

The way in which QUT presents itself to the public through signs, publications, advertising, computer-based promotional material, and stationery, influences the image that people form of the University.

This influence is strongest if we always show the University in a consistent way.

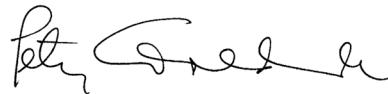
Published standards are essential for providing consistency in our large, diverse organisation. This manual provides those standards in a manner which will make sure that a strong corporate identity is maintained.

The aims of the corporate identity are:

- to create a single, consistent, and clear visual identity for Queensland University of Technology;
- to project the University as a professional, reliable, and contemporary organisation; and
- to standardise the University's visual presentation in a number of applications, thereby increasing efficiency and consistency of the image projected.

It is important that the manual be strictly followed, especially in regard to the use of the QUT logo, which is a registered Trade Mark. Any questions, special requirements, or requests by outside organisations to use the logo must be referred to the Publications Manager.

The corporate identity program has helped QUT build a strong, readily recognisable, well-respected image in the community, and the program's continued implementation and maintenance have my full support.



Professor Peter Coaldrake
Vice-Chancellor

GENERAL USE

The purpose of the Corporate Identity Manual is to ensure that the visual design elements of the Queensland University of Technology are applied correctly in all media in which the organisation is identified.

It is important that all the basic rules set out in the manual are followed so that the design elements are applied consistently.

The manual contains two parts. These are:

Part A: Visual Design Elements:

- Typography
- Colours
- Logo and University Name

Part B: Application Standards:

- Stationery
- Awards
- Publications
- Advertising
- Signs
- Facilities and Accessories.

The user of this manual will need to refer to Part A for rules concerning each design element and Part B to identify the design elements that are appropriate to a particular application.

SPECIFIC USE

Logos used in-house or provided to printers or other suppliers must be reproduced from digital files which can be downloaded from the Publications Web site www.pubs.qut.edu.au

The visual design elements should be used only as outlined in the manual. The logo must not be added to in any way, and it must appear whenever Queensland University of Technology is represented in different media.

Particular applications of the logo by convocation, alumni, graduate and other bodies associated with QUT or its affiliated bodies are to be decided by the Publications Manager. This requirement applies to any other application, including promotional material.