

All QUT publications for external distribution should maintain a clear visual identity as being representative of the University, and should follow design guidelines determined in advance through a brief agreed with the Marketing and Communications Department. Design, editorial and printing standards should be appropriate to the target market and the University's position as one of Australia's leading academic institutions.

All publications should feature the QUT logo prominently on the front page or front cover, and publications for distribution outside South-East Queensland should use the version of the logo incorporating the University name underneath. If this is not possible the University name should appear prominently in the title or the opening paragraph of the publication in a manner that makes it immediately clear what the 'QUT' in the logo stands for.

Publications should be produced only after an analysis of marketing and other requirements in accordance with the policies detailed in Chapter F, 'Communication' of the QUT Manual of Policies and Procedures.

The University subsidises a central publications unit to ensure editorial, design and print quality. Publications should be produced through this unit or outsourced to the University's approved supplier(s). If produced in conjunction with another organisation, by their designers, a proof must be approved for Corporate Identity considerations by the Publications Manager or his/her delegate prior to printing.

CRICOS Number

The provision of education and training services to overseas students in Australia is regulated by the Department of Education, Science and Training through the Education Services for Overseas Students Act (ESOS) and associated legislation. The purpose of the legislation is to protect the interests of people coming to Australia on student visas, by providing tuition and financial assurance and by ensuring a nationally consistent approach to provider registration. The legislation also seeks to ensure the integrity of the industry through visa-related reporting requirements.

The Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) lists all providers registered to offer courses to people studying in Australia on student visas, and the courses offered.

The University's CRICOS number (00213J) must be included on all written and electronic material (whether domestic or international) that advertises or provides information on QUT courses, services, facilities or resources.

For information on the use of the CRICOS number see www.pubs.qut.com/online/cricos.jsp

Whenever possible brochures and prospectuses should be produced as part of a family of University publications using common design themes, typography and layout.

The QUT logo should be incorporated prominently in the masthead of all newsletters for distribution outside the University.

Digital Media

The QUT logo should be used prominently in all digital media being distributed outside the University. It should be used in blue (PMS 2955) or the closest on-screen representation obtainable. The closest representation can be referenced using any of the following colour systems:

PANTONE Web-safe colour: 003366

RGB: R 0; G 61; B 110

HTML coding: 00 3D 6E

When using the logo in three dimensions, it must be projected onto the face of a cube, not a sphere or any other three-dimensional object.

World Wide Web

All Web pages on QUT servers must carry the QUT page header and comply with a number of University and legislative standards.

Web page design guidelines, templates and site building tools are provided by the Web Management Project. See www.webmanual.qut.edu.au