

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:

INSEARCH LIMITED (UTS COLLEGE)
CRICOS PROVIDER CODE: 00859D
| UTS CRICOS PROVIDER CODE:
00099F

Insearch Limited (UTS College) is a controlled entity of the University of Technology Sydney (UTS), and a registered private higher education provider of pathways 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:

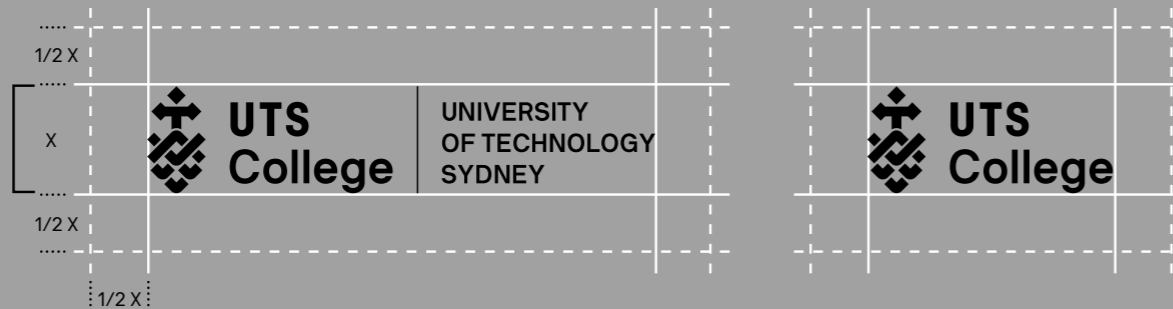
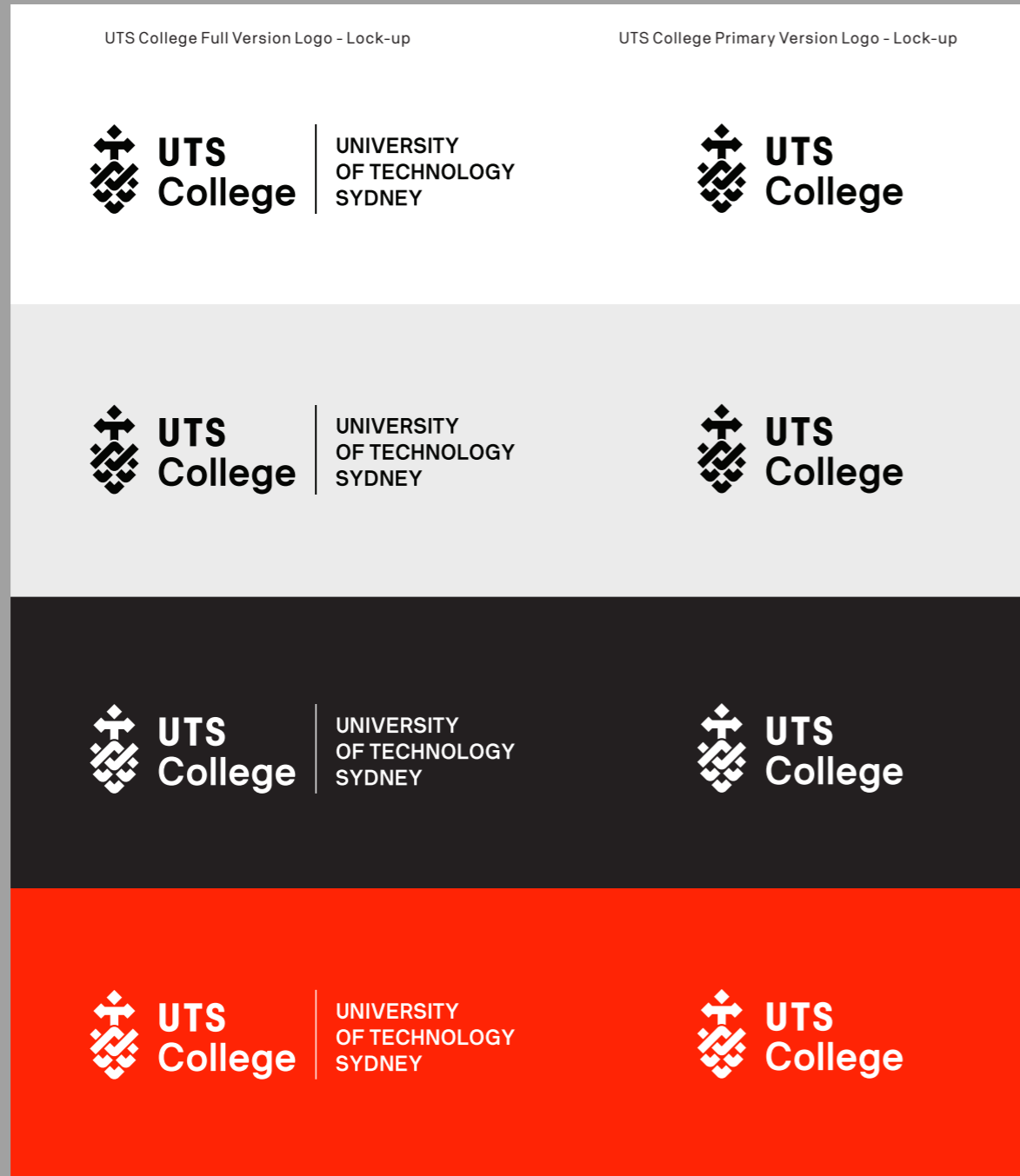
Print: 40mm wide

Digital: 185px wide

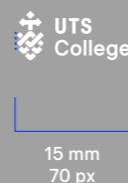
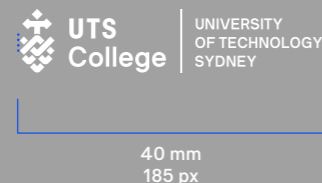
UTS College Primary Version Logo minimum sizes:

Print: 15mm wide

Digital: 70px wide



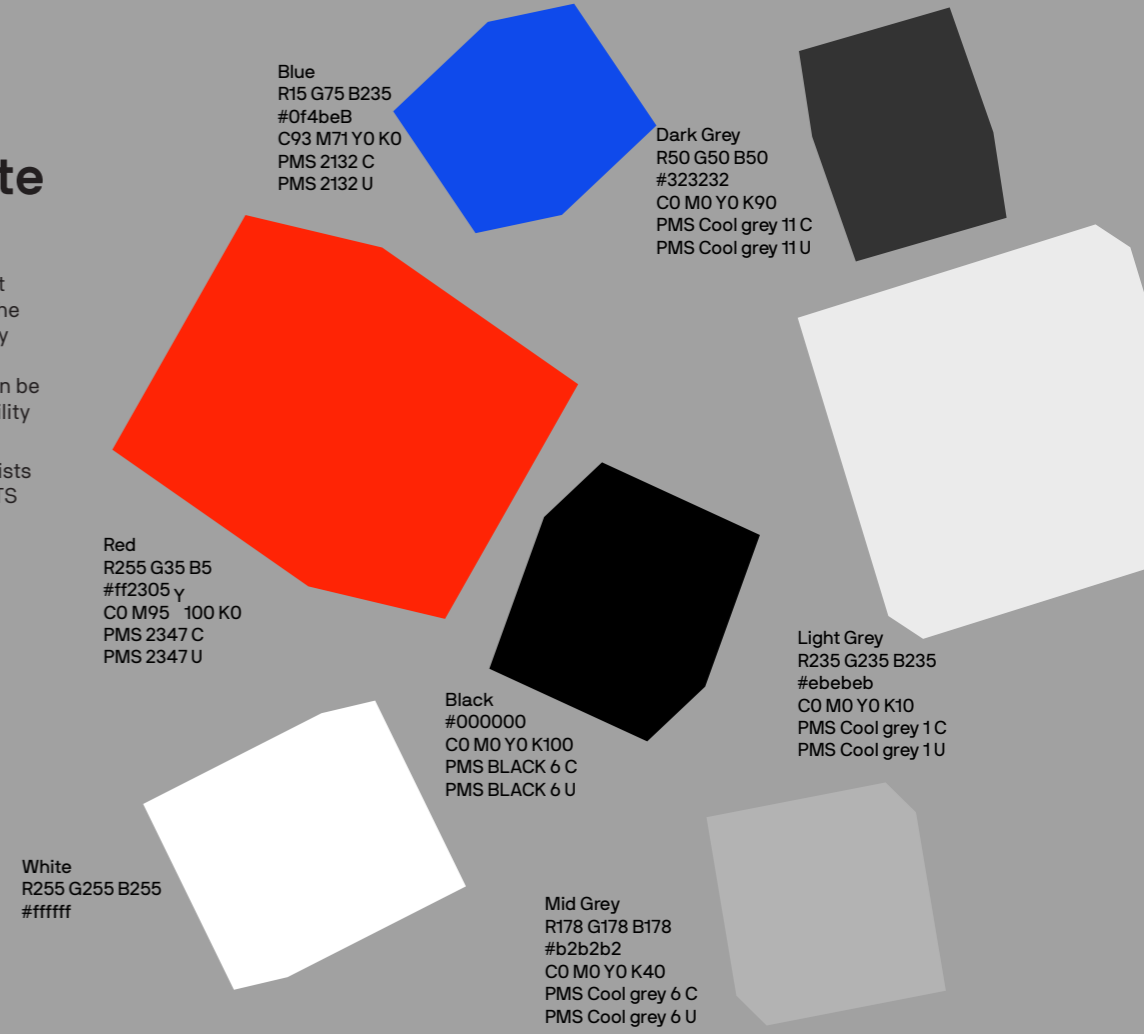
Minimum Size - Print and Digital



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.



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.,:;!?'-()*

Body copy Typeface
NB Akademie Std

NB Akade
mie Std
Regular

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

Display Typeface

NB International Bold

NB Inter
national
Bold

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.,:;!?'-()*