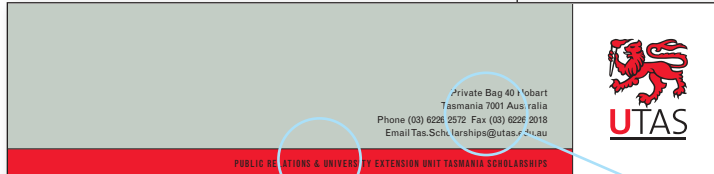
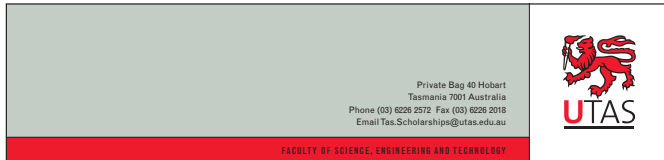




# BRAND IDENTITY GUIDELINES THIRD STAGE



## Stationery – Letterheads



### INTRODUCTION

The UTAS stationery suite presents a whole-of-property image, based on the corporate style developed over the previous two stages. There is the flexibility to overprint specific, individual details in some cases without altering the design parameters. The suite has been extended to include note paper and invitation blanks and some items have been made generic to apply universally within the University.

### LETTERHEADS

The design framework has set 'fields' for the placement of specific information. Positioning of address, section or faculty titles and details are held within the coloured sections. This text is overprinted by UniPrint rather than from the desktop to maintain consistency and quality. Additional text, e.g. school title, can be integrated into the letter itself below the signature. Where possible the default corporate typeface, Palatino, should be used to set letters in the style shown. Points of alignment have been created within the design to help balance elements and present a professional image.

### KEY ELEMENTS

1. Address & contact details
2. Faculty or section
3. Typeface: Palatino

### 4. Alignment points



# Electronic templates


## FAX & MEMO


Templates for desktop publishing of black and white cover pages can be accessed at [www.utas.edu.au/visualstandards](http://www.utas.edu.au/visualstandards)

The WORD doc file allows for the typing in of text by selecting the pre-set fields positioned adjacent to the subjects.

Similarly, the contact, faculty or section details next to the logo can be personalised to suit.

UTAS logo and University of Tasmania text must not be altered in any way.

Private Bag 40 Hobart Tasmania 7001 Australia Telephone (03) 6226 2125 Facsimile (03) 6226 7809 <a href="http://www.utas.edu.au">www.utas.edu.au</a>		 <b>UTAS</b>
<b>MEMORANDUM</b>		
FACULTY OF SCIENCE, ENGINEERING AND TECHNOLOGY		
To	Name	UNIVERSITY OF TASMANIA
From	Name	
CC		
Date	00/00/2005	

Private Bag 40 Hobart Tasmania 7001 Australia Telephone (03) 6226 2125 Facsimile (03) 6226 7809 <a href="http://www.utas.edu.au">www.utas.edu.au</a>		 <b>UTAS</b>
<b>FACSIMILE TRANSMISSION</b>		
FACULTY OF SCIENCE, ENGINEERING AND TECHNOLOGY		
To	Name	UNIVERSITY OF TASMANIA
Fax number	03 62	
Total pages	1	
From	Name	
Fax number	03 62	
Date	00/00/2005	



# BRAND IDENTITY GUIDELINES THIRD STAGE



## Presentation collateral

### 1. BUSINESS CARDS

As a matching pair, the business card design follows on from the letterhead in which personal, specific information is presented in similar coloured fields. UniPrint will require details applicable to each field, including international phone codes if desired. Dual language versions can be printed double-sided.

The option exists to order the stylish lion design for the reverse side. This would be particularly useful in situations where a high-impact impression is sought. Cards can only be issued to staff members.

### 2. WITH COMPLIMENTS

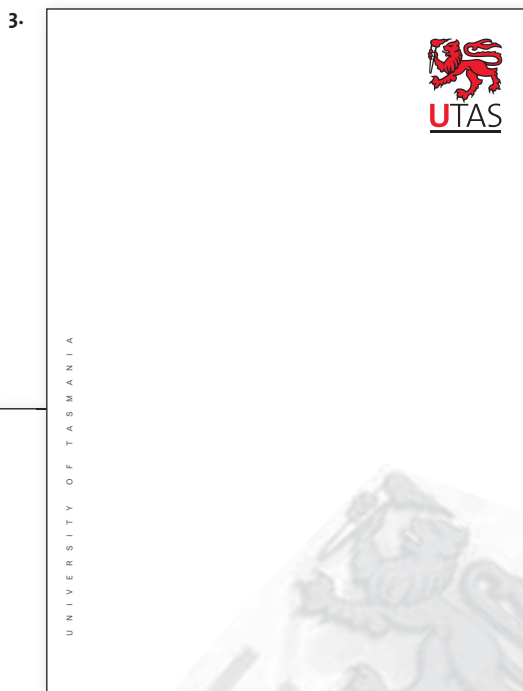
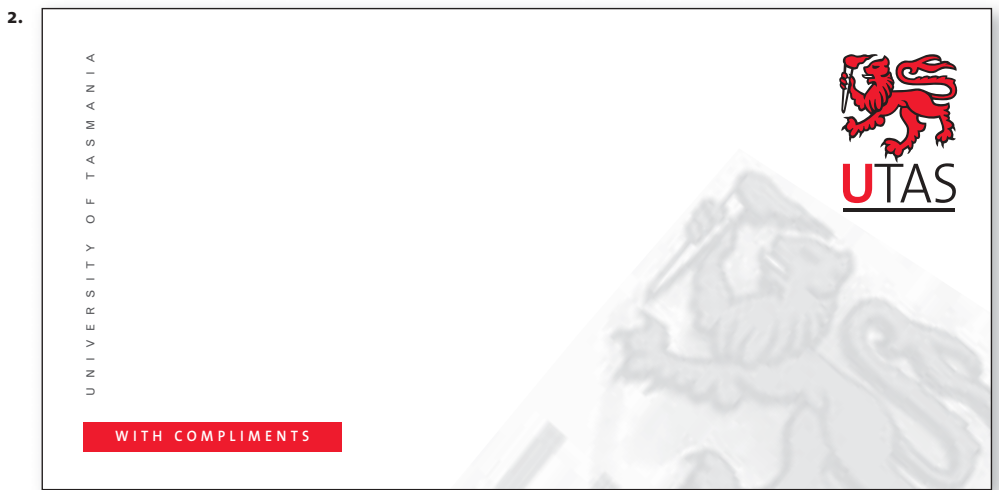
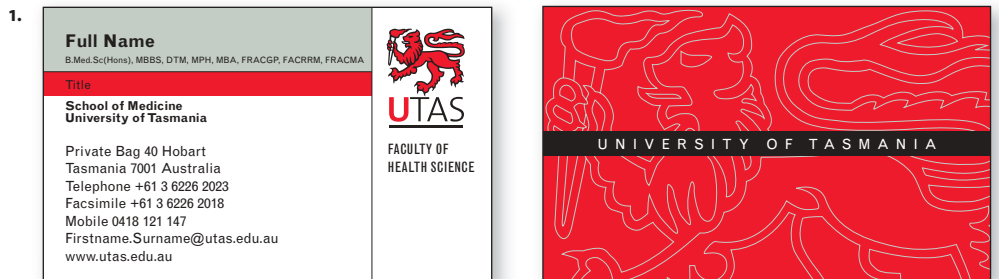
The move to a generic design for use across all facets of the University allows the sender to apply the particular response method and details in the hand-written message. An option is available to overprint personalised text elements by directly supplying details to UniPrint.

### 3. NOTE PAD

Used when a 'with compliments' slip is not appropriate, these A5 pads can be ordered through UniPrint.

### 4. INVITATIONS

These DL-sized blanks allow overprinting for personalised invitations to specific events, either from the desktop through a personal printer or by UniPrint.

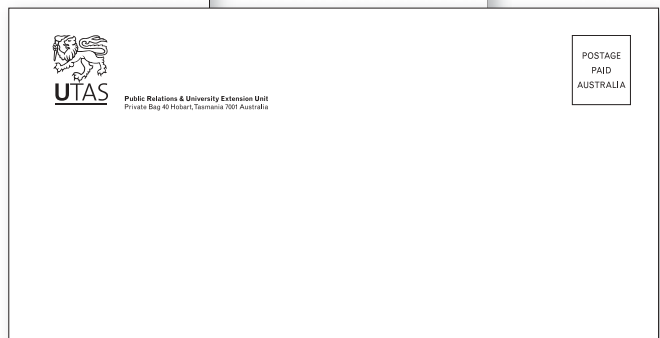
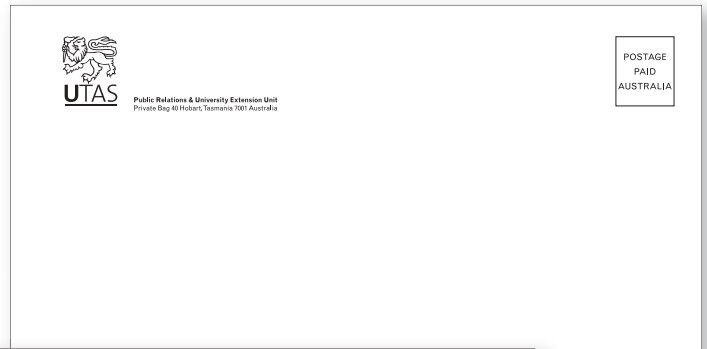




# Envelopes

## ENVELOPE RANGE

A selection of envelope sizes are available from UniPrint. Text shown here is for presentation of the layout only and can be personalised with your specific details. All designs are produced in single colour black.



## ORDERING STOCK

Contact: UniPrint Hobart, ext: 7551  
Email: robyne.kerr@utas.edu.au  
UniPrint Launceston, ext: 3279  
email: tony.thompson@utas.edu.au

## IMPLEMENTATION

Current stocks of stationery with the 'regal' logo can be used until new quantities are required. All old artwork is now unavailable for re-printing – superseded by the new corporate suite presented in this manual.

## TEMPLATES

All printed elements, including the set-up of text, are managed and held in-house at UniPrint. Memo & Fax templates only are available for desktop publishing and can be accessed at [www.utas.edu.au/visualstandards](http://www.utas.edu.au/visualstandards)

## USAGE & BRANDING ADVICE

If you have questions on the appropriate use or presentation of stationery and text elements please contact the UTAS Brand Manager or the PR&UE unit on ext: 2572 or email [Amanda.Wojtowicz@utas.edu.au](mailto:Amanda.Wojtowicz@utas.edu.au)