Full Version Logos, CRICOS Code & Legal Line

UTS College Full Version Logo - Lock-up

This logo is used in marketing and promotions when going to market as UTS College.

UTS College Primary Version Logo - Lock-up

The Primary Logo must be applied correctly and consistently. The logo is set within specific proportions and relationships that must not be altered.

The Primary Logo is used for internal and external marketing and promotions.

The following code must appear with both these logos:

UTS College Limited ABN 39 001 425 065 | CRICOS Provider Code: 00859D / TEQSA Provider Identification No: PRV12022, Provider Category: Institute of Higher Education

University of Technology Sydney CRICOS Provider Code: 00099F / TEQSA Provider Identification No: PRV12060, Provider Category: Australian University

UTS College Limited is a controlled entity of the University of Technology Sydney (UTS), and as an institute of higher education, UTS College Limited provides pathway courses to UTS.

Colours for Logos

The logos must always appear in mono black or mono white, never in colour.

When the logo appears on dark tones, white mono is used. When the logo appears on light tones, black mono is used.

Always maintain colour contrast between the logo and background by selecting the appropriate reverse colour logo.
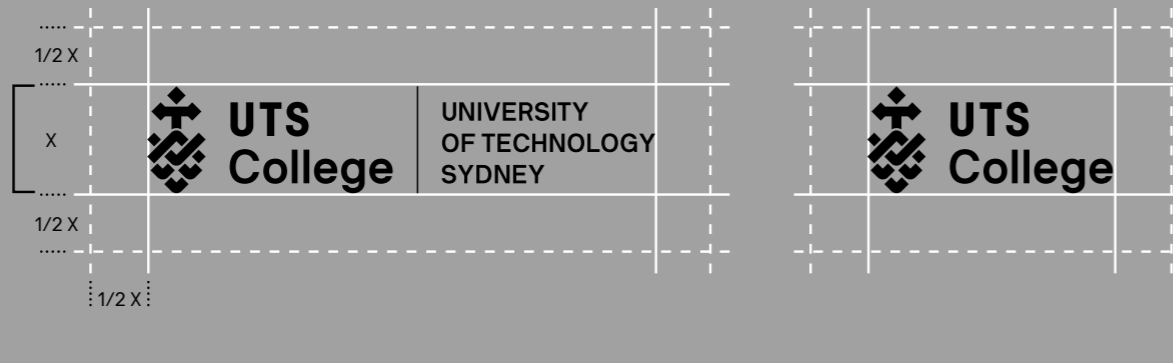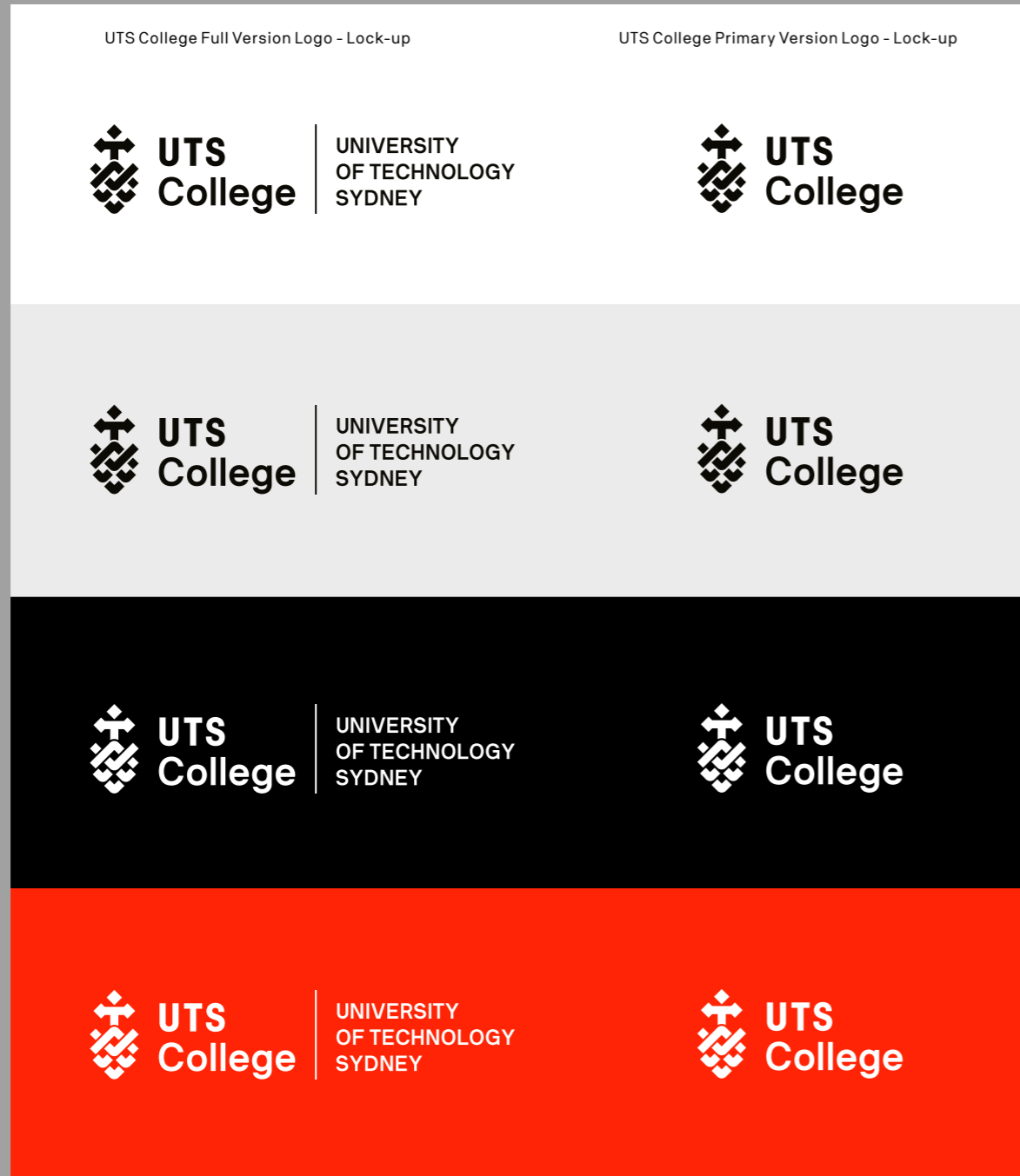
Clear space & minimum size

The height of the UTS College Full Version Logo dictates the amount of clear space required. The clear space equals 1/2 the logo height. This is strictly the minimum clear space allowed in any application. The clear space rule is in place to retain legibility when using any logo.

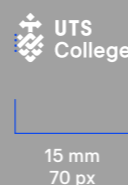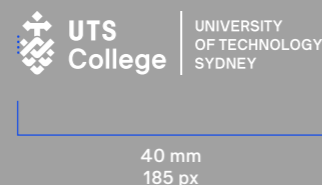UTS College Full Version Logo minimum sizes:

Print: 40mm wide
Digital: 185px wide

UTS College Primary Version Logo minimum sizes:
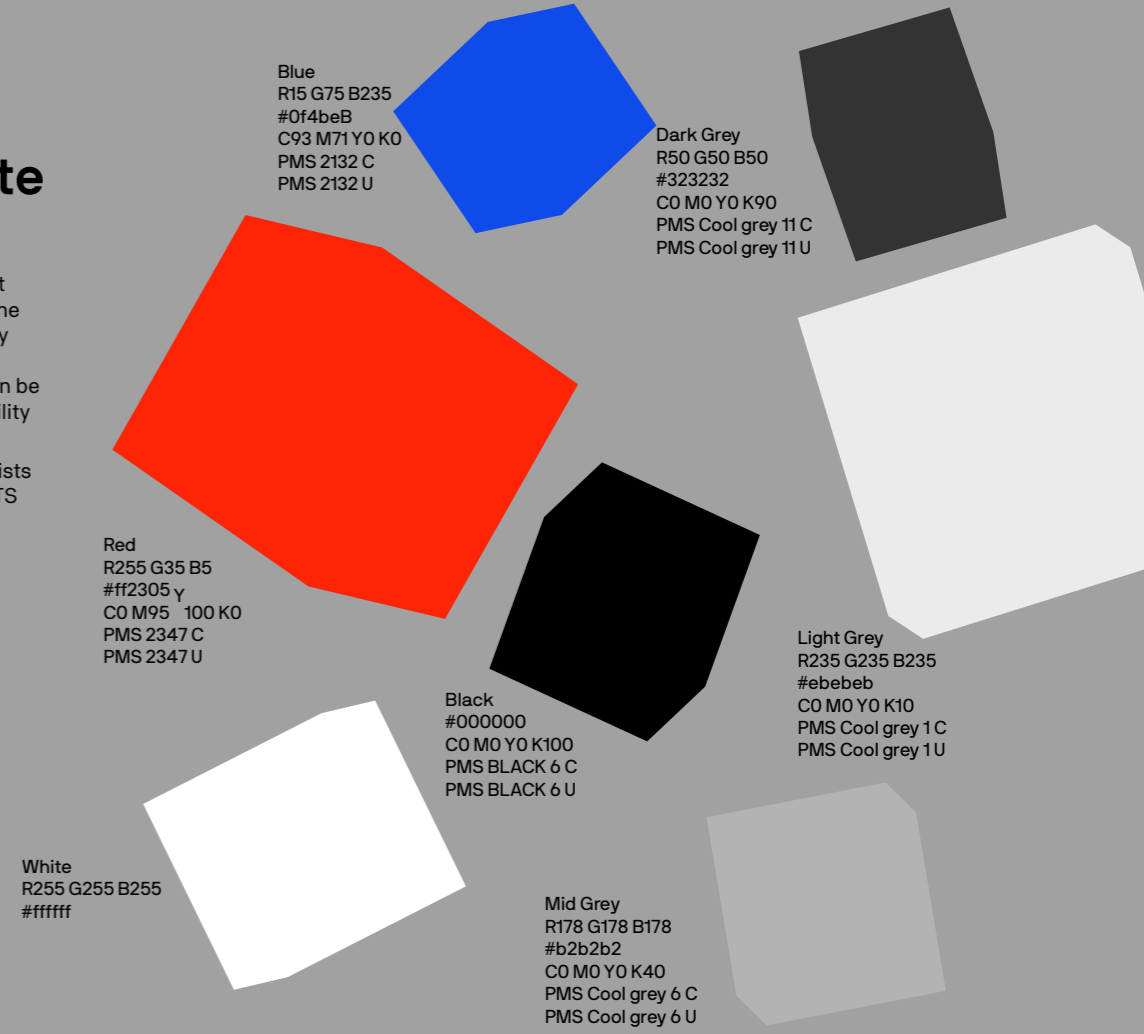
Print: 15mm wide
Digital: 70px wide

UTS College Full Version Logo - Lock-up

UTS College Primary Version Logo - Lock-up

1/2 X

X

1/2 X

1/2 X

Minimum Size - Print and Digital

40 mm
185 px

15 mm
70 px

Primary Colour Palette

The UTS colour palette has great brand presence and flexibility. The colour palette includes a primary and restricted colour palette. Multiple colour combinations can be used allowing stretch and flexibility within the UTS brand.

The primary colour palette consists of three colour groups, mono, UTS Blue and UTS Red.

Blue
R15 G75 B235
#0f4beB
C93 M71 Y0 K0
PMS 2132 C
PMS 2132 U

Dark Grey
R50 G50 B50
#323232
C0 M0 Y0 K90
PMS Cool grey 11 C
PMS Cool grey 11 U

Red
R255 G35 B5
#ff2305
C0 M95 100 K0
PMS 2347 C
PMS 2347 U

Light Grey
R235 G235 B235
#ebebeb
C0 M0 Y0 K10
PMS Cool grey 1 C
PMS Cool grey 1 U

Black
#000000
C0 M0 Y0 K100
PMS BLACK 6 C
PMS BLACK 6 U

White
R255 G255 B255
#ffffff

Mid Grey
R178 G178 B178
#b2b2b2
C0 M0 Y0 K40
PMS Cool grey 6 C
PMS Cool grey 6 U

Typeface

Our brand typefaces ensure a cohesive experience across all touchpoints.

Typeface licence

The UTS typefaces NB International Regular and Bold along with body copy typeface NB Akademie Std Regular are licensed by UTS.

For use on digital applications please refer to the WEB font package, for all print use please refer to the OTF font package.

Headline typeface

NB International Regular and Bold are used as the primary typefaces for headlines.

The headline can be set in title case or uppercase. Headlines and subheadings do not take end punctuation. Do not hyphenate to break words over two lines.

Body copy typeface

NB Akademie Std Regular is used as the primary typeface for body copy and captions.

Available in a digital format, it is also our primary typeface in digital applications.

Body copy is recommended to be left aligned (not set justified).

Do not hyphenate to break words over two lines.

System typeface

Arial is only to be used if NB Akademie Std Regular is not supported for body copy and captions.

Kerning – Metric 0
Leading – Auto

Display Typeface
NB International
Regular 55

NB Inter national Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,:;!?'-()*

Display Typeface
NB International
Bold

NB Inter national Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,:;!?'-()*

Body copy Typeface
NB Akademie Std

NB Akade mie Std Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,:;!?'-()*

System typeface
Arial Regular (only to be used if NB Akademie Std is not supported)

Arial Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,:;!?'-()*