighting specific areas on printed collateral but should be used sparingly.

Discuss any special finishes needs with your school or centres Marketing Account Manager (see page 5).

INTERNAL DESKTOP PRINTING

Internal desktop printing should only be utilised for internal documents and visual printouts. Different desktop printers and computer set-ups produce widely varied output qualities, especially colour reproduction. Because of this, desktop printing should be limited.
EXTERNAL DIGITAL PRINTING
External digital printing can be beneficial when the quantity requirements are small. Once again, care needs to be taken as suppliers’ output qualities and reproduction can vary.

OFFSET PRINTING
Offset printing offers the highest quality and consistency of print production. Generally offset is not economical for small quantity print runs.
Offset printing also offers the ability to use the Pantone Matching System (PMS) colour palette, which enables colour consistency through colour matching.

FILE FORMATS, COLOUR MODES AND RESOLUTIONS
Different file formats are used for different software applications and production mediums. Also, files are saved at different resolutions and colour modes depending on their use.
Below is a guide to these:

<table>
<thead>
<tr>
<th>File Formats</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.eps</td>
<td>Professional print file (Illustrator software)</td>
</tr>
<tr>
<td>.indd</td>
<td>Professional print file (InDesign software)</td>
</tr>
<tr>
<td>.jpg</td>
<td>For screen files and internal printing</td>
</tr>
<tr>
<td>.tif</td>
<td>For screen files and internal printing</td>
</tr>
<tr>
<td>.png</td>
<td>For screen files and use in Microsoft applications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour Modes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>Colour mode used for printing (Cyan, Magenta, Yellow and Black)</td>
</tr>
<tr>
<td>RGB</td>
<td>Colour mode used for screen/web and Microsoft applications (Red, Green and Blue)</td>
</tr>
<tr>
<td>PMS</td>
<td>Pantone Matching System</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Resolutions</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>72dpi</td>
<td>Low resolution – Screen and web</td>
</tr>
<tr>
<td>200dpi</td>
<td>Medium resolution – Internal desktop printing</td>
</tr>
<tr>
<td>300dpi</td>
<td>High resolution – Offset and digital printing</td>
</tr>
</tbody>
</table>

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.

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.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Recycled Paper" /></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="Managed Plantation 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="Renewable 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>
SUPPLIER CONTACTS

PROFESSIONAL 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 design requirements (including brochures, posters, folders, flyer and banners) should be done through key2creative.

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

ON-CAMPUS PRINTING

ECU has partnered with FujiFilm Business Innovation Australia (FBAU) to provide on campus printers for all Staff and Students.

Print, scan and copy using the latest in multifunction device technology from FBAU. Over 80 devices are located across the three ECU campuses, and come equipped with a follow-me print solution, webprint and DocuCare. For more information see the instructions available at each printer.

MAIL AND COURIER SERVICES

Mail and courier services are located on each campus enabling staff to send and receive mail and packages from one convenient location.

More information on these services can be found on the Staff and Student portals.

Joondalup Campus
Campus Support Office
Building 1, Room 1.208
270 Joondalup Drive
Joondalup WA 6027
Phone: (61 8) 6304 5444 or (61 8) 6304 5650
Email: cso@ecu.edu.au

Mount Lawley Campus
Building 3, Room 3.150
2 Bradford Street
Mount Lawley WA 6050
Phone: (61 8) 6304 6444
Email: cso@ecu.edu.au

South West Campus
Building 1, Reception
585 Robertson Drive
Bunbury WA 6230
Phone: (61 8) 9780 7756
Email: cso@ecu.edu.au
SECTION SEVEN
ARTWORK GUIDELINES
STATIONERY

Stationery can be printed either offset or digitally, depending on the quantity to be produced. For business cards and small print runs, digital printing is recommended, while offset printing is recommended for larger print runs due to economies of scale.

Offset printing offers the highest quality and allows the use of PMS colours, which enables colour consistency through colour matching – particularly useful when printing in different countries or when changing printers.

With new print jobs or reprints, care should be taken as suppliers’ output and reproduction qualities can vary. It is important to abide by the printing specifications outlined in this guide and provide samples of the original print run to the printer to maintain the colour and quality of the ECU brand.

BUSINESS CARDS

Specifications
- Size: 90 x 55mm
- Printing: Digital, double-sided CMYK
- Stock: 360gsm Hi Bulk Algro Artboard (or similar)
- Finishing: Matte laminated both sides

LETTERHEAD & WITH COMPLIMENTS SLIP

Specifications
- Size: A4 210 x 297mm. With comps: 210 x 99mm
- Printing: Digital, single-sided CMYK
- Stock: 110gsm Extra Print Luxury Laser (or similar)
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 shown below is standard for all envelope sizes:

![Example Envelope Layout]

NAME BADGES

Pronouns e.g. she/her, they/them, he/him, ze/hir etc. can be included next to your name. Including pronouns is entirely optional, but encouraged as a way to communicate how you want people to refer to you, and to signal inclusion.

![Example Name Badge Layout]
CERTIFICATES
Specifications
- **Size:** A4 210 x 297mm
- **Printing:** Digital, single-sided CMYK
- **Preferred Stock:** 170gsm Monza Santin
ELECTRONIC STATIONERY & TEMPLATES

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 A4, portrait and landscape layout.

Downloadable templates are available at https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications

A4 Flyer Template Examples (more available online)
PRESENTATIONS

Corporate PowerPoints

ECU Corporate PowerPoint templates are available in blue and plain white, standard and widescreen. An example is shown below:

![Corporate PowerPoint templates example](image)

School PowerPoints

ECU school-themed PowerPoint templates are available in standard and widescreen. As an example, the Arts & Humanities PowerPoint is shown below:

![School PowerPoint templates example](image)

CORPORATE FOLDER
Specifications

- **Flat size:** 390 x 546.5mm
- **Finished size:** 219 x 310mm
- **Printing:** Offset, single-sided CMYK
- **Preferred Stock:** 300gsm Pacesetter, sealer varnish
FLYERS & BROCHURES

Specifications

- **Finished size:** A4 210 x 297mm, A5 148 x 210mm, DL 99 x 210mm
- **Printing:** Digital or offset CMYK (depending on quantity)
- **Preferred Stock:** 150gsm Monza Satin

Flyers and brochures that are targeting future students may use our current World Ready style. Some examples are shown below:

A4 Flyer Examples

Single sided A4 course flyer

Single sided A4 event flyer

Double-sided A4 course flyer

---

**FLYERS & BROCHURES**

Specifications

- **Finished size:** A4 210 x 297mm, A5 148 x 210mm, DL 99 x 210mm
- **Printing:** Digital or offset CMYK (depending on quantity)
- **Preferred Stock:** 150gsm Monza Satin

Flyers and brochures that are targeting future students may use our current World Ready style. Some examples are shown below:

A4 Flyer Examples

Single sided A4 course flyer

Single sided A4 event flyer

Double-sided A4 course flyer
ECU has been ranked in the Top 300 universities in the world in Engineering and Technology by the Times Higher Education World University Rankings 2018. This reflects our reputation for excellence in teaching and research and our focus on practical, hands-on learning. ECU Engineering students learn in purpose-built labs and facilities, and our curriculum is aligned with industry needs and trends. We are also the only university in WA to offer degree courses in Computer Science, Engineering, and Marine and Offshore Engineering.

Our focus on practical, hands-on learning gives students the opportunity to undertake 12 weeks of practical work experience. Students enrolled in our engineering courses are required to complete an industry placement to bridge between their studies and their future career. Our Work Integrated Learning program and industry placements provide students with industry experience. ECU's School of Engineering, Science and Technology courses to choose from, ranging from Computing to Environmental Science.

Flexible options like part-time study and recorded lectures are available. Professional Recognition is also available under the Washington Accord. This means your degree is internationally recognised.

WORLD CLASS FACILITIES
ECU Engineering students learn in purpose-built labs and facilities. Our new Engineering, Technology and Innovation Centre (EITC) at the Joondalup Campus is 2,500 sqm of floor space with seven state-of-the-art laboratories. The new facility is designed for teaching and learning in conjunction with Schneider Electric. We also recently invested $10 million in 3D printers and large scale structural testing equipment. We constantly invest in the expansion of our facilities, from robots and virtual reality gear, to advanced computing, to ensure you have access to the latest technology.

For latest information please visit our website or contact our Admissions team.

Multi-page A4 brochure examples

Multi-page A4 brochure (recruitment style) – cover and internal spread

Multi-page A4 brochure (recruitment style) – cover and internal spread
ADVERTISING
Advertisements that are targeting future students may use our current World Ready campaign. Some examples are shown below:

Poster example
15 x 7 press

Full page press
PULL-UP BANNERS

Specifications

- **Finished size:** 850 x 2000mm (confirm with your supplier)
- **Printing:** Digital CMYK
- **Preferred Stock:** Premium Rolla Speed Pull-up Banner

Banners that are targeting future students may use our current World Ready campaign, whereas pull-up banners aimed at current students must use the ECU Corporate style. Some examples are shown below:

International event: World Ready styled banner

School of Arts & Humanities: World Ready styled banner

Student life: corporate styled banner
MERCHANDISE
A wide range of ECU-branded promotional items are available for purchase. These include:

- Stationery and presentation items
- Videos and multimedia
- Clothing
- General items

Email brand@ecu.edu.au to see what’s available or talk to your designated Marketing Account Manager (see page 5).

You may also find a large range of ECU memorabilia, including diaries, key rings and corporate gifts at the Co-Op Shop.