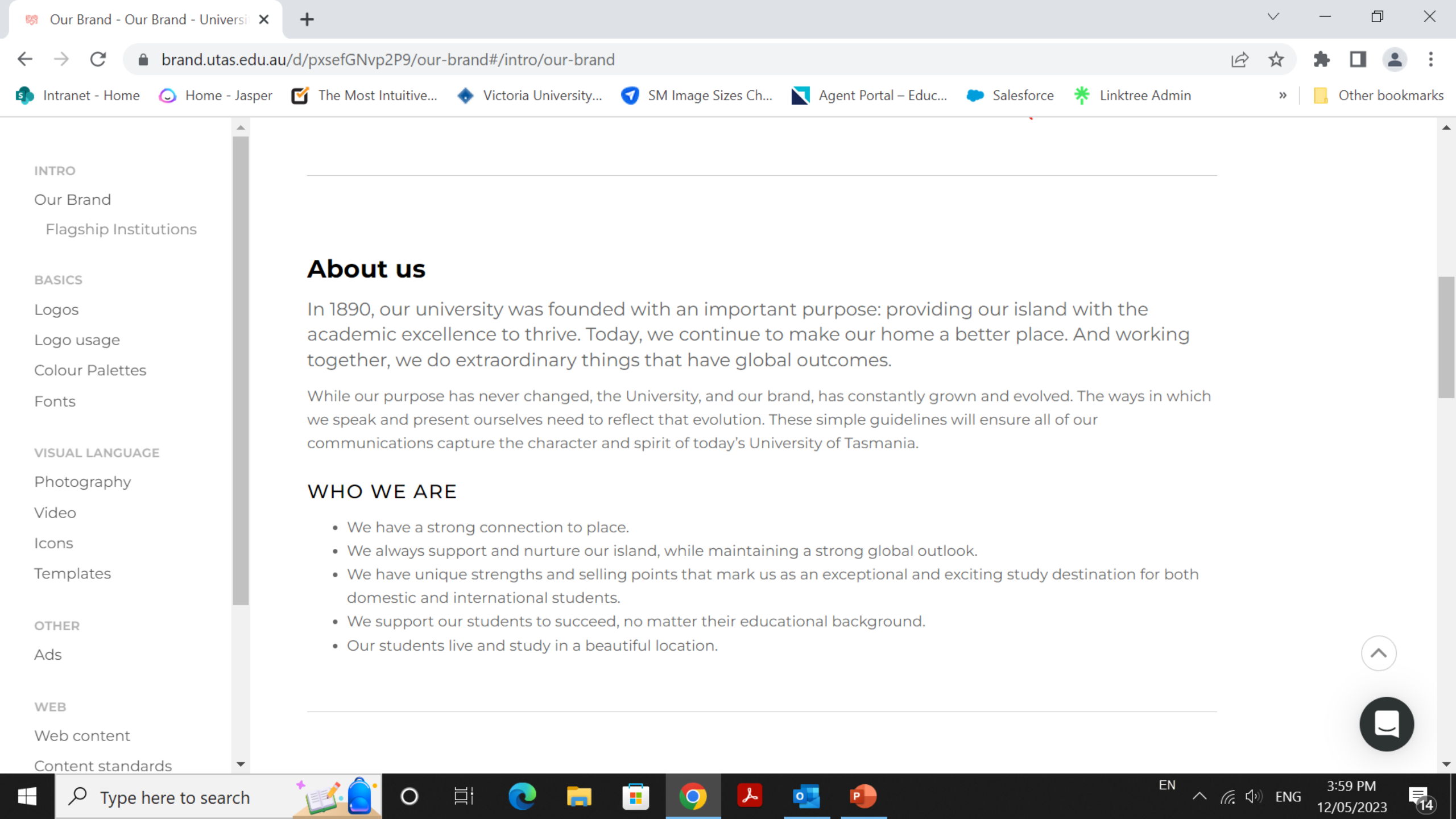




- Summary of brand guidelines from the website
- Please see more details in the link below:
brand.utas.edu.au/d/pxsefGNvp2P9/our-brand#/intro/our-brand



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About us

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

While our purpose has never changed, the University, and our brand, has constantly grown and evolved. The ways in which we speak and present ourselves need to reflect that evolution. These simple guidelines 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.



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- Institute for Marine and Antarctic Studies (IMAS)
- Menzies Institute for Medical Research
- Tasmanian Institute of Agriculture (TIA)
- Wicking Dementia Research and Education Centre
- Co Brands
- Australian institute for Health Services Management
- Career Connect
- CODES

University

The University's brand 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.

PRIMARY LOGO (HORIZONTAL)

The horizontal logo is the preferred logo format and should be used where possible.



Colour positive

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

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Logo usage

Clearspaces

To make sure that our logos are easily identified, we need to keep them free of other elements.

All logos are 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.

Clearspace should be maintained around a logo at all times.

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Minimum sizes

To maintain good legibility, we advise not to reducing our logos below the following sizes.
Please contact the Brand Team if you need sizing advice in regards to your application.



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Incorrect Usage

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.

The following shows what **NOT** to do with the logo. We have demonstrated this with the primary University logo, but the same principles apply across all of our logos.



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Colour Palettes

University

PRIMARY PALETTE

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



Red

#E42313
228, 35, 19
0, 95, 100, 0
PMS 485



White

#FFFFFF
255, 255, 255
0, 0, 0, 0



Black

#000000
0, 0, 0
0, 0, 0, 100
PMS Black C



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Fonts

Fonts are an important part of a brand's visual language.

Brand font

Montserrat is the brand font for the University of Tasmania and its institutions. Montserrat should be used in external facing collateral and other professionally-designed documents.

Internal font

Arial is our internal font which is to be used in all Office 365 related programs, such as **Word, PowerPoint, Excel** and **Outlook**. Using Arial ensures that our fonts remain consistent across all internal documents and when being shared with other staff. This also includes any manually composed emails being sent to students or external stakeholders.

All university staff have both Montserrat and Arial installed on their computers automatically.

Note: All manually composed emails sent to students or external stakeholders must be in the **Arial font**.



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MONTERRAT WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:? !\$&*)

Montserrat
Weight: 400
Style: normal

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:? !\$&*)**

Montserrat
Weight: 700
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:? !\$&*)

Montserrat
Weight:
Style: italic

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:? !\$&*)**

Montserrat
Weight: 700
Style: italic

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```
1 font-family: "Montserrat", sans-serif;
```

Internal font

ARIAL WEB

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:? ! \$ & *)	Arial Weight: 400 Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:? ! \$ & *)	Arial Weight: bold Style: normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:? ! \$ & *)	Arial Weight: Style: italic

