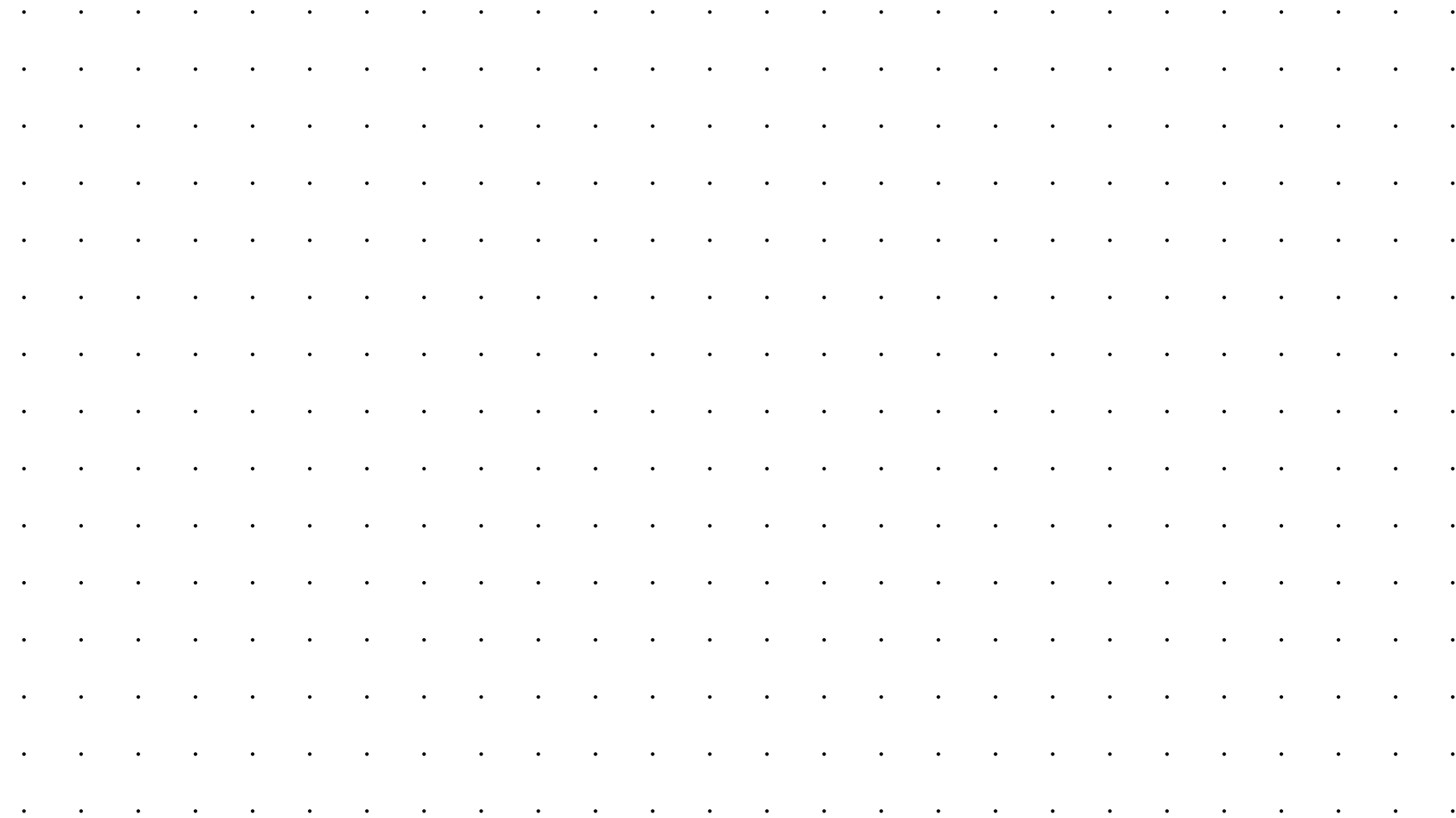
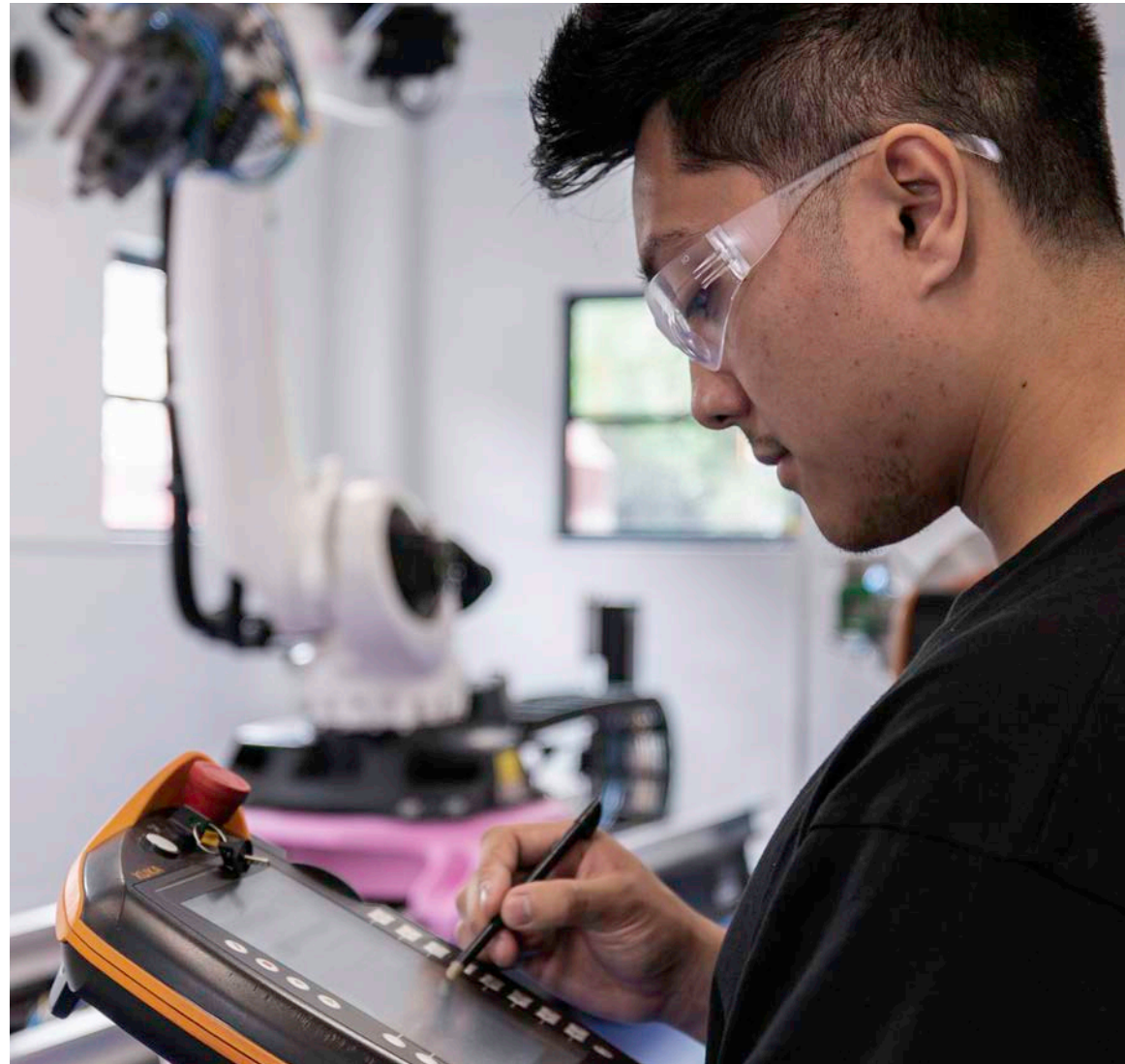


# The Swinburne brand

A user guide





## About this guide

This guide provides instruction on how to visually present the Swinburne brand. Every piece of communication that is produced is a representation for the university, and therefore must adhere to a unified look and feel.

---

We take our brand seriously and treat the Swinburne brand name and associated visual personality with respect. 'Swinburne' is a registered trademark and must not be used without written permission. Likewise, you should not deviate from the rules stated in this document. If you are unsure of whether your usage meets these requirements, you must contact the Deputy Director, Marketing, for advice.

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Brand  
overview

### **Our purpose**

## We believe in bringing people and technology together for a better world

For us, technology is not an end in and of itself. It is technology's capacity to enable social, environmental, economic and cultural good that is intrinsically valuable. And when people turn to universities for solutions and innovation, they also seek human capital and talent. The critical need of industries, many yet to be created, is behind our purpose: to create tomorrow's technology and the human capital and talent required for a digital, tech-rich future.

---

### **Our platform**

No matter where we are in the world, and whether it's for prospective or current students, researchers, partners from industry, business or government, we always aim to accomplish the same thing. We are:

## creating the next gen now

The principle of constant innovation is at the heart of creating the 'next generation now' – from the kind of education and real industry experience we provide, to the latest discoveries in space technology, cleaner energy, medical technology and so much more. Next gen\_now allows us to talk about what's next but crucially, how to deliver it now. This is in direct contrast to university tropes that promise to prepare you for the far-off 'future', but don't provide much in the way of a timeline.

Next gen\_now positions us as a leader, where each year becomes an opportunity to launch the next generation (or release, to further borrow from the tech world) of our offering.

---

## Brand overview

We are proudly creative and constantly innovating.

We are tech spec meets human speak.

Think MIT meets Apple.

---

We don't speak in university sector platitudes. We speak in the same way a tech company would position new products. And that's a deliberate choice. By using the vernacular of tech companies, we align ourselves with the industries we serve. And this will show our audiences that we are industry-focused.

We should talk about approaching everything with 'creativity and innovation'. Also, that we are at the 'cutting edge of ..' or 'forefront of ...' These phrases resonate with all audiences.

---

# Language and tone of voice

We are a 21st century university at the cutting edge of technology and innovation

### Things we'd say:

"University as you know it is getting an upgrade."

"Seamless career integration."

"Where learning is both upload and download."

"Creativity and innovation are at the core of every course."

### Things we wouldn't say:

"We'll get you future ready."

"We're the university of tomorrow."

## Brand overview

### CRICOS

**CRICOS stands for the Commonwealth Register of Institutions and Courses. It is a register of Australian education providers that recruit, enrol and teach overseas students.**

Swinburne is registered with CRICOS, which allows us to offer courses to overseas students studying in Australian on student visas.

All written material (including websites) promoting a course or inviting a student to apply for a course must list our CRICOS provider code. Since we often target both international and domestic students within a single advertisement or piece of communication, Swinburne practice is to include our CRICOS provider code on all materials.

Provider code: CRICOS 00111D

### RTO

**RTO stands for Registered Training Organisations i.e. those that provide Vocational Education and Training (VET)**

RTOs are recognised as providers of quality-assured and national recognised training and qualifications. Being an RTO allows Swinburne to offer these levels of qualification:

- Certificates I, II, III and IV
- Diploma
- Advanced Diploma

When a piece of advertising or communication material is targeted at a VET audience, our RTO provider code must be displayed.

Provider code: RTO 3059

# Compliance

### TEQSA

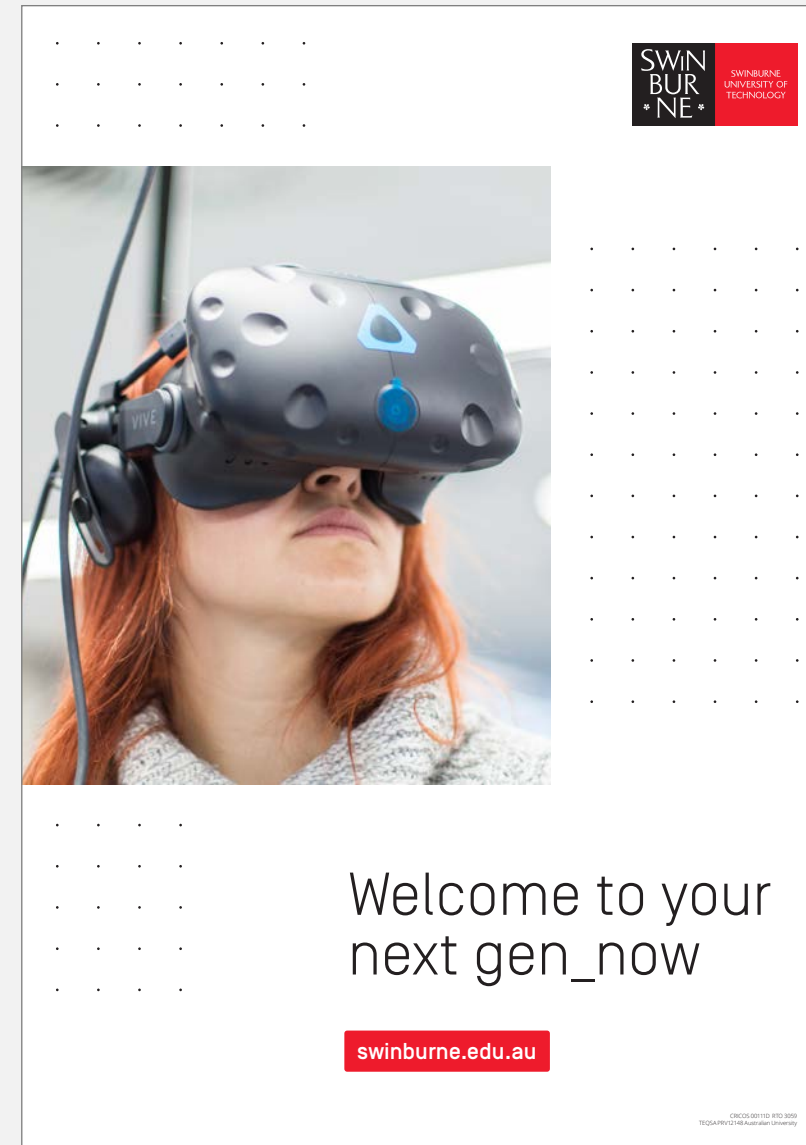
**TEQSA stands for Tertiary Education Quality and Standards Agency. It is Australia's independent national quality assurance and regulatory agency for higher education.**

As part of TEQSA's Higher Education Standards Framework, Swinburne is required to include TEQSA Category and TEQSA Provider ID on all relevant marketing material.

Category: Australian University

Provider ID: PRV12148

The Category and Provider ID should be applied to all printed collateral. It also included across all Swinburne web pages in the footer. Practically, it may not be possible to include a legible Category and Provider ID on some digital materials. In these situations, the digital material must link to the website where the code can be found in the footer by the user.



Poster example

Logos



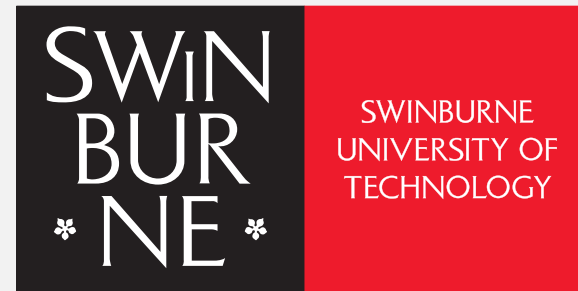
## Logos

We recommend using the landscape logo in most instances. Use the portrait logo only if your layout presents limitations that cannot accommodate the landscape logo.

Never set our logo to the edge of a page or artwork. Refer to page 12 for minimum recommended clear space.

Never manipulate or distort our master logos in any way.

# Master logo



Landscape logo (recommended)



Portrait logo

## Logos

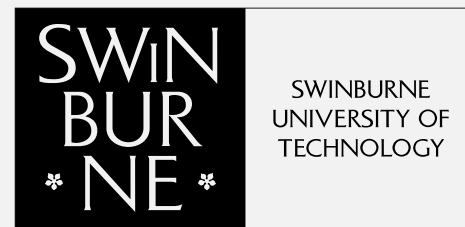
The mono logo has been created for applications where colour cannot be used.

Examples of these applications are when documents are to be photocopied in black and white, or in stationery where the extra cost of red ink is not feasible.

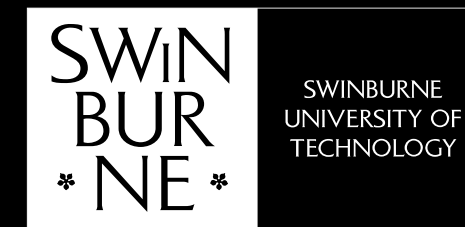
Use the regular mono logo on light backgrounds and the inverse mono logo on dark backgrounds.

# Mono logo

Regular mono for light backgrounds



Inverse mono for dark backgrounds



## Logos

Avoid placing the logo on a solid red, black or dark charcoal background. Where possible, place the logo on a white background.

If you cannot avoid those solid colour backgrounds, we have a white keyline logo version that can be used so that it does not bleed into the background.

### Also avoid placing the logo on images.

If you cannot avoid doing so, make sure there is sufficient contrast between the logo and the area of the image it is sitting on. For example, if the image contains colours that are similar to the red of the logo, a white keyline must be used. If the image contains dark colours that are similar to the black of the logo, a white keyline must also be used.

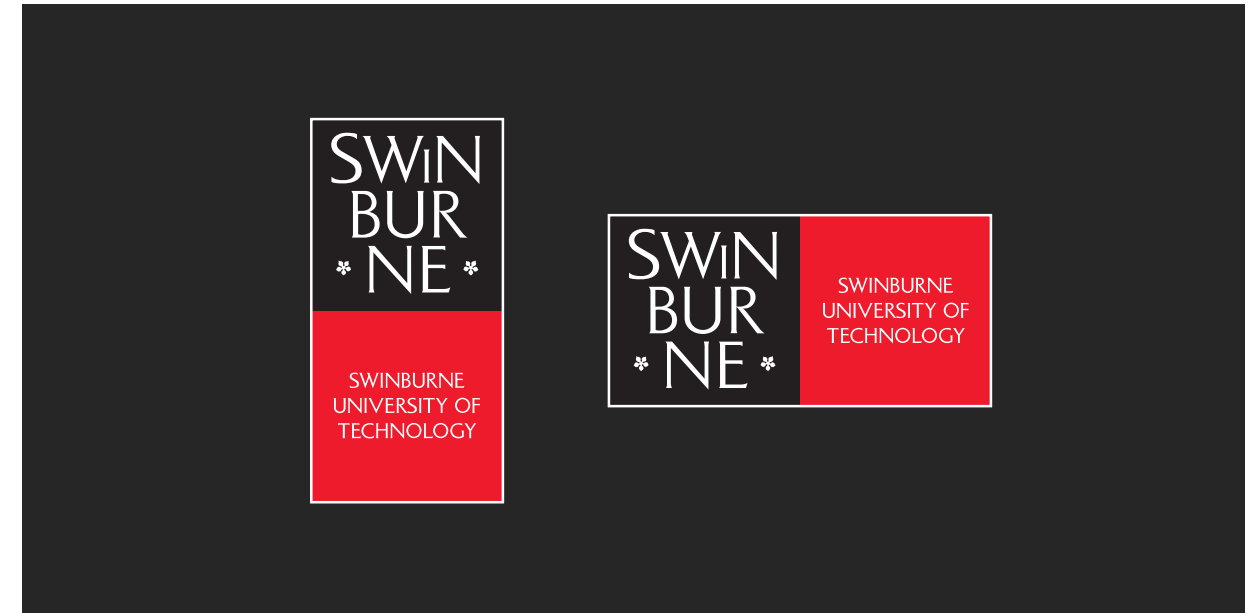
# Working with backgrounds



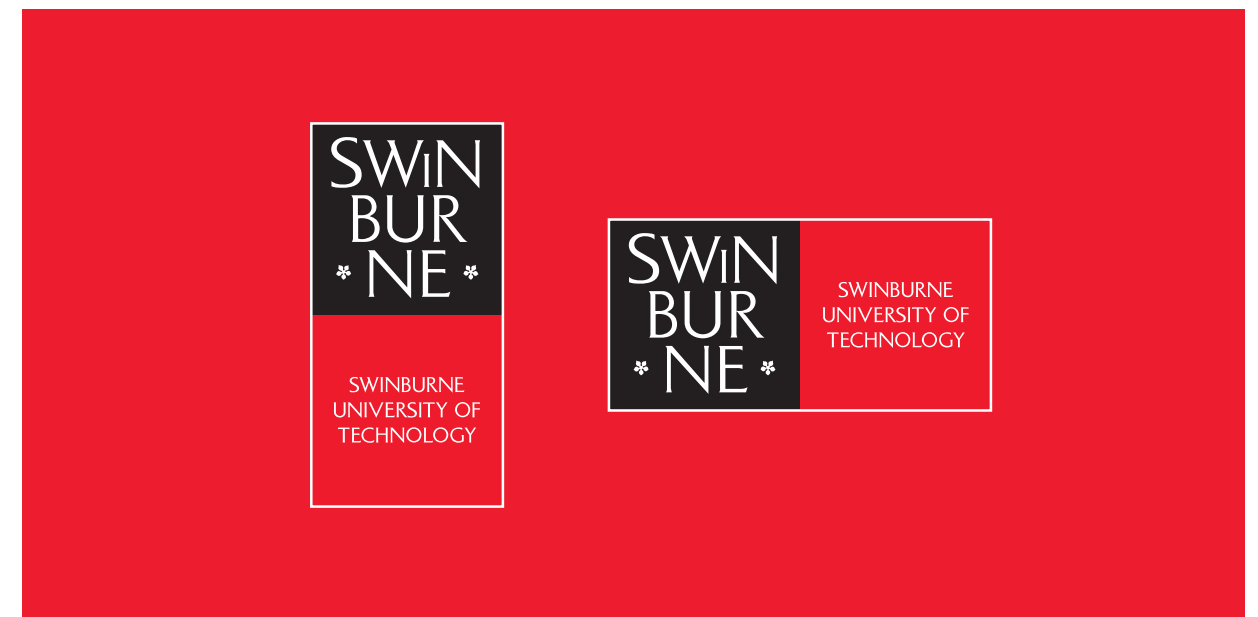
Image contains many dark areas similar in tone to the black square of the logo, so the keyline logo must be used.



Image contains many reddish areas similar in tone to the red square of the logo, so the keyline logo must be used.



We don't recommend placing the logo on a dark background. However, if it is unavoidable, the keyline logo must be used.

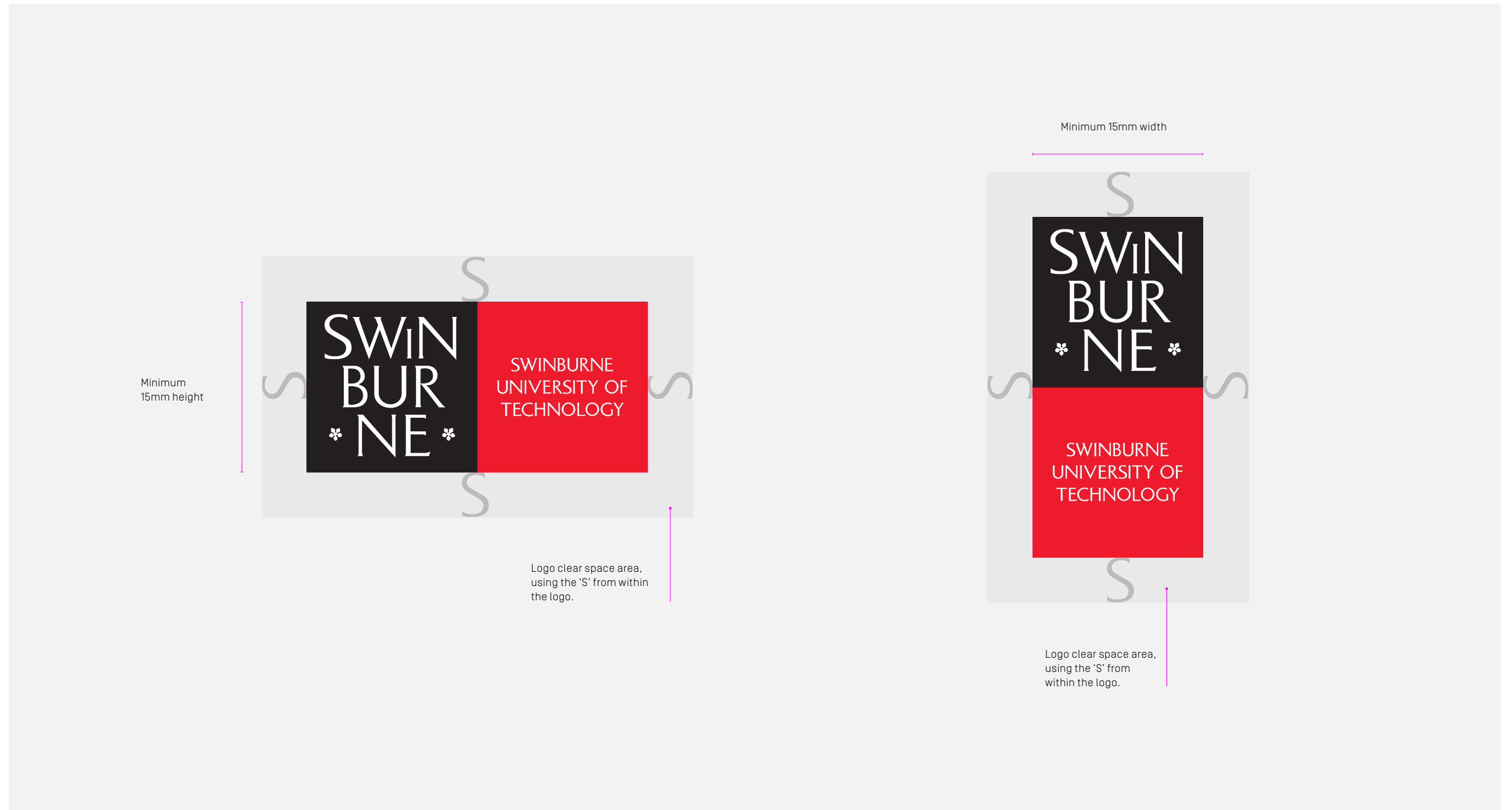


We don't recommend placing the logo on a red background. However, if it is unavoidable, so the keyline logo must be used.

# Clear space and minimum sizing

To determine the clear space area of the logo, we use the 'S' from within the logo.

To maintain legibility in our master logo, it should be no smaller than 15mm on its shortest side.



## Logos

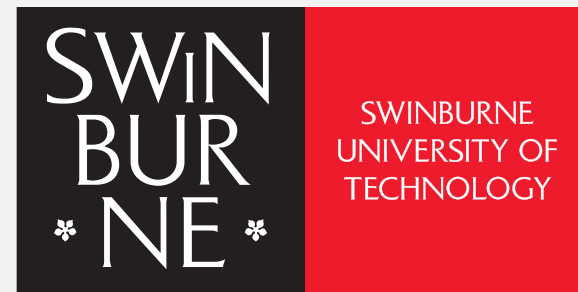
All international communication requires an additional lock-up with the word 'AUSTRALIA' set in Simplon Norm Medium.

AUSTRALIA must always be set in uppercase underneath the logo.

Text colour should be black or white to offer the highest contrast against the background for legibility.

Never create your own logo and text lock-up. Use the pre-set master files provided by Marketing.

# International logo



AUSTRALIA

Landscape logo



AUSTRALIA

Portrait logo

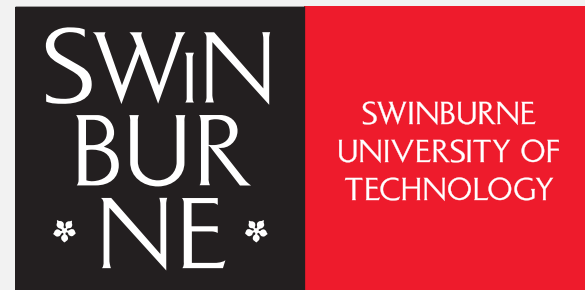
## Logos

Tagline usage is limited to above-the-line advertising and some specific marketing applications. For all other applications, use our master logo without the tagline.

Here are examples of our landscape and portrait logo lock-ups. Never create your own lock-up. Use the pre-set master files provided by Marketing.

Our lock-up must never sit on a photo, patterned background, low-contrast background or any other colour outside the red, white, charcoal, black spectrum. If placed on a low contrast background, a white keyline must be placed around the logo and the words 'next gen\_now' must be in white.

# Tagline lock-up



Landscape logo + tagline lock-up

next  
gen\_now



next  
gen\_now

Portrait logo + tagline lock-up

## Logos

This logo lockup is reserved for advertising and selected brand-related use cases. The 3D logo must not appear without the next gen\_now tagline.

It must always be used along with its shadow. The distance between the logo and the shadow can be adjusted, however, it cannot be more than the length of the logo itself.

This logo should only be used on white or light charcoal backgrounds.

Seek approval from Marketing if you wish to use the 3D logo.

# 3D logo lock-up



## Logos

The only time the Swinburne logo can be altered, where the black Swinburne square is used solus, is for use on social media, apps, video and digital advertising. However, this should never be used without written approval from Marketing.

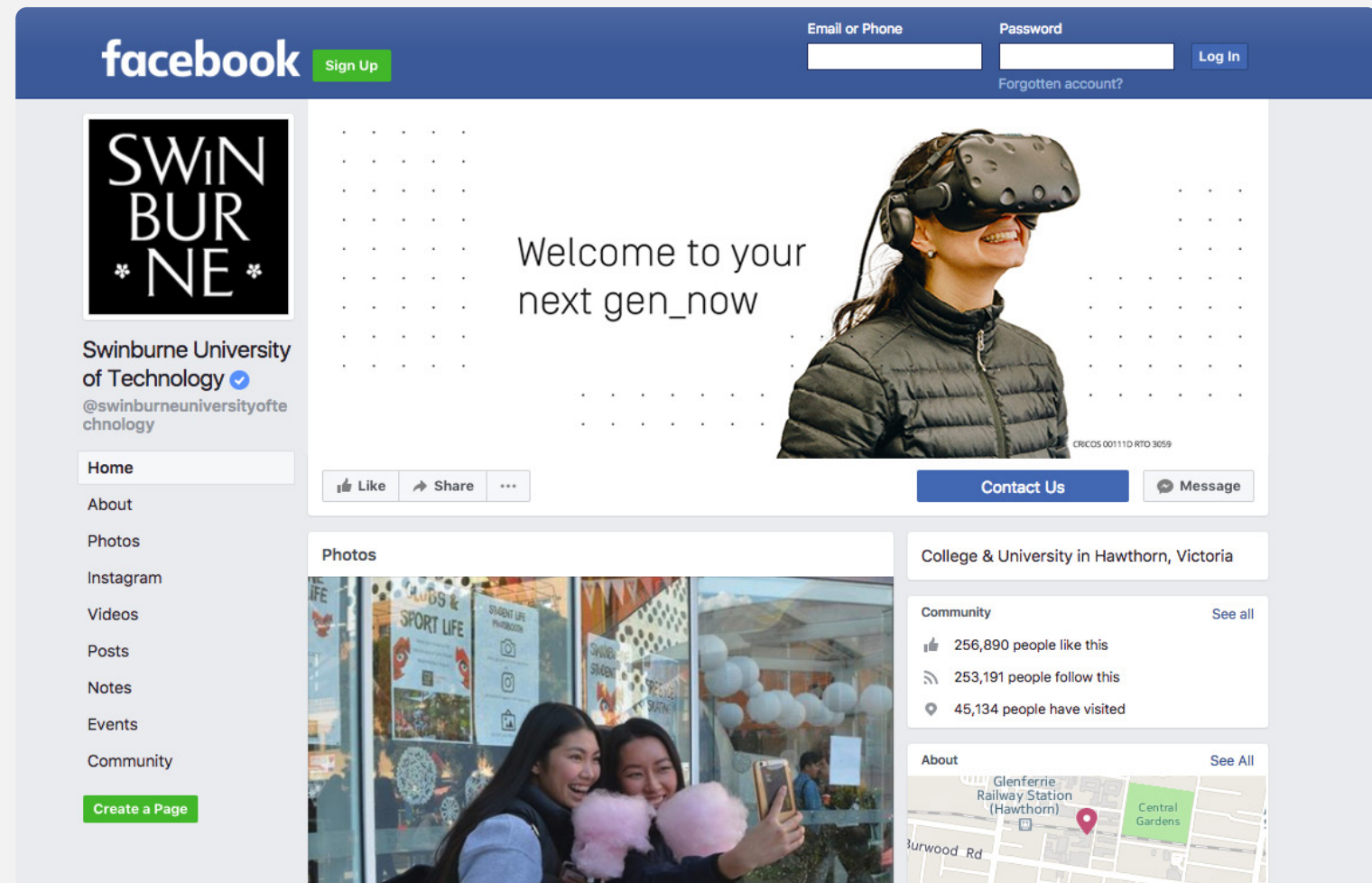
This is due to layout and sizing constraints, where the text in the full size logo would be too small to read. If possible include a pop of Swinburne red in another area of the design/profile to link back to the brand. Social media imagery should reflect the campaign material in market at the time. Use RGB/Hex colour values (refer to page 30) and add a white keyline if the black square sits on a dark background.

**The Swinburne logo should never be altered for use on websites. For assistance and advice, please contact Marketing.**

# Digital logo



Note: Due to the restriction of variations in screen size and available space, the logo may be positioned and resized according to requirements.





The crest

## The crest

Our crest is designed for premium communication only. Please obtain permission to use it from the Chief Marketing Officer or Deputy Director, Marketing.

The crest is used on testamurs and official statements, as well as materials that inherently carry a level of gravitas. Some instances are in corporate stationery, the annual report and the Horizon 2025 booklet. In the past, we have also used it in communication with the VTAC high achievers cohort.

We have three options of the crest to give us flexibility across different types of print and digital executions without distorting or sacrificing the quality of the illustration.

### Option 1

This works well for large signage or decals where the line detail can be seen.

### Option 2

This is suitable for small scale applications like embroidery and small online applications.

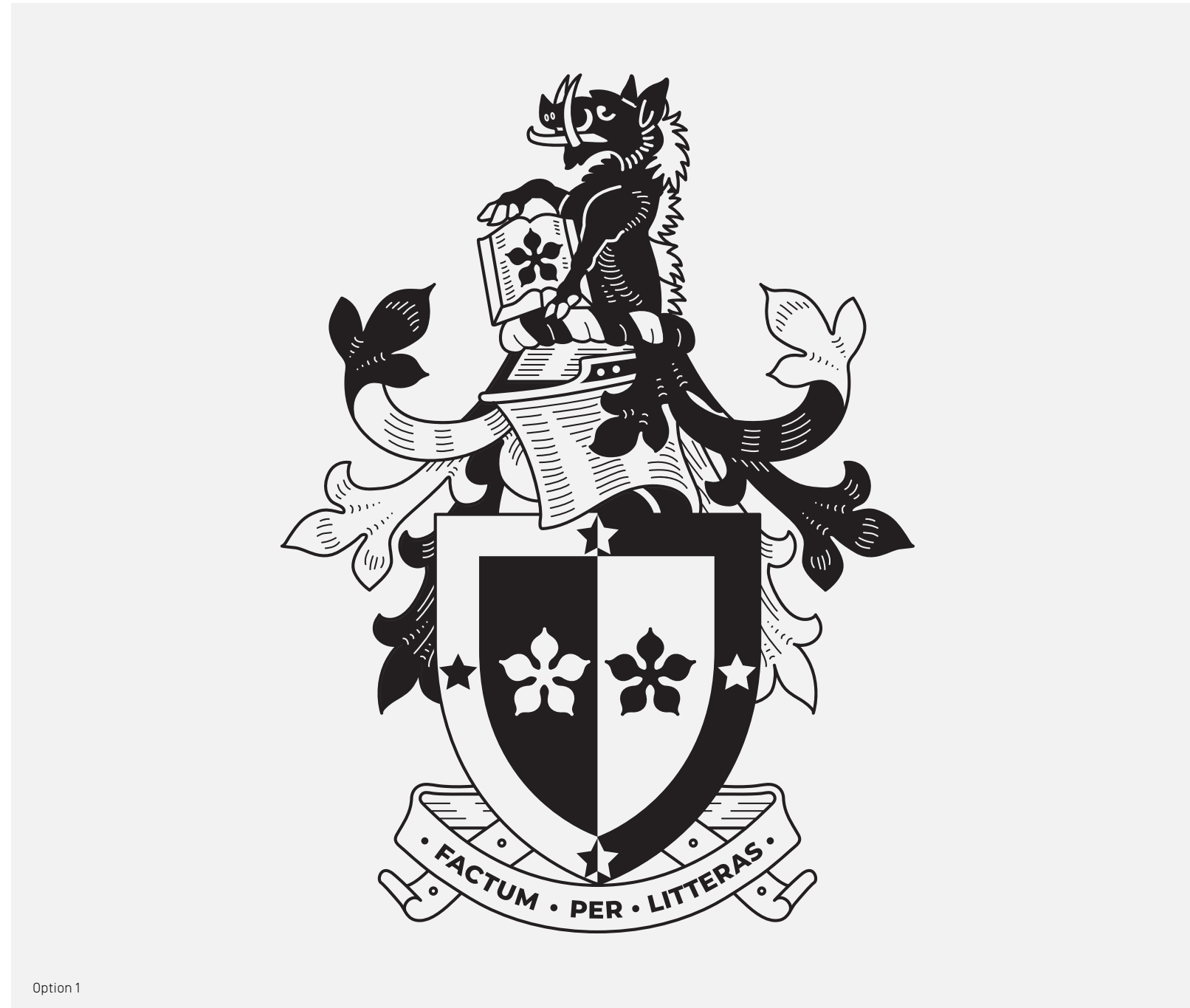
### Option 3

This is great for applications that are between Option 1 and 2 in scale. Print publications, for example.

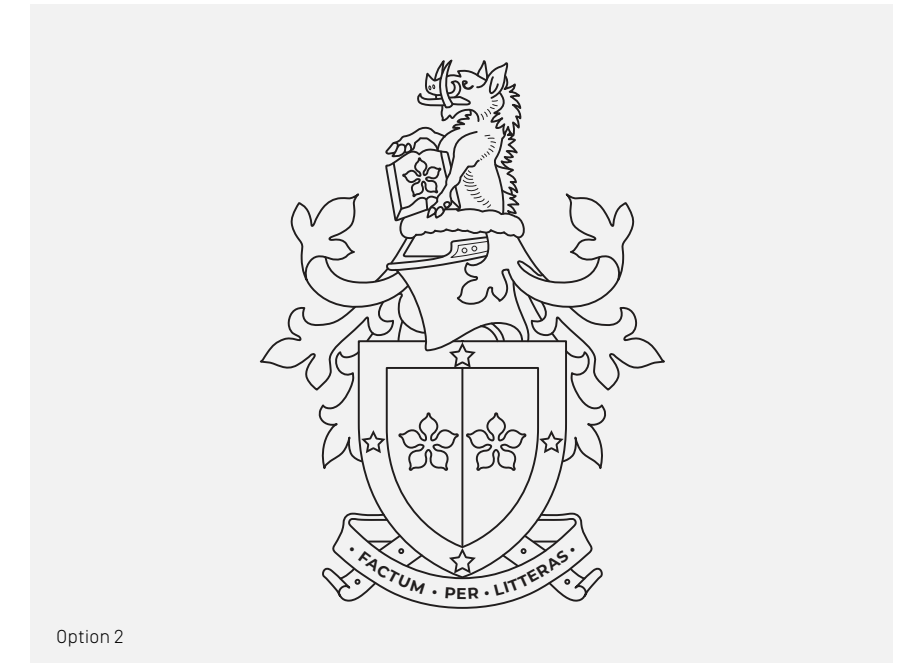
**Do not use the crest on non-premium merchandise.**

**If you'd like to use the Swinburne crest on any background other than light charcoal or white, please contact Marketing for advice.**

# Variations



Option 1



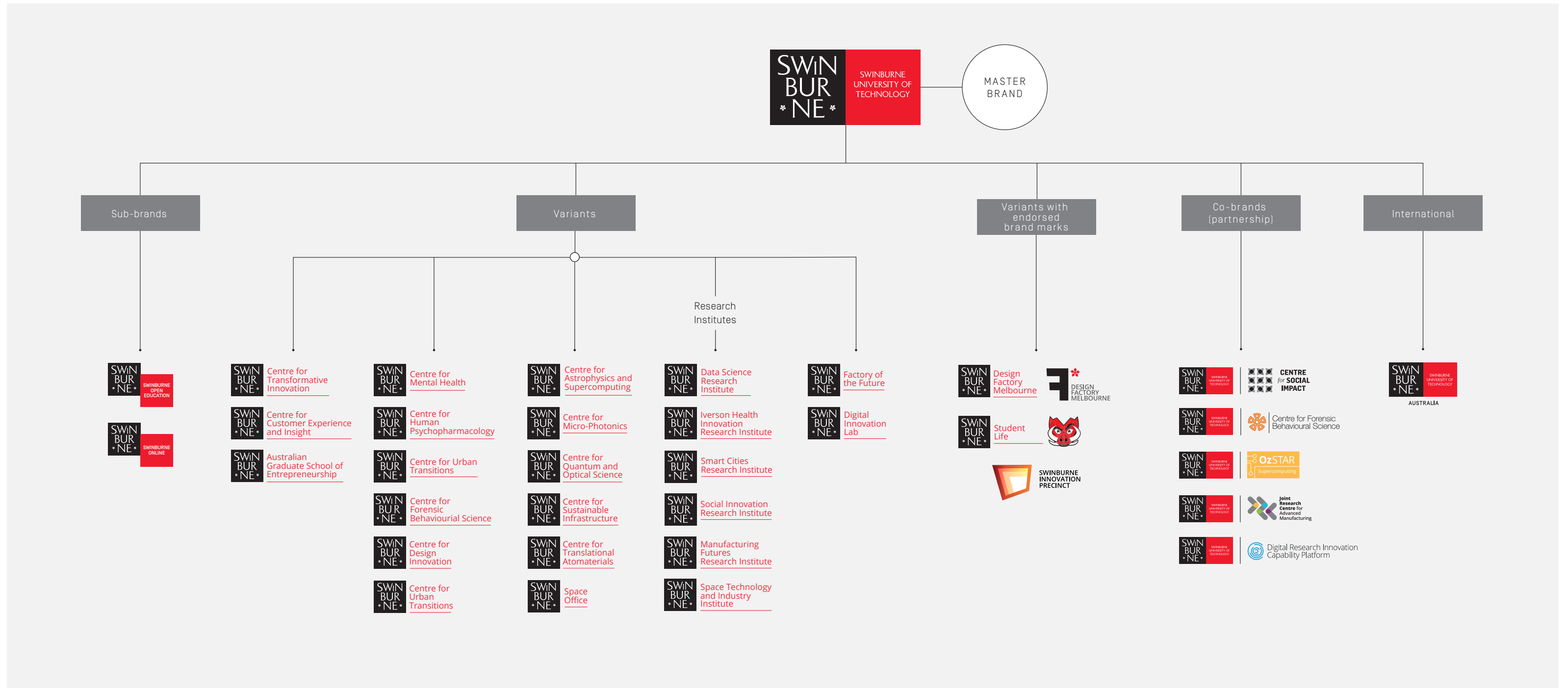
Option 2



Option 3

Brand architecture

# How we're structured



## Brand architecture

This logo is reserved for Swinburne Open Education only

This logo strongly calls to mind the Swinburne master brand, while visually distinguishing Swinburne Open Education as a different entity by offsetting the red square in the logo. The text in the red box is replaced with the sub brand name, set in the brand typeface, Simplon Norm Medium.

The landscape logo is the preferred logo. The portrait version can be used in appropriate formats e.g. narrow portrait layouts. If in doubt, seek Marketing's advice.

Please refer to page 23 for clear space and minimum sizing guidelines. Turn to page 11 for dos and don'ts in apply logos to backgrounds.

When placed against low contrast backgrounds, please use the keyline versions of the logos.

Please contact Marketing for logo files and queries.

# Swinburne Open Education – sub-brand logo



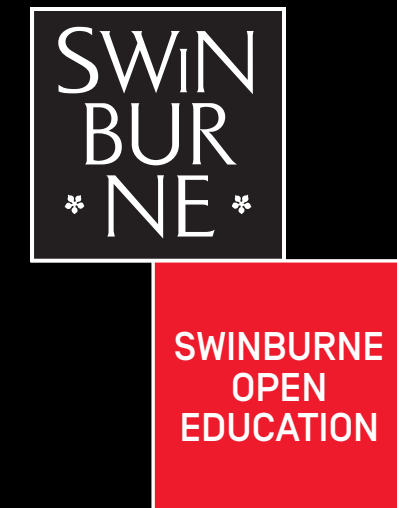
Landscape logo



Portrait logo



Landscape logo with keyline



Portrait logo with keyline

# Mono logo

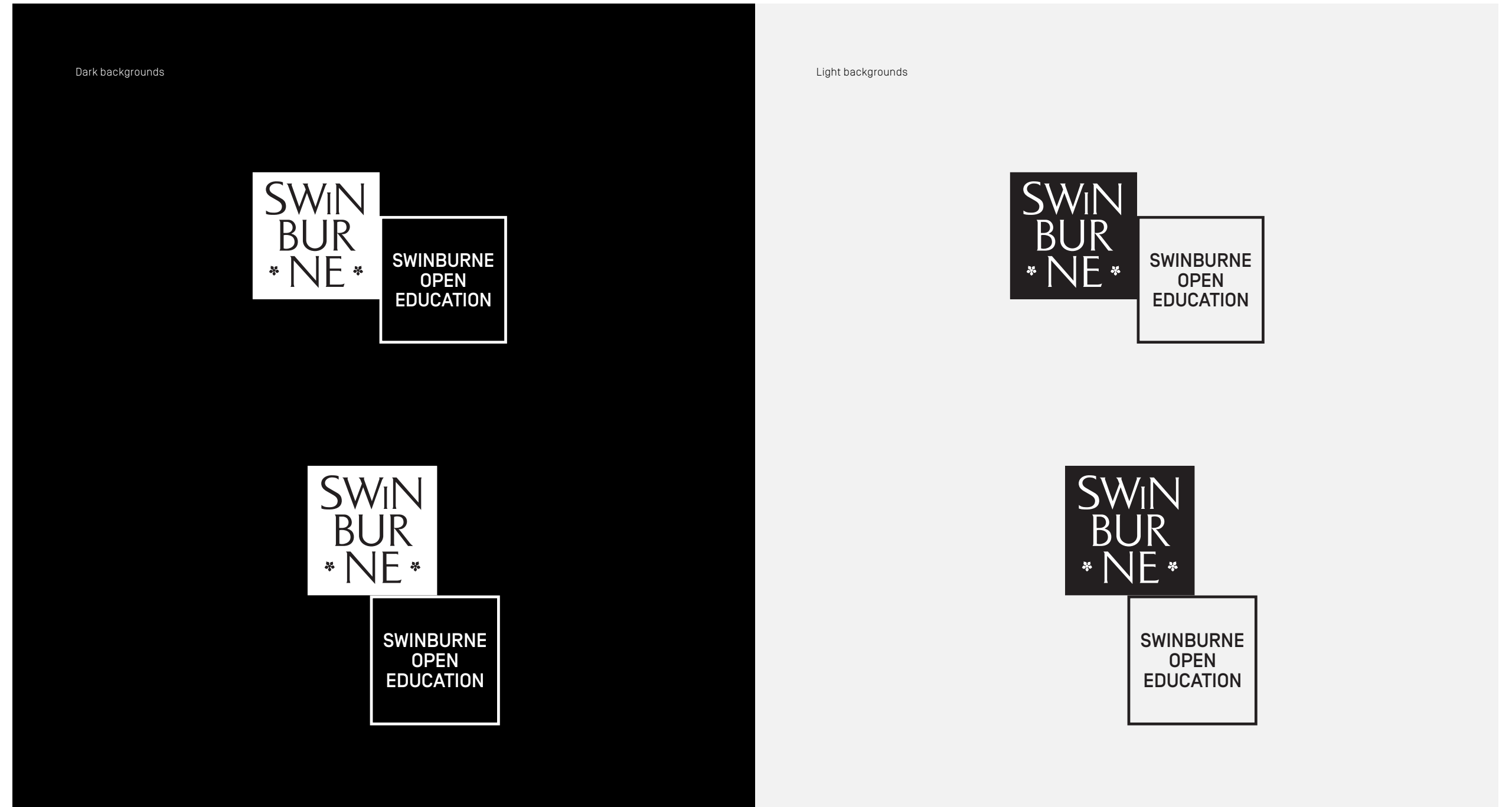
The mono logo is for use only where colour cannot be used.

Common examples would be when a document is going to be photocopied in black and white, or in stationery where the extra cost of red ink is not possible.

There are two versions of the mono logo: the regular mono logo should be used on light backgrounds and the inversed mono logo should be used on darker backgrounds.

Our mono logos are never to be manipulated or distorted in any way.

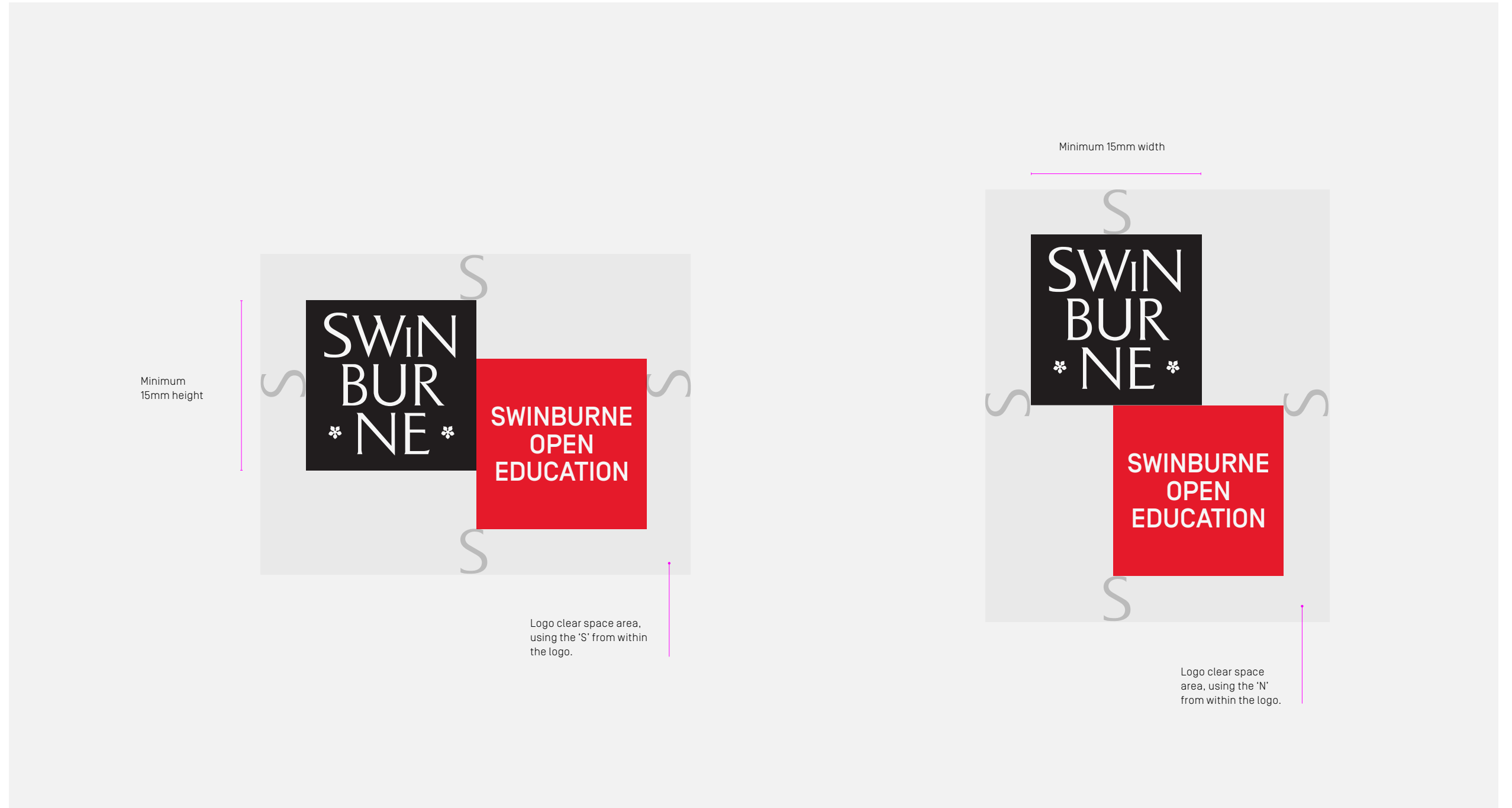
Please contact Marketing for logo files and queries.



# Clear space and minimum sizing

To determine the clear space area of the logo, we use the 'S' from within the logo.

To maintain legibility in our master logo, it should be no smaller than 15mm on its shortest side.



## Brand architecture

This logo is reserved for Swinburne Online only

This logo strongly calls to mind the Swinburne master brand, while visually distinguishing Swinburne Online as a different entity by offsetting the red square in the logo. The text in the red box is replaced with the sub brand name, set in the brand typeface, Simplon Norm Medium.

The landscape logo is the preferred logo. The portrait version can be used in appropriate formats e.g. narrow portrait layouts. If in doubt, seek Marketing's advice.

Please refer to page 26 for clear space and minimum sizing guidelines. Turn to page 11 for dos and don'ts in apply logos to backgrounds.

When placed against low contrast backgrounds, please use the keyline versions of the logos.

**Please contact Marketing for logo files and queries.**

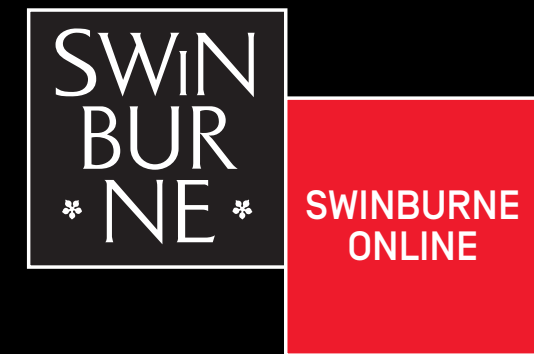
# Swinburne Online – sub-brand logo



Landscape logo



Portrait logo



Landscape logo with keyline



Portrait logo with keyline



# Mono logo

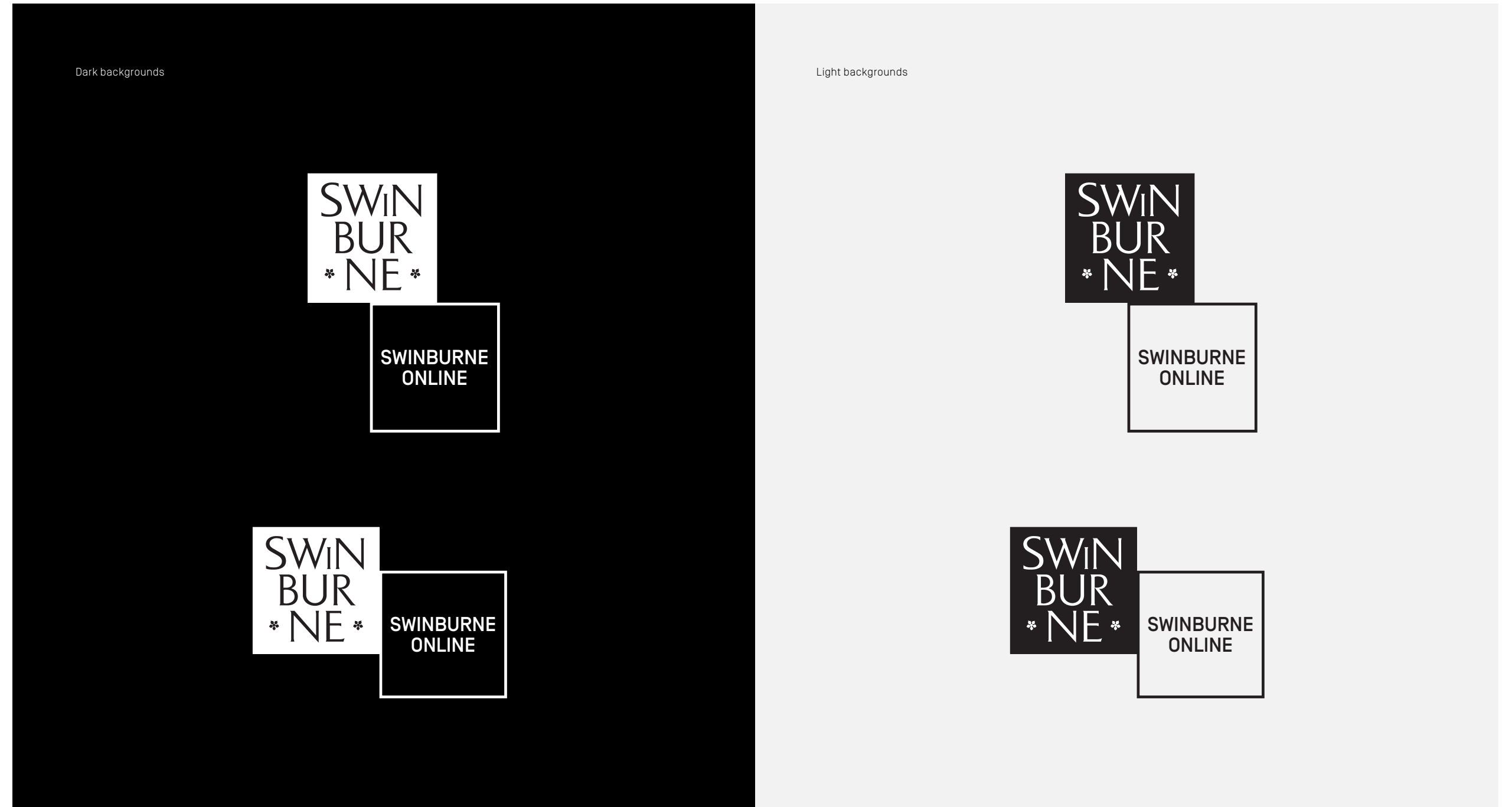
The mono logo is for use only where colour cannot be used.

Common examples would be when a document is going to be photocopied in black and white, or in stationery where the extra cost of red ink is not possible.

There are two versions of the mono logo: the regular mono logo should be used on light backgrounds and the inversed mono logo should be used on darker backgrounds.

Our mono logos are never to be manipulated or distorted in any way.

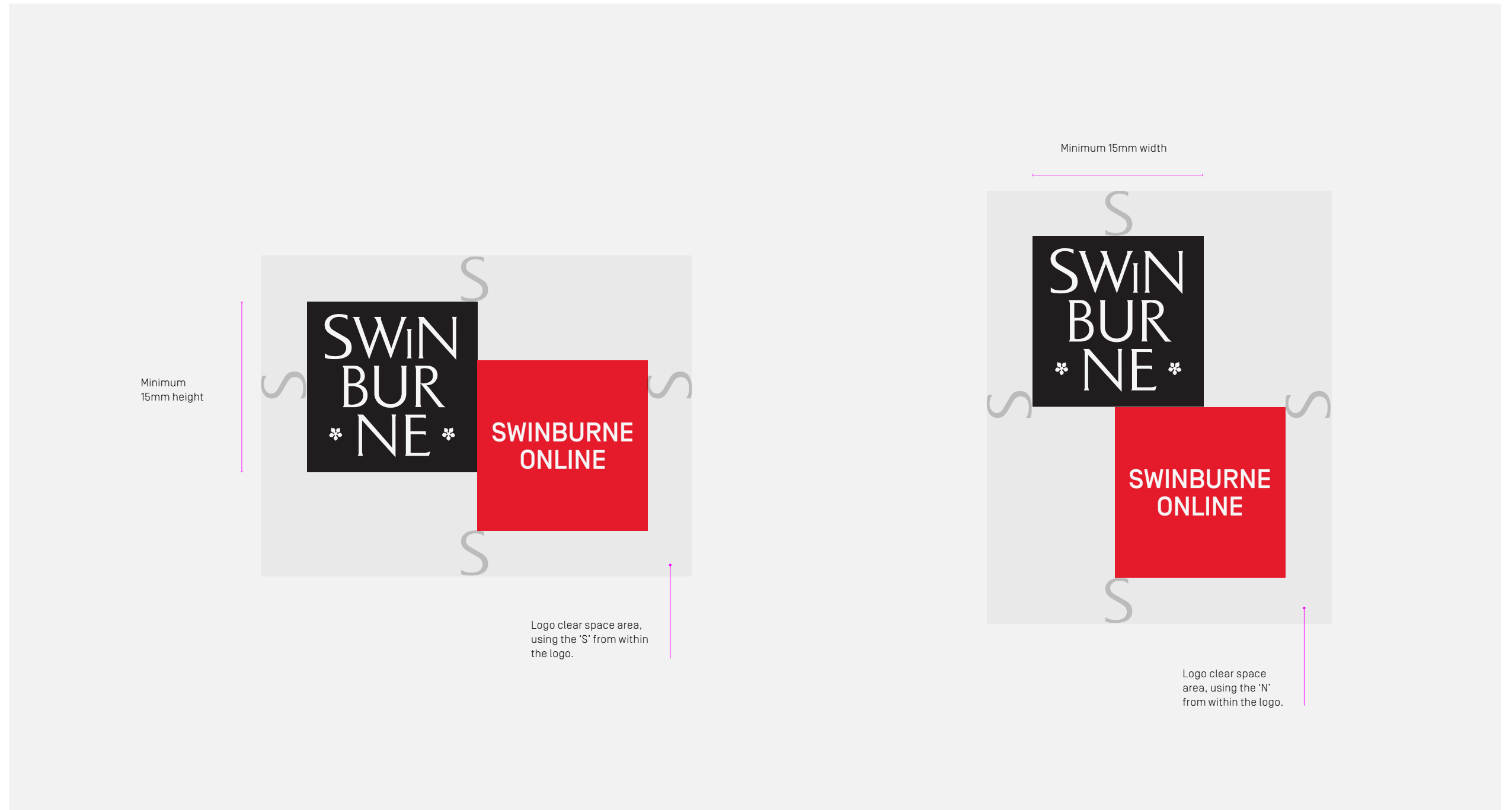
Please contact Marketing for logo files and queries.



# Clear space and minimum sizing

To determine the clear space area of the logo, we use the 'S' from within the logo.

To maintain legibility in our master logo, it should be no smaller than 15mm on its shortest side.

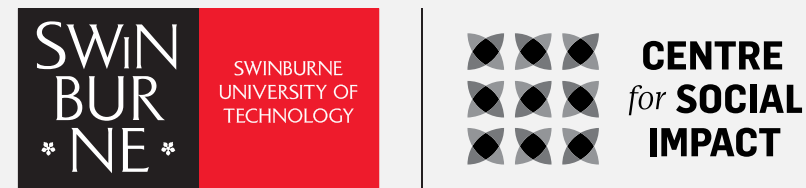


# Co-brands and variants

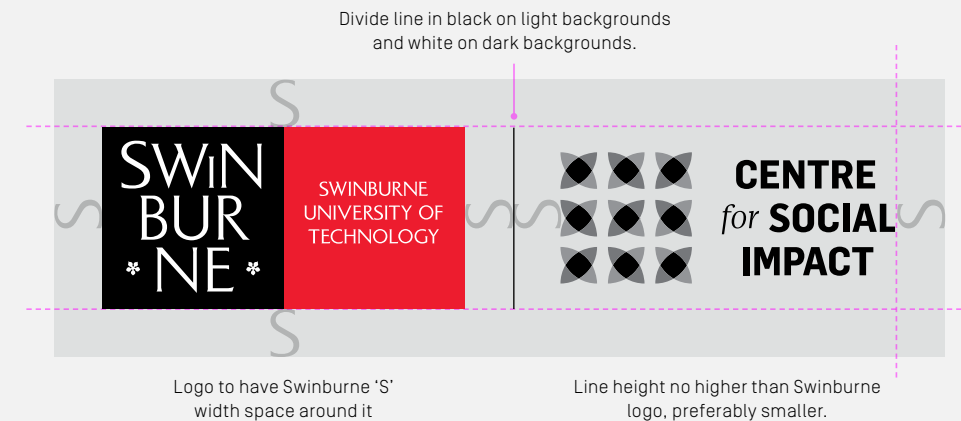
## Co-brands

When using another logo alongside the Swinburne logo, the co-brand logo MUST feature the full Swinburne logo in landscape.

Please check with Marketing before working with the latter co-brand application.



Co-brand example



Co-brand clear space and arrangement

## Variant logos

There are a select group of brand variants that are approved by the university to utilise a unique brand mark to tell their story to a particular audience.

All endorsed variant logos must be formally approved by the Deputy Director, Marketing and included in this guide.

Note: Prepositions 'of' and 'for' and 'and' are in lower case, all other words start with a capital letter.

Please contact Marketing for variant logo files and any queries on variant usage.



Variant logo example



Variant logo clear space and arrangement

## Brand architecture

The university has endorsed the use of unique brand marks for a select list of entities.

**All endorsed brand marks must be formally approved by the Deputy Director, Marketing and included in this guide.**

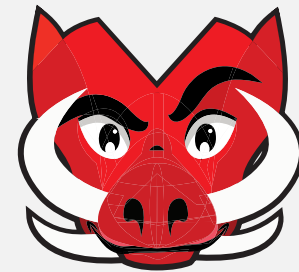
The endorsed brand mark can be positioned anywhere within an execution.

The following simple rules apply:

- It must always be the same size as the red square in the Swinburne master logo
- It should not appear in the same quadrant as the Swinburne master logo
- It should not be distorted or altered in any way

# Endorsed brand marks

### Endorsed logo examples



Swinburne Student Life



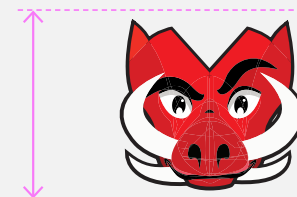
Swinburne Innovation Precinct



Design Factory Melbourne

### Sizing guidelines for endorsed logos

Student Life logo example.



Size to match red space of logo where logo has been used on the same page



Brand colours

# Our palette

We have pared back our palette to only our brand's core colours – this will assist in creating better recall of the Swinburne brand.

## Primary palette

### White

White is the dominant and preferred background colour, because it echoes the look and feel of tech company brands. It also helps minimise the amount of ink used in printing.

### Black

Always use black for text that sits on white or light coloured backgrounds. It should be the only colour used for text in single-page applications. Key brand graphic elements (see grid on page 37) must also utilise black.

### Red

This shade of red is the exact colour of the red box in our logo. It should be used extremely sparingly for graphic elements on single-page applications when the logo is present, so that a viewer's eye always rests on the logo first. In multi-page applications (e.g. internal spreads of a long form document), red may be used as a highlight colour, for both text and graphic elements – still with restraint, but less so than with single-page applications.

## Secondary palette

### 20% tint of red

Small amounts of this colour may be used in long form, text-heavy environments as backgrounds for text callouts or insets. In these instances, please use black for your text colour. It may also be used in charts or graphs where additional colours are required to distinguish categories. Examples of items where this colour may be used include reports, course guides, EDMs and specific website instances. It is not to be used in advertising.

### 85% tint of black (charcoal)

This colour is to be used sparingly for occasions when a text box for callouts or insets is required; to visually break up a long text passage. In these instances, please use white-coloured text within the charcoal box.

### 10% tint of black (light charcoal)

This colour can be employed in a similar manner to the 20% tint of red and the 85% tint of black; as a text box background colour. Please use black text for your text colour in this instance.

### Swinburne burgundy

This is reserved for specific premium applications only. Do not use this shade of red without approval from the Chief Marketing Officer or Deputy Director, Marketing.

## Specials

Rose and charcoal foils are reserved for specific premium print applications. Do not use these without approval from the Chief Marketing Officer or Deputy Director, Marketing.

## Other helpful hints

- Do not use red as a background colour – it forces the viewer to strain their eyes to consume information.
- Do not use reverse backgrounds (white text on black backgrounds) without Marketing approval.
- Avoid using red text on black/charcoal backgrounds. Also avoid using black/charcoal text on red backgrounds. Without extensive testing, it is difficult to choose shades of both colours that will meet accessibility guidelines.

**Primary palette**

- Swinburne white**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF
- Swinburne red**  
C0 M100 Y91 K0  
R237 G28 B46  
#ED1C2E  
PMS Red 032 U  
1795 C
- Swinburne black**  
C20 M20 Y20 K100  
R0 G0 B0  
#000000  
PMS BLACK6 U  
BLACK6 C
- Swinburne burgundy**  
C29 M100 Y84 K37  
R128 G0 B33  
#800021

**Secondary palette**

- 20% tint**  
C0 M21 Y11 K0  
R251 G210 B208  
#FBD2D0
- 85% tint**  
C67 M63 Y60 K51  
R77 G77 B79  
#3D3A3B
- 10% tint**  
C8 M6 Y6 K0  
R231 G231 B232  
#E7E7E8

**Specials**

- Charcoal Foil**
- Rose Foil**

Typography

## Typography

We have two options for you to use from, depending on what you have access to and which audience you are trying to reach. If you do not have access to either, please see page 33.

### Barlow

This is a Google font and has been automatically installed on Swinburne computers. We have created a variety of templates utilising Barlow, for your use (see page 59 for more info on PowerPoint and flyer templates). Barlow is great when you need to create basic communications for current students and fellow staff members on your own. However, if you are thinking of contracting an external designer or videographer, please contact Marketing for the most up-to-date and accurate advice and resources.

### Simplon

This is a purchased typeface with limited licenses. As such, this typeface will be used only for advertising and promo material aimed at mass audiences. Campus screens and content (including videos) that appear on our social media channels must also utilise Simplon. If you are thinking of contracting an external designer or videographer, please contact Marketing for the most up-to-date and accurate advice and resources.

# Primary typeface – for headings and subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?!%#@&\\$:\*

Barlow

Light  
**Medium**

Preferred Barlow weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?!%#@&\\$:\*

Simplon (Norm)

Light  
Regular  
**Medium**  
**Bold**

Simplon weights



Open Sans is the workhorse typeface of our brand. It should be used for all supporting copy, body copy and all long form texts. Additionally, it is the fallback typeface for headings and subheadings if you do not have access to either Barlow or Simplon.

## Secondary typeface – for body copy and general use

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'"!%#@&\\$:\*

Open Sans

Light  
Regular  
**Semibold**  
**Bold**

Preferred Open Sans weights

# Typesetting with Simplon

## Typographic hierarchy best practice

When setting type it is important the reader is engaged correctly with the information. Proper formatting can help efficiency when reading.

Use this page as a best practice visual guide on font size and formatting within design documents.

### Line lengths

To create optimum legibility and neatness with your layout, keep the line lengths similar. 10 -12 words per line is ideal.

### Widows and orphans

Correct these typesetting issues to ensure ease of readability.

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography.

An orphan is a single word, part of a word or very short line, except it appears at the beginning of a column or a page. This results in poor horizontal alignment at the top of the column or page.

Also avoid hyphenation of broken words over two lines.

# Lorem ipsum dolor

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### Headlines

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### Intro text

Simplon Light (Norm)

### Subheading 1

Simplon Light (Norm)

### Subheading 2

Simplon Medium (Norm)

### Body copy

Open Sans Light – Minimum size 8pt

### Bullet list

Open Sans Light

### Disclaimers and fine print

Open Sans Light – Minimum size 6.5pt

### Widows and orphans

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Hyphenation

## Typography

### Typographic hierarchy best practice

When setting type it is important the reader is engaged correctly with the information. Proper formatting can help efficiency when reading.

Use this page as a best practice visual guide on font size and formatting within design documents.

#### Line lengths

To create optimum legibility and neatness with your layout, keep the line lengths similar. 10 -12 words per line is ideal.

#### Widows and orphans

Correct these typesetting issues to ensure ease of readability.

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography.

An orphan is a single word, part of a word or very short line, except it appears at the beginning of a column or a page. This results in poor horizontal alignment at the top of the column or page.

Also avoid hyphenation of broken words over two lines.

# Typesetting with Barlow

## Lorem ipsum dolor

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**Headlines**  
Barlow Light

**Intro text**  
Barlow Light

**Subheading 1**  
Barlow Light

**Subheading 2**  
Barlow Medium

**Body copy**  
Open Sans Light – Minimum size 8pt

**Bullet list**  
Open Sans Light

**Disclaimers and fine print**  
Open Sans Light – Minimum size 6.5pt

#### Widows and orphans

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Hyphenation

Graphic elements

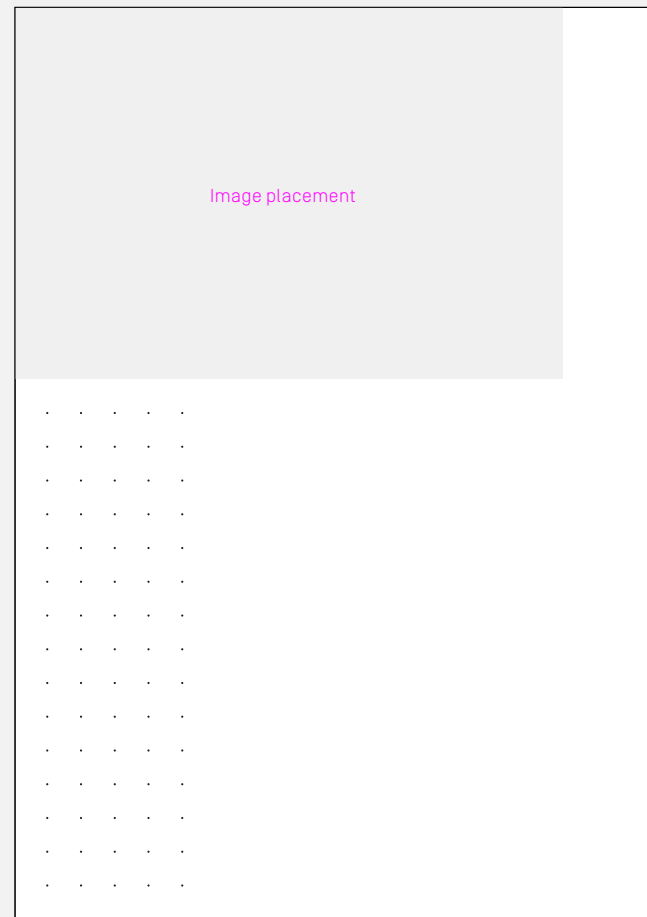
# Dot grid

The dot grid is a nod to creative, innovative culture. It calls to mind dot grid notebooks favoured by designers, Arduino boards, and our iconic ATC building.

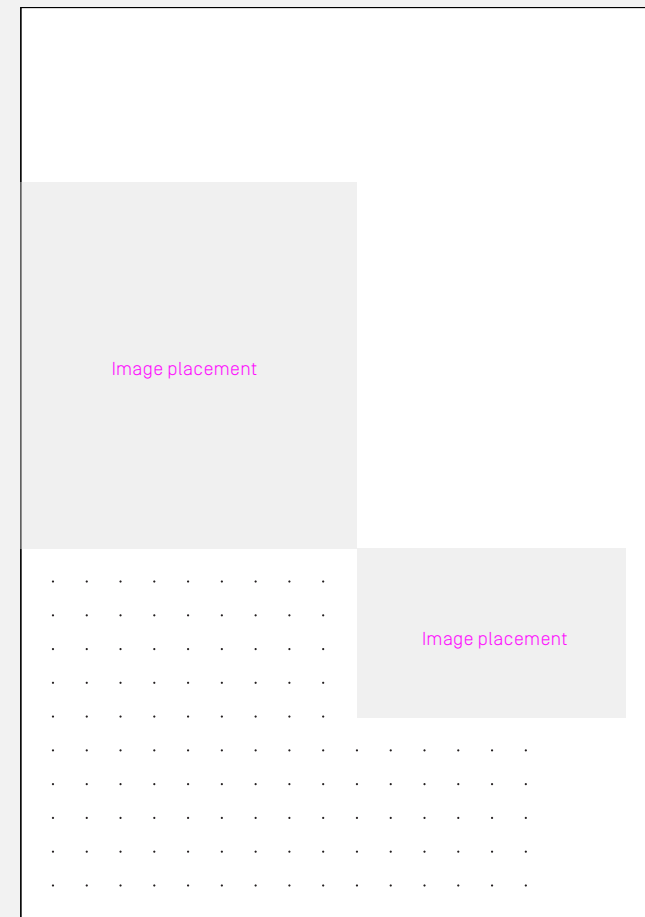
**Some guidelines on using the grid:**

- The grid should never sit on top of images.
- The grid should not be laid over or close to text. Delete selected dots to create a negative space in which you can sit your text.
- To ensure a layout contains sufficient clear space, the grid should not cover more than 40% of the layout.

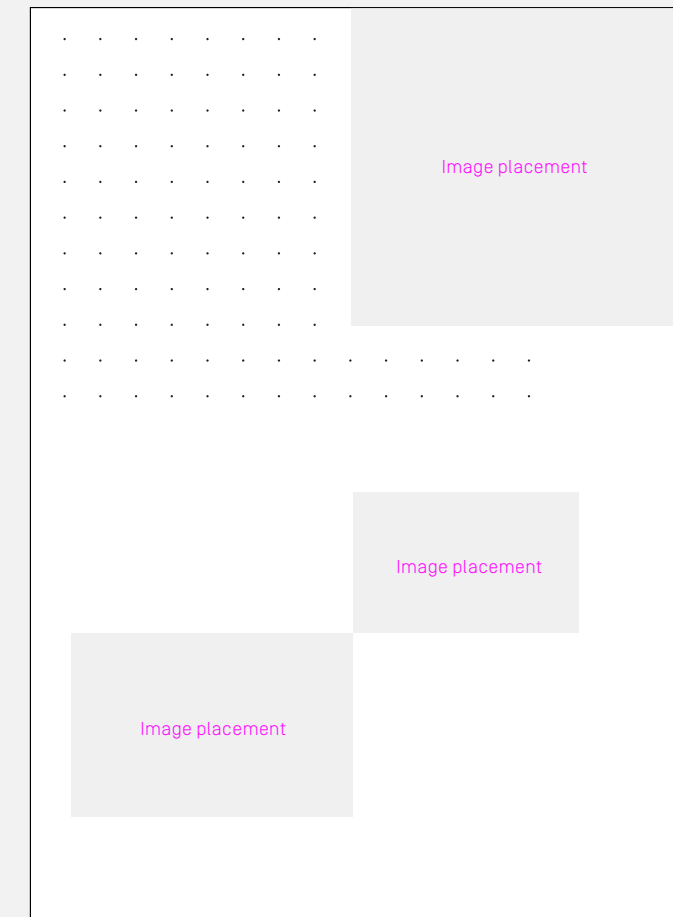
**Grid templates have been individually scaled to commonly used formats. Never create your own grid. See page 59 for more info on what templates are available. If you need a template other than what is available, please contact Marketing.**



One image example



Two images example



Three images example

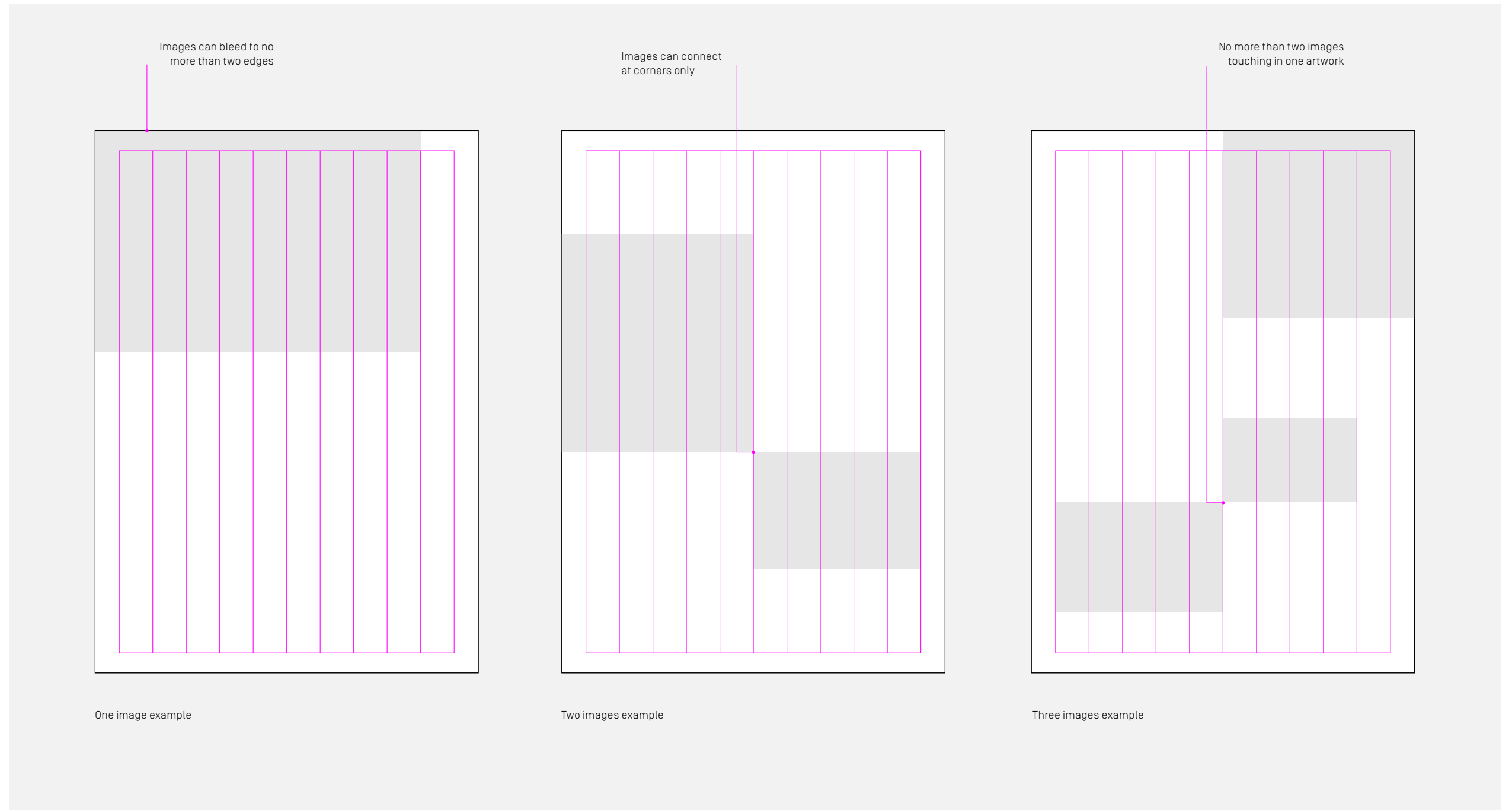
# Imagery building blocks

You have the flexibility of using up to three images in your layout. When two or three images are in use, the secondary and tertiary image can be used to compare, contrast or elaborate on the message put forward in the primary image.

We find that a single image, contextually related to the copy, often does a better job at communicating the message than having multiple images that are weakly connected.

Some guidelines:

- No more than two sides of an image should bleed to the edges of the artwork.
- Images can only touch at corners, not along edges.
- No more than two images can connect in a single artwork.



## Graphic elements

**This device can be used in both print and digital applications for call-to-actions.**

Examples of call-to-actions include:

- With phone number e.g. Call 1234 5678
- With email address e.g. Email xx@swin.edu.au
- With URL e.g. swinburne.edu.au, Go to swi.nu/oweeek
- Text only e.g. Learn more. Primarily used in digital platforms

Some guidelines:

- Use Simplon Norm(Medium) or Barlow(Medium) for the text in the device
- The device itself should be 2.5 times taller than the copy within it
- The maximum character count of the text in the device is 30 characters
- The preferred background colour for the device is red
- The preferred text colour is white
- The arrow icon is to be used with 'text only' CTAs and can be provided by Marketing upon request.

# Call-to-action device

### URL treatment



URL only



URL with text

### Padding and sizing



URL with text

### Colours



Swinburne red with white text for CTAs (preferred)



Swinburne black with white text for CTAs



Text only with arrow icon (primarily for digital use)

Photography



## Photography

There are two main categories under which all our photography should fall.

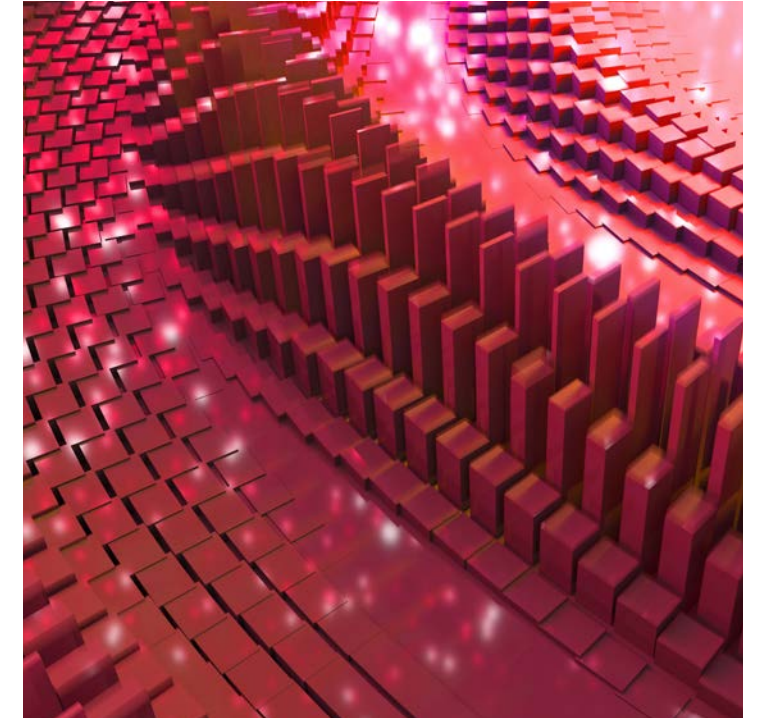
1. True-to-life images, which make up the majority of usage.
2. Abstract images, which are mainly used as support/secondary images to true-to-life images, in layouts where two or three images are used.

# Overview

True-to-life



Abstract



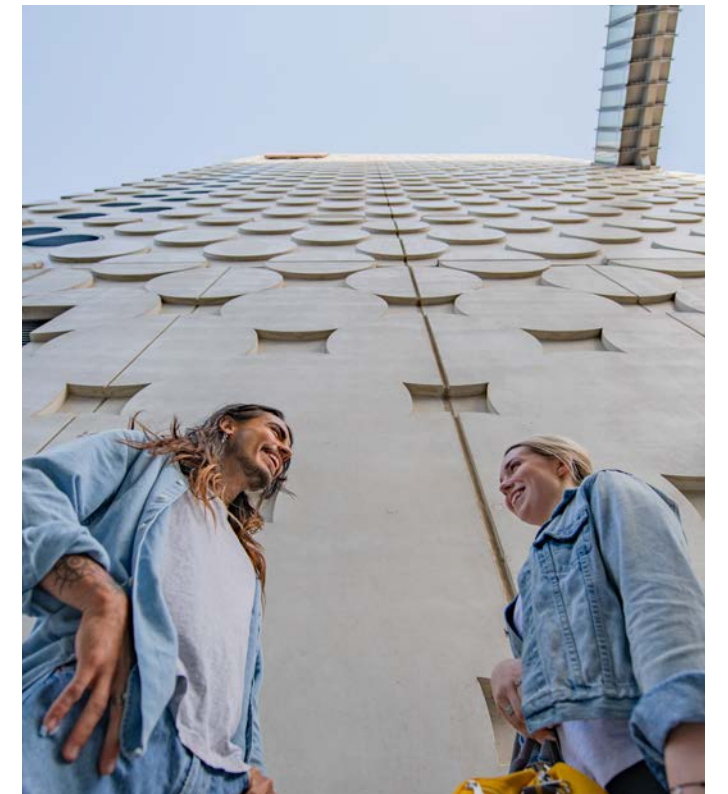
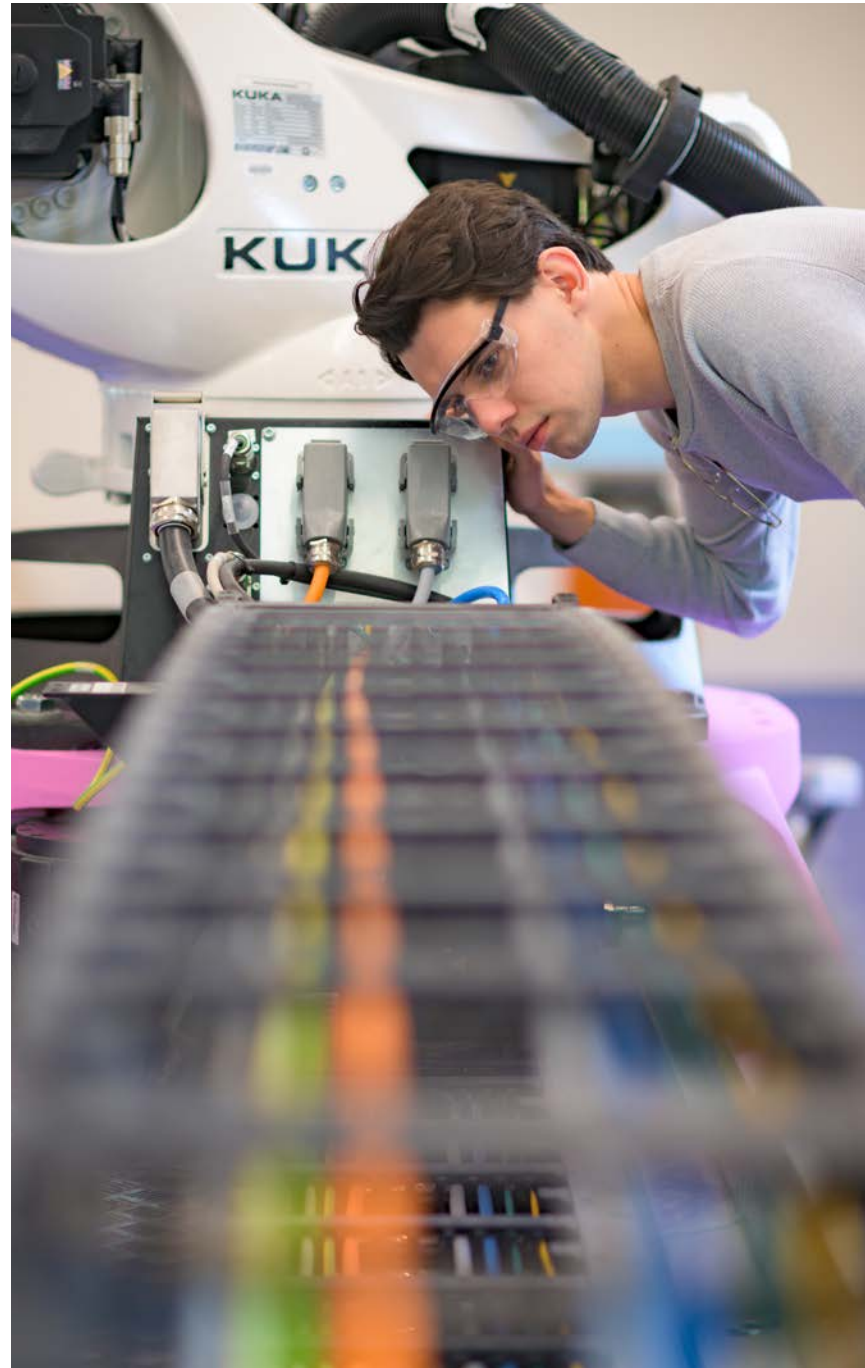
## Photography

These should be the most widely used style of images. Natural expressions of people in the midst of 'doing' – working on projects, engrossed in discussion, studying or relaxing on campus. We very often use portraits of people looking down the camera barrel, especially to accompany testimonials

**Our true-to-life images can be broken into five main categories:**

1. People and technology
2. Student experience – includes campus experience
3. Sense of place – shots of students in Hawthorn / the train
4. Cutting edge facilities
5. Portraits
  - In-studio portraits are reserved for marketing and advertising material
  - In-situ portraits can be used more freely e.g. on the web, in publications, internal posters, nearly anywhere

# True-to-life



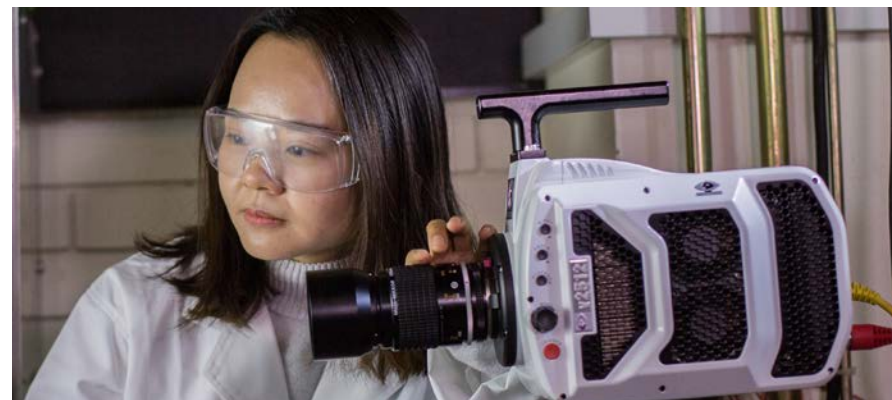
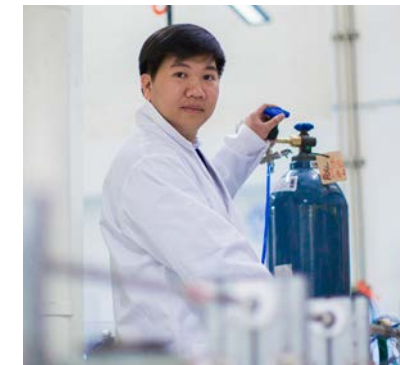
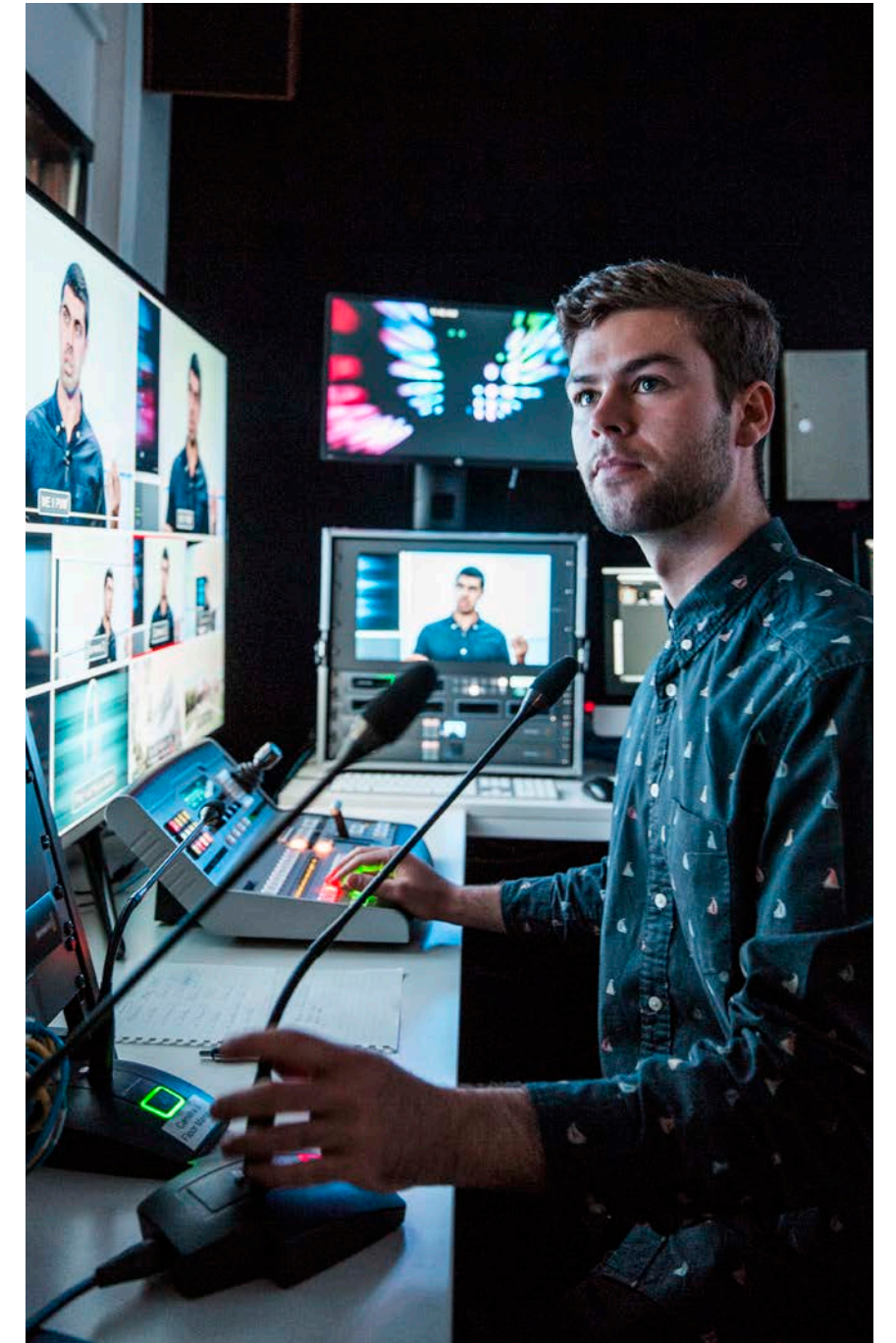
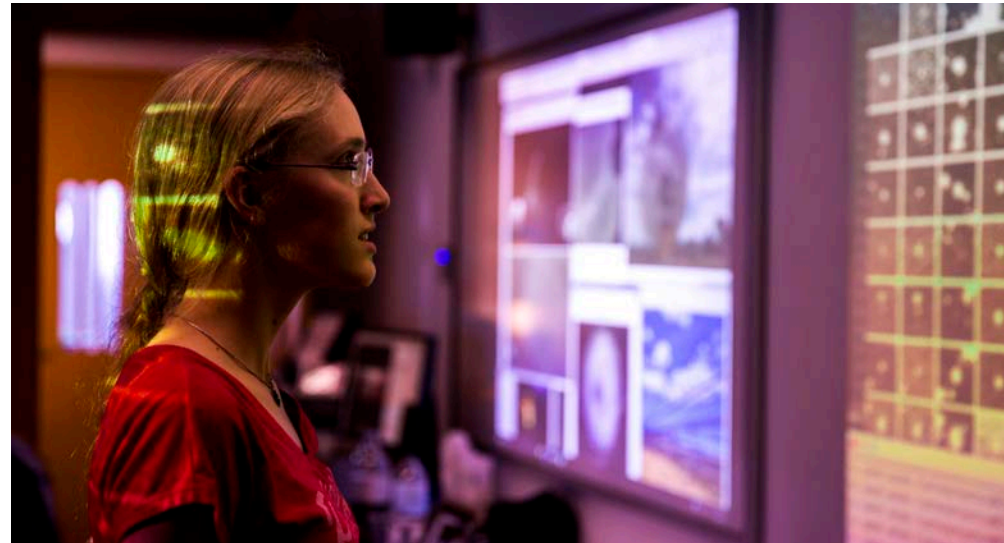
Photography  
True-to-life

This category of images reinforces our Swinburne vision of 'people and technology, working together to create a better world'. This can be single shots of people interacting with tech or groups of people collaborating while using tech.

Our preference is to use candid shots of people in-the-moment, engaged with each other or the tech they're interacting with. However, for occasions where the communication piece is a profile, it's perfectly acceptable to have a shot of the profiled person looking into the camera.

Natural light is preferred. However, some spaces are artificially lit by the very tech that we seek to feature – in these cases, it's also acceptable to capture that lighting as-is. You are encouraged to consult Marketing for advice if you are unsure of the specific lighting conditions you are dealing with.

# People and technology



Photography  
True-to-life

# Student experience

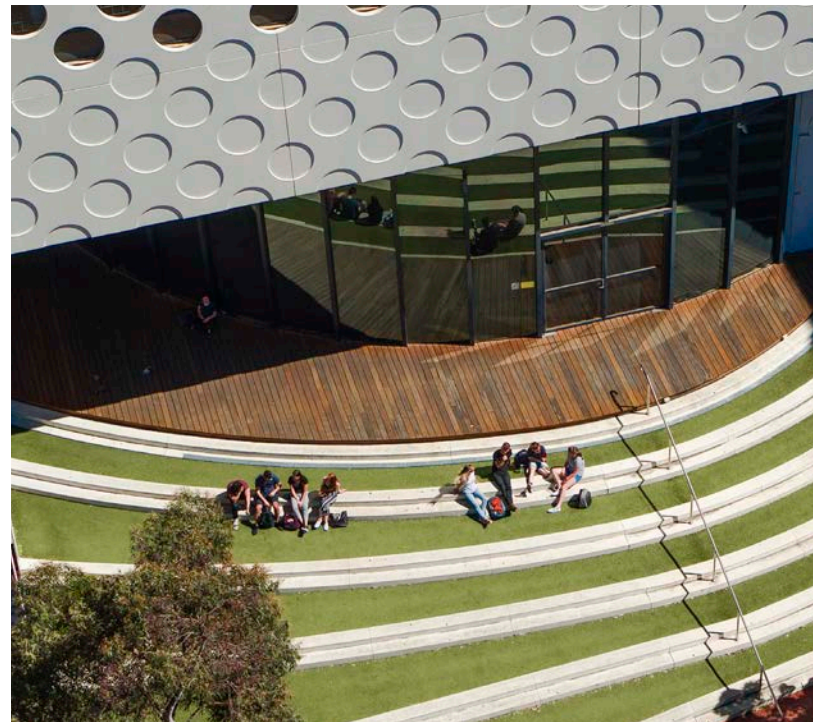
These types of shots are mainly about people. They should convey the range of learning and social interactions that make up the rich Swinburne experience. Inspiring and enthralling talks, collaborating on group projects, immersing oneself in student clubs, grabbing a coffee or lunch on Glenferrie Road and seeking a quiet corner for study are occasions that are quintessential to student life.



Photography  
True-to-life

# Sense of place

These shots are mainly focused on the unique spaces and buildings that make up Swinburne, whether at Hawthorn, Wantirna or Croydon. Some thought starters for 'sense of place' include the campus buildings and train line that runs through the campus, as well as the buzz-y surrounds of Glenferrie Road near the Hawthorn campus.



Photography  
True-to-life

These shots are meant to show the unique tools and technology that our students and researchers are able to work with. In this category, it's best to cover off shots with and without human subject/s in them to give yourself the greatest flexibility in design and layout.

# Cutting edge facilities



## Photography True-to-life

Our portrait photography falls into two categories: studio and insitu shots.

### Studio

This style of photography always has the talent positioned in front of a single colour backdrop and is reserved for Marketing use only.

### Insitu

This style of photography can be used by all university stakeholders. Some helpful hints:

- Use a shallow to medium depth of field to keep the focus on the human subject.
- Aim to create soft texture in your shot by choosing backgrounds that contain different objects, depths, or people and very importantly, keeping the background off-focus.
- Photos where the talent is standing against a plain, flat background/wall are strongly discouraged.
- You have the option of having your subject look into the camera or off-camera – whichever suits your purpose best. Aim for a natural, in-the-moment feel.
- Where possible, obtain the bio of your subjects for the creation of future content.

# Portraits

### Studio examples



### Insitu examples



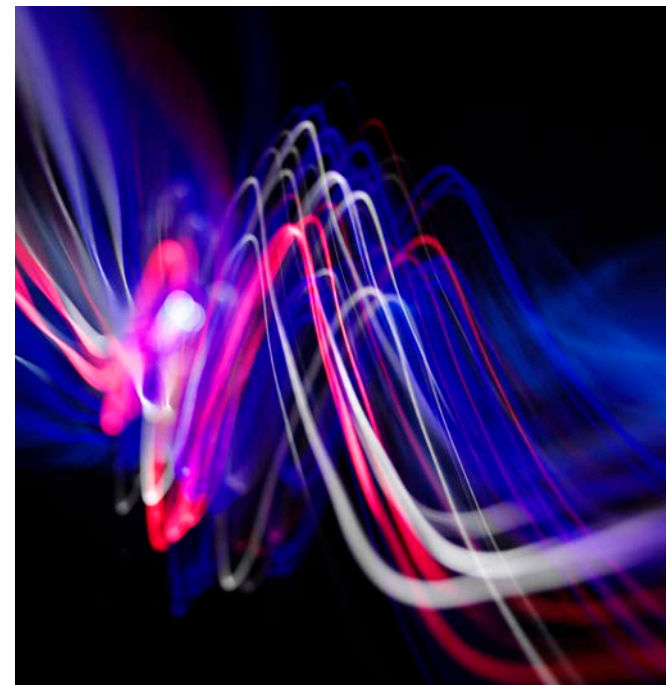
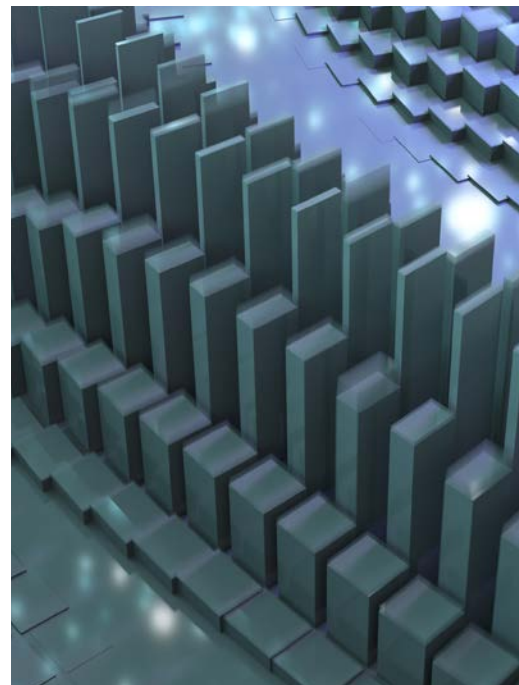
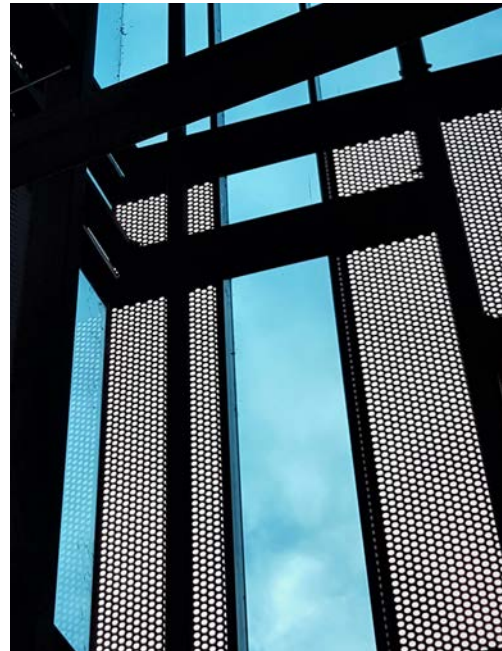
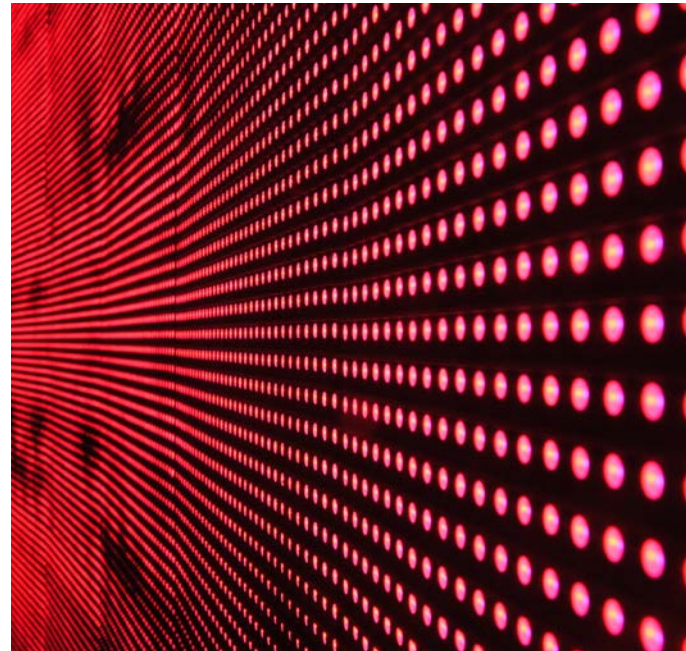
## Photography

Abstract images are mainly to be used as the secondary and tertiary image/s on layouts featuring more than one image. See page 36 for more info on these types of layouts.

Since the abstract image in a layout is a supporting image, its subject matter must be related to the main image; it elaborates on the main image or purposely creates a striking contrast. By 'abstract', the image subject should be shot or treated in an unusual manner e.g. long exposure shots with light streaks, super-saturated colours, cross-processed colours, other lomographic-style treatments and/or cropped in a unique and unexpected way.

Our abstract images should provoke curiosity and invite the viewer to linger on the image, to 'figure it out'.

# Abstract



SWINBURNE UNIVERSITY OF TECHNOLOGY

See something on campus that may need fixing?

Students can let us know at:

[swi.nu/issue](http://swi.nu/issue)

ORIGINATING AND/OR REISSUE REQUIREMENTS: Australian University 2022/21/01

### Correct use of a supporting abstract image

In this example our hero image features hands working to fix a light switch, relating to the poster topic of campus maintenance. The supporting abstract image relates to our hero by featuring a close up of a drill bit.



Copy style

# Common guidelines

## Swinburne

We are 'Swinburne University of Technology', 'Swinburne University' or 'Swinburne'. In long passages of text, use 'Swinburne University of Technology' in the first mention, and either 'Swinburne University' or 'Swinburne' thereafter. Consistently use the same shortened form within a single document.

Do not abbreviate Swinburne or create wordplay with our name. Do not create words like 'Swin', 'Swinny' or 'Swinning'.

The acronym SUT is internal Swinburne language and should never be used in external-facing communications or advertising.

## Headings

We prefer to not use full stops in our headlines. Full stops may be used however if other punctuation is needed (e.g. a comma) or when the headline consists of more than one sentence. Headlines should be short in length and succinct.

## Acronyms in headings

Please use full stops between letters in acronyms if omitting the full stops makes the acronym unclear. E.g. I.T. (correct) vs IT (wrong) for information technology.

## Times and dates

Time are to be represented as 00.00am/00.00pm or 0am/0pm.

**Example:** 9am – 12.30pm

All dates are to be represented as Day Date Month Year, no commas (,) are required after the day of the week or month.

**Example:** Friday 19 January 2018

**Example:** Fri 19 Jan 2021 (when space is limited)

## Numbers

Numbers below 10 should be spelled out. Numbers 10 and above should be written as numerals. An exception exists – when you are writing article headlines or EDM subject lines, you should generally use numerals. Phone numbers are always written in numerals.

## Fractions

All fractions are to be represented as '½' not '1/2' or spell out where necessary i.e. half of the class were accepted.

## Web addresses

Web addresses should be represented without the www. prefix or full-stop (.) at the end of the URL. If more clarity is required in body text, the www. can be included, but never for call to action (CTA) statements.

**Example:** swinburne.edu.au/specific

## Ampersands

Ampersands should not be used, except when character counts (in digital applications) restrict your writing.

## Title case or sentence case

Title case is used for proper nouns.

**Examples:** Bachelor of Communication Design (Honours), School of Design, Factory of the Future, Space Technology and Industry Institute

Study areas, disciplines and majors should use sentence case when used in sentences.

**Examples:**

“Swinburne offers degrees in engineering, architecture and design.”

“When you study the Bachelor of Health Science, you can choose from these majors – biomedical science, neuroscience, nutrition and health promotion.”

However, when used as standalone labels e.g. when the aforementioned majors are part of a bullet list, it's acceptable to use title case for each major.

Layout examples

# Course guide

**Undergraduate degrees and pathways**

2022

Swirburne University of Technology

University as you know it is getting an upgrade. With guaranteed real industry experience in all Swirburne bachelor degrees. Because learning should be both upload and download. With innovative courses, co-created with industry. And the first Adobe Creative Campus in Australia. Because digitally-literate you is highly hireable you. At Swirburne, you'll meet thinkers, makers and doers - not of tomorrow, but of today. So, join the unit that's reinventing uni. And become the next gen of yourself, now.

### Contents

- About Swirburne
  - Making our mark
  - Swirburne real industry experience
  - Professional Program program
  - Certificate, diploma or degree?
  - Planning your future
  - Our campuses
  - Top 5 parts of studying at Swirburne
  - Where and how we
- Our courses
  - Arts and Humanities
  - Business
  - Bulk Environment and Architecture
  - Business
  - Design
  - Engineering
  - Education
  - Games and Animation
  - Health
  - Information Technology
  - Legal
  - Media and Communication
  - Marketing
  - Psychology
  - Science
  - Apprenticeships
  - Foundation Skills for Work and Study
- Further information
  - Financial services
  - How to apply
  - Geography forms
  - Course index

### What's right for me: certificate, diploma or degree?

The beauty of choosing a university like Swirburne is that you get options. You can jump in to a standard three-year degree, you can undertake an apprenticeship, you can dip your toe in the water with a certificate or diploma then progress to higher education or straight into work. You can even start your study journey now and go on to postgraduate study - see a mission in PDF - down the track. There are so many options at Swirburne, it's just a matter of choosing what's right for you.

### Certificates and diplomas

Swirburne has been offering VETI qualifications for more than 100 years. From apprenticeships to certificates, diplomas, and degrees, we've got you covered. Many of our courses are designed to give you the skills and knowledge you need to enter the workforce. Our certificates and diplomas are designed to give you the skills and knowledge you need to enter the workforce. Our certificates and diplomas are designed to give you the skills and knowledge you need to enter the workforce.

### Degrees

Learn from industry experts and receive work-based learning. Our standard degrees are anything but traditional. They're designed to give you the skills and knowledge you need to enter the workforce. Our certificates and diplomas are designed to give you the skills and knowledge you need to enter the workforce.

### Degree pathways

Swirburne offers a range of degree pathways to suit your needs. From standard three-year degrees to accelerated two-year degrees, we've got you covered. Our certificates and diplomas are designed to give you the skills and knowledge you need to enter the workforce.

### Swirburne life is what you make it

Uni isn't just about study. It's about expanding your horizons, making new friends and packing everything you can into the next few years before full-time work kicks in. Swirburne empowers you to make the most of your uni experience. With learning and study support that will help you through hard times, to clubs, activities and events to overcome all barriers. We recommend getting involved in all our Swirburne life to offer. There will be some of the most memorable years of your life at Swirburne, they'll also be the foundation that will set you on your path to success.

### Swirburne Student Life

Get involved in clubs, sports, volunteering, and leadership opportunities - all coordinated by Swirburne Student Life. We want to see you reach your full potential. We'll support you through every step of the way. There will be some of the most memorable years of your life at Swirburne, they'll also be the foundation that will set you on your path to success.

### Events and activities

There's always something happening at Swirburne. From our annual events to our regular activities, we'll support you through every step of the way. There will be some of the most memorable years of your life at Swirburne, they'll also be the foundation that will set you on your path to success.

### Aviation

It's a tough life in a globalised world, you actually - and it could be the right life for you. The Bachelor of Aviation will have you taking to the skies from week three. Further to keep your feet firmly on the ground. Our aviation management course could be just the ticket. So, join our future pilots, air traffic controllers, management, operations, network analysts and beyond.

Swirburne is proud to provide career planning for your future. The aviation program from Swirburne will have you and your colleagues in the sky. Swirburne is proud to provide career planning for your future. The aviation program from Swirburne will have you and your colleagues in the sky.

### Bachelor of Aviation

Duration: 3 years. Location: Victoria. Entry: ATAR 65.00. Prerequisites: None. Pathways options: None. Career opportunities: None. Further information: None.

### Design

It's a tough life in a globalised world, you actually - and it could be the right life for you. The Bachelor of Design will have you taking to the skies from week three. Further to keep your feet firmly on the ground. Our aviation management course could be just the ticket. So, join our future pilots, air traffic controllers, management, operations, network analysts and beyond.

Swirburne is proud to provide career planning for your future. The aviation program from Swirburne will have you and your colleagues in the sky. Swirburne is proud to provide career planning for your future. The aviation program from Swirburne will have you and your colleagues in the sky.

### Bachelor of Design

Duration: 3 years. Location: Victoria. Entry: ATAR 65.00. Prerequisites: None. Pathways options: None. Career opportunities: None. Further information: None.

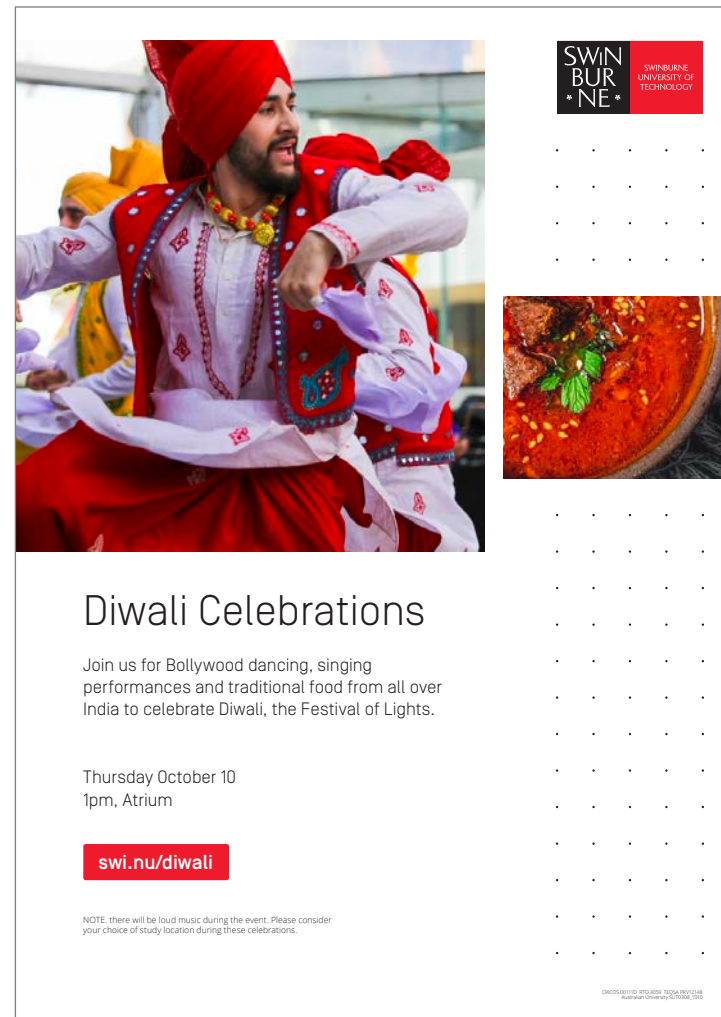
### Course Index

Accounting	25, 36	Early childhood education and care	50	Aviation design	43
Accounting and finance	36	Early childhood education and care	50	Aviation design	43
Accounting and finance	36	Early childhood education and care	50	Aviation design	43
Accounting and finance	36	Early childhood education and care	50	Aviation design	43
Accounting and finance	36	Early childhood education and care	50	Aviation design	43

## Layout examples

These A3 templates are available for download. Please see page 59

# Campus posters



The poster features a vibrant image of a man in traditional Indian attire performing a dance. To the right, there is a smaller image of a bowl of red curry. The Swinburne University of Technology logo is in the top right corner. The text is arranged in a clean, modern layout with a grid of dots on the right side.

## Diwali Celebrations

Join us for Bollywood dancing, singing performances and traditional food from all over India to celebrate Diwali, the Festival of Lights.

Thursday October 10  
1pm, Atrium

[swi.nu/diwali](http://swi.nu/diwali)

NOTE: there will be loud music during the event. Please consider your choice of study location during these celebrations.

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Australia | Swinburne University of Technology, VIC



The poster features a background image of a sunset over a sea of clouds. The Swinburne University of Technology logo is in the top right corner. The text is arranged in a clean, modern layout with a grid of dots on the right side.

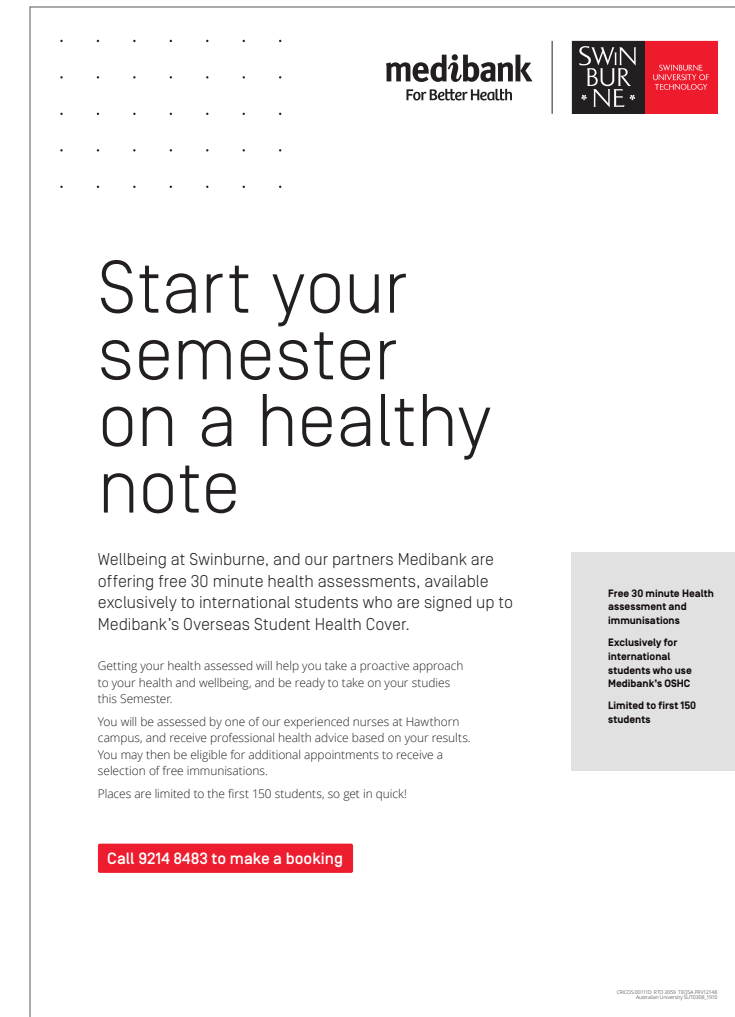
## Finding Common Ground

Inter belief and world view dialogue

Vegetarian snacks provided.  
Open to anyone, just turn up!  
Every Thursday at 12.30pm, Room G5 302

For more information, contact Ruth Sandy at:  
[rsandy@swin.edu.au](mailto:rsandy@swin.edu.au) | 9214 4334

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Australia | Swinburne University of Technology, VIC



The poster features the Swinburne University of Technology logo and the Medibank logo in the top right corner. The text is arranged in a clean, modern layout with a grid of dots on the right side.

## Start your semester on a healthy note

Wellbeing at Swinburne, and our partners Medibank are offering free 30 minute health assessments, available exclusively to international students who are signed up to Medibank's Overseas Student Health Cover.

Getting your health assessed will help you take a proactive approach to your health and wellbeing, and be ready to take on your studies this Semester.

You will be assessed by one of our experienced nurses at Hawthorn campus, and receive professional health advice based on your results. You may then be eligible for additional appointments to receive a selection of free immunisations.

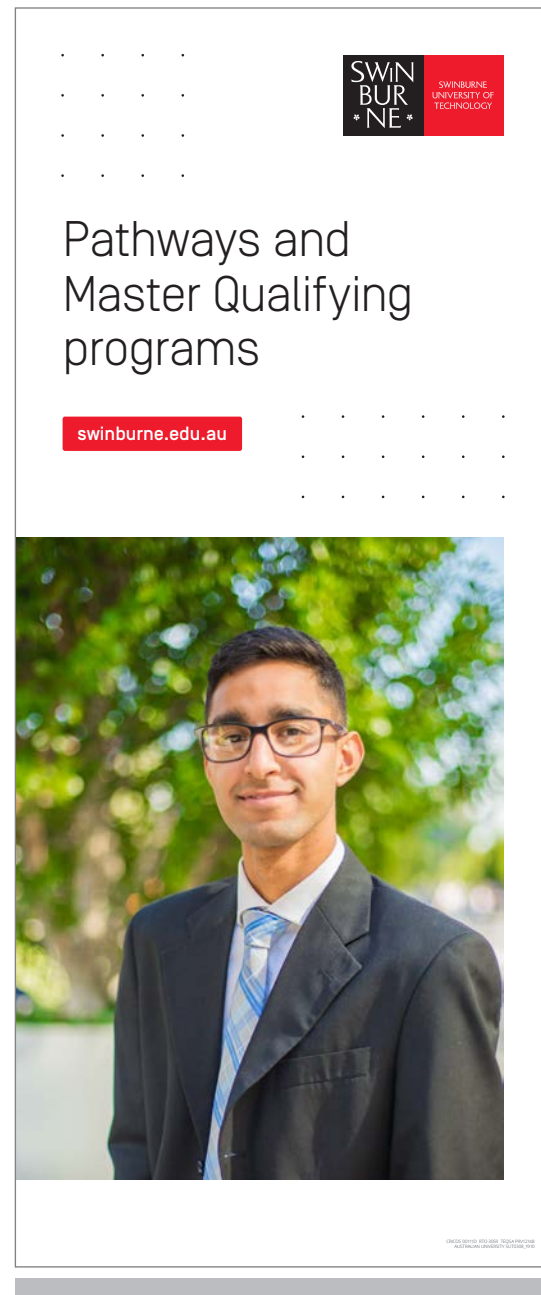
Places are limited to the first 150 students, so get in quick!

[Call 9214 8483 to make a booking](tel:92148483)

**Free 30 minute Health assessment and immunisations**  
**Exclusively for international students who use Medibank's OSHC**  
**Limited to first 150 students**

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# Pull-up banners



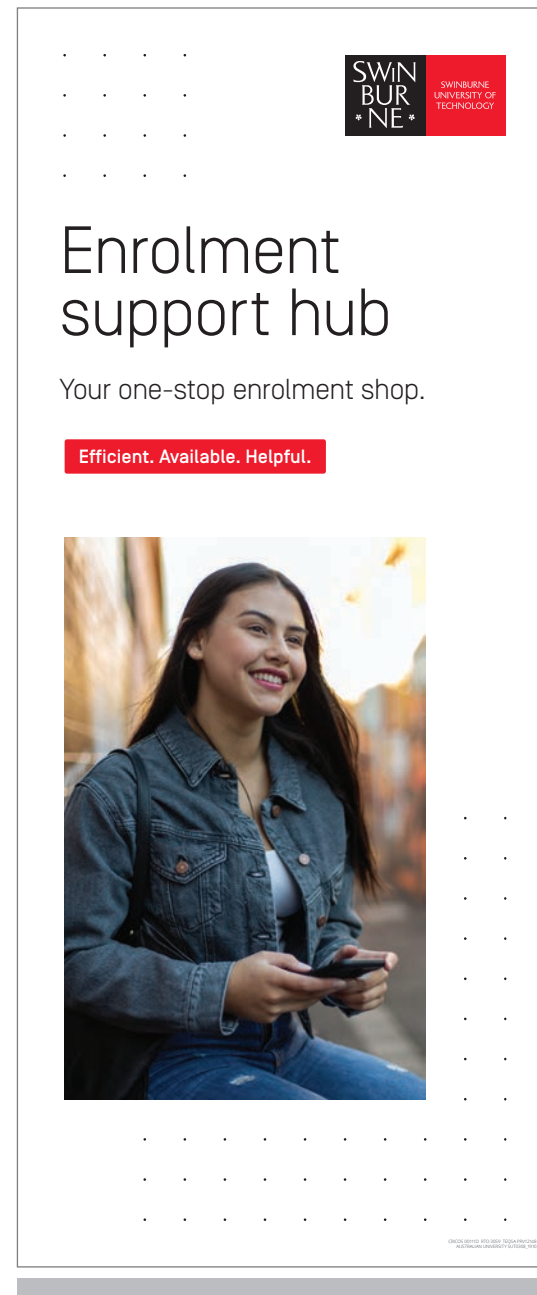
SWINBURNE UNIVERSITY OF TECHNOLOGY

## Pathways and Master Qualifying programs

[swinburne.edu.au](http://swinburne.edu.au)



SWINBURNE UNIVERSITY OF TECHNOLOGY

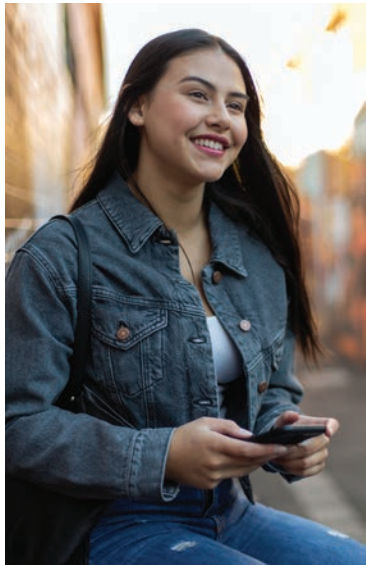


SWINBURNE UNIVERSITY OF TECHNOLOGY

## Enrolment support hub

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## Sport Innovation Research Group

[swinburne.edu.au/sportinnovation](http://swinburne.edu.au/sportinnovation)



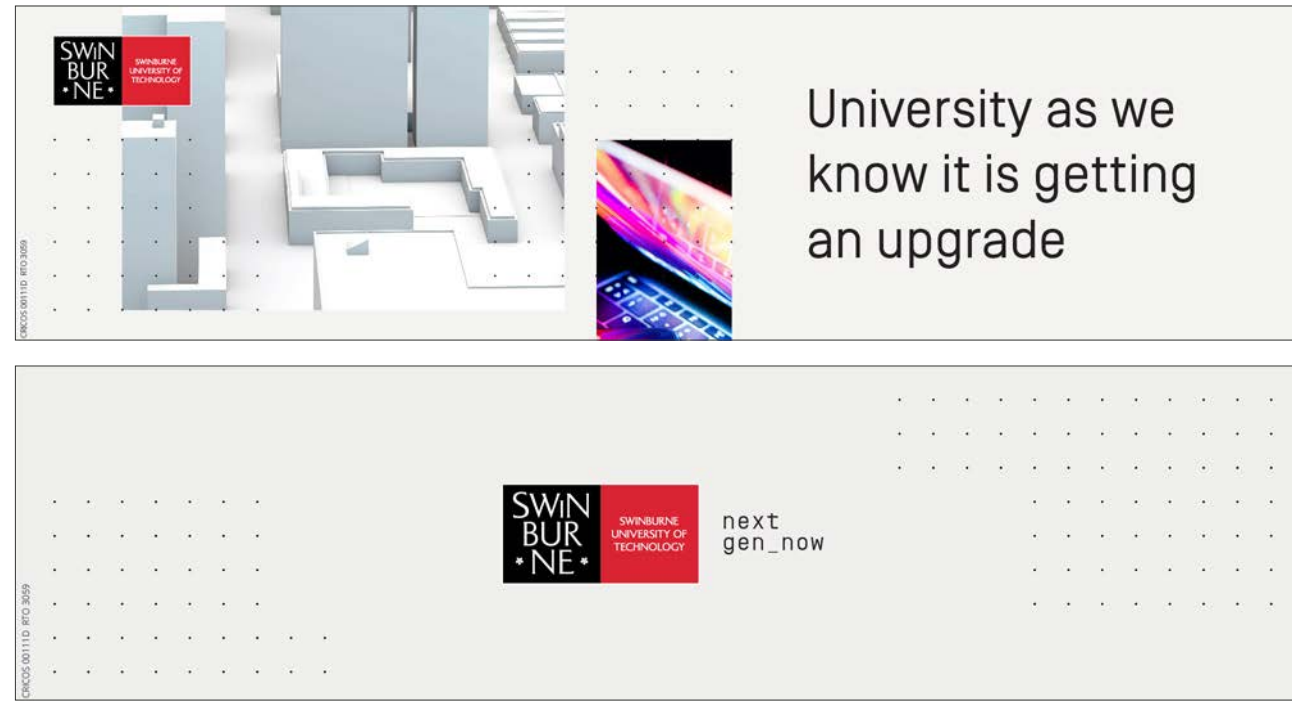
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Layout examples

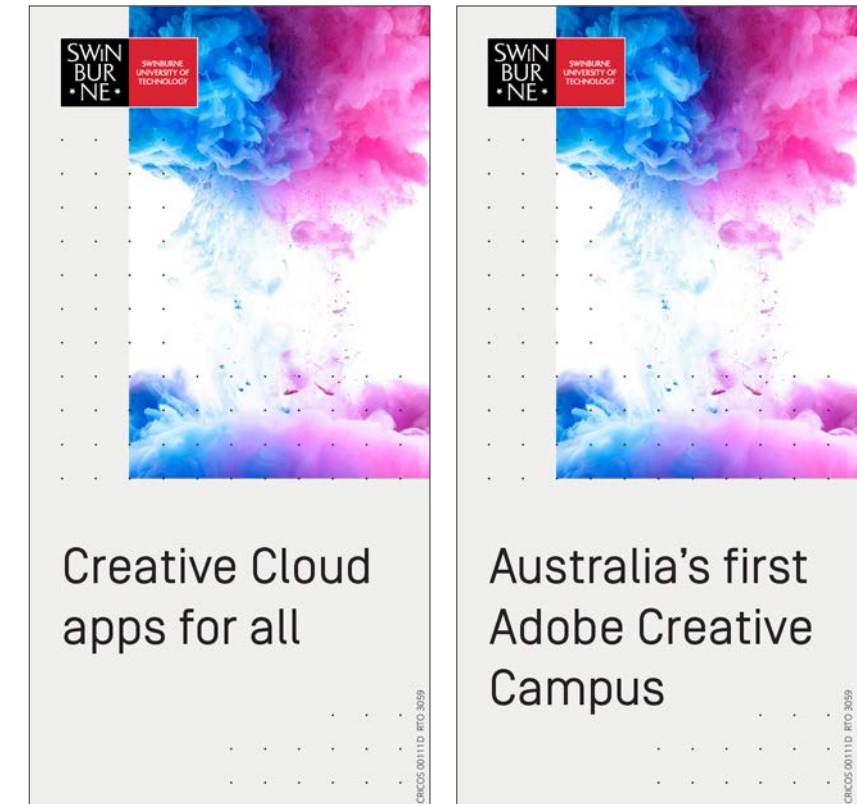
In digital display, we use an off-white background colour and include a light keyline around the artwork to ensure that artwork stands out distinctly on websites.

# Digital display

970x250 – 2 frames



600x300 – 2 frames



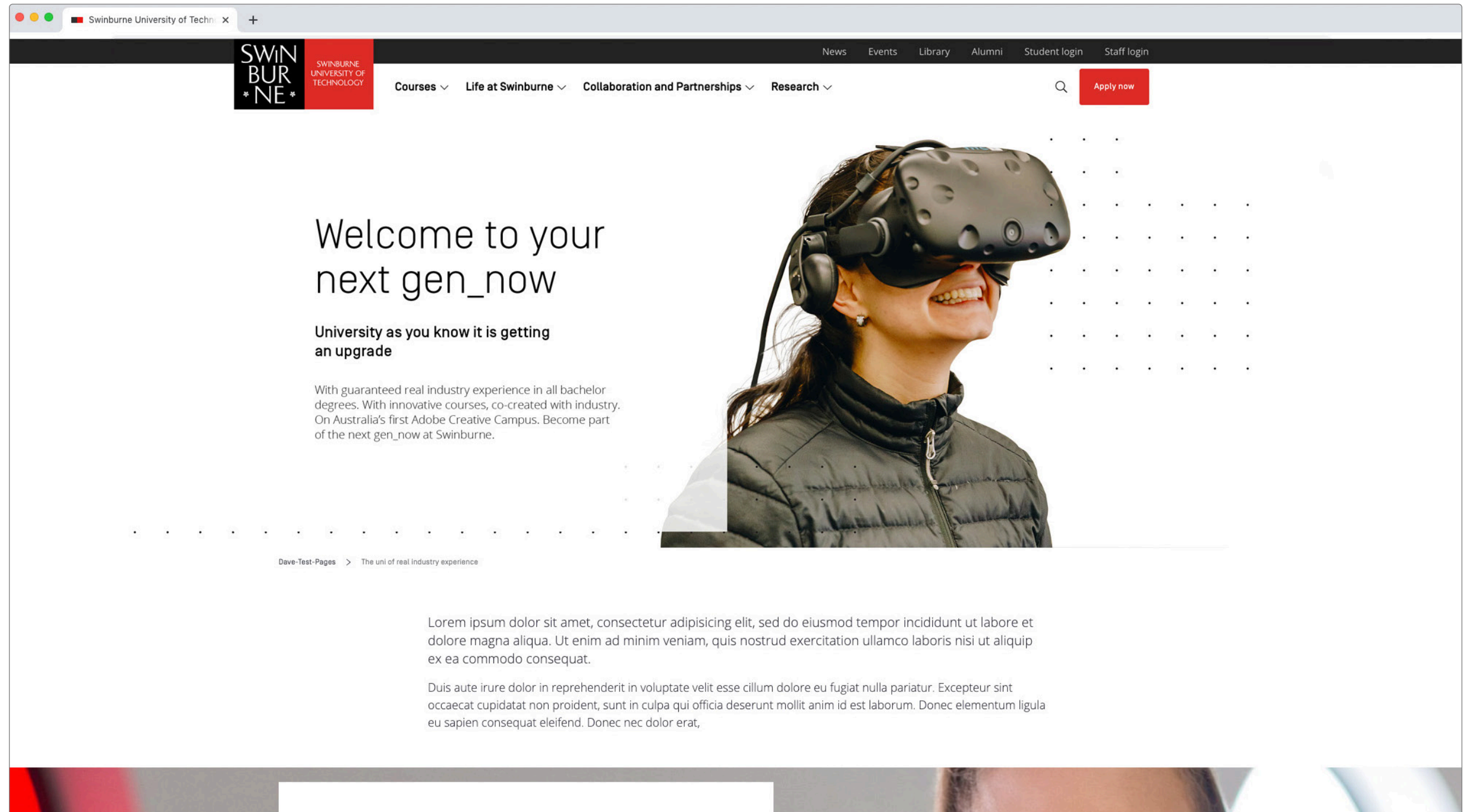
728x90 – 3 frames



300x250 – 3 frames



# Website





# PowerPoint

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Presented by Name Lastname

Day 00 Month, 2021

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Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, culture, and heritage, and recognise the continuing significance of all Aboriginal and Torres Strait Islander histories.

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Footnotes can go here

Thank you

Presented by Name Lastname

Day 00 Month, 2021

Templates and  
ready-made assets

# Resources

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You may download the following resources on [this page](#). Please note that these downloads are accurate as of 10 August 2021. Additional templates will be provided in future releases.

- Email signature with new brand tagline
- PowerPoint slide deck template
- A3 poster template
- A4 flyer template
- Certificate template
- Email (EDM) header banner template
- Swinburne landscape and portrait logo

Video templates and accompanying guidelines are available on [Swinburne Commons](#) from 4 May 2021.

Please contact Marketing at [marketingservices@swin.edu.au](mailto:marketingservices@swin.edu.au) for further advice.

Thank you

Information is accurate  
as of 9 September 2021

For further information:

[marketingservices@swinburne.edu.au](mailto:marketingservices@swinburne.edu.au)

