



**Taree  
Universities  
Campus**

# Branding Guidelines

TAREE UNIVERSITIES CAMPUS • MAY 2024 EDITION

# Meet Taree Universities Campus

## *About this document*

This document has been designed to introduce you to the foundations of the brand that is Taree Universities Campus.

Whether you're communicating for us, or alongside us, we want to share with you:

- Who we are;
- Our history & values;
- Who we serve; and
- Why what we do is important.

### **THE STORY OF OUR LOGO**

The Taree Universities Campus logo has been carefully designed to capture a number of intersecting elements, bringing together all that makes our organisation unique.

It encompasses the importance of our location, purpose and vision for the future.



The 'U' shape reflects the distinctive structure of Martin Bridge at the entrance to Taree, in turn promoting the idea of 'bridging the gap' between our residents and university access. Bridges are also prevalent throughout the MidCoast, which has been used as a way to signify how the university intends to bring our towns together.

The key phrase "Go further close to home" captures our desire to support MidCoast residents in extending themselves to their fullest potential, all whilst enjoying the security and familiarity of their home towns.



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# Our Identity

- 1.1 WHO WE ARE
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- 1.4 OUR BIG WHY
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# Our Identity

## 1.1 Who We Are

### IN THIS SECTION:

This is an overview of the Taree Universities Campus brand, a starting point as to how we convey our purpose and character to those we serve.

These concepts should provide a foundation for all visual, written and experiential elements of the organisation.

It is important that we start our branding conversation here, so each layer thereafter can be understood with a strong sense of how we present ourselves to the communities within which we operate.

### We are

- Dedicated to supporting residents of the MidCoast region in reaching their highest potential through education & personal development.
- Facilitators and connectors; we are about harnessing and leveraging the strengths of those around us to create mutually beneficial solutions.
- Always mindful of the notion that our Campus rests at an exciting intersection of diverse stakeholders in our community.
- Grounded in reality; we take the time to truly listen to the myriad of voices in the room, ensuring everyone feels heard and understood.
- Patience and diligent; we are long-term, big picture thinkers that are conscious on the legacy we leave. There's no 'rush energy' in our space.
- Constantly seeking balance between tradition and innovation. We believe we work best in the space between 'tried & tested' and 'outside the box'.
- Quiet, thoughtful and curious.
- Supportive, inclusive and encouraging.
- Dependable, trustworthy and reliable.

### We are not

- Corporate and rigid; we do not have a one-size-fits-all mindset. Our success is derived from the empowerment of the individual.
- Overtly commercial and structured. We celebrate individuality and encourage all voices to the table. We see our team as more of a lateral hierarchy of collaborators.
- Cold and unapproachable. Our spaces are safe, inviting and reassuring.
- Exclusive or divisive. For us, it's 'people' before 'politics'.
- Flighty and inconsistent. We know we're asking our stakeholders to trust us in long-term endeavours. We are always eager to show we are 'here for the long haul'.

# Our Identity

## 1.2 Our Brand Voice

### IN THIS SECTION:

Here we define the personality that 'speaks' for Taree Universities Campus.

The objective is to paint the picture of a realistic person who would represent the brand as if they were a living being.

This is critically important when developing marketing material - written, visual and auditory - as this is how we establish a consistent voice. This is how Taree Universities Campus sounds in conversation, and how potential and existing customers can relate to the brand on a more human level.

It also allows various contributors to the marketing to speak in a similar way on behalf of Taree Universities Campus, so we can all collaborate and communicate in unison.

### When writing for Taree Universities Campus, the language should be:

- Quiet, thoughtful & kind.
- Honest, heartfelt & patient.
- Happy to take the time to expand on ideas, explaining them further.
- Minimal jargon - eager to make complex concepts clear to the audience with real-world language and relatable examples.
- Well spoken and clear.
- Excited when it comes the possibilities, ideas and the potential of others.
- Community-oriented, focused as much on the needs of the wider community as those of the individual.



### If Taree Universities Campus was a person:

She would likely be female, between 40 - 55 years of age. She may be a lifelong MidCoast resident, or may have been born and raised in a different part of regional Australia so still shares a strong sense of place & community.

She's university educated, but from her own experience understands the course you start and the course you graduate from may be quite different. Her professional background is humanities; she may also be a professional nurturer or educator, working in a field where the development of others, as well as greater understanding of people, brought her great joy.

However, she is also very shrewd as she has seen the 'opposing forces' and vested interests that can arise when it comes to large projects that are meant for community & people development.

As a highly skilled communicator, she therefore has a tactful way of keeping stakeholders 'on task'; she is the master of the most diplomatic 'no', before firmly redirecting the situation back to its intended purpose.

She's easy to talk to, is an insightful listener and eagerly finds herself as a sounding board for others. She may or may not have children of her own; regardless her strong sense of community makes everyone feel like extended family.

# Our Identity

## 1.3 History

### IN THIS SECTION:

History often provides us with great context - to better know where we are going, we need to be mindful of where we come from.

## Overview

Taree Universities Campus (TUC) is part of the Regional University Centres initiative funded by the Australian Government. We are a not-for-profit community driven organisation.

Regional University Centres help students in regional and remote areas access higher education without having to leave their community. They provide student support and campus-style facilities for students who study online.

We are not a university; rather, we provide support and services to residents of the MidCoast LGA in order to make graduation from online university study more achievable.

We have partnered with key universities to offer their students more tailored in-person support. However, ANYONE living in the MidCoast Local Government Area who is enrolled to study at university or TAFE online can register now to enjoy the FREE services & facilities available at our Campus.

## Background

Research conducted prior to the establishment of the campus found a concerning lack in a number of areas that relates to education access and the prevalence of degree-qualified personnel in the region:

### Lack of access to higher education

- Only about 12% of the population aged 15 years and over in the MidCoast Council area (2021 Census) has a Bachelor or higher degree - compared with the average of 26.3% for Australia.
- Only 1.3% of the population in the MidCoast council area are attending university, compared to 4.7% for Australia (2021 Census);
- Of the total students enrolling in university from the MidCoast, less than 20% actually complete their study: In fact, Completion rates are decreasing and there is an increasing dropout rate..



# Our Identity

## 1.3 History Cont.

### IN THIS SECTION:

History often provides us with great context - to better know where we are going, we need to be mindful of where we come from.

The basis of these trends falls into three categories:

- **1. Distance:** The 2019 Productivity Commission research paper, *The Demand Driven University System: A Mixed Report Card* highlighted the finding that school students who live more than 40 kilometres from a university campus are considerably less likely to go to university than school students who live in closer proximity. In the MidCoast, the closest university campuses are:
  - CSU at Port Macquarie, 78 km from Taree, 108 km from Forster-Tuncurry and 153 km from Gloucester
  - University of Newcastle, 165 km from Taree, 157 km from Forster and 115 km from Gloucester.
  - The distance problem is exacerbated by the absence of any viable public transport options to and from the closest university campuses.
- **2. Socioeconomic profile:** The demographic profile of the MidCoast is characterised as low socioeconomic, with an index of relative socio disadvantage (SEIFA) in the 889-950 band - the second lowest. At the 2021 Census, 34.7% of MidCoast Council households had an income of less than \$800 per week (low household income) compared to 21.0% across NSW. The unemployment rate was at 6.1% compared to 4.9% across NSW. Many school leavers take low value jobs, become unemployed, or leave the area. There are very few apprenticeship opportunities.
- **3. Affordability:** Research has also found that the major barriers to attending a distant university campus include financial cost, and the social cost associated with leaving family and friends to relocate elsewhere. Letters of support from local school teachers in favour of TUC indicate that some local students, who are capable of attending University, are unable to do so because of a requirement to remain within the MidCoast area to provide financial or emotional support to their families. It is also reported by some members of the Indigenous community in MidCoast that it is unacceptable to leave country.

# Our Identity

## 1.3 History Cont.

### IN THIS SECTION:

History often provides us with great context - to better know where we are going, we need to be mindful of where we come from.

### Concerning Completion Rates for Online Study

Not only is the lack of access a barrier, but completion rates for those who do eventually commence study is also of grave concern.

Of the total students enrolling in university from the MidCoast, less than 18% are completing their study. Other than relocating away from their homes to study, the only option for MidCoast residents is an online study mode. However, research indicates that the completion rates for online study only are very low (46%) compared to multi modal delivery (online and face-to-face support) at 76.6% completion.

### Our Objective

With this in mind, Taree Universities Campus successfully secured funding through the Federal Government's Regional University Centres program, with the view to providing the in-person support and resources necessary not only for the completion of online study, but more importantly to encourage local residents to see it as a viable endeavour in the first place.

### A Continuing Legacy

#### Initial Location

TUC was originally established and located at 1 Pulteney Street, Taree in September 2020. Since then, the Campus has flourished with the support of the local community, businesses, school and partner universities.

#### Moving Forward

In July 2023, TUC is set to move to a larger premises at 2 Pulteney Street, Taree.

The building formerly erected as local Council Chambers will undergo an exciting refurbishment, repurposing the spaces into an education hub; a multi purpose facility that will meet the complex needs of the MidCoast community far beyond that of tertiary education.

The move to 2 Pulteney Street is seen as a quantum leap towards our vision of the MidCoast becoming renowned as a region for education, innovation and collective prosperity.

# Our Identity

## 1.4 Our Big Why

### IN THIS SECTION:

This is where we dive deep into the question: why is what we do everyday important?

What would the community lose if we didn't have Taree Universities Campus going about it's work diligently every day?

This statement helps provide solid grounding for marketing material as it underpins each individual action: why are we posting this video? This image? Why are we creating this sign, sending this email or printing this flyer?

**Taree Universities Campus is dedicated to connecting local residents to learning & opportunities right here on the MidCoast. This is so they can reach their highest potential and gain access to career & personal development whilst remaining close to their family, country & community.**

Taree Universities Campus aims to facilitate successful graduation from tertiary studies through practical measures such as safe after-hours learning spaces, free internet and computer access as well as in-person support in navigating the university landscape.

However, our service aims to dive much deeper. We know that campus camaraderie, peer engagement and holistic support are just as critical as practical resources. Our Campus aims to be both a hub and a haven for those who are ready to invest time and energy into their personal growth. The positive impacts of their personal success reach far and wide to their friends, family and broader community.

**We're here to help you go further, close to home.**

# Our Identity

## 1.5 Communities

### IN THIS SECTION:

The Taree Universities Campus brand is synonymous with the communities in which we operate and the customers we engage with.

Successful brand implementation requires a diligent understanding of our key demographics.

## Target Markets

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### Key Group #1: Mature-age students and ‘upskillers’

- Mature-age people who are looking for ways they can upskill, increase their earning capacity or simply find alternative employment that will be more fulfilling personally, as well as enabling to create a better life for those around them.
- Late 20s and older.
- May have young children, and the work they did prior to parenthood may no longer facilitate their new priorities, or at least allow for some flexibility.
- They may have older children that are becoming more independent, therefore creating the potential space in the day-to-day that would allow for study.
- May be the first in their family to attempt university study, and are unsure how to navigate the process.

### Key Group #2: Recent school leavers and young potential students

- Born and raised on the MidCoast.
- May have bought into a mentality of ‘this is a small town, there’s nothing to do here’. This may have coloured their view of practicalities of education and employment potential in the area.
- May be the first in their family to attempt university study, and are unsure how to navigate the process. They may have no encouragement in this direction from their immediate circle, and may even be experiencing active discouragement.

# Our Identity

## 1.5 Communities Cont.

### IN THIS SECTION:

The Taree Universities Campus brand is synonymous with the communities in which we operate and the customers we engage with.

Successful brand implementation requires a diligent understanding of our key demographics.

## Target Markets

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### Key Group #3: Local Businesses

- Vested interest in locally-developed professional skill sets staying in the MidCoast region to bolster the expertise in our area.
- Many are experiencing the very skills shortages that inspired the inception of Taree Universities Campus, particularly allied health and professional services.
- Many family businesses that have become local household names, eager to support the growth and development of our next generation.
- More broadly, these local businesses are also keen to see a local identity shift within the MidCoast to one that promotes innovation, education and subsequently a thriving local economy.

### Key Group #4: University Partners

- Established Australian Universities that greatly benefit from localised support for their online cohort.
- Many of these institutions are metropolitan in location, and therefore cannot sufficiently understand and cater to the needs of students in remote and regional areas.
- There is also the factor of economies of scale, i.e. the Universities themselves would need to dedicate a disproportionate amount of time and resources to provide a relatively low percentage of students studying online.
- By offering our resources to a number of universities in return for compensation, fee-share arrangements, etc. we can offer a reasonable solution.

# Our Logo

- 2.1 PRIMARY LOGO
- 2.2 LOGO IN ALTERNATE COLOURS
- 2.3 THE TUC ICON
- 2.4 SPACING & SIZING
- 2.5 THIRD-PARTY PARTNERSHIPS
- 2.6 SUB BRANDS & PROJECT LOGOS
- 2.7 COLOURS & SWATCHES
- 2.8 FONTS & TYPOGRAPHY
- 2.9 UNACCEPTABLE USE

# Our Logo

## 2.1 Primary Logo

### IN THIS SECTION:

These are the key visual assets of our brand. To allow for diversity in our visual promotions, it's imperative that the presentation of our core brand remain consistent.

Whilst other gradient variants are offered on the following pages, the green gradient is the dominant logo for Taree Universities Campus.

### Primary Logo

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Horizontal



Taree  
Universities  
Campus

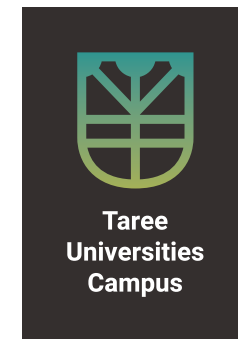
Vertical

### Primary Logo Reversed

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Horizontal



Vertical

# Our Logo

## 2.2 Logo in Alternate Colours

### IN THIS SECTION:

The Taree Universities Campus brand utilises a colour palette that is reflective of the diverse user groups we serve. As such, the logo can be shown in a gradient or solid in select brand colours (see 2.7 Colours & Swatches).

When appearing over any of the TUC Brand Gradients, the default option must be white.

However, the primary colour combination and default selection must always be the version indicated in 2.1 Primary Logo).

In all instances and applications, priority must be given to the clarity and legibility of the logo.

## Logo When Appearing Over Brand Gradients





# Our Logo

## 2.3 The TUC Icon

### IN THIS SECTION:

The icon in isolation offers users of the brand an option for recognition on smaller surfaces, social media icons, or digital displays with limited viewing time.

It follows many of the same visual & application rules as the full version of the logo.

## Logo When Appearing Over Brand Gradients

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Standard Green



All Grey



All White



White on Green Gradient Sample



White on Blue Gradient Sample



White on Red Gradient Sample

# Our Logo

## 2.4 Spacing & Sizing

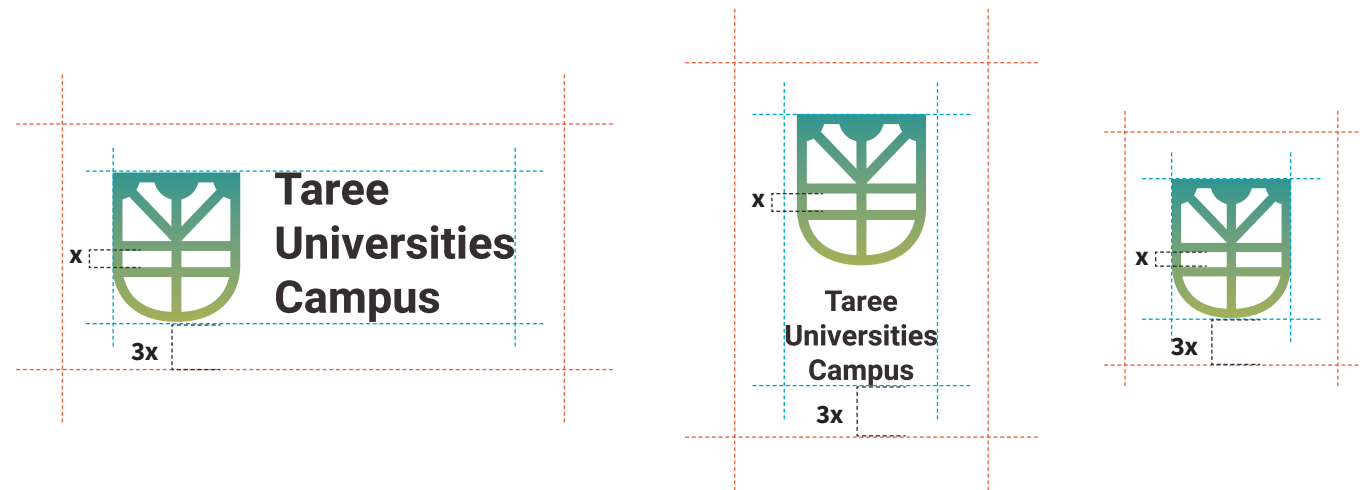
### IN THIS SECTION:

Given the importance of the logo in the context of our marketing & communications infrastructure, it is essential that it is clear, legible and distinguishable from surrounding elements at all times.

With the different screen sizes available, as well as the different demographics the brand engages with, setting a specific minimum size is not realistic.

Instead, users of the brand should be mindful of legibility, how much time the user has to read the logo, and from what distance the logo is being viewed.

## Clear Space



## Minimum Sizing



In this example, the horizontal option offers larger text size relative to the logo, so the horizontal version is preferred.



Single-colour options may be preferable for smaller outputs (see 2.3 The TUC Icon)

# Our Logo

## 2.5 Third-Party Partnerships

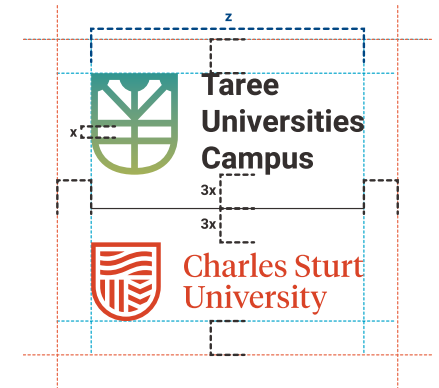
### IN THIS SECTION:

As Taree Universities Campus is highly collaborative organisation, it's essential to provide clear guidelines as to how the TUC logo is to appear alongside others.

Order of precedent will be determined by project drivers:

- Where a project has been initiated by TUC, and our team approaches third parties, then the TUC logo must come first.
- Where TUC has been welcomed to participate in a project that was not of our ideation originally, or TUC is the recipient of funding or sponsorship, the TUC logo comes second.

## Non-Government Partnerships



In the horizontal version, the height of the partner logo should not exceed the height of the TUC logo ('y'). In the stacked version, the width of the partner logo should not exceed the width of the TUC logo ('z').

The spacing between the dividing line and the logos should remain uniform (at least equal to, if not greater than the 'x' reference indicated here and in 2.4 Spacing & Sizing).

Displaying a dividing line is optional and subject to the overall visual success of the design itself. All spacing considerations from the partner brand's Style Guide should be honoured.

All artwork incorporating if you require access to branding and acknowledgement guidelines from our government partners, please refer to the personnel noted in **5.2 Contact for Approvals**.

# Our Logo

## 2.5 Third-Party Partnerships Cont.

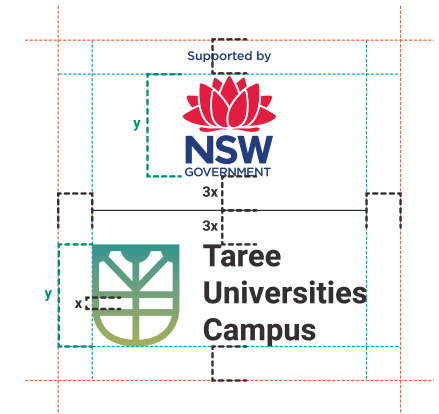
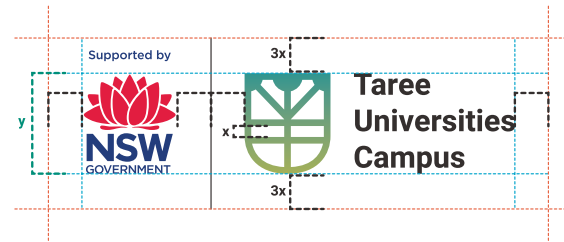
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Order of precedent will be determined by project drivers:

- Where a project has been initiated by TUC, and our team approaches third parties, then the TUC logo must come first.
- Where TUC has been welcomed to participate in a project that was not of our ideation originally, the TUC logo comes second.
- Where TUC is the recipient of funding or sponsorship, the TUC logo comes second.

## Government Partnerships



Often, Taree Universities Campus will receive funding from local, state and federal government entities. As part of the agreement, acknowledgment of the funding body is likely to be required.

It is important that users of the TUC brand refer to the guidelines set out by the funding bodies. The examples shown here are indicative of how the TUC logo is to be shown, and is not prescriptive of the government logo itself - this is to be used as an example only. Displaying a dividing line is optional and subject to the overall visual success of the design itself.

If you require access to branding and acknowledgement guidelines from our government partners, please refer to the personnel noted in **5.2 Contact for Approvals**.

***In the examples given, the height of the NSW Government logo itself is equal to the height of the TUC icon. This is so the logos carry equal visual weight. The phrase 'Supported by' is allowed to spill over into the clear area above.***

# Our Logo

## 2.6 Sub Brands & Project Logos

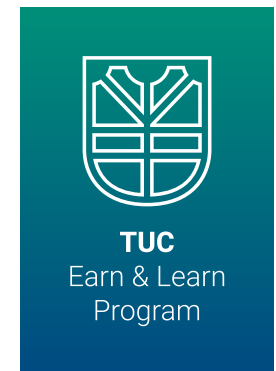
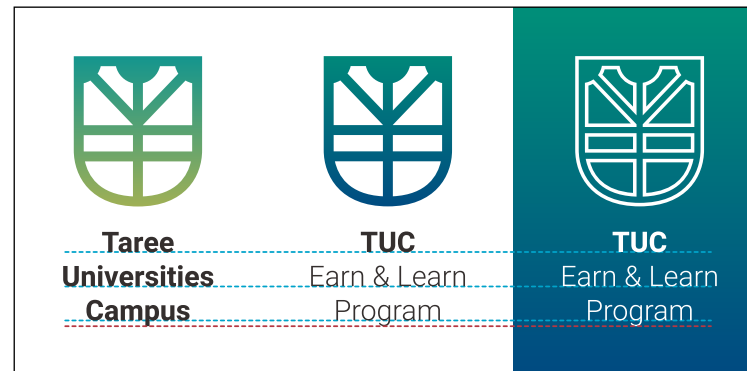
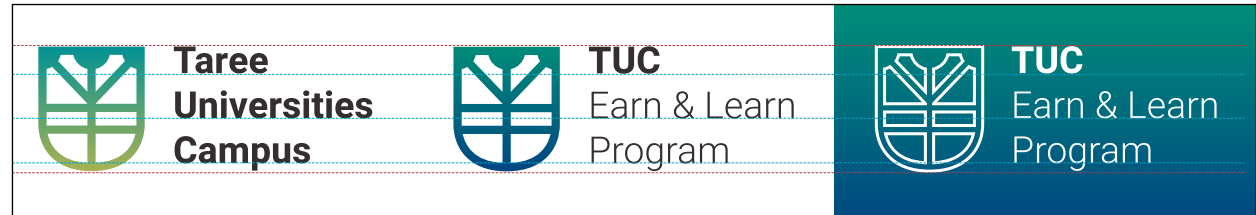
### IN THIS SECTION:

Taree Universities Campus is also responsible for developing it's own initiatives and projects which may require their own identity. These still need to be clearly connected to the parent brand, without becoming overly cluttered and cumbersome.

In these instances, we have allocated a specific variant gradient from the 3 main gradients (**see 2.7 Colours & Swatches**). When this logo needs to appear reversed - such as when it is placed over gradients, photos, etc. - an outline of the icon is used. It is critical that the original file is used here for correct line weight.

The 'TUC' abbreviation of the name occupies the top line in Heebo Bold (**see 2.8 Fonts & Typography**). The second & third lines are dedicated to the name of the program. These are in Heebo Light (**see 2.8 Fonts & Typography**).

The program name should always occupy these two lines. Where possible, the middle line should be longer than the bottom line. Ampersands ('&') are preferred over the word 'and' to give greater focus to the keywords around it. However, please ensure that an ampersand is never at the end of the second line.



Please note: All other logo requirements, including minimum sizing, spacing, etc. still apply.

# Our Logo

## 2.7 Colours & Swatches

### IN THIS SECTION:

These swatches are designed to encompass all the facets of the Taree Universities Campus concept. However, the first preference for colours in backgrounds and layouts is the gradients, rather than solid colours (solid colours being the preference for fonts).

This alludes to the fact that, whilst we are an organisation that serves many different areas of the community, it is the way those facets interact that it is at the heart of our mission, hence the use of gradients..

The colour combinations shown are the ones that have been deemed aesthetically coherent; gradients and/or combinations outside those indicated here, or with a colour outside the designated swatches, are not to be used in conjunction with the Taree Universities Campus brand.

Pantone swatches have not been used; these do not function when used as gradients. If a PMS colour is required, please refer to the personnel noted in **5.2 Contact for Approvals**.

## Primary Brand Colours



### TUC Teal

- #008E79
- RGB (0,142,121)
- HSL (171.1,100%,27.8%)
- CMYK (84,22,61,4)



### TUC Green

- #C9CB2C
- RGB (201,203,44)
- HSL (60.8,64.4%,48.4%)
- CMYK (26,9,100,0)



### TUC Dark Blue

- #004682
- RGB (0,70,130)
- HSL (207.7,100%,25.5%)
- CMYK (100,80,22,7)



### TUC Light Blue

- #00A3CA
- RGB (0,163,202)
- HSL (191.6,100%,39.6%)
- CMYK (76,16,12,0)

## Secondary Brand Colours



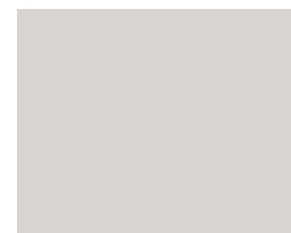
### TUC Red

- #E66442
- RGB (230,100,66)
- HSL (12.4,76.6%,58%)
- CMYK (5,75,80,0)



### TUC Yellow

- #FFD300
- RGB (255,211,0)
- HSL (49.6,100%,50%)
- CMYK (1,15,100,0)



### TUC Light Grey

- #D7D2D1
- RGB (215,210,209)
- HSL (10,7%,83.1%)
- CMYK (14,13,13,0)



### TUC Dark Grey

- #342F2E
- RGB (52,47,46)
- HSL (10,6.1%,19.2%)
- CMYK (66,64,64,61)

# Our Logo

## 2.7 Colours & Swatches Cont.

### IN THIS SECTION:

These swatches are designed to encompass all the facets of the Taree Universities Campus concept. However, the first preference for colours in backgrounds and layouts is the gradients, rather than solid colours (solid colours being the preference for fonts).

This alludes to the fact that, whilst we are an organisation that serves many different areas of the community, it is the way those facets interact that it is at the heart of our mission, hence the use of gradients..

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## Gradients



**TUC Teal + TUC Green**



**TUC Dark Blue + TUC Light Blue**



**TUC Red + TUC Yellow**



**TUC Green + TUC Light Blue**



**TUC Dark Blue + TUC Teal**

*\*Note: gradients can progress in any direction as best suits the design, i.e. horizontal, vertical or diagonal.*

# Our Logo

## 2.8 Fonts & Typography

### IN THIS SECTION:

The fonts chosen here have been specifically selected to allow for ease of access at minimal cost, if not for free. This in turn should facilitate ease of use in following the directions here.

Our Brand Font Heebo is a clean, uncluttered font that is easy to use and aligns with our honest brand. It can be downloaded free from Google Fonts:

[fonts.google.com/specimen/Heebo](https://fonts.google.com/specimen/Heebo).

Where Heebo is unavailable, Roboto is an appropriate substitute. It can be downloaded free from Google Fonts: [fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto).

## Fonts for all Body Copy & Headings

### Heebo

Heebo  
Light

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Heebo  
Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Heebo  
Bold**

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

**Heebo  
Black**

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## Substitute Font if above is unavailable

### Roboto

Roboto  
Light

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Heebo  
Regular

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

*Roboto  
Italic*

*Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

**Roboto  
Bold**

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**



# Our Logo

## 2.9 Unacceptable Use

### IN THIS SECTION:

This section outlines some of the more obvious changes that must not be applied to our logo under any circumstances. It also offers some suggestions for logo variations already available and approved under various circumstances.

However, user discretion is required to cover all the possible situations where the logo has the potential to be misused. It is crucial that those interacting with our logo have an overarching understanding of its importance and a commitment to maintaining its integrity.

All applications of the logo must be approved by the personnel noted in **5.2 Contact for Approvals**.

## Prohibited Changes



There should be no alteration to the distribution of the gradient across the logo, nor should colours outside the palette be introduced.



None of the logos should ever be compressed or rotated.

**Taree  
Universities  
Campus**

**Taree  
Universities  
Campus**

Whilst the icon can be used in isolation, the text should not be used without the icon being present.

## Suggested Alternatives



Creating a geometric shape using the brand colours or gradients can be used to 'lift' the logo off complex backgrounds. Alternatively, using the brand colour as an overlay for images is also an option.



Icon-only for applications such as profile images.

# Visual Elements

3.1 PHOTOGRAPHY & VIDEOGRAPHY

3.2 SHAPES & OTHER VISUAL DEVICES

# Visual Elements

## 3.1 Photography & Videography

### IN THIS SECTION:

When choosing photography & videography for any marketing or promotional purposes, it's imperative that it is first and foremost people-centric - faces should be shown wherever possible. Further, as TUC is a brand that supports and celebrates diverse individuals, every effort should be made to capture people that represent different age, gender and racial demographics.

Localised imagery should always be selected over stock imagery, in the instance of both places and people. The ideal scenario would be MidCoast residents captured in iconic MidCoast locations.

Stylistically, photos and images should feel raw, warm, unpretentious and authentic. Below are some key points to be mindful of:

- Composition: relaxed and inviting
- Lighting: soft, bright & curious
- Colour tone: warm

## Photography - Key Photos Captured for TUC

These images are samples from the collection that has been shot specifically for TUC's promotional purposes. Please refer to the contacts in **5.2 Contact for Approvals** if you require access to these files.



*Ellise Brown Photography*



*Jake Davey Studios*

# Visual Elements

## 3.1 Photography & Videography Cont.

### IN THIS SECTION:

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Stylistically, photos and images should feel raw, warm, unpretentious and authentic. Below are some key points to be mindful of:

- Composition: relaxed and inviting
- Lighting: soft, bright & curious
- Colour tone: warm

## Photography - Key Stock Images

The stock images below have been specifically selected for use with the TUC brand. Please refer to the contacts in 5.2 Contact for Approvals if you require access to these files.



# Visual Elements

## 3.2 Shapes & Other Visual Devices

### IN THIS SECTION:

When it comes to using graphics such as logos in combination with photographs, abstract geometric shapes can be used to create consistency.

This is ideal in the instance of using partner logos alongside TUC's brand where differing colours and fonts have the potential to cause visual conflict.

Varying degrees of opacity and layering can be used to soften the effect where needed.



# Application

4.1 DIGITAL MEDIA & VIDEOGRAPHY

4.2 SOCIAL MEDIA

4.3 PRINT MEDIA

4.4 CORPORATE STATIONERY

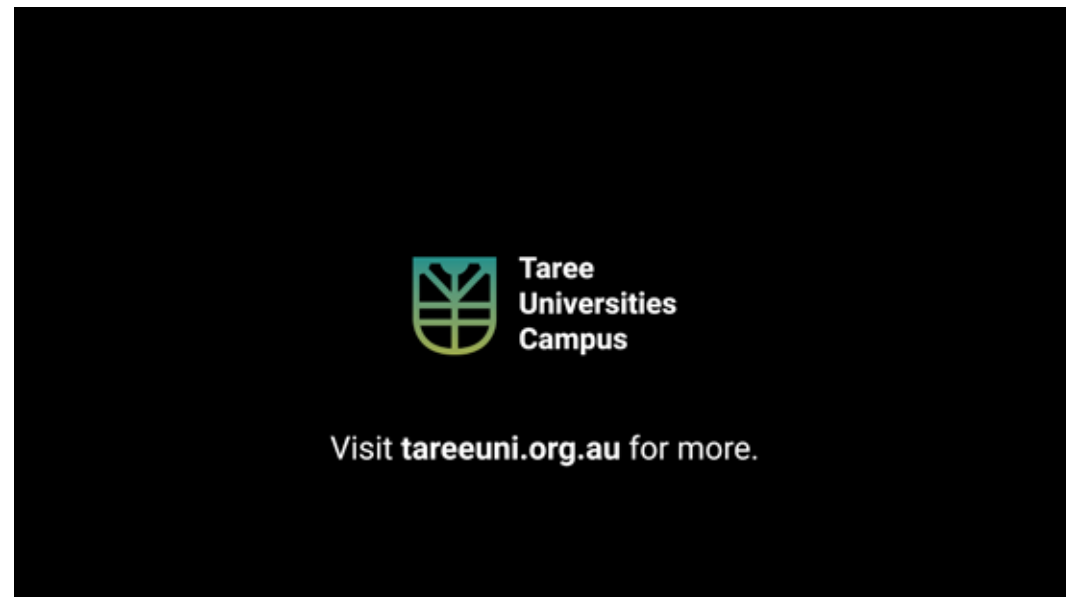
# Application

## 4.1 Digital Media & Videography

### IN THIS SECTION:

When developing digital media - such as slide show presentations and interviews - the brand should follow the guidelines below whenever possible:

- The logo should be overlaid in the top left-hand corner (see **2.1 Primary Logo** for options)
- Where audio is used, captions should be provided for accessibility, with the TUC Teal highlighting the text (see **2.7 Colours & Swatches** and **2.8 Fonts & Typography**)
- Speakers & Interviewees should have their names overlaid with their position and organisation (if external to TUC) in a smaller font below
- A black end screen should be utilised with the reversed logo (see **2.1 Primary Logo**) and an appropriate call-to-action. 'Visit [tareeuni.org.au](http://tareeuni.org.au) for more' is preferred as a default option.
- Presentations should be uncluttered, utilising generous white space and minimal text. Clear, uncomplicated communication is key.



# Application

## 4.2 Social Media

### IN THIS SECTION:

The brand will appear in social media graphics in one of two ways: static images or videos.

In the instance of static images, text should be kept to a minimum with the associated caption containing the majority of critical information. Refer to the following sections for assistance with visual development:

- **2.1 Primary Logo** for logo options, with the horizontal version in both primary and reversed being preferred
- **2.4 Spacing & Sizing** for clear space required around the logo
- **2.7 Colours & Swatches** for the TUC colour palette
- **3.1 Photography & Videography** for guidance supporting visuals
- **3.2 Shapes & Other Visual Devices** for assistance in applying supporting graphics.

Videos can refer to many of the resources above, as well as the requirements outlined in **4.1 Digital Media & Videography**.





# Application

## 4.3 Print Media

### IN THIS SECTION:

When developing print media for TUC, users of the brand should first refer to **1.2 Our Brand Voice**; our overarching intention is to bring clarity and understanding to our audience. Simplicity and ease of engagement is essential.

With this in mind, the following sections can support brand users in developing consistent promotional material:

- **2.1 Primary Logo** for logo options, with the horizontal version in both primary and reversed being preferred
- **2.4 Spacing & Sizing** for clear space required around the logo
- **2.7 Colours & Swatches** for the TUC colour palette
- **3.1 Photography & Videography** for guidance supporting visuals
- **3.2 Shapes & Other Visual Devices** for assistance in applying supporting graphics.

It's also critical that all print material not permanently in situ at the Campus carries all the critical contact information: website url, phone number, email address and street address.



THE JOURNEY SO FAR	
<p><b>APR 2024</b> Dr David Gilgoff announces plans to seek funding for Taree Universities Campus.</p> <p><b>MAY 2024</b> TUC Board is announced to include Dr John Howard (Chair), Dr Alison McInnes (Deputy Chair), Lisa Treloar (Secretary), Graham Brown (AM (Treasurer), Murray Slack OAM (Board Member) and Steve Johns (Board Member). The TUC logo and brand identity is developed.</p> <p><b>SEP 2024</b> TUC location is confirmed and CEO Donna Ballard appointed. Dr Alison McInnes accepts the position of Chair.</p> <p><b>MAY 2025</b> TUC announces partnership with COAL, UAR &amp; UNE.</p> <p><b>SEP 2025</b> Partnership with CSU announced. TUC hosts their Opening Event at Level 1, 1 Puffenberger Street, Taree.</p> <p><b>JUN 2025</b> Beryl Elder Russell Saunders OAM joins Taree Universities Campus Board.</p>	<p><b>MAR 2024</b> Taree Universities Campus celebrates it's first birthday.</p> <p><b>FEB 2025</b> Funding secured for the Campus to relocate to 2 Puffenberger Street.</p> <p><b>MAY 2024</b> TUC welcomes Edmond Kay to the Board.</p> <p><b>DEC 2024</b> TUC's first Celebration of Success recognizes the first 31 registered students who completed studies.</p> <p><b>JULY 2025</b> Federal funding secured for another year.</p> <p><b>MAY 2025</b> TUC welcomes Nicole Campbell, Graham Gardner &amp; Anthony Paulson to the Board.</p> <p><b>FEB 2025</b> Campus hosts its second Celebration of Student Success, with 68 registered students completing their studies at the end of 2023.</p> <p><b>NOV 2025</b> TUC welcomes Michael Butler to the Board.</p>

ORDER OF EVENTS	EVENTS
5.30	Music by Patrick Hayes WELCOME DRINKS AND CANAPES
6.00	Introduction CEO DONNA BALLARD Welcome to Country PASTOR UNCLE MURRELL SANDERS OAM TUC BOARD MEMBER Sweeping Ceremony SIBBY DANCERS
6.15	Opening Address PASTOR UNCLE MURRELL SANDERS OAM TUC BOARD MEMBER MAYOR CLARE FORTIN
6.30	Sharing TUC's Journey THE CHAIR DR ALISON MCINTOSH MEREDITH HAISE ADITY SUE SYRON INTRODUCES MICHAEL SCARROTT
7.00	Building Opening Dr David Gilgoffie MP FEDERAL MEMBER FOR LYNNE
7.15	Campus Tours Level 1 DR SYRON WELLS Food & Refreshments on Level 2 SERVED UNTIL 9:15

# Application

## 4.4 Corporate Stationery

### IN THIS SECTION:

Where promotional material created for TUC can be visually rich, with graphics in our brand colours and bold images, our corporate stationery by contrast should be uncluttered, crisp and clear.

Generous white space should be utilised in items such as headers, footers, business cards, etc. when displaying names and contact details.

If an item is double-sided, such as a business card, then the reverse can utilise bolder brand colours and photos.

In the instance of branded items are required and a limited colour palette is available, brand users should endeavour to adhere as closely as possible to the colours indicated in 2.7 Colours & Swatches.

Where practical, the same suppliers should be used for recurring items to enable consistency of the colours of the products used.



*Pens - Dynamic Gift*



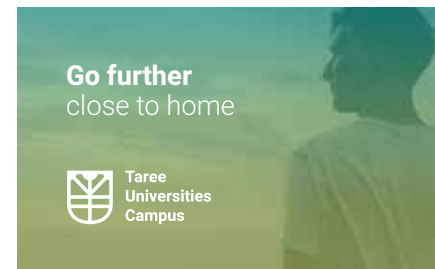
*Lanyards - Dynamic Gift*



*A5 Notepads - Dynamic Gift*



*USBs - Dynamic Gift*



*Business Cards - MVP Print*



Go Further  
Close to Home

### Heading 1

### Heading 2

### Heading 3

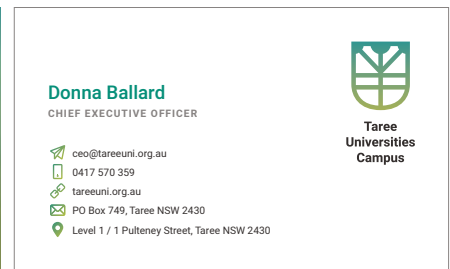
In the instance where sign-off is required, please refer to the formatting below.

### Your Name

Position  
Taree Universities Campus

1300 169 990 | tareeuni.org.au | Level 1 / 1 Pulteney Street, Taree NSW 2430  
hello@tareeuni.org.au | PO Box 749, Taree NSW 2430

*Letterhead Sample (Internal Word Template)*



# Approvals & Advisory

5.1 SELF-PROOFING CHECKLIST

5.2 CONTACT FOR APPROVALS

# Approvals & Advisory

## 5.1 Self-Proofing Checklist

### IN THIS SECTION:

Once a user has a sound appreciation for the brand values as well as the overarching goals for this Branding Guidelines, there are a number of easy steps one can take to ensure they're meeting all the necessary objectives for consistency.

Note: all promotional campaigns must be approved by the Marketing Manager before being actioned (see **5.2 Contact for Approvals**).

## Finished Product

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### Practical Components

- What is the goal for this communication? Is it to inspire action, inform or engage? Does it meet the original objective?
- Has all key information required to achieve the desired objective been included? Look through the recipient's eyes - do they have everything they need to take the action you need? (If action is in fact required).
- Does the recipient of this communication have a way of accessing more information if required?
- How long does the recipient or audience have to view and digest the information? If it is in print, is the font of a legible size? If it is on a screen for a limited time, is there more information than practicably able to be seen during the time it is on screen?
- Has any text been checked for spelling mistakes, grammatical errors and general ease of readability?
- Is there any room for misinterpretation of the intended key theme or idea?

### Subjective Components

- Does this communication accurately reflect our brand values as outlined in 1.1 Who We Are?
- Does the tone of the content align with the brand personality outlined in 1.2 Our Brand Voice?
- Does the finished content feel linked to the vision outlined in 1.4 Our Big Why?
- Do the visuals align with the guidelines set out in 3.0 Visual Elements?

# Approvals & Advisory

## 5.2 Contact for Approvals

### IN THIS SECTION:

All promotional campaigns must be approved by one of the key personnel indicated here.

If a brand user would like further guidance and clarification on the development of corporate communication, they can also contact these representatives for advice.

For those requiring copies of logos and supporting graphics, please refer to the Graphic Designer for further assistance.

## Communications Approval Taree Universities Campus

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### DONNA BALLARD (CEO)

**Email:** ceo@tareeuni.org.au

**Call:** 0417 570 359

## Graphic Designer Representing Taree Universities Campus

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### LINDEN RUDGE

**Email:** graphics@tareeuni.org.au

**Call:** 1300 169 990

## Marketing Strategist External Contractor

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### MEREDITH PAIGE

**Email:** hello@meredithpaige.me

**Call:** 0427 455 546

PROUDLY DEVELOPED BY MEREDITH PAIGE



Meredith  
Paige

MEREDITHPAIGE.ME // HELLO@MEREDITHPAIGE.ME // @MEREDITHPAIGE.ME



Taree  
Universities  
Campus

# Branding Guidelines

TAREE UNIVERSITIES CAMPUS • MAY 2024 EDITION