



The University of Sydney

Guidelines for the use of the University of Sydney Coat of Arms and the use of secondary logos

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This document is distributed by the
Digital and Print Media Office of the University of Sydney.
Any queries should be directed to:

Digital and Print Media Office
Level 6, Quadrangle A14
The University of Sydney NSW 2006

Ph: 9351 5742
Fax: 9351 3289
Email: m.shepherd@usyd.edu.au
www.usyd.edu.au/dpm

Introduction

The University of Sydney's name is recognised throughout the world. It is synonymous with a distinguished history of excellence in teaching and research.

The Coat of Arms is a valuable asset. Its use:

- strengthens public awareness of our distinctive character and unique position
- influences attitudes and opinions, and
- implies the University's endorsement for the activity with which it is related.

Scope

These guidelines refer to all publications produced within the University, including electronic and online publications.

Guiding principles

1. Faculties, departments, schools and administrative units may not use any other logo except the Coat of Arms¹.
2. In marketing academic programs and other activities, faculties, departments and administrative areas may not use any other logo except the Coat of Arms.
3. Foundations, research centres and institutes may use their own logo if deemed essential by the Deputy Vice-Chancellor, Executive Dean or Dean to whom they report, but they must always use the Coat of Arms in conjunction with that logo and the Coat of Arms must never be smaller or less prominent than their own logo².
4. Alumni organisations may not have their own logos, but may use the Coat of Arms in conjunction with official University of Sydney alumni functions or activities.
5. All staff of the University must use the current official Coat of Arms on all documents. The electronic files can be obtained from the Digital and Print Media Office³.
6. All staff of the University must use the official University stationery templates and Powerpoint templates and comply with the official guidelines for the use of the Coat of Arms.
7. All international agents must submit promotional material to the International Office for approval before publication. The International Office will liaise with the Digital and Print Media Office to ensure the material is correctly used.
8. Faculties, schools, departments and administrative areas must submit promotional and marketing material to the Digital and Print Media Office for approval of the use of the Coat of Arms before publication.
9. No staff member can provide the Coat of Arms to any person or organisation external to the University, or give permission to any outside party to use the Coat of Arms. All requests by external parties to use the Coat of Arms must be passed on to the Deputy Vice-Chancellor (Community) for approval.

1. In this document, the term "Coat of Arms" refers to the combined image of the crest and the words "The University of Sydney". The crest should not be used on its own.

2. In general, the prime position for the Coat of Arms is in the top left hand corner of a website or letterhead (see University stationery guidelines). The prime position may vary in other publications but the Coat of Arms must always be used on the cover. Further advice will be supplied by the Executive Director, Community.

3. Contact details for the Digital and Print Media Office are included under the 'Internal Use' section.

Internal use

Staff

Reports, conference presentations and posters, books and brochures published by academic staff may include the Coat of Arms as long as the publication is directly related to the staff member's area of academic expertise. If the publication is a joint publication involving researchers from other institutions, the Coat of Arms must appear in full (including both the arms and the text) and must be the same size as other logos. Honorary associates may not use the Coat of Arms on business cards or stationery.

Students

Because use of the Coat of Arms implies an endorsement of the publication with which it is associated, students may use the Coat of Arms on honours and research theses after they have been examined and the degree awarded. They may not use the Coat of Arms on assignments, essays, reports or theses which have not been examined.

Students wishing to use the Coat of Arms on promotional material for official university events must place a request with the dean of their faculty, who will forward it to the Digital and Print Media Office with a recommendation.

Postgraduate students wishing to use the Coat of Arms for conference presentations and posters may do so where their supervisor is a co-author or where they have support of their supervisor. In either case, a written request from their supervisor must be forwarded to the Deputy Vice-Chancellor (Community). Undergraduate students may not use the Coat of Arms for presentations and posters.

Alumni organisations

Alumni organisations wishing to use the Coat of Arms in conjunction with official University of Sydney alumni functions or activities should place their request with the Office of Alumni Relations. Please contact:

Ms Tracey Beck

Director, Alumni Relations

Ph: +61 2 9351 3219

Fax: +61 2 9351 6868

Email: t.beck@vcc.usyd.edu.au

Centres and foundations

Jointly held centres such as CRCs may use the Coat of Arms in conjunction with the logo or Coat of Arms of their other parent institutions, but must submit their use of the Coat of Arms to the University of Sydney's Digital and Print Media Office for approval prior to publication. Foundations, research centres and institutes of the University may use the Coat of Arms but are asked to submit their graphic designs to the Digital and Print Media Office for approval. Foundations' use of the Coat of Arms must also make clear the relationship between the University and the Foundation activity, to ensure that the level of apparent endorsement is appropriate to the level of University ownership of that activity.

Internal requests for the Coat of Arms should be sent by email to:

Michelle Shepherd
Operations Manager
Digital and Print Media Office
Level 6 Quadrangle A14
University of Sydney NSW 2006
Ph: 9351 5742
Fax: 9351 3289
E-mail: M.Shepherd@usyd.edu.au

The e-mail should outline:

- the purpose for which the Coat of Arms is to be used
- the format you need to receive the digital file (eg tif, jpeg or eps)
- whether you need colour or black and white versions
- which shape you need (see possible variations in the Graphic Design section)
- whether you want a file for a PC or Mac

External use

The Coat of Arms cannot be used by any external body without the express permission of the Deputy Vice-Chancellor (Community).

Organisations which enter into a sponsorship agreement with the University may use the Coat of Arms on approval of the Deputy Vice-Chancellor (Community). However, the use must make clear the relationship – i.e. that the University is a sponsor, but does not own or control the organisation.

Where the University has entered into an inter-institutional agreement with another institution, the University may agree to approve the use of the Coat of Arms.

Research centres associated with (but not owned or jointly owned by) the University may seek permission to use the University Coat of Arms. Permission will be granted on a case-by-case basis, where:

1. the use makes clear the relationship between the University and the centre (i.e. the level of apparent endorsement is appropriate to the level of University control and ownership)
2. the usage is supported by the dean of the faculty with which the centre is associated.

Donors may not use the Coat of Arms.

Conference organisers may seek permission from the Deputy Vice-Chancellor (Community) to use the Coat of Arms where:

1. the University of Sydney is an organiser or co-organiser of the conference
2. the University of Sydney is a sponsor of the conference, or
3. University of Sydney staff make up a significant proportion of the speakers at the conference.

The use of the Coat of Arms in these circumstances must not imply that the University endorses or is responsible for the conference where such endorsement or responsibility does not exist.

The Coat of Arms will not be supplied to companies preparing a submission to present to the University.

Requests from bodies external to the University should be sent (preferably by email) to:

Marian Theobald
Executive Director Community
Quadrangle A14
University of Sydney NSW 2006
Ph: 9351 4187
Fax: 9351 4745
E-mail: M.Theobald@usyd.edu.au

These requests should outline:

- the name and description of the organisation or individual making the request and their relationship with the University of Sydney
- the author's contact at the University of Sydney together with address and phone number
- the project description, including the context and way in which the University of Sydney is to be portrayed and the intended use of the resulting material
- the format you need to receive the digital file (eg tif, gif, jpeg or eps)
- whether you need colour or black and white versions
- which shape you need (see possible variations in the Graphic Design section)
- whether you want a file for a PC or Mac

The Coat of Arms is only to be used in the following formats:



The University of Sydney

Landscape



The University of Sydney

Centred



**The
University
of Sydney**

Stacked

The Coat of Arms can be used in:



The University of Sydney

Four Colours/PMS



Four Colours/PMS - reverse type



The University of Sydney

Black and White



The University of Sydney

Reversed

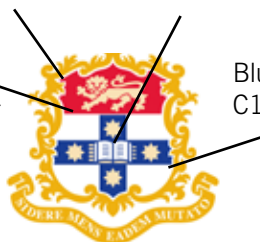
The pantone colours of the crest are:

Gold PMS 124
M28 Y100 K6

Light Gold PMS
124 (30% tint) M8
Y30 K2

Red PMS 186
M100 Y80 K4

Blue PMS 072
C100 M88 K5



**The
University
of Sydney**

Graphic design rules

Any use of the Coat of Arms is governed by the following graphic design rules:

1. Only the current official version of the Coat of Arms is to be used. Three configurations of the Coat of Arms are available (see side panel).
2. The words “The University of Sydney” must not be separated from the crest. If the crest is used on its own as a graphic element in a document, the full Coat of Arms (crest plus the words “The University of Sydney”) must appear prominently on the same document.
3. The Coat of Arms can be resized proportionally but must not be stretched or distorted in any way. The words and the crest must appear in the same proportion to each other at all times.
4. The pantone colours of the crest are: Red PMS 186; Gold PMS 124; Blue PMS 072; and Light Gold PMS 124 (Lion and stars are a 30% tint of PMS 124).
5. The CMYK colours of the crest are: Red (M100 Y80 K4); Gold (M28 Y100 K6); Blue (C100 M88 K5); and Light Gold (M100 Y80 K4).
6. The words “The University of Sydney” must not be reset using other fonts.
7. Allow for space equivalent to half the width of the crest between the entire logo (including “The University of Sydney”) and any other text or secondary logos.

Correct versions of the Coat of Arms are obtainable as a digital file from the Digital and Print Media Office (see request contacts under Internal and External use). Users must not download the Coat of Arms from a website, but must obtain the best digital file for their purposes.

The digital file of the Coat of Arms is provided to external bodies for one use only. Its provision does not imply ongoing rights to use that file in other contexts or on other occasions.

For the development of letterheads and business cards with a secondary Coat of Arms refer to the Style Guide on the web at www.usyd.edu.au/publications/tools/templates/stationery/stat_guidelines.pdf.



Figure 1 - Embossed lion



Figure 2 - Flat lion

Coat of arms lion

The lion graphic used in University design templates and other collateral comes from the University's Coat of Arms. Embossed (see figure 1) and flat (figure 2) versions are available through the Digital and Print Media Office.

Any use of the **embossed Coat of Arms lion** is governed by the following graphic design rules:

1. The embossed Coat of Arms lion should always face to the left
2. The embossed Coat of Arms lion should be re-scaled proportionately and not stretched or warped in any way
3. The embossed Coat of Arms lion is fixed at 60% opacity over official faculty colours in University design templates eg. DL flyers, A4 brochures, posters and pull-ups (fig.3)
4. When used in a masthead, the embossed Coat of Arms lion always appears to the left of headings or other text. This text should be ranged-left and centrally aligned to the lion (figure 3)

5. Allow for space equivalent to half the width of the lion's head between the lion and any text (figure 3)

Any use of the **flat Coat of Arms lion** is governed by the following graphic design rules:

1. The flat Coat of Arms lion should always face to the left
2. The flat Coat of Arms lion may be used as a watermark or graphic element under text (fig.4) or in conjunction with images (fig.5)
3. When used in a masthead, the flat Coat of Arms lion is subject to the same rules as the embossed Coat of Arms lion (see above)

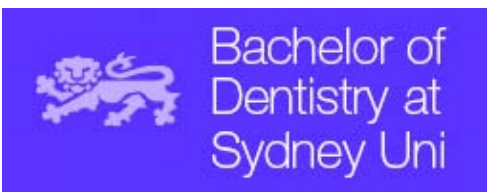


Figure 3



Figure 4



Figure 5

Use of coat of arms

In printed publications

Because publications are one of our key marketing tools, they should represent the University in a consistent and professional way.

All promotional and marketing material should be submitted to the Digital and Print Media Office for approval of the use of the Coat of Arms before publication.

The Coat of Arms should appear on the front cover of every publication, unless the design has been specifically approved by the Digital and Print Media Office.

On the web

The Coat of Arms should appear prominently on every official University website, and should always provide a link to the University's home page, www.usyd.edu.au. Unless the site's graphic design has been produced in conjunction with the Digital and Print Media Office, the Coat of Arms should appear in the top left-hand corner of the page.

Department specific wording or approved logos should be positioned in the top right hand corner of the page – this text or logo must not be larger than the University crest used on the page.

In Powerpoint templates

The University's Powerpoint template has been designed to comply with central University publications and with the University website. It is downloadable from:
www.usyd.edu.au/publications/tools/stationery.shtml.

The template has been designed to be as flexible as possible. However, the central elements of the template – the lion, the Coat of Arms, and the white line underneath them – must not be altered in any circumstances.