The Flinders University logo is the cornerstone of our brand identity. This section demonstrates the correct configurations and usage of the Flinders University logo.
The University Council adopted an insignia for the University on 16 December 1966. The insignia consists of a shield bearing a radiant sun at the base surmounted by an open book on a blue background with an extract from page 176 of Volume 1 of Matthew Flinders’ *A Voyage to Terra Australis* printed on the open pages.

This extract is as follows: “The situation of Mount Lofty was found from hence and from some other cross bearings, to be 34° 59’ south and 138° 42’ east. No land was visible so far to the north as where the trees appeared above the horizon, which showed the coast to be very low, and our soundings were fast decreasing. From noon to six o’clock we ran thirty miles to the northward, skirting a sandy shore at the distance of five, and thence to eight miles; the depth was then 5 fathoms, and we dropped the anchor upon a bottom of sand, mixed with pieces of dead coral.”

Above the shield sits a reproduction of Flinders’ ship *Investigator* fully riggged, on a wreath of the University’s colours of dark blue, pale blue and white (please see University Statute 1.2(3) for a full description of the University crest).

The crest was originally designed by the late Kevyn Whisson (1924-2006) who was involved in the planning of Flinders from its earliest days, and who became a senior architect with the University.

We recognise that Flinders was established on the lands of the Kaurna nation with the main Flinders campus located near Warriparinga. Warriparinga is a significant site in the complex and multi-layered Dreaming of ancestral being Tjilbruke. For the Kaurna nation, Tjilbruke was a keeper of the fire and a peace maker/law maker. Tjilbruke continues to be part of the living culture and traditions of the Kaurna people. His spirit lives in the land and waters, in the Kaurna people and in the glossy ibis (known as Tjilbruke for the Kaurna). Through Tjilbruke the Kaurna continue their creative relationship with their country, its spirituality and its stories.

For more information about Warriparinga see: [www.marion.sa.gov.au](http://www.marion.sa.gov.au)

Flinders acknowledges the traditional owners of the various teaching locations the University now operates on and recognises the continued relationship and responsibility to these lands and waters by traditional owners past and present. The following is an indicative (but not exhaustive) list of traditional owners on whose country Flinders University has campuses (listed alphabetically): Arrernte, Boandik, Bungarla, Gunditjmara, Jawoyn, Kaurna, Larrakia, Nauo, Ngarrindjeri, Peramangk, Ramindjeri, Wurundjeri, Yolgnu.
The Flinders University logo is the cornerstone of its brand identity. The logo consists of the crest and the words Flinders University. At no time can the crest be used alone.

Example demonstrates the vertical configuration of the logo. This configuration is the preferred 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.

Figure 1: The logo, vertical configuration
In some instances, where space does not allow for reproduction of the preferred vertical logo at an acceptable size, an alternative, horizontal configuration has been developed. Figure 1 demonstrates this configuration.

The horizontal 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.

NB. The vertical logo is always the preferred configuration and should be used wherever possible.

Figure 1: The logo, horizontal configuration
Examples demonstrate the correct reverse version of the Flinders University logo configurations. No other colours are permitted, unless approved by the Marketing and Communications Office. There will from time to time, be a need for a change of background colours and font colours, depending on corporate needs.

Figure 1: Reverse logo, vertical configuration

Figure 2: Reverse logo, horizontal configuration
Examples demonstrate the correct mono reproduction of the Flinders University logo configurations. When reproduced in single colour, the logos are only to be reproduced in Black or Dark Blue PANTONE® Matching System (PMS 282).

As required, a reverse mono logo may be approved by the Marketing and Communications Office.
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.

Examples demonstrate clearspaces for each configuration. No other graphics can encroach on the clearspace surrounding the Finders University logo, including the minimum reproducible size of both logo configurations.

**Figure 1:** Vertical configuration—clearspace

**Figure 2:** Horizontal configuration—clearspace

**Figure 3:** Vertical configuration—minimum size

**Figure 4:** Horizontal configuration—minimum size
There will be occasions where the Flinders University logo will have to appear with co-brands, demonstrating endorsement or partnership.

To aid in consistency, such relationships are to abide by a set of construction guidelines. Figure 1 shows how this relationship is to be constructed. Figure 2 demonstrates examples of co-brand application.

When the height of the co-brand logo does not fill the vertical space allowed, it must align with the baseline of the Flinders University logo. This allows both logos to occupy an equal space.

See 1.6 for guidelines of co-branding. Centres and Institutes of Flinders University are part of the master brand and do not have a separate co-brand or logo.

Contact the Marketing and Communications Office for any additional advice on co-brand application.
Flinders University logo will need to appear with the names of faculties, schools, centres and institutes.

To aid in consistency, such relationships are to abide by a set of construction guidelines. Figure 1 shows how this relationship is to be constructed. Figure 2 demonstrates examples of brand relationships.

The construction diagram is based on a 25mm high logo. Artwork should be created at this size, and scaled accordingly depending on the application.

At this size, Flinders University is set in TheSans 15pt on 14pt leading. The Faculty, School or brand relationship name is set in TheSans SemiLight 15pt on 14pt leading. The faculty, school or brand relationship name should not exceed the width of Flinders University when set in this manner. A maximum of four lines for all information is allowed.

It is recommended that wherever possible/practicable we should always use ‘&’ not the word ‘and’.

The general font (TheSans) will also be applied to:
- business cards
- letterheads
- websites
- merchandise and publications

Contact the Marketing and Communications Office for any additional advice on brand relationship application.
2.0 The logo

2.9 Incorrect usage

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 only be reproduced in the colours specified in this guide.

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 1: Do not scale logo vertically.

Figure 2: Do not scale logo horizontally.

Figure 3: Do not reproduce the logo in colours other than specified.

Figure 4: Do not reproduce the logo over heavily detailed or complex backgrounds.

Figure 5: An example of correct application of the logo over heavily detailed or complex backgrounds.
A separate symbol of the sun has been developed to promote and communicate the values of Flinders University. The sun symbolises the illumination education brings and the optimism of a new day dawning.

The sun symbol is to be used for promotional and merchandising purposes in conjunction with the Flinders University logo.

It must never be used as a vessel for typographic messages and a minimum of one quarter of the sun symbol must be visible in any execution.

However, there will be times when for promotional and marketing campaign purposes, the Marketing and Communications Office will determine occasional use of typographical messages.

Additional applications of the sun symbol are demonstrated throughout this guide.
Examples demonstrate horizontal and vertical configurations of the logo incorporating the ‘inspiring achievement’ tagline.

A stacked version of ‘inspiring achievement’ is permissible in some circumstances, e.g. letterhead, business cards (see stationery and forms, Section 5.0).

It is preferable to include ‘inspiring achievement’ when using the logo. It may be optimal however, to include ‘inspiring achievement’ away from the logo where appropriate.

‘Inspiring’ is the gerund and other forms, or tenses, or the verb are not to be used with the tagline.

Figure 1: Logo with tagline–vertical

Figure 2: Logo with tagline–horizontal