## Contents

**1.0 The Logo**
- 1.1 Colour logos: 04
- 1.2 Mono logos: 06
- 1.3 Clearspace: 08
- 1.4 Minimum size: 09
- 1.5 Incorrect use: 10

**2.0 Stationery and Forms**
- 2.1 Business cards: 12
- 2.2 With Compliments: 13
- 2.3 Letterheads: 14
- 2.4 Facsimile: 16
- 2.5 Memos: 18
- 2.6 Envelopes: 20

**3.0 Digital**
- 3.1 Email signature: 22
- 3.2 Powerpoint presentations: 23

**4.0 Merchandise and Uniforms**
- 4.1 Uniforms: 26
- 4.2 Merchandise: 27
In honour of the 50th Anniversary year of Flinders University a co-branded logo has been developed.

This section demonstrates the correct configurations and usage of the Flinders University 50th Anniversary logo.

This logo is permitted for use between January 1, 2016 – December 31, 2016.
1.0 The Logo
1.1 Colour logos

The examples provided demonstrate the coloured variations of the logo. Figure 1 the Primary Horizontal extended coloured logo is the preferred.

In some instances, where space and or dimensions does not allow for use of the preferred horizontal logo the alternative, vertical configuration, may be used. Figure 2 demonstrates this configuration.

In instances where the tagline ‘Celebrating 50 years of inspiring achievement’ is used elsewhere on the application the Secondary Horizontal small logo may be use. Figure 3 demonstrates this configuration.

The logo must always appear in this form and cannot be altered or applied in any way or by means other than specified in these guidelines.

The logo has been specifically drawn and as a result can only be reproduced from electronic or reflective artwork as provided in these guidelines. No attempt should be made to recreate the logo from websites, PDFs or other sources, as this will result in distortion, blurriness and discolouration.
The examples provided demonstrate the correct colour reverse version of the logo. There will from time to time, be a need for a change of background colours and font colours, depending on corporate needs.

**Figure 4:** Primary logo - Horizontal, extended reversed

**Figure 5:** Primary logo - Vertical, extended reversed

**Figure 6:** Secondary logo - Horizontal, small reversed
The examples provided demonstrate the correct mono reproduction of the logo configurations. When reproduced in single colour, the logos are only to be reproduced in Black or Dark Blue PANTONE® Matching System (PMS 282).

Figure 7: Primary mono logo - Horizontal, extended

Figure 8: Primary mono logo - Vertical, extended

Figure 9: Secondary mono logo - Horizontal, small
1.0 The Logo

1.1 Mono logos

The examples provided demonstrate the correct mono reversed reproduction of the logo configurations. There will from time to time, be a need for a change of background colours and font colours, depending on corporate needs.

Figure 10: Primary mono logo - Horizontal, extended reversed

Figure 11: Primary mono logo - Vertical, extended reversed

Figure 12: Secondary mono logo - Horizontal, small reversed
1.0 The Logo

1.3 Clearspace

When used in conjunction with other marks and graphics, enough space needs to be left around the logo to ensure correct prominence, readability and not to crowd the logo.

Half of the width of the Crest (x) from the Flinders University logo represents the minimum clear space that should surround the logo at all times.

Examples demonstrate clearspaces for each configuration. No other graphics can encroach on the clearspace surrounding the logo.

Figure 13: Primary logo - Horizontal, clearspace

Figure 14: Primary logo - Vertical, clearspace

Figure 15: Secondary logo - Horizontal, clearspace
The correct dimensions of the logo depend largely on the format and objectives of the communication. Size and positioning should be carefully considered and the graphic proportioned accordingly.

The minimum sizes apply to every design form, variation, and all applications, and is a minimum only.
Incorrect application of the logo will impact on a consistent brand identity and message for the University.

The logo should be re-sized in proportionate scale. No attempt should be made to stretch, squeeze, redraw or distort the logo in any way.

The logo can be used over images, however, it must be used in a way so that the logo sits on a clear part of the image, not over heavily detailed or complex areas of the image.

Figure 20: Do not distort logo vertically

Figure 21: Do not distort logo horizontally

Figure 22: An example of correct application of the logo over images

Figure 23: Do not use logo over images over complex images that will reduce logo readability
Corporate correspondence is the most common touchpoint between Flinders University and our audience. This section outlines the correct stationery and forms to be used throughout Flinders University’s 50th Anniversary year.
The examples provided demonstrate the standard front and back templates for business cards.

Business cards can be ordered from Flinders Press via an online form on the Flinders Press website.
2.0 Stationery and Forms

2.2 With Compliments

Figure 26 is an example of the DL With Compliments — colour generic.

Figure 27 is an example of the DL With Compliments — colour personalised.

Figure 26: With Compliments Generic

Figure 27: With Compliments Personalised
The example provided demonstrates the colour generic A4 letterhead template.

In mono versions of this artwork, the Flinders University logo is replaced with mono logo.

This letterhead can be ordered from Flinders Press as pre-printed customised reams, as well as being downloaded as a Word template from the Flinders Press website.
The example provided demonstrates the colour personalised A4 letterhead.

In mono versions of this artwork, the Flinders University logo is replaced with mono logo.

This letterhead can be ordered from Flinders Press as pre-printed customised reams, as well as being downloaded as a Word template from the Flinders Press website.
The example provided demonstrates the A4 facsimile template—a generic. A Word template can be downloaded from the Flinders Press website.
The example provided demonstrates the A4 facsimile template—personalised.

A Word template can be downloaded from the Flinders Press website.

<table>
<thead>
<tr>
<th>Facsimile Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attention: Address</td>
</tr>
<tr>
<td>Organisation: Company</td>
</tr>
<tr>
<td>Fax number: To</td>
</tr>
<tr>
<td>From: Author Name</td>
</tr>
<tr>
<td>Subject: Subject</td>
</tr>
<tr>
<td>Date: Date</td>
</tr>
<tr>
<td>Total pages: Num</td>
</tr>
</tbody>
</table>

FirstName

RE: Subject

“Start typing here”

Author Name

Author Position
The example provided demonstrates the A4 memo template—generic. A Word template can be downloaded from the Flinders Press website.
The example provided demonstrates the A4 memo template—personalised.

A Word template can be downloaded from the Flinders Press website.
2.0 Stationery and Forms

2.6 Envelopes

C5 envelope—front (229mm x 162mm) is available on goldcraft stock with Flinders University logo printed in black.

C4 envelope—front (324mm x 229mm) is available on goldcraft stock with Flinders University logo printed in black.

B4 envelope—front (353mm x 250mm) is available on goldcraft stock with Flinders University logo printed in black.

For production of non-standard Flinders University envelopes please contact Flinders Press in the first instance for advice about Australia Post compliance.

Envelopes can be ordered online via the Flinders Press website at: www.flinders.edu.au/flinpress

Figure 1: Envelope example

Postage Paid
Australia GPO Box 2100 Adelaide SA 5001 Australia

Figure 28 demonstrates the colour DL envelope front.

In mono versions of this artwork, the crest is replaced with a black version.

Figure 29 demonstrates the C5, C4 and B4 envelope front, available on goldcraft stock with Flinders University logo printed in black.

Envelopes can be ordered online via the Flinders Press website at: www.flinders.edu.au/flinpress

Figure 1: Colour DL envelope—front (at 50%)

Change of address? If so, please complete these details and return to:
Marketing & Communications Office, Flinders University, GPO Box 2100, Adelaide, South Australia 5001
Name
Old Address
Postcode
New Address
Postcode
Email
Telephone

Figure 2: DL envelope—back (at 50%)

Figure 28: DL envelope front

Figure 29: C5, C4 and B4 envelope front
More and more information is presented today in digital format. This section demonstrates correct formatting of digital presentations and documents throughout Flinders University’s 50th Anniversary year.
The examples provided demonstrate the standard email signature. Figure 30 includes the logo and should be used by people who communicate primarily with external audiences and for external purposes.

Figure 31 does not include the logo and should be used for people who primarily communicate with internal audiences.

Instructions on setting up the email signature and related guidelines are available at: www.flinders.edu.au/emailsignature

Figure 30: Email signature—including logo

Figure 31: Email signature—without logo
The Powerpoint template and guidelines can be downloaded at the Flinders Press website.

Figures 32 and 33 demonstrate normal and wide format powerpoint templates.

Figure 32: Powerpoint presentation template, normal screen

Figure 33: Powerpoint presentation template, wide screen
Merchandise can work to present a consistent and powerful brand identity. This section demonstrates application of the Flinders University brand to uniforms and promotional materials to be used throughout Flinders University’s 50th Anniversary year.
The examples provided demonstrate the application of the 50th Anniversary logo to a variety of uniform items.

Please contact the Office of Communication and Engagement for all uniform and merchandise enquiries.
The examples provided demonstrate the application of the 50th Anniversary logo to a variety of promotional merchandise.

New merchandise concepts arise continually.

Please contact the Office of Communication and Engagement for all uniform and merchandise enquiries.