

EDITH COWAN UNIVERSITY



# CORPORATE STYLE GUIDE



# CONTENTS

<b>SECTION ONE: OVERVIEW</b>	<b>3</b>	<b>SECTION FIVE:</b>	
<b>ECU's Visual Identity</b>	<b>4</b>	<b>PHOTOGRAPHY &amp; VIDEOGRAPHY</b>	<b>22</b>
<b>Marketing and Advertising advice</b>	<b>4</b>	<b>Photography</b>	<b>23</b>
<b>CRICOS Code and RTO Code</b>	<b>4</b>	<b>Videography</b>	<b>24</b>
<b>TEQSA ID</b>	<b>5</b>	Video Intros & Super Titles	25
<b>Competition and Consumer Act (CCA)</b>	<b>5</b>	<b>Copyright</b>	<b>26</b>
		<b>Talent Release Forms</b>	<b>26</b>
<hr/>		<hr/>	
<b>SECTION TWO: CORPORATE BRANDING</b>	<b>6</b>	<b>SECTION SIX: PRODUCTION GUIDELINES</b>	<b>27</b>
<b>ECU Logo</b>	<b>7</b>	<b>General Document Sizing</b>	<b>28</b>
Master Logo	7	<b>Printing &amp; Production</b>	<b>28</b>
Zone of Exclusion	7	Paper Stocks	28
Sizing	7	Special Finishes	28
Colours	7	Internal Desktop Printing	28
Alternate Colours	8	External Digital Printing	29
ECU Campaign Logo	9	Offset Printing	29
ECU Logo Variations	9	<b>File Formats, Colour Modes &amp; Resolutions</b>	<b>29</b>
Incorrect Uses of the Logo	10	<b>Environmental &amp; Sustainability Standards</b>	<b>29</b>
<b>ECU Co-brands and Endorsed Brands</b>	<b>11</b>	Considerations to minimise the environmental effects when printing ECU publications	29
Internal Co-brands	11	Printing ink considerations	30
Location Specific Logos	12	Minimum Environmental & Sustainability Requirements	30
External Co-brands	12	<b>Supplier Contacts</b>	<b>31</b>
Endorsed Brands (WAAPA & Kurongkurl Katitjin)	12	Professional Graphic Design	31
<b>The ECU Crest</b>	<b>14</b>	On-campus Printing	31
The Shield	14	Mail and Courier Services	31
The Logotype	14		
The Motto	14		
<b>Conditions of Use of ECU Logo</b>	<b>15</b>	<hr/>	
General Requirements	15	<b>SECTION SEVEN: ARTWORK GUIDELINES</b>	<b>32</b>
Partner Providers	15	<b>Stationery</b>	<b>33</b>
Testamurs and Transcripts	15	Business Cards	33
		Letterhead & With Compliments Slip	33
<hr/>		Envelopes & Name Badges	34
<b>SECTION THREE: CORPORATE COLOURS</b>	<b>16</b>	Certificates	35
<b>ECU Corporate Colours</b>	<b>17</b>	Electronic Stationery & Templates	36
<b>Creative Thinkers Campaign Colours</b>	<b>17</b>	Presentations	37
<b>School Colours</b>	<b>18</b>	<b>Corporate Folder</b>	<b>38</b>
<hr/>			
<b>SECTION FOUR: TYPOGRAPHY</b>	<b>19</b>		
<b>Typefaces</b>	<b>20</b>		
Printed Materials	20		
Web Applications	20		
Internal Documents	20		
<b>Text Accessibility/Legibility</b>	<b>21</b>		
Font Layout and Sizing	21		
Colour Contrast	21		
Accessibility/Legibility Checklist	21		

# 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](mailto: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](http://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](mailto: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.

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

## 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:

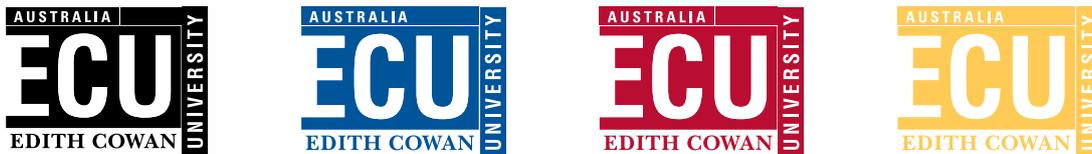
- A 60% of the colour
- B 20% tint of the colour
- C 100% of the colour



### 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.



## ECU CAMPAIGN LOGO



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



Arts & Humanities —



Business & Law —



Engineering & Technology —



Medical & Health Sciences —



Nursing & Midwifery —



Science —



Teacher Education —



WAAPA —

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



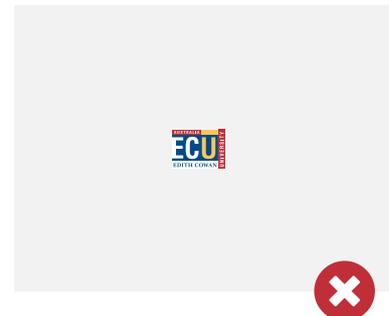
**Do not**  
recolour the logo



**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 P8 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

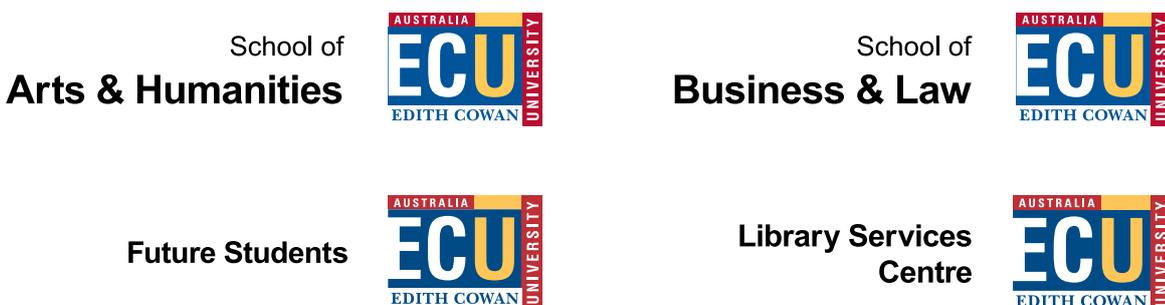
**Internal co-brands involve the name written in the corporate font next to the ECU logo (no line between them) and apply to;**

- 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:



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

Examples are:



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](mailto:brand@ecu.edu.au)

View ECU's logo policy at <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/policies-and-guidelines>

## 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.



## 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.

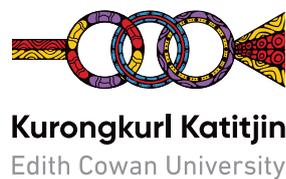


**There are two versions of the Kurongkurl Katitjin logo:**

- 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.



- 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.



## 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 borders 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.



ECU crest



ECU Crest on a coloured background



EDITH COWAN UNIVERSITY

ECU Crest used on parchment folder



The shield – for visual purposes only.  
Not to be used on its own

## 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.

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

### 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.

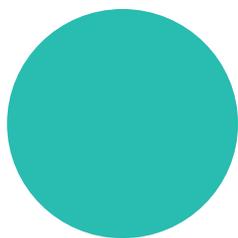
For unity and consistency only use the specified colour values.

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

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>

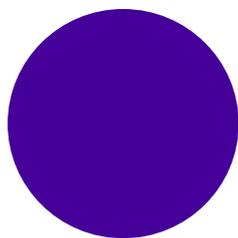
## SCHOOL COLOURS

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.



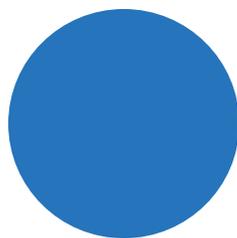
### Arts & Humanities —

PMS: 3265  
CMYK: 71/0/38/0  
RBG: 41/188/176  
HEX: 29BCB0



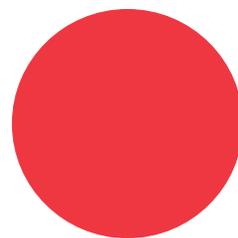
### Business & Law —

PMS: Violet  
CMYK: 90/99/0/0  
RBG: 68/0/153  
HEX: 440099



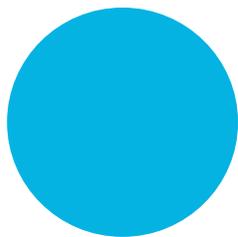
### Engineering & Technology —

PMS: 3005  
CMYK: 84/51/0/0  
RBG: 37/116/187  
HEX: 2574BB



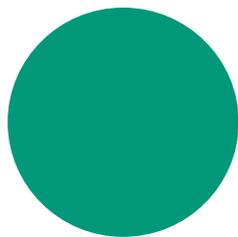
### Medical & Health Sciences —

PMS: 032  
CMYK: 0/93/76/0  
RBG: 239/55/65  
HEX: EF3741



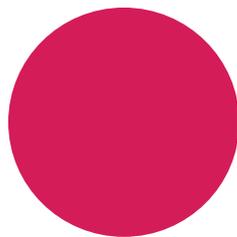
### Nursing & Midwifery —

PMS: 306  
CMYK: 71/8/3/0  
RBG: 4/179/226  
HEX: 04B3E2



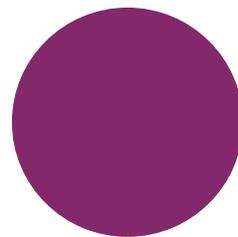
### Science —

PMS: 3278  
CMYK: 84/17/66/2  
RBG: 0/152/120  
HEX: 009878



### Teacher Education —

PMS: Rubine Red  
CMYK: 11/100/51/1  
RBG: 212/28/89  
HEX: D41C59



### WAAPA —

PMS: 249  
CMYK: 52/98/28/10  
RBG: 131/40/107  
HEX: 83286B

# **SECTION FOUR**

## TYPOGRAPHY

## 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**  
**abcdefghijklmnopqrstuvxyz**  
**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. 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  
abcdefghijklmnopqrstuvxyz  
1234567890!@#\$%^&\*()

#### Public Sans Bold

**AaBbCc**  
**abcdefghijklmnopqrstuvxyz**  
**1234567890!@#\$%^&\*()**

#### Public Sans Regular Italic

*AaBbCc*  
*abcdefghijklmnopqrstuvxyz*  
*1234567890!@#\$%^&\*()*

**TIP: When using Adobe Creative Suite, it can work out the percentage for you, simply set the font size and leading as the same value, then enter +30% after the pt in the leading box.**

### 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  
abcdefghijklmnopqrstuvxyz  
1234567890!@#\$%^&\*()

#### Arial Bold

**AaBbCc**  
**abcdefghijklmnopqrstuvxyz**  
**1234567890!@#\$%^&\*()**

#### Calibri Regular

AaBbCc  
abcdefghijklmnopqrstuvxyz  
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](http://www.visionaustralia.org.au)

**High contrast text is easier to read**

than text with less contrast.

Reference: [www.visionaustralia.org/business-and-professionals/digital-access-consulting/resources/tools-to-download/colour-contrast-analyser](http://www.visionaustralia.org/business-and-professionals/digital-access-consulting/resources/tools-to-download/colour-contrast-analyser)

### ACCESSIBILITY/LEGIBILITY CHECKLIST

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

Checklist	Yes	No
Have you used:		
– plain English?		
– clear headings?		
– short sentences?		
– no jargon?		
– pictures and diagrams where appropriate?		
Is all body copy a minimum of 9pt in size?		
Is there significant colour contrast between the text and background?		
Have you avoided using uppercase, underlining and italics in large bodies of text?		
Is the text uncluttered with no background graphics, patterns and watermarks?		
Where possible, is the text left aligned?		
Is important information in bold or larger print?		

**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> 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>. 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=YiKvNIW4lh8](https://www.youtube.com/watch?v=YiKvNIW4lh8)

### Samantha Ridgway - Transforming Lives



Link: [www.youtube.com/watch?v=Oih00eP1Bp4](https://www.youtube.com/watch?v=Oih00eP1Bp4)

### There's something about Edith - International Women's Day 2019



Link: [www.youtube.com/watch?v=vqYKzaQ-8Fs](https://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



### Core Navy



## 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.

These forms can be found here <https://intranet.ecu.edu.au/staff/centres/strategic-and-governance-services/our-services/legal-and-integrity/copyright/legal-forms-notice-and-guidelines>

# **SECTION SIX**

## PRODUCTION GUIDELINES

## GENERAL DOCUMENT SIZING

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

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

## 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.

Artwork/project kind	ECU Preferred Paper Choice
DL flyer	150gsm Monza Satin scored and folded
A4 double sided flyer	150gsm Monza Satin
A4 single sided poster/brochure	150gsm Monza Satin
A5 or A4 6pp roll folded brochure	150gsm Monza Satin scored and folded
A5 or A4 saddle stitched brochure	150gsm Monza Satin for <16pp or 250/130gsm for >16pp
12pp A4 brochure	150gsm Monza Satin for <16pp or 250/130gsm for >16pp
16pp A4 brochure	250gsm Monza Satin Matt lam/130gsm Monza Satin
24pp A4 brochure	250gsm Monza Satin Matt lam/130gsm Monza Satin
32pp A4 brochure	250gsm Monza Satin Matt lam/130gsm Monza Satin
A3 single sided poster	170gsm Monza Satin
A2 Poster	170gsm Monza Satin
Large format poster (A1+)	Usually photo satin or 350gsm with laminate
Corporate Folders	300gsm Pacesetter, sealer varnish
Pull-up banner	Premium Rolla Speed Pull-up banner

### 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:

File Formats	
.eps	Professional print file (Illustrator software)
.indd	Professional print file (InDesign software)
.jpg	For screen files and internal printing
.tif	For screen files and internal printing
.png	For screen files and use in Microsoft applications

Colour Modes	
CMYK	Colour mode used for printing (Cyan, Magenta, Yellow and Black)
RGB	Colour mode used for screen/web and Microsoft applications (Red, Green and Blue)
PMS	Pantone Matching System

Resolutions	
72dpi	Low resolution – Screen and web
200dpi	Medium resolution – Internal desktop printing
300dpi	High resolution – Offset and digital printing

---

## 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.

Icon	Meaning
	Manufactured with recovered fibre from existing paper products.
	Paper is manufactured by a mill that is accredited as meeting the International Organisation for Standardisation.
	Made without the use of elemental chlorine.
	Paper from managed plantation forests.
	EMS Environmental Management System. Environmental matters addressed through a documented system.
	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.

## 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](mailto:kathy@key2creative.com.au) / [fiona@key2creative.com.au](mailto: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](mailto: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](mailto: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](mailto: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.

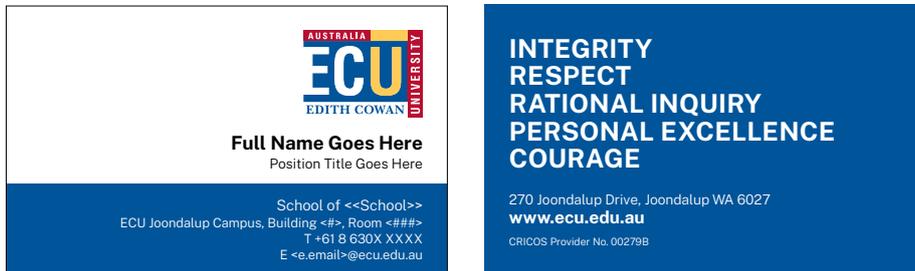
Offset printing offers the highest quality and allows the use of PMS colours, which enables colour consistency through colour matching – particularly useful when printing in different countries or when changing printers.

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)

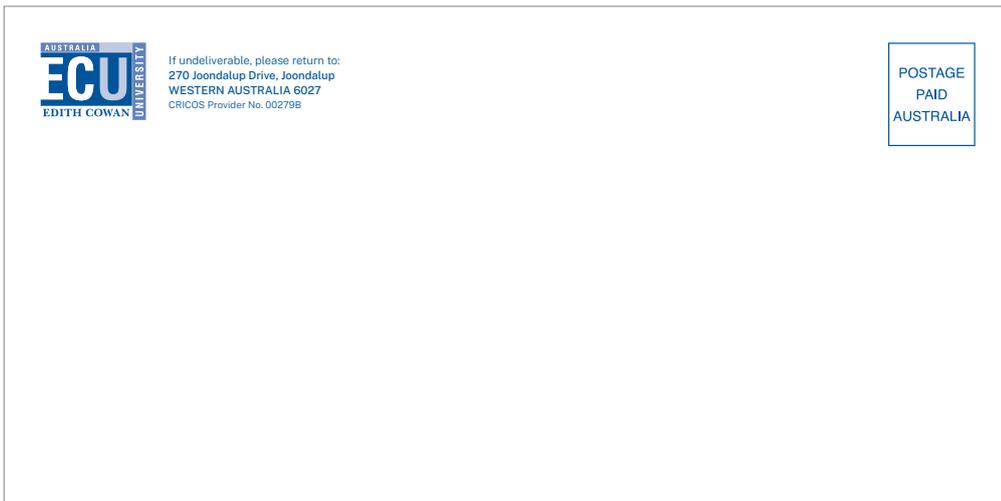
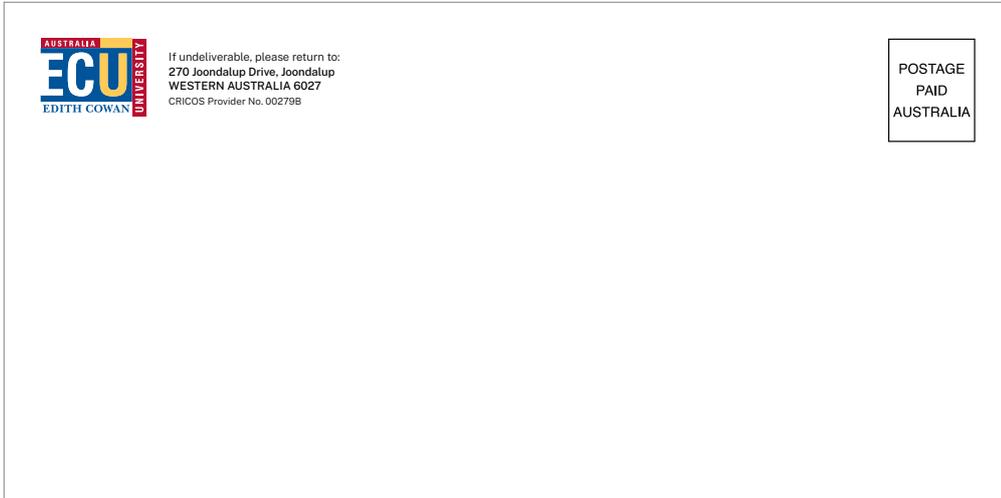


## ENVELOPES

### 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:



## NAME BADGES

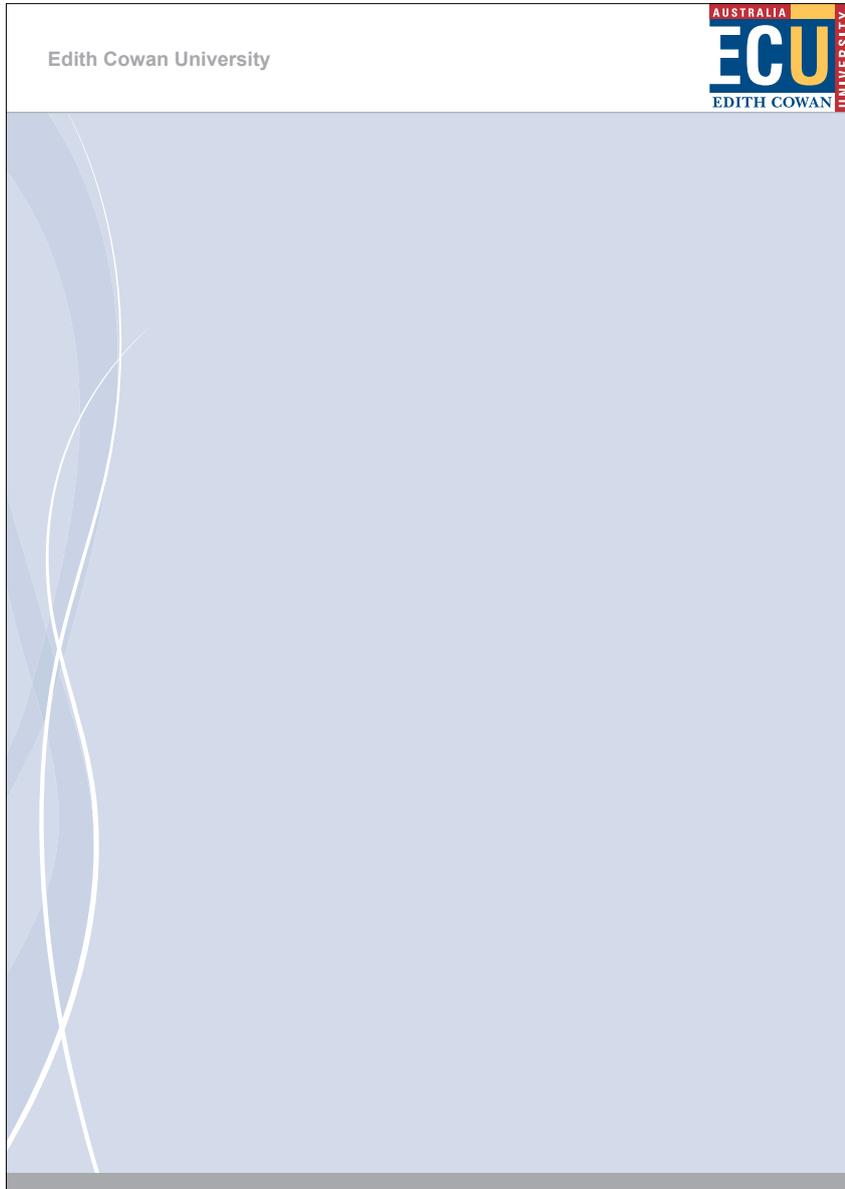
Pronouns e.g. she/her, they/them, he/him, ze/hir etc. can be included next to your name. Including pronouns is entirely optional, but encouraged as a way to communicate how you want people to refer to you, and to signal inclusion.



# 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)

**Edith Cowan University**  
Edith | School of Justice Studies

**Flyer Title**  
Document sub title

**Page Heading (Heading 1)**

**Heading 2**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

**Edith Cowan University**  
Edith | School of Justice Studies

**Flyer Title**  
Document sub title

**Page Heading (Heading 1)**

**Heading 2**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

**Edith Cowan University**  
Edith | School of Justice Studies

**Page Heading (Heading 1)**

**Heading 2**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

**Edith Cowan University**  
Edith | School of Justice Studies

**Page Heading (Heading 1)**

**Heading 2**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

**Edith Cowan University**  
Edith | School of Justice Studies

**Document Title Goes Here**  
Document Sub Title Goes Here

**Table of Contents**

Page Heading (Heading 1) \_\_\_\_\_ 2

Heading 3 Example One \_\_\_\_\_ 3

Change your subhead or section name in the header \_\_\_\_\_ 4

Heading 3 Example One \_\_\_\_\_ 5

Heading 3 Example Two \_\_\_\_\_ 6

Heading 3 Example Three \_\_\_\_\_ 7

**Page Heading (Heading 1)**

**Heading 2 Example One**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3 Example One**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2 Example Two**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

**Heading 3 Example Three**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

**Default Type Style**  
Use 'No Spacing' type style to ensure correct spacing.

**Edith Cowan University**  
Edith | School of Justice Studies

**Document Title Goes Here**  
Document Sub Title Goes Here

**Table of Contents**

Page Heading (Heading 1) \_\_\_\_\_ 2

Heading 3 Example One \_\_\_\_\_ 3

Change your subhead or section name in the header \_\_\_\_\_ 4

Heading 3 Example One \_\_\_\_\_ 5

Heading 3 Example Two \_\_\_\_\_ 6

Heading 3 Example Three \_\_\_\_\_ 7

**Page Heading (Heading 1)**

**Heading 2 Example One**  
This is a single column. All Word templates. Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon, such as Heading 1, Heading 2, Heading 3 and Bulleted List.

**Change your subhead or section name in the header**  
Double click the blue banner across the top of page 1 to change School or Centre name to click 'Close Header and Footer' from the top toolbar or double click content area to click.

**Heading 3 Example One**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Number
- List Number

**Heading 2 Example Two**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

- List Bulleted
- List Bulleted

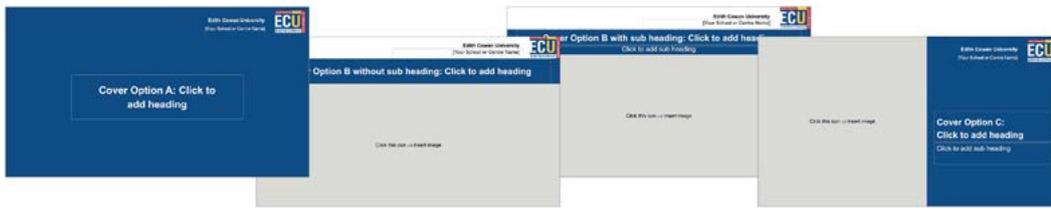
**Heading 3 Example Three**  
Use 'Normal' type style for body text. Other commonly used type styles are available from the Style gallery in the Home ribbon.

**Default Type Style**  
Use 'No Spacing' type style to ensure correct spacing.

# PRESENTATIONS

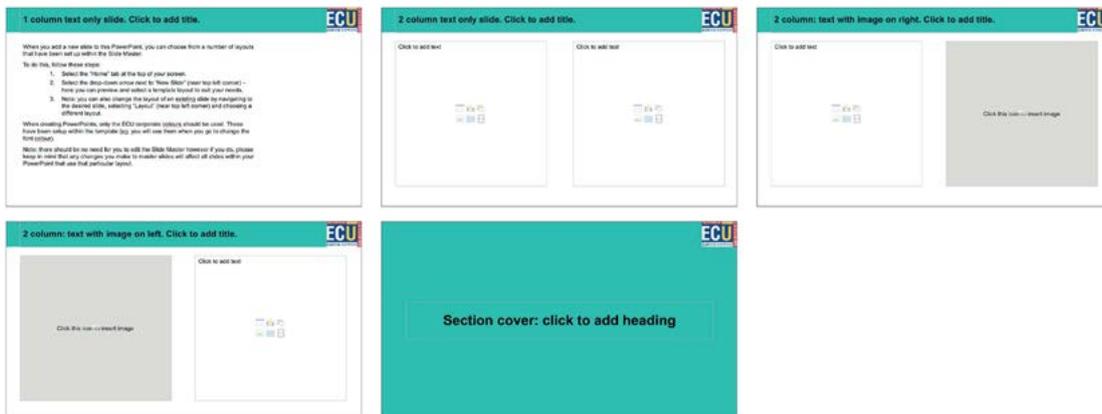
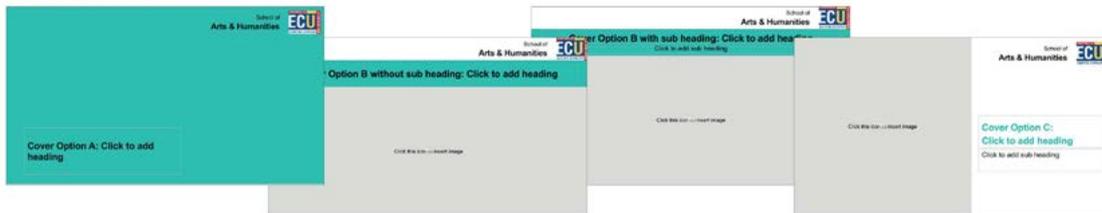
## Corporate PowerPoints

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



## School PowerPoints

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

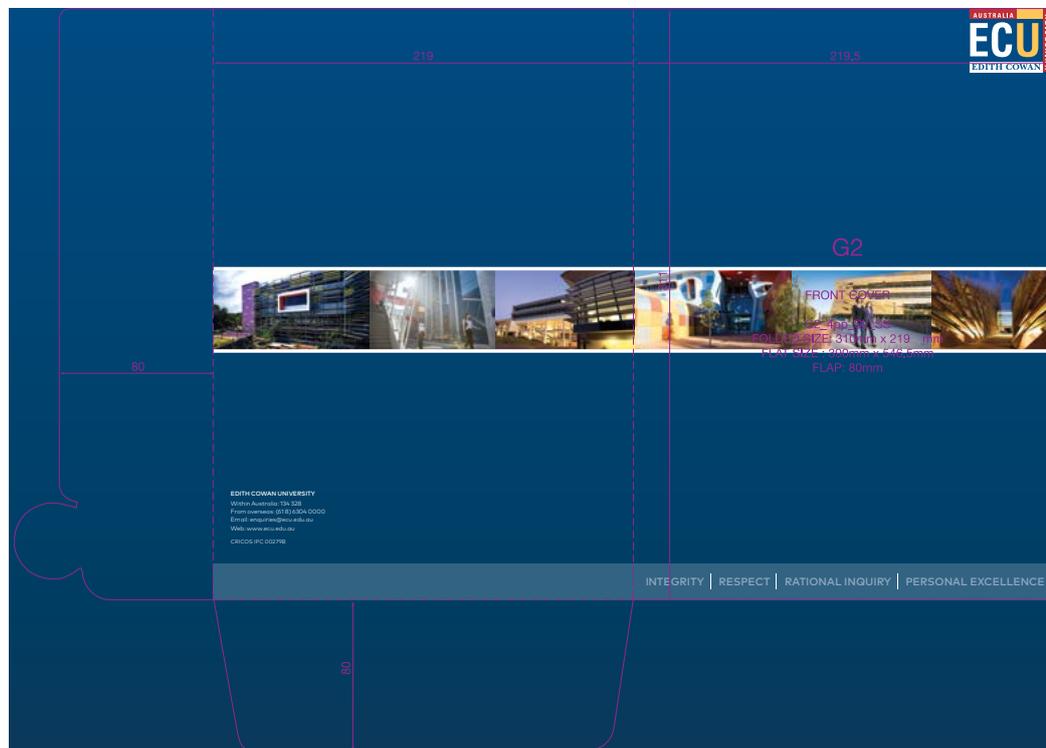


View / download all PowerPoint templates here: <https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/templates-for-communications>

# 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



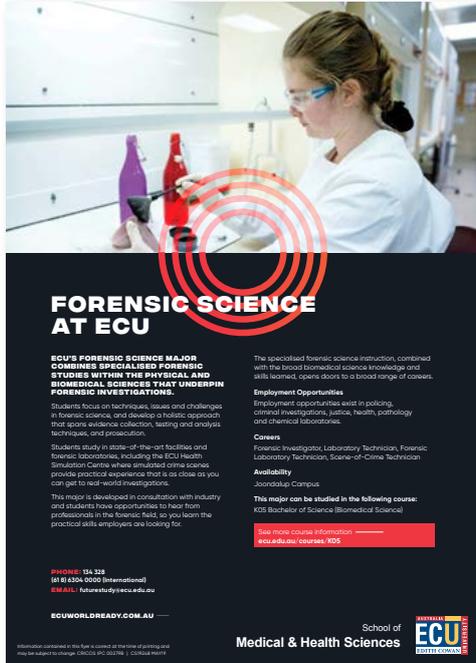
# FLYERS & BROCHURES

## 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



**FORENSIC SCIENCE AT ECU**

**ECU'S FORENSIC SCIENCE MAJOR COMBINES SPECIALISED FORENSIC STUDIES WITHIN THE PHYSICAL AND BIOMEDICAL SCIENCES THAT UNDERPIN FORENSIC INVESTIGATIONS.**

Students focus on techniques, tools and challenges in forensic science, and develop a holistic approach that spans evidence collection, testing and analysis, techniques, and prosecution.

Students study in state-of-the-art facilities and forensic laboratories, including the ECU Health Simulation Centre where simulated crime scenes provide practical experience, that is as close as you can get to real-world investigations.

This major is developed in consultation with industry and students have opportunities to hear from professionals in the forensic field so you learn the practical skills employers are looking for.

The specialised forensic science instruction, combined with the broad biomedical science knowledge and skills learned, opens doors to a broad range of careers.

**Employment Opportunities**  
Employment opportunities exist in policing, criminal investigations, justice, health, pathology and chemical laboratories.

**Careers**  
Forensic Investigator, Laboratory Technician, Forensic Laboratory Technician, Scene-of-Crime Technician

**Availability**  
Joondalup Campus

**This major can be studied in the following course:**  
K05 Bachelor of Science (Biomedical Science)

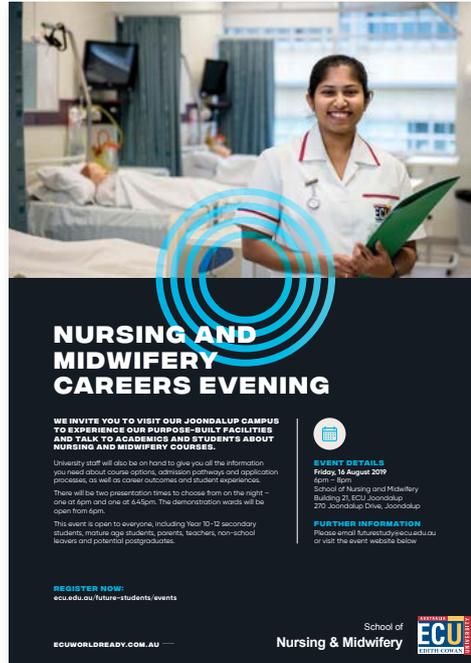
See more course information [ecu.edu.au/courses/K05](http://ecu.edu.au/courses/K05)

PHONE: 134 328  
1818 3306 0000 (International)  
EMAIL: [futurestudy@ecu.edu.au](mailto:futurestudy@ecu.edu.au)

ECUWORLDREADY.COM.AU

School of Medical & Health Sciences **ECU** WORLD READY

Single sided A4 course flyer



**NURSING AND MIDWIFERY CAREERS EVENING**

**WE INVITE YOU TO VISIT OUR JOONDALUP CAMPUS TO EXPERIENCE OUR PURPOSE-BUILT FACILITIES AND TALK TO ACADEMICS AND STUDENTS ABOUT NURSING AND MIDWIFERY COURSES.**

University staff will also be on hand to give you all the information you need about course options, admission pathways and application processes, as well as career outcomes and student experiences. There will be two presentation times to choose from on the night – one at 6pm and one at 8.45pm. The demonstration venues will be open from 6pm.

This event is open to everyone, including Year 10-12 secondary students, mature age students, parents, teachers, prospective leavers and potential postgraduates.

**EVENT DETAILS**  
Friday, 3 August 2017  
6pm – 8pm  
School of Nursing and Midwifery  
Building 21, ECU Joondalup  
270 Joondalup Drive, Joondalup

**FURTHER INFORMATION**  
Please email [futurestudy@ecu.edu.au](mailto:futurestudy@ecu.edu.au) or visit the event website below

**REGISTER NOW!**  
[ecu.edu.au/future-students/events](http://ecu.edu.au/future-students/events)

ECUWORLDREADY.COM.AU

School of Nursing & Midwifery **ECU** WORLD READY

Single sided A4 event flyer



**BACHELOR OF COMPUTER SCIENCE**

This course focuses on the practical and theoretical dimensions of computer science, and prepares students to graduate in the fields of computing and software development.

The course emphasises critical thinking and problem-solving alongside discipline knowledge and skills, providing students with the opportunity to undertake complex computer science projects both independently and in teams.

Students are introduced to concepts including programming, operating systems, networking, databases and security in their foundation year, before specialising in an area of computer science. Advanced topics in computer science, including artificial intelligence and distributed computing, are studied alongside the chosen lines of specialisation.

**Majors you can study in this course:**

- Cyber Security
- Software Engineering

**Step ahead with ECU Internships**  
Our undergraduate Science courses offer work integrated learning opportunities with industry and government partners, allowing students to gain authentic work experience prior to graduating. There are also opportunities for post-graduated internships with organisations related to the subjects offered within this course. Even better, some of these internships could take you to other countries, providing you with a truly international work experience opportunity.

**Professional Recognition**  
This course is professionally accredited by the Australian Computer Society (ACS).

ACCS **ECU** WORLD READY

School of Science

PHONE: 134 328  
1818 3306 0000 (International)  
EMAIL: [futurestudy@ecu.edu.au](mailto:futurestudy@ecu.edu.au)

ECUWORLDREADY.COM.AU

Double-sided A4 course flyer



**“I worked with the WA Police to create software that will have real community benefits.”**

I was really impressed with the number of computing labs and the 24/7 accessibility at ECU. Not only did they provide me with all the resources I needed to succeed at university, the atmosphere allowed me to make great friends and enjoy the study.

I didn't expect to be able to work for real clients during my time at uni, so was surprised when I was given the opportunity to develop software for the WA Police in Wigg.

We developed a mobile phone app that could assist police in search and rescue missions. We were able to work with them on the design and then able to test the app in the field using the Police helicopter. The response and recognition has been incredible.

**LAURENCE DA LUZ**  
ECU Computer Science graduate

Duration: 3 years, full-time or part-time equivalent.

**Availability & Campus:**

	J2	NL	BU	DL
Full-time	o			
Part-time	o			

**Course Structure**  
Students are required to complete a Core unit set plus an 8-unit Major.

UNIT CODE	UNIT TITLE
<b>Year 1 Semester 1</b>	
SC1205	Professional Science Essentials
CS1150	Programming Principles
MA1252	Mathematics for Computing
CS2041	Systems Analysis
<b>Year 1 Semester 2</b>	
CS3105	Applied Communications
CS1101	Computer Security
BN1263	Computer Fundamentals
CS3207	Systems and Database Design
<b>Year 2 Semester 1</b>	
CS2248	Data Structures
CS2204	Object-oriented Programming with C++
Unit from Major x 2	
<b>Year 2 Semester 2</b>	
CS2241	Intelligent Systems
CS2244	Project Methods and Professionalism
Unit from Major x 2	

UNIT CODE	UNIT TITLE
<b>Year 3 Semester 1</b>	
CS3244	Distributed Systems
CS2241	Programming Languages and Paradigms
Unit from Major x 2	
<b>For students who are NOT undertaking a Work Integrated Learning placement</b>	
<b>Year 3 Semester 2</b>	
CS3203	Applied Project
Elective Unit x 2. Elective Unit from selected Major	
<b>For students who ARE undertaking a Work Integrated Learning placement</b>	
<b>Year 3 Semester 2</b>	
CS3245	Work Experience Project

See more course information [ecu.edu.au/courses/UG](http://ecu.edu.au/courses/UG)

**Rankings**  
The quality of teaching at ECU is rated the best of Australian public universities. Our graduates have now received 3 stars for teaching quality in the Good Universities Guide for 12 years in a row.

ECU has also been ranked in the world's top 100 universities under 50 years old in the 2018 Times Higher Education (THE) Young Universities Rankings.

ECU also ranked top public university in Australia for undergraduate teaching quality in the 2018 QILT Quality Indicators for Learning and Teaching survey. For the Computing & Information Systems discipline, we were ranked WA's top university for teaching quality, skills development, student support, quality of educational experience, learner engagement and learning resources.

ACCS **ECU** WORLD READY

PHONE: 134 328  
1818 3306 0000 (International)  
EMAIL: [futurestudy@ecu.edu.au](mailto:futurestudy@ecu.edu.au)

ECUWORLDREADY.COM.AU

Information contained in this flyer is correct at the time of printing and may be subject to change. (CSC03-IPC-022788) | CSC034-0019

Multi-page A4 brochure examples

**2020 COURSE GUIDE**

**ENGINEERING & TECHNOLOGY**

**ECU**  
EDITH COWAN UNIVERSITY

- Aeronautical
- Automation
- Chemical
- Civil & Environmental
- Computer Systems
- Electrical Power
- Electrical & Renewable Energy
- Electronic & Computer Systems
- Electronics & Communications
- Industrialisation Control & Automation
- Marine & Offshore Mechanical
- Microelectronics
- Motorports
- Naval Architecture
- Ocean Engineering
- Petroleum Engineering

**WORLD READY**

**2020**

**ARE**

**ERE**

**BRIDGE.**

**WEEN**

**LD.**

**BY**

of Ready — 3

Level Honours — 4

Honours — 5

and Environmental) — 7

ular Systems) Honours — 9

ical Power) Honours — 10

ical and — 11

onics and — 12

Automation Control and — 13

anical Honours — 14

anical Honours — 16

o and — 17

Bachelor of Engineering (Naval Architectural Honours) — 18

Bachelor of Engineering (Ocean Engineering Honours) — 19

Bachelor of Engineering (Petroleum Engineering Honours) — 20

Bachelor of Engineering Science — 21

Bachelor of Technology (Electronic and Computer Systems) — 22

Bachelor of Technology (Engineering) — 22

Bachelor of Technology (Motorports) — 23

Bachelor of Aviation — 24

Bachelor of Technology (Aeronautical) — 24

Double Degrees — 25

Postgraduate Degrees — 26

Facilities, Services & Support — 28

Admission Pathways to ECU — 29

Applying to ECU — 30

**WORLD CLASS FACILITIES**

ECU Engineering students have purpose-built labs and project spaces, all designed with a focus on delivering an engaging and vibrant learning experience. Many of our labs have been built in collaboration with industry, such as our automation and control laboratory, developed in conjunction with Schneider Electric. We also recently commissioned a new four-level building, which includes 2300 sqm of floor space with level state-of-the-art laboratories. The new facility is designed for teaching and research in Chemical, Electrical, Oceanic/Occupational, Renewable Energy and Petroleum Engineering.

**TECHNOLOGICALLY ADVANCED LABS**

We place ourselves on staying ahead of the curve when it comes to engineering education at ECU. Our labs are equipped with the latest technology, from robots and virtual reality gear to advanced 3D printers and large scale structural testing equipment. We constantly invest in the expansion and maintenance of our world-class infrastructure, ensuring that your knowledge and skills remain aligned with industry needs and trends.

**EMPLOYABILITY**

Our collaboration with industry offers students the opportunity to develop strong industry contacts while completing their degree. Courses are developed and delivered in close consultation with industry, and all students enrolled in our engineering courses are required to undertake 12 weeks of practical work experience. Our focus on practical, hands-on learning gives students the confidence they need to succeed when heading into the workforce.

**PROFESSIONALLY ACCREDITED COURSES**

Our Engineering courses have a common multidisciplinary first year, and more than 20 courses have been professionally accredited by Engineers Australia and recognised under the Washington Accord. This means your engineering qualification will be internationally recognised.

**FLEXIBILITY AND CHOICE**

At ECU, we have more than 20 Engineering and Technology courses to choose from, ranging from traditional Civil, Electrical, Mechanical and Chemical, to specialist marine engineering courses like Ocean Engineering, and Marine and Offshore Engineering. We are also the only university in WA to offer degree specialisations in Motorports and Naval Architecture. Flexible options like part-time study and recorded lectures available online, help you fit study into your life.

**WORLD READY**

**2020**

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

**2020 COURSE GUIDE**

**SCIENCE**

**ECU**  
EDITH COWAN UNIVERSITY

- Applied Chemistry
- Biological Sciences
- Computer Science
- Conservation & Wildlife Biology
- Counter Terrorism Security & Intelligence
- Cyber Security
- Data Science
- Environmental Management
- Information Technology
- Marine & Freshwater Biology
- Mathematics
- Physics
- Science
- Security Management
- Software Engineering
- Sustainability

**WORLD READY**

**2020**

**INTEGRATED LEARNING (WIL) SCHOOL OF SCIENCE**

It is described in any number of ways in Australia, but at ECU it is a program that is uniquely yours. ECU's School of Science offers a range of WIL opportunities for its students.

WIL opportunities are available for students who are currently enrolled in an on-campus program. Requirements for WIL vary by course and are subject to change. For more information, contact your course coordinator.

Student Claudio worked with us as an intern on security aspects of national threat levels in Australia. She has been able to use the knowledge that she has gained from her course in practical real life experience. Our organization has also benefited as we learned how other organizations in the world might have had an attack and how we can best prepare ourselves against a similar attack. The experience has been invaluable on both sides.

**HIREWU LING**  
Senior Works Manager, Western Power

I have always been interested in intelligence and was delighted when I found the ECU Bachelor of Counter Terrorism Security and Intelligence course. I researched my options, and consciously chose ECU because its offering was unique from that of its competitors in that it was the only one for which units were niche and specific to this area of study.

I greatly believe that the lecturers for the Bachelor of Counterterrorism, Security and Intelligence are world-class. They have each had successful careers in intelligence and/or cyber, and are truly passionate about their subject areas.

During the final year of my course, I undertook a Work Integrated Learning placement at Western Power as part of their Security team. I had many opportunities to assist unique projects and present written and audio visual work to a variety of audiences. I also completed a formal presentation on ground and national threat concepts facing the industry.

I'm really glad I undertook this degree at ECU as I would have had no basis to work within the security team at Western Power, or in my current role as a junior cyber intelligence specialist, had not gained skills and knowledge specific to security and intelligence from my degree.

**AUDIA MULLER**  
Senior Counter Terrorism Security and Intelligence graduate

**COURSE**

**BACHELOR OF COMPUTER SCIENCE**

**Indicative ATAR: 70**

Duration: 3-year full-time or part-time equivalent

**Availability & Campus:**

	JO	ML	BU	OL
Full-time	●			●
Part-time	●			●

Focuses on the practical and theoretical dimensions of computer science, and prepares students for careers in the fields of computing and software development. The course emphasises critical thinking and problem solving alongside discipline knowledge and skills, providing students with the opportunity to undertake complex computer science projects both independently and in teams.

Students are required to complete projects including programming, mathematics, networking, databases and security in their foundation year, before specialising in an area of computer science. Advanced topics in computer science, including artificial intelligence and distributed computing, are studied alongside the chosen area of specialisation.

**Majors are available in the following disciplines:**

- Cyber Security, Software Engineering

**Professional Recognition**

Australian Computer Society (ACS) have accredited this course.

**Employment Opportunities**

The course prepares graduates for a range of careers via practical experience in analysing and solving real world problems in computer science and related disciplines, underpinned by strong theoretical concept knowledge. Over the course of the degree students have the opportunity to undertake international study tours, work integrated learning or internships in their chosen field.

**Careers**

Computer Programmer, Computer Support Officer, Application Developer, Mobile Application Developer, Systems Analyst, e-Commerce Developer, Software Engineer, Software Designer, Project Manager

**See more course information —**  
[ecue.edu.au/course/065](#)

**JOHN DOWDEN**  
ECU Computer Science graduate

“During high school while researching courses and universities in my area of interest, Computer Science, I came to realise that ECU offers a great combination of theoretical and applied coursework and has a really good reputation when it comes to their collaboration with industry.”

This led me to enrol for the course. During my final year of study I undertook the Work Integrated Learning program and was able to participate in a government placement, an experience that completed my studies perfectly and was a great introduction to the industry. I developed my professional network and made important connections within the industry and enabled me to practice my technical skills within a professional setting.

**JO** Available on the Joondalup Campus  
**ML** Available on the Mount Lawley Campus  
**BU** Available on the South West (Bunbury) Campus

**OL** Available online  
● Core course attendance requirement

Please note accreditation or professional recognition details are correct as at time of production. For latest information please visit [ecue.edu.au](#)

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



## PULL-UP BANNERS

### Specifications

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

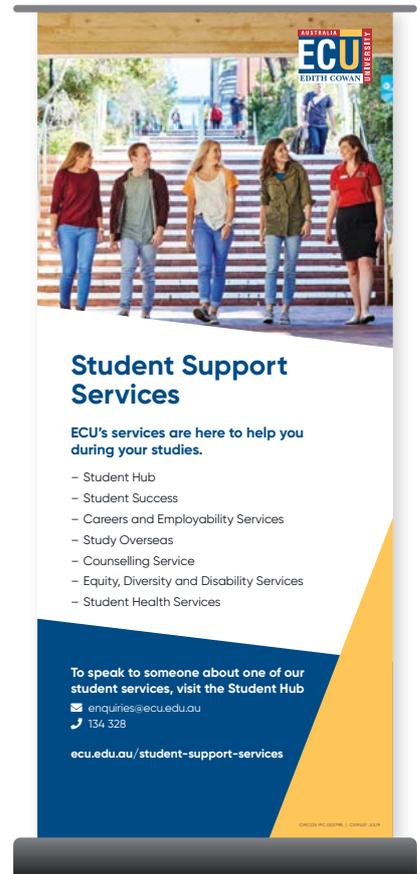
Banners that are targeting future students may use our current World Ready campaign, whereas pull-up banners aimed at current students must use the ECU Corporate style. Some examples are shown below:



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](mailto: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.



World Ready t-shirt



World Ready lanyard



Pens



USB