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 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)
- Student administered sites such as student association and club sites
2. Definitions

**Logo** – the term logo refers to the full colour international UNSW lettering and crest

**Name Object** – this refers to a single design asset created that combines the logo with the Faculty, Division or unit name

**Page Area** – this refers the area on a web page below the header banner and the top navigation (if used) and the top of the Footer

3. Design Elements

3.1 **Faculty Banner and Navigation:**

- University websites must adopt a consistent use of the landscape international 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 international logo (banner mock up b). This name object will be provided by Central Marketing Services
- The Faculty banner will contain the UNSW international 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 (as per Banner b) in Arial font
- 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 navigation font is to be Arial, with navigation items in lower case
  - Any unit wanting to apply a gradient to the navigation bar should adhere to the following:
    - 1. Apply Gradient Overlay (Blending Options) to navigation bar layer
    - In the Gradient Overlay tool box, use the following settings:
      - Normal blend mode
      - Opacity 100%
      - Scale 100%
      - Linear style (aligning with layer)
      - 90 degree angle
    - Gradient editor settings: #231f20 start #625e5f end, color midpoint at 50%, solid gradient type, smoothness 100%
3.2 School Banners

- 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 (banner mockup c.ii). The area beneath this should be used to identify the school (banner mockup c.i).
- Top Banner (Faculty) Height: 70px (60px white, 10px yellow)
- Lower Banner (School Height): 60px
- Logo: 120px width 44px height
- Faculty and School font size: 30px
- Academic profile pages should retain both the Level One and Level Two banners (banner mockup c.)

3.3 Divisional Banners and Navigation

- Divisional websites must adopt a consistent use of the landscape international 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 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 mockup d.).
- The height of the top of page navigation bar is to be 35 pixels.
- The navigation font is to be Arial, with navigation items in lower case.

3.4 Body Font

- The mandated body font is Arial. This excludes title fonts.

3.5 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.
- The Gutters on UNSW websites are not to include any graphics, images or textured backgrounds.
- 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.

3.6 Faculties, Schools and Units will have control of:

- Site information structures and content.
- Visual creativity for all site areas other than the banner, including selection of colour, page layouts, graphics and title typefaces.
4. 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 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 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. 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”.

5. Visual Mock-Ups

Note: The mock-ups illustrate the application of these guidelines on a site page.

a) Corporate Banner and Navigation

![Corporate Banner and Navigation Example]

Banner Height: 155px  
Navigation Bar Height: 35px  
Logo: 191px width 70px height

b) Level One Faculty Banner and Navigation

![Level One Faculty Banner Example]

Change NAV TO CHARCOAL COLOUR EXAMPLE  
Banner Height: 130px (120px white, 10px yellow)  
Nav Height: 35px  
Logo: 191px width 70px height  
Faculty font size: 50px

c) Faculty and School Banner

i) Schools without faculty navigation

![School of Chemistry Example]

Top Banner (Faculty) Height: 70px (60px white, 10px yellow)  
Lower Banner (School Height): 60px  
Logo: 120px width 44px height  
Faculty and school font size: 30px
School of Chemistry

Top Banner (Faculty) Height: 70px (60px white, 10px yellow)
Lower Banner (School Height): 60px
Logo: 120px width 44px height
Faculty and school font size: 30px

ii) Schools with faculty navigation

Australian School of Business

Accounting

Top Banner (Faculty) Height: 70px (60px white, 10px yellow)
Faculty Navigation Bar Height: 35px
Lower Banner (School Height): 60px
Logo: 120px width 44px height
Faculty and school font size: 30px

d) Level One Divisional Banner

Library

Banner Height: 130px (120px white, 10px yellow)
Nav Height: 35px
Logo: 191px width 70px height

e) Internal UNSW Centres and Institutes Banner

National Drug & Alcohol Research Centre
Faculty of Medicine

Banner Height: 155px
Navigation Bar Height: 35px
Logo: 191px width 70px height
6. Production – Header Templates

Teamsite banner 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.

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

7. Exceptions

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. Normally these micro sites will link from another Faculty / Division site with the required branding. They will be smaller student recruitment oriented sites which require flexibility and creativity.

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. branding@unsw.edu.au Ext 53777

Appendix A: History

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