



Website branding guidelines

Never Stand Still

This chapter provides information about our brand in the online space. By reading this chapter you will learn:

- the requirements for implementing the brand on websites.

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The Website Branding Guidelines are intended to achieve a clear identity and consistency across UNSW websites whilst allowing for design flexibility and innovation. This document should be read in conjunction with the overarching Website Policy.

A **domain name** refers to the root address for a page or website. It does not refer to the address of a computer or computers. It is not in, and of, itself a website but merely a means of accessing a website.

A **UNSW domain** name refers to a domain name that uses the "UNSW.EDU.AU" name. For example, www.international.unsw.edu.au.

This guideline applies to all websites with a UNSW sub-domain name (.unsw.edu.au). Included under the guidelines is any presence on the Internet that provides static / dynamic web pages, application services, portal services, discussion forums and file sharing etc that:

- uses the domain unsw.edu.au; or
- is branded as a UNSW website; or
- officially represents a UNSW unit; or
- is controlled or operated by any University unit or managed / affiliated entity.

Site banner templates and guidance can be obtained from the Central Web Unit (note that the templates require competence in HTML and CSS code.)

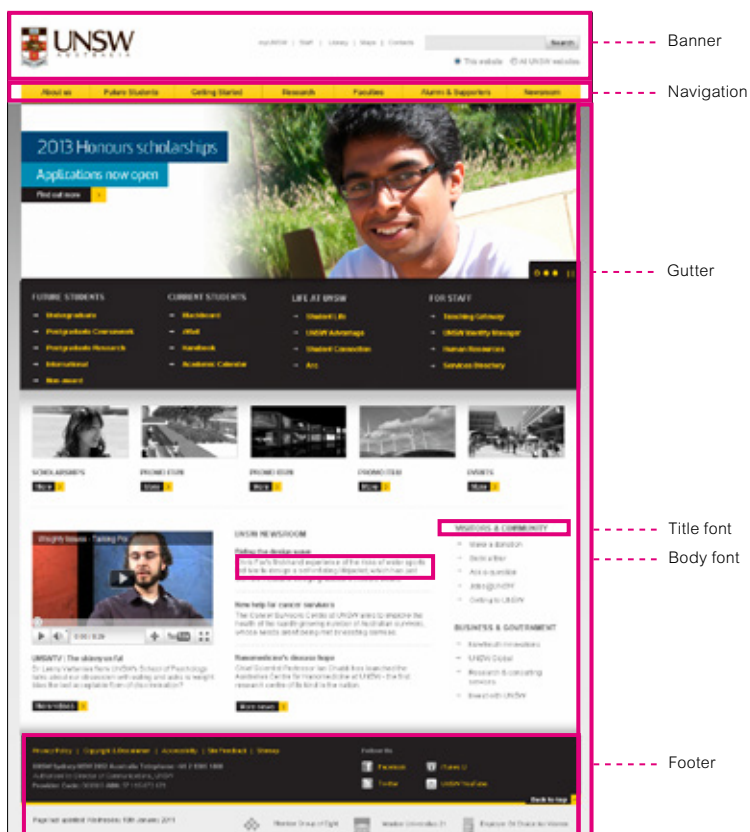
Marketing Services will provide the UNSW logo and name object for all faculties, schools and UNSW administration sites.

Mobile websites should adhere to the website branding guidelines as closely as possible while being reformatted as appropriate for the client device. The Central Web Unit can provide detailed guidance on producing brand appropriate mobile websites and designs.

Further advice and assistance regarding these guidelines can be obtained from Marketing Services or:

Central Web Unit
Email: web@unsw.edu.au
Phone: (02) 9385 3263

- Must register design/redesign with Marketing Services
- Must use the UNSW Australia logo
- Must use Arial font (Sommet is optional for headings, contact the Central Web Unit for advice)
- Should use consistent branding – colours, images, names and tone of voice
- Ensure any images or graphics used comply with these branding requirements
- Where possible, include and/or portray the UNSW tagline 'Never Stand Still'
- Make the font size legible, and widen the line spacing to make large blocks of text more readable
- Create a consistent style. While the layout should give your site structural consistency, the style should give it a coherent theme
- Stick with two or three main colours and incorporate the UNSW yellow where possible and your faculty colour (faculties and schools only).
- Should be used in conjunction with the *UNSW Tone of Voice* and *UNSW Style Guide* sections within these branding requirements.

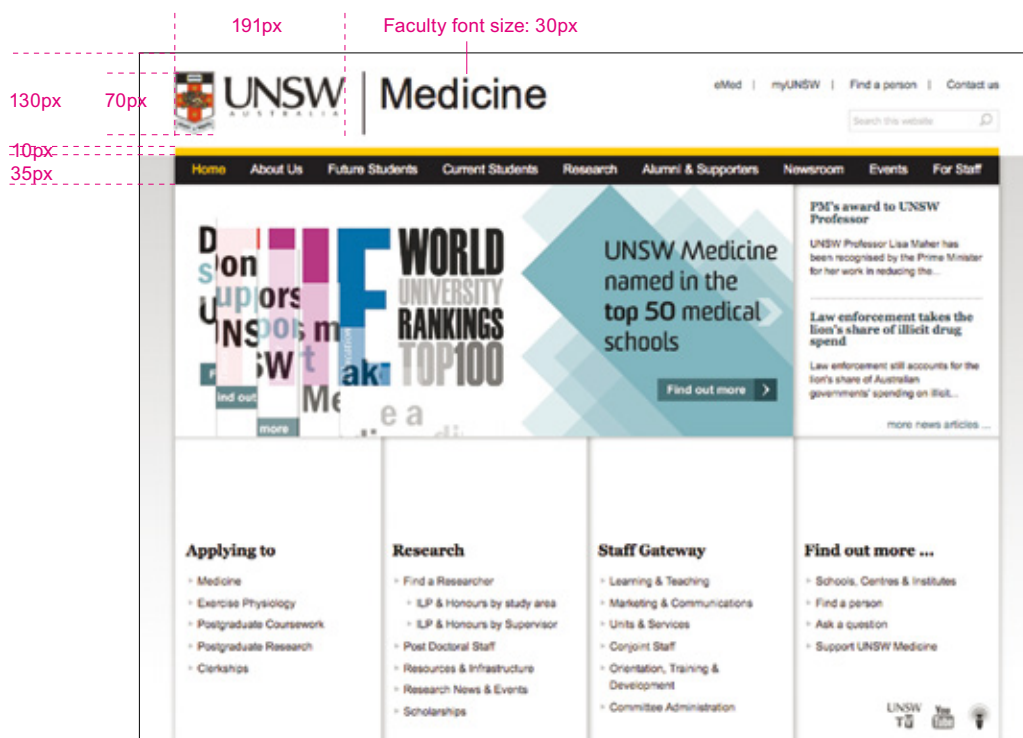


Mandatory elements
on all faculty
websites

Faculty banner and navigation:

- University websites must adopt a consistent use of the UNSW Australia landscape full colour logo.
- The logo will be placed in the left hand section of the level one banner (top banner), which is the area stretching across the top of the page, above the navigation and individual page content.
- The banner is to be used on all pages within a website.
- The height of the faculty banner 130 pixels with the top 120 pixels being a white background with a 10 pixel yellow line (hexadecimal #FFCC00)
- For faculties, the faculty name should be adjacent to the UNSW Australia logo (This name object will be provided by Marketing Services).
- The faculty banner will contain the UNSW Australia logo, faculty/school/division name, and search function.
- Other objects in the banner may include user login, or some navigation in the cases where the CMS presents technical limitations in moving to a clear banner.
- Any navigation in the banner must be above the search function, right aligned in Arial font.
- The font size and weighting for the site names should be 35px regular weight or 30px regular weight if name has to sit over two lines.
- Faculty navigation bars will be charcoal (hexadecimal #231F20).
- The active state (hover state) colour can be either the University brand colour (hexadecimal #FFCC00) or the faculty brand colour.
- The height of the top of page navigation bar is to be 35 pixels.
- The font is to be Arial, with navigation items in sentence case.

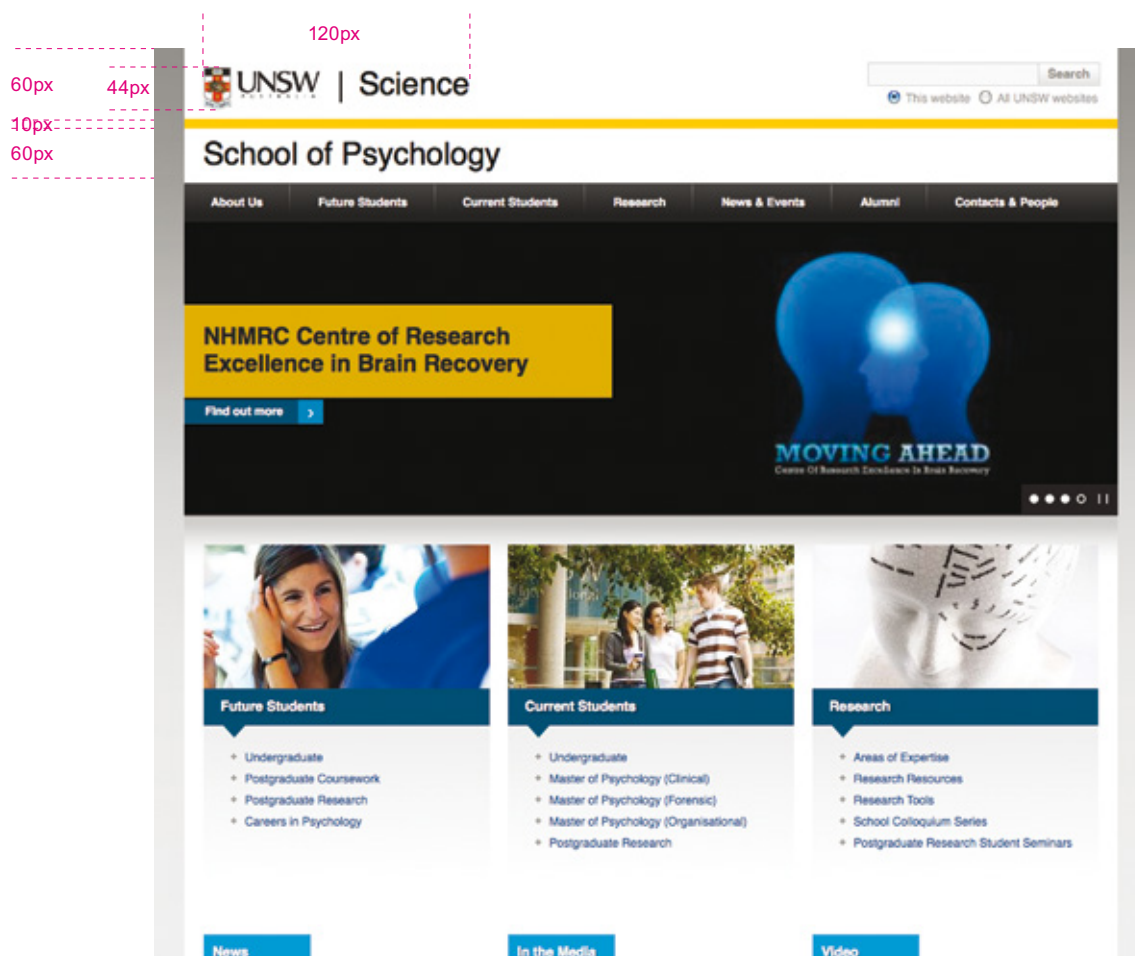
Faculty website
banner dimensions



Mandatory elements on all school websites

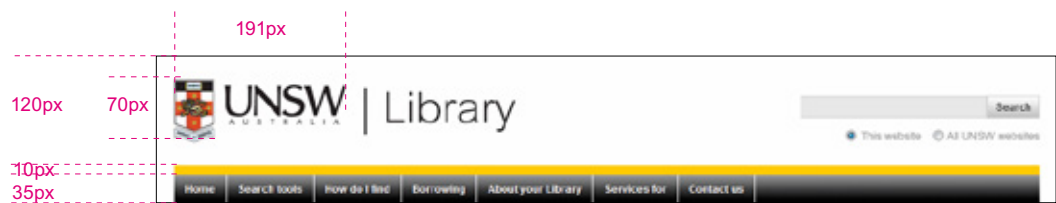
- Schools must use the faculty and school banner. A school may select a colour for use in the school portion of the banner
- If the faculty navigation bar is to be retained it should be inserted immediately below the top banner yellow strip. The area beneath this should be used to identify the school
- The banner is to be used on all pages within a website
- Top banner (faculty) height: 70px (60px white, 10px yellow)
- Lower banner (school height): 60px
- Logo: 120px width 44px height
- The font size and weighting for the site names should be 35px regular weight or 30px regular weight if name has to sit over two lines.
- The font is to be Arial, with navigation items in sentence case.
- Academic profile pages should retain both the level one and level two banners.

School website banner dimensions



Mandatory elements on all divisional banners and navigation.

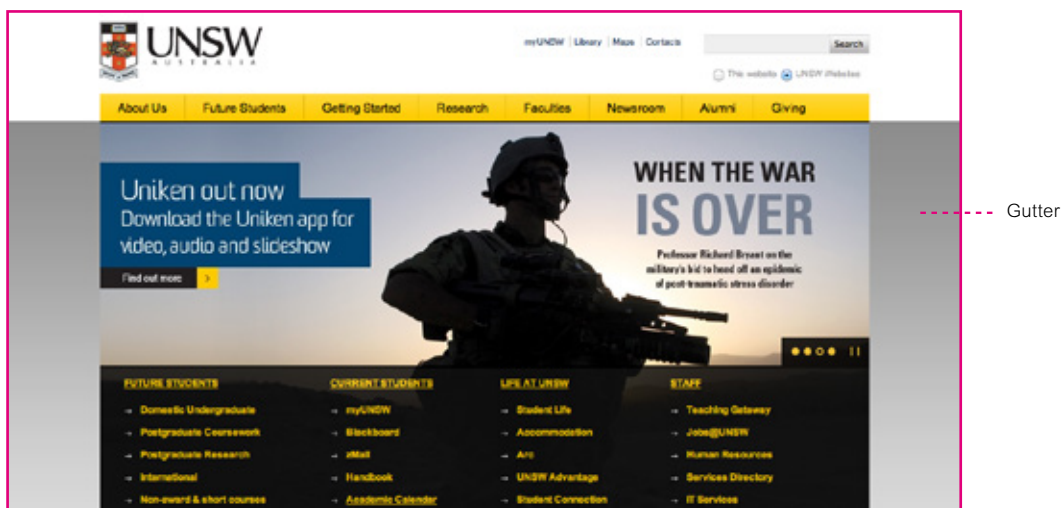
- Divisional websites must adopt a consistent use of the UNSW Australia landscape full colour logo.
- The logo will be placed in the left hand section of the level one banner (top banner), which is the area stretching across the top of the page, above the navigation and individual page content.
- The banner is to be used on all pages within a website.
- The height of the divisional banner 130 pixels with the top 120 pixels being a white background with a 10 pixel yellow line (hexadecimal #FFCC00).
- For divisions, the name should be adjacent to the UNSW Australia full colour logo. This name object will be provided by Marketing Services.
- The font size and weighting for the site names should be 35px regular weight or 30px regular weight if name has to sit over two lines.
- The height of the top of page navigation bar is to be 35 pixels.
- The font is to be Arial, with navigation items in sentence case.



Page gutters:

- The gutter on a web page refers to the area visible on a monitor that is off page to the left and right of the main body of the website.
- Gutters are to contain a single solid colour.
- The use of a solid colour in the gutter may make use of a gradient.
- The main site edges are to be beveled or drop shadowed.

The gutters on UNSW websites are not to include any graphics, images or textured backgrounds including page takeovers.



Footers:

Footer is an area at the base of the page, beneath all other content, containing legally required or otherwise policy-enforced information.

The following specifications define the mandatory elements required in the footer.

The footer area should be clearly distinguished from the page content and the links in the footer should be clearly distinguished from the footer content.

The following links and content should appear on all site pages:

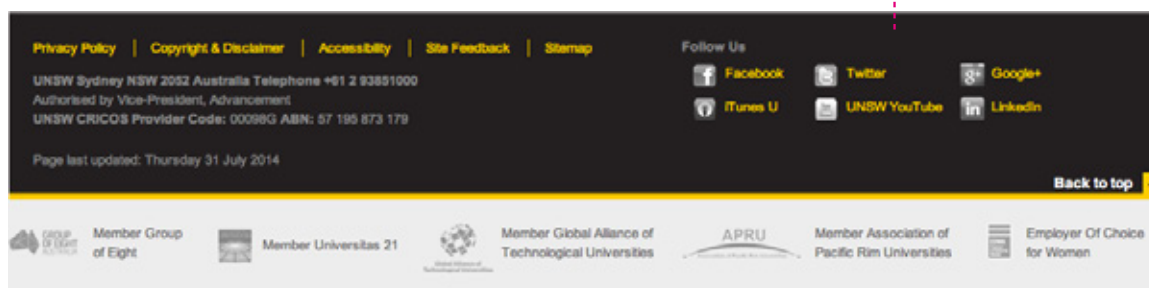
Footer links - The following links should be included at minimum:

- **Privacy Policy** = link to the UNSW Website Privacy Statement on the Corporate website.
- **Copyright and disclaimer** = link to the Copyright and Disclaimer on the Corporate website.
- **Accessibility** = link to Accessibility Support on the Corporate website.
- **Site Feedback** = (only applies to the corporate website) link to the Site Feedback form on the Corporate website. Where feedback mechanisms apply to other units, the feedback link should be a link or email to the appropriate department.
- **Site map** = link to a sitemap of the faculty or unit site.

Footer content - The following content should be displayed in all footers:

- **Address** = Mailing address and telephone number of a Unit.
- **Authorised by** = Name of the role (expected to be a senior management role) in the Unit that is responsible for authorising the page (this role may change for different areas of the site).
- **CRICOS Provider Code** = CRICOS Provider Code 00098G.
- **ABN information** = ABN 57 195 873 179.
- **Date** = Date the page was last updated or in the case of dynamic pages (e.g. from a database) the page generated date. This date need only reflect the last date of content being updated in the site CMS. In the case where information is being fed directly through RSS or other feeds onto a page dynamically but there are no updates to the non-dynamic content, the site owners may include a disclaimer stating "This page is updated dynamically on a daily basis".

Footer



**Use of other
sub-logos**

Other logos such as the GO8 logo can feature on UNSW websites; however they cannot be placed in the top banner in line with the UNSW logo. They can be placed on the page but they cannot exceed the size of, or overshadow the UNSW logo visually.

Exemptions

The UNSW Website Branding Guidelines do not apply to:

- Personal websites (for staff or students)
- Student administered sites such as student association and club sites

Special approval may be granted for development of UNSW micro sites that do not incorporate the mandatory banner and navigation structures detailed in this document. These micro sites must however utilise the UNSW logo in a prominent position and incorporate the UNSW brand yellow.

Marketing Services must be contacted before development commences to discuss whether special approval can be granted.

Contact: branding@unsw.edu.au or (02) 9385 3777.