

UNIVERSITY of
TASMANIA



Brand Guidelines

JULY 2021



About us

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to flourish and thrive. Together, we continue to make our home a better place. A place where we do extraordinary things that have global outcomes.

While that purpose has never changed, our university, and our brand, has constantly grown and evolved. Today, the ways in which we speak and present ourselves need to reflect that evolution.

This document provides simple guidelines that will ensure all of our communications capture the character and spirit of today's University of Tasmania.

Who we are

- We have a strong connection to place.
- We always support and nurture our island, while maintaining a strong global outlook.
- We have unique strengths and selling points that mark us as an exceptional and exciting study destination for both domestic and international students.
- We support our students to succeed, no matter their educational background.
- Our students live and study in a beautiful location.

Our Tone

As our brand continues to evolve, so does the way we speak to people. In our roles, we engage with many different audiences. We need to make sure that we're speaking to the right people in the right way.

Some of our audiences include:

- School-leavers, local and interstate
- Mature-aged and career changers
- Pathways students
- International students
- Industry partners
- Academics

How we talk

- We are direct and clear.
- We are warm and supportive.
- We use “we” and “us” to sound personable and friendly.
- We explain things clearly, with fewer words.

How we don't talk

- We are not unnecessarily wordy.
- We are not condescending or arrogant.
- Unless referring to specific clubs or societies, we don't refer to ourselves as “UTAS”.

For example, when talking to future students, we're always supportive and nurturing. We try to avoid a lot of academic terminology that could isolate or confuse people. On the other hand, If we're talking to industry and research partners, we can be more technical and informative.

But no matter who we're speaking to, we're always clear and concise.

Our Logo

The University's logo has been refreshed with a new font and layout while keeping the main lion icon. Historically, the lion has been the main feature of our logo. In 2021, we have placed the focus on our name. The next several pages demonstrate which versions of the logos are best used in different contexts.



Logo usage

The horizontal logo is the preferred logo format and should be used where possible. The vertical logo is suitable for instances where there is centred copy and images, or when space is restricted.

Colour positive

This is the primary version of our logo. It's suitable for all official and formal communications.

Mono positive

This is a versatile and understated version of the logo that suits collateral where other colours are used such as the university accent colours (see page x). You can also use this when production constraints prevent full colour. Another time you can use mono is when the colour logo has already appeared in a publication, such as on the cover.

Mono reverse

This version of the logo is used where positive versions are not suitable. The logo can be used on any dark background. This version is well suited to merchandise and signage.

Colour reverse

This version of the logo is only to be used on merchandise and clothing.

If you're unsure what logo version to use, please contact the University of Tasmania brand team.



Colour positive - Generally for official/formal use.



Mono positive - Used for campaign creative and in conjunction with with accent colours (page x).



Mono reverse - Used in circumstances where the positive versions cannot be used.



Colour reverse - Used only on merchandise and clothing.



Logo clearspace

To make sure that the logo is easily identified, we need to keep it free of other elements. That's why the logo is protected by clearspace. Clearspace is the area around the logo. It helps maintain the impact of the logo and keeps it away from other elements that might interfere with it or dilute the clarity of our visual identity.

The minimum clearspace is determined by the distance between the baselines of 'University' and 'Tasmania', as shown here. Clearspace should be maintained around the logo at all times.



Incorrect logo use

To have an impact, our logo needs to appear consistently across all of our communications.

It's important that we always use an original master logo and never attempt to redraw or distort one. To help, we've created a library of master logos for you to use.

This page shows what not to do with the logo.



Don't separate the text from the logo.



Don't use effects on the logo, such as drop shadows.



Don't rotate the logo.



Don't stretch the logo.



Don't enlarge or reduce any individual elements of the logo



Don't place the logo over a busy background that interferes with its legibility.



Don't change the colour of the logo.

Minimum sizes

UNIVERSITY of
TASMANIA

29mm

UNIVERSITY of
TASMANIA

16mm

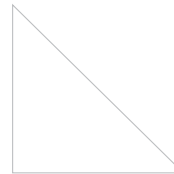
Brand colours

Primary colours

These colours ensure a consistent look across all of our communication and marketing collateral. It also helps our brand feel confident, sophisticated, contemporary, and trusted.

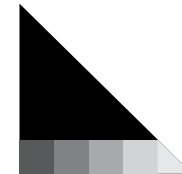
Accent colours

These colours have been created to complement our hero campaign imagery. When using the accent colours, the mono positive version of the logo is to be used.



WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF



BLACK

Pantone Black C
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000



RED

Pantone 485 C
CMYK 0 / 95 / 100 / 0
RGB 228 / 35 / 19
HTML #e42312



SKY

CMYK 36, 7, 11, 0
RGB 176, 210, 225
HTML #B0D2E1



EUCALYPT

CMYK 36, 14, 27, 1
RGB 176, 197, 190
HTML #B0C5BE



FOREST

CMYK 37, 19, 45, 4
RGB 174, 183, 151
HTML #AEB797



OAK

CMYK 27, 22, 35, 5
RGB 192, 187, 167
HTML #C0BBA7



OCHRE

CMYK 20, 34, 38, 7
RGB 201, 167, 150
HTML #C9A796



WATER

CMYK 19, 6, 7, 0
RGB 215, 228, 236
HTML #D7E4EC



ALPINE

CMYK 17, 9, 16, 0
RGB 219, 224, 218
HTML #DBE0DA



JADE

CMYK 25, 9, 30, 1
RGB 212, 221, 202
HTML #D4DDCA



SAND

CMYK 14, 19, 23, 1
RGB 227, 225, 205
HTML #E3E1CD



CLAY

CMYK 13, 19, 22, 1
RGB 225, 208, 198
HTML #E1D0C6



BASALT

CMYK 48, 39, 38, 19
RGB 132, 131, 131
HTML #848383

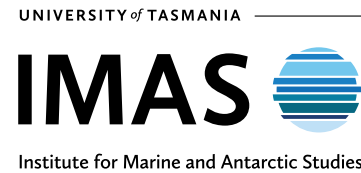


TIN

CMYK 22 / 8 / 20 / 0
RGB 198 / 214 / 202
HTML #D2CECD

Flagship Institution logos

The University of Tasmania has a diverse family of flagship institutions. This suite of logos has been refreshed in order to improve our brand's visual cohesiveness, whilst still maintaining elements of the previous logos.



Flagship Institutions colours

Each of our flagship insitutes has its own colour palette.
Other brand elements, such as fonts, remain the same as the University's.



CMYK 100 / 0 / 0 / 0
RGB 0 / 174 / 239
HTML #00aeef



CMYK 100 / 50 / 0 / 0
RGB 0 / 114 / 188
HTML #0072bc



CMYK 100 / 100 / 0 / 50
RGB 21 / 9 / 88
HTML #150958



CMYK 50 / 4 / 1 / 0
RGB 114 / 199 / 237
HTML #72c7ed



CMYK 82 / 42 / 0 / 0
RGB 27 / 128 / 196
HTML #1b80c4



CMYK 88 / 55 / 0 / 0
RGB 18 / 111 / 183
HTML #126fb7



CMYK 86 / 40 / 23 / 2
RGB 8 / 126 / 162
HTML #087ea2



CMYK 91 / 50 / 36 / 11
RGB 7 / 104 / 129
HTML #076881



CMYK 100 / 86 / 27 / 14
RGB 30 / 60 / 144
HTML #1e3c72



CMYK 23 / 3 / 0 / 0
RGB 191 / 224 / 246
HTML #bfe0f6



CMYK 51 / 16 / 35 / 50
RGB 74 / 106 / 101
HTML #4a6a65



CMYK 64 / 84 / 0 / 32
RGB 87 / 50 / 117
HTML #573275

Flagship Institutions colours

Each of our flagship institutes has its own colour palette.
Other brand elements, such as fonts, remain the same as the University's.



CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000



CMYK 0 / 95 / 100 / 0
RGB 228 / 35 / 19
HTML #e42312



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF



CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HTML #000000



CMYK 0 / 95 / 100 / 0
RGB 228 / 35 / 19
HTML #e42312



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HTML #FFFFFF

Brand font

The font is an important part of a brand's visual language.

We have chosen Montserrat to represent the University of Tasmania and its institutions.

This is a clean, contemporary font. It's highly legible, open and friendly, with a distinct appearance.

Montserrat is available in a number of weights making it versatile for all applications.



External agencies and suppliers are advised to download Montserrat at fonts.google.com/specimen/Montserrat

Montserrat

WEIGHTS

Extra bold
Bold
Medium
Regular
Light

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
!@#\$%&*./:;'+

PARAGRAPH

Heading Bold

SUBHEADING 1 MEDIUM

Cupis rehendamus natis et aturtem
ium, qui debatur, voluptisi serae
pelesequi bernatu rescipsam
escimust latibus mos molorporios
aliquat hilluptat.

Subheading 2 Bold

Cupis rehendamus natis et aturtem
ium, qui debatur, voluptisi serae
pelesequi bernatu rescipsam
escimust latibus mos molorporios
aliquat hilluptat.

Subheading 3 Bold

Cupis rehendamus natis et aturtem
ium, qui debatur, voluptisi serae
pelesequi bernatu rescipsam
escimust latibus mos molorporios
aliquat hilluptat.

Our Photography

Tasmania is one of the world's most distinct and beautiful places. But we can't expect anyone to take our word for it. Only great photography can do it justice.

Not only can the right imagery capture our sense of place, it can also depict our unique study and research opportunities.

Geotags

In order to further highlight Tasmania in our images, we use geotag captions to identify the location and the activity taking place.



📍 Tourism students on a field trip to Bridestowe Lavender Farm, Nabowla, Tasmania

Wide shots showcase the beauty of our vast skies, lands and waters.



📍 Geophysics honours students performing water testing, Little Blue Lake, Derby, Tasmania



📍 Alumnus Mark Acheson, brand manager for Blundstone Tasmania.

Close-ups are great for capturing people and actions. But they still need to feature something distinctly Tasmanian.

Design examples



300x600



160x600



Billboard 970x250



MREC 300x250



Leaderboard 728x90



Mobile 320x50

Design examples

