1. Introduction and Scope

These website branding guidelines are intended to achieve a clear identity and consistency across UNSW websites while allowing for design flexibility and innovation. This guideline currently only applies to the header and footer content of individual web pages. This document should be read in conjunction with the overarching Website Policy.

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.

Further advice and assistance regarding this document can be obtained from the Central Web Unit. Email: web@unsw.edu.au

1.1 Not in scope

The UNSW Website Branding Guideline does not apply to:

- personal websites (for staff or students)
- controlled entities (e.g. NSG, NSi)

2. Definitions

No terms have been defined.
3. Design Elements

- University websites must adopt a consistent use of the UNSW crest.
- The crest used will be the international full colour version.
- The crest 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 will be white
  - The Level One banner will contain the UNSW international logo, faculty/school/division name, and no other content other than search.
    - The height of the Level One banner for the University homepage and for faculty, divisional and centre homepages is set at 120 pixels (banner mock ups a, b, d and e.)
    - For faculties, the faculty name should be adjacent to the UNSW international logo (banner mock up b.)
    - Schools must retain the Level One banner with the faculty name. The area immediately beneath the banner should be used to identify the school (level two banner, banner mock up c.)
    - Academic profile pages should retain both the Level One and Level Two banners (banner mock up c.)
    - For divisions, the divisional name should be featured in the Level One banner but on the right hand side. The Level One banner should be retained throughout the site (banner mock up d.)
    - The font is to be Optima Lt Std.
    - The maximum font height of the faculty name is to be 40 pixels.

Faculties, Schools and Units will have control of:
- a School / Unit banner (Level Two banner) to sit below the faculty / top level unit banner (Level One banner)
- site information structures and content
- visual creativity for all site areas other than the Level One, including selection of colour and typefaces.

3.1 Visual mock ups

Note: The mock ups illustrate the application of these guidelines on a homepage.

a) Corporate Banner

![Corporate Banner](image1)

Height: 120px

b) Level One Faculty Banner

![Level One Faculty Banner](image2)

Height: 120px
c) Level Two Faculty Banner

Top level: 70px
Second level: 80px

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d) Level One Divisional Banner

Height: 120px

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e) Level One Specialty Centre Banner

Height: 120px

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3.2 Summary of Guidelines

<table>
<thead>
<tr>
<th>Page Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNSW Branding</td>
<td>• A standard UNSW Level One banner is to appear on all UNSW website pages, in compliance with the supplied web template.</td>
</tr>
<tr>
<td></td>
<td>• This includes three primary elements – a) the UNSW crest and international logo incorporating the full UNSW title and location, and b) a vertical line followed by the name of the Faculty in Optima font and a search function</td>
</tr>
<tr>
<td></td>
<td>• The height of the banner area will be flexible depending on the design of the individual site. Only the Faculty or unit home page must have a banner of fixed height</td>
</tr>
<tr>
<td>Site Branding</td>
<td>• Site owners have control over the visual design of the Site Branding area. This design should reflect the activities of the faculty/or organisational unit outside the central brand space</td>
</tr>
</tbody>
</table>
3.3 Footer

A 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 the Site map on the Corporate website.

- **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 number** = 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.

4. Production – Header Templates

Templates can be obtained from the Central Web Unit at web@unsw.edu.au.

Please note that the templates require competence in HTML and CSS code.

Appendix A: History

<table>
<thead>
<tr>
<th>Version</th>
<th>Authorised by</th>
<th>Approval Date</th>
<th>Effective Date</th>
<th>Sections modified</th>
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<tbody>
<tr>
<td>1.0</td>
<td>Executive Director, University Services</td>
<td>18 January 2011</td>
<td>24 January 2011</td>
<td></td>
</tr>
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