



AUT

BRAND GUIDELINES

Version 1.7

OUR STORY

It's no secret that the world is changing. It can be seen everywhere, all the time.

With change comes uncertainty. But with the right knowledge and skills, with change also comes opportunity.

And that's why AUT is built for a changing world.

Change is what defines us and drives us. The fact we've embraced change means everything we do is informed by it – from what we teach, to how we teach it to what sort of research collaborations we seek.

As a young university we aren't constrained by decades of tradition and a narrow view of what education is or what a job might be – we consider ourselves more a lens to the future than a mirror to the past. At the same time we have the expertise, the grunt, the respect, the resources, and an ever-growing number of alumni who are now helping shape our world.

We're New Zealand's fastest growing university, in New Zealand's largest and fastest growing city. We're over 30,000 adventurous, energised, innovative educators, researchers and students that have been drawn to AUT to test boundaries, challenge established theories, break new ground and discover what is possible.

Technical expertise alone is no longer enough. To succeed requires a different set of skills – the ability to adapt, be resilient, have conviction, and think and act in a more entrepreneurial way. We call these the 'C skills' – critical thinking, creativity, courage, curiosity and an ability to collaborate.

As a result AUT is attracting a growing cast of change-makers: school leavers who want to discover what is possible, as well as pioneering researchers and educators from every corner of the globe who want to test the boundaries of new ideas and new technologies.

Employers get this. When asked what they're looking for in graduates their answer can often be summed up as simply 'happy & smart people'. That's why our graduates are now making waves in some of the most influential tech and creative companies in New Zealand and around the world.

These skills are the way the world is moving and even industries traditionally focused on technical expertise are rapidly changing their culture and ways of working, starting with the graduates they employ. That's why 93% of our New Zealand students get jobs within 9 months of graduating.

In a world where everything seems to be changing, AUT is flying the rocket, not standing on the side-line wondering where it's going. We're a leader, an interrogator, a discoverer and a disruptor and we help our students find those same qualities within themselves.

AUT.

The university for the changing world.



OUR VALUES

- Spirited
- Big hearted
- Transformational



OUR PERSONALITY

- Visionary
- Energetic
- Bold
- Creative
- Entrepreneurial
- Responsive



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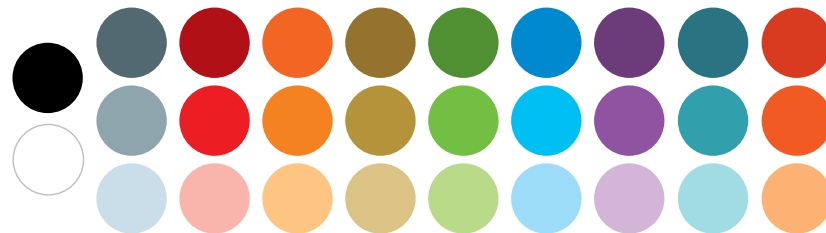
OUR BRAND ELEMENTS

OUR LOGO



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OUR COLOURS



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OUR TYPEFACE

Helia Core font

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OUR IMAGERY



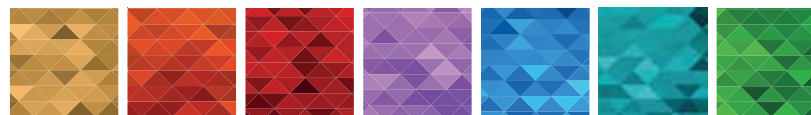
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OUR ICONS



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OUR PATTERNS

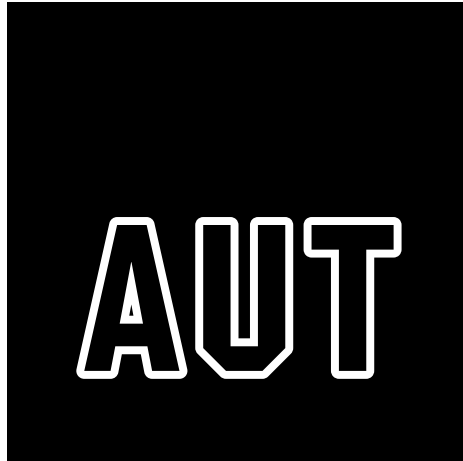


[GO TO SECTION 8 ▶](#)

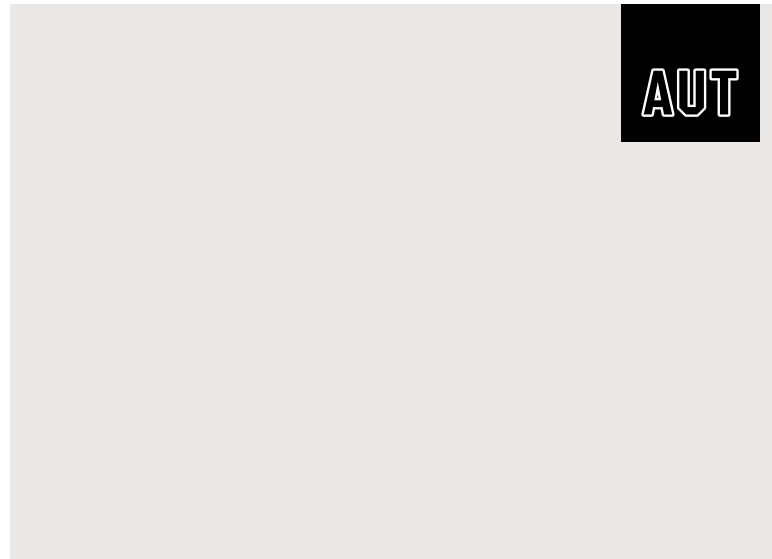
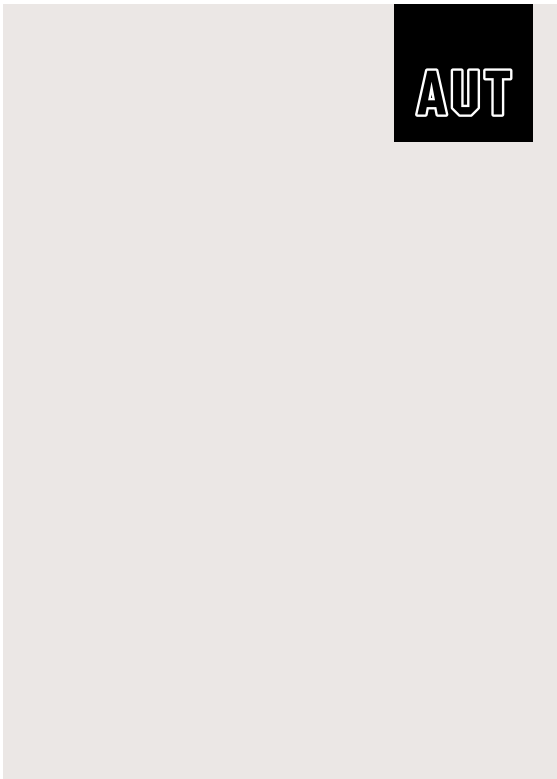
1

LOGO

The logo is the public face of the University's brand, it must be present on all materials.



Tab placement



1.1

THE TAB

The University is represented by the black tab. Where possible this should be placed on the top right of all material that represents the organisation.

The integrity of the logo must be respected at all times, never recreate it or modify it in any way. Use the approved electronic files which can be requested from the Brand Team (brand@aut.ac.nz)

NOTE: An inverse version of the Tab (white) is also available for when the Tab needs to be placed on a dark background. This should only be used when it becomes hard to distinguish the Tab from the background.

1.2

CLEAR SPACE

The Tab is designed with an invisible area of clear space around it which must always be maintained.

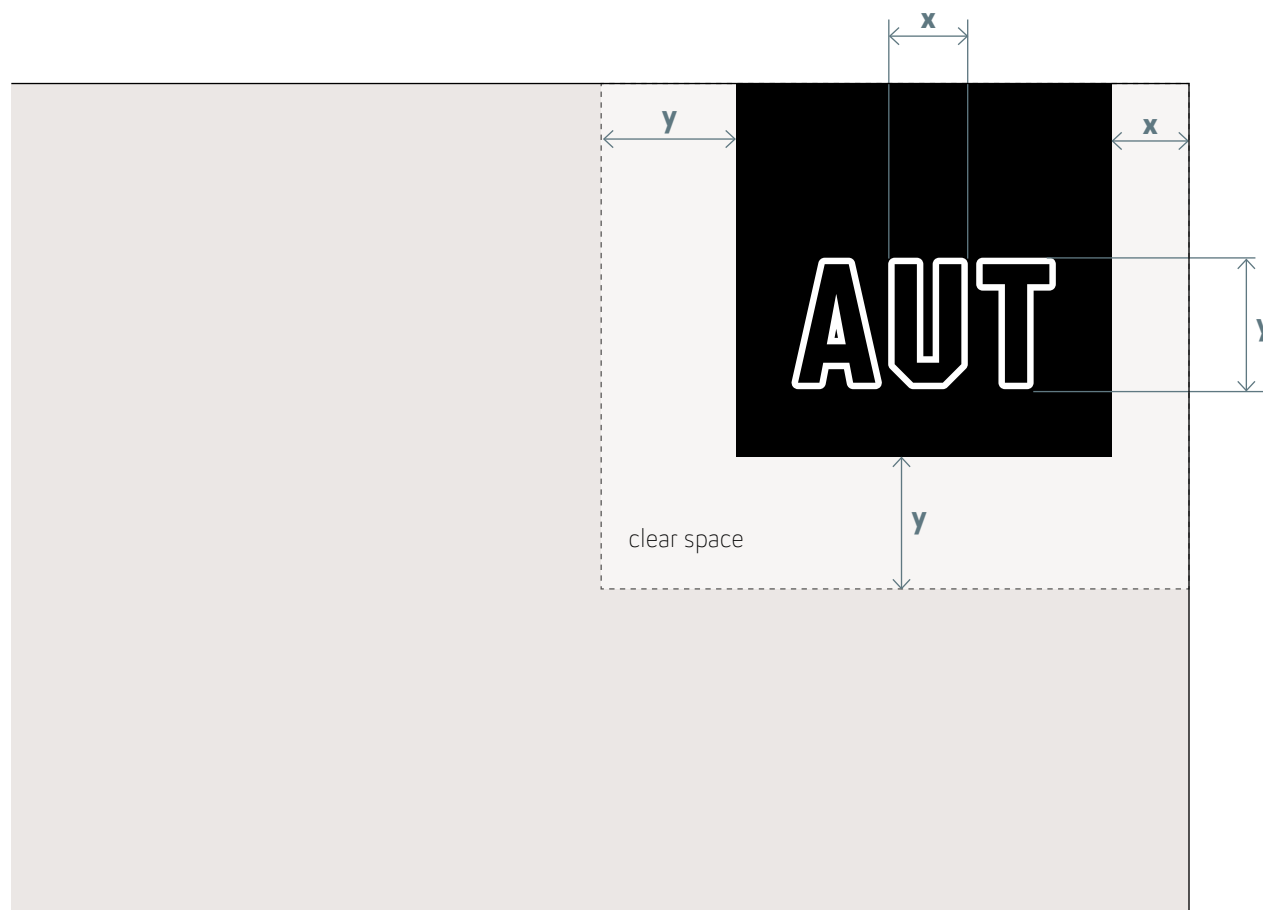
None of the following can cross into the clear space:

- visual elements, including other logos
- the edge of the piece of creative
- typography

The sole exception is a background image.

The clear space for each edge of the tab is dependent on its placement.

- The space on the vertical side that is closest to the edge of the piece of creative is equal to the width of the U (x).
- The space on the opposite vertical side is equal to the height of the U (y).
- The space on the horizontal side that is not attached to the edge of the piece of creative is equal to the height of the U (y)
- There is no space on the horizontal side that attaches to the edge of the piece of creative.





DO



1.3 PLACEMENT

Alternative secondary placements are available for special circumstances. Where possible the primary placement should be used.

01 TOP LEFT CORNER

When a piece of creative dictates that the top right corner cannot be used then the top left corner can be used (for example when the Tab would end up in the fold on a left page, full page magazine placement).

02 BOTTOM RIGHT CORNER

When the piece of creative dictates that the bottom edge will need to be used, then a specific version of the Tab is available upon request from the brand team for placement in the bottom right corner.

03 TOP CENTRE

When the piece of collateral is very narrow (less than 3x the width of the tab) then the Tab must be centred. The Tab is also allowed to be centred on wider collateral but it isn't the preferred placement.

04 LEFT OR RIGHT EDGE

Do not place the Tab anywhere along either the left or right edge.

05 TOP EDGE

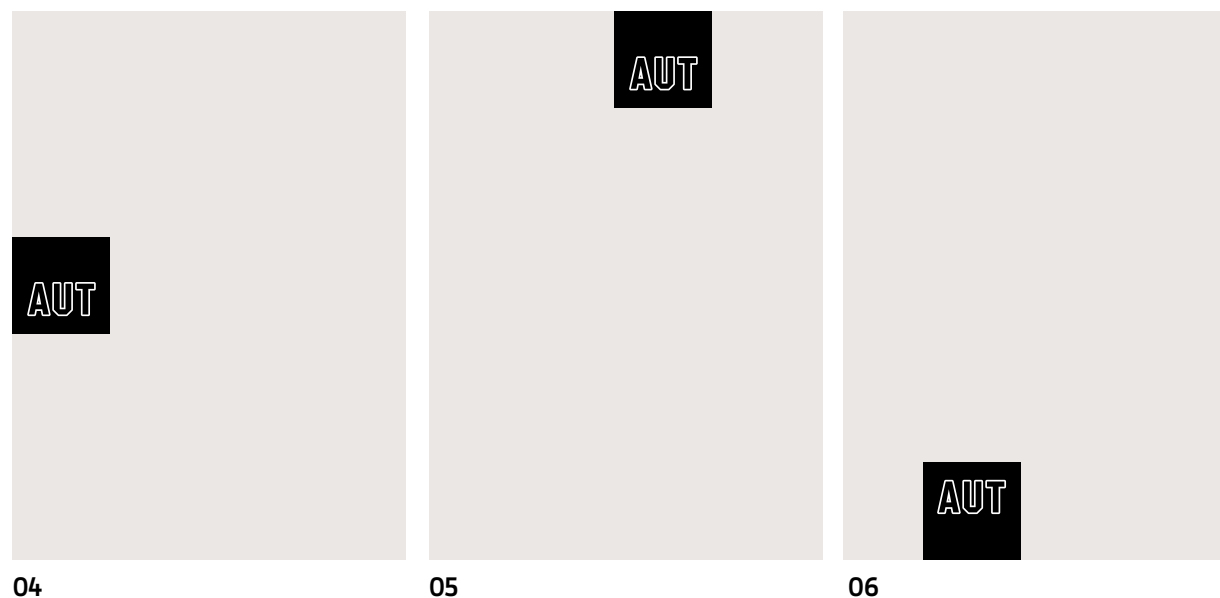
Do not place the Tab anywhere along the top edge except for the approved left and right corners with the correct separation from the edge.

06 BOTTOM EDGE

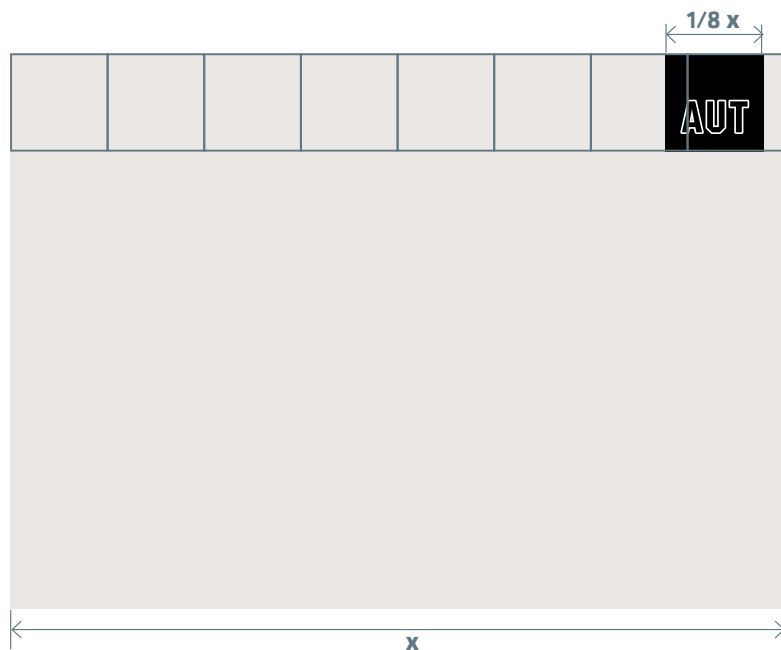
Do not place the Tab anywhere along the bottom edge other than the right corner with the correct separation from the edge.



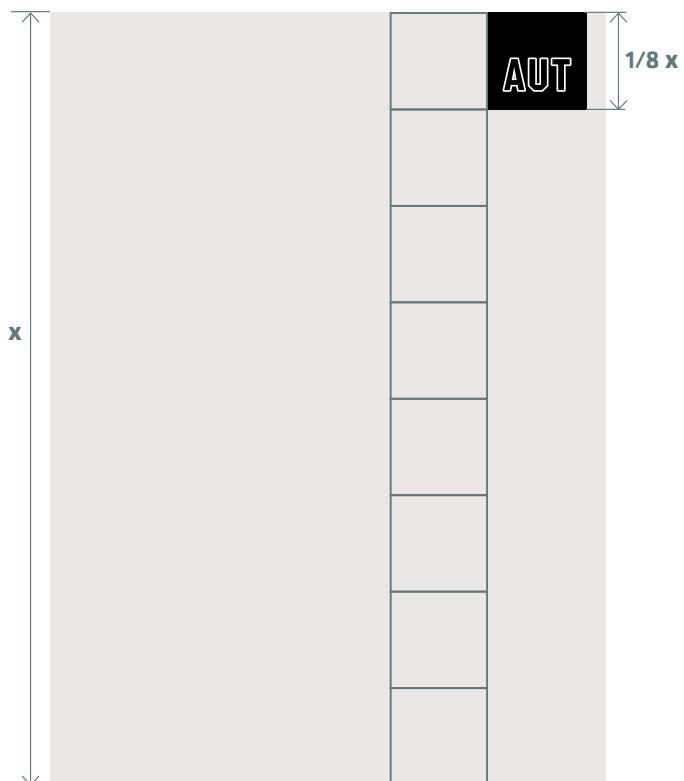
DON'T



01



02



03



1.4 SIZING

To ensure that the Tab has the correct prominence on a piece of creative there are proportional minimums for the size of the Tab.

01 PROPORTIONAL MINIMUM (HORIZONTAL)

For a landscape piece of creative the width of the Tab can be no less than 1/8th (12.5%) of the width of the piece of creative.

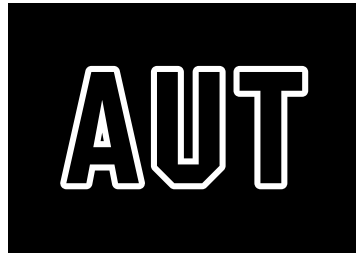
02 PROPORTIONAL MINIMUM (VERTICAL)

For a portrait piece of creative the height of the Tab can be no less than 1/8th (12.5%) of the height of the piece of creative.

03 ABSOLUTE MINIMUM

This is the smallest size that the logo can be reproduced. It ensures the logo stays legible. The minimum size is 12mm from the left edge to the right edge of the Tab.

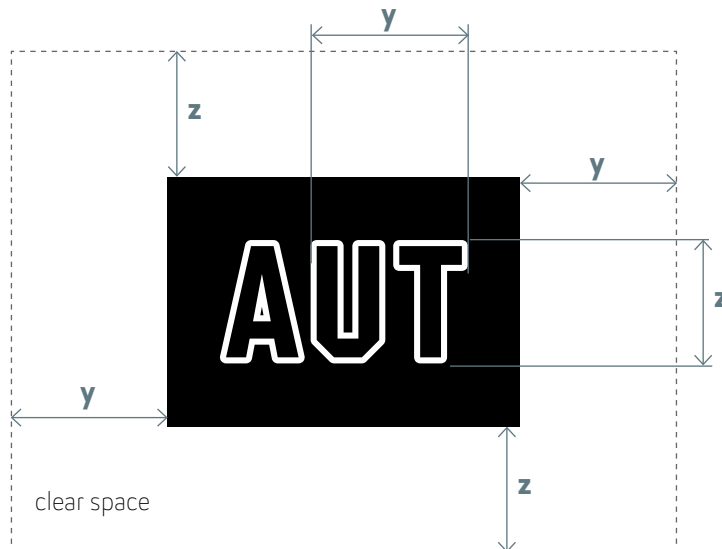
01



02



03



04



1.5

THE BLOCK

01 THE BLOCK VERSION

This version of the logo has been designed to be used when the Tab version can't. Specifically for co-branding but also for such scenarios where there is no edge available to connect the Tab to.

02 INVERSE

The white version of the Block logo is available to be used when the background is too dark for the black box to be easily distinguishable.

03 CLEAR SPACE

The logo is designed with an invisible area of clear space around it which must always be maintained.

None of the following can cross into the clear space:

- visual elements, including other logos
- the edge of the piece of creative
- typography.

The sole exception is a background image.

The clear space (as shown) is equal to the height of the letters (z) for above and below the block and the width of the UT (y) to the left and the right of the Block.

04 MINIMUM SIZE

This is the smallest size that the logo can be reproduced. It ensures the logo stays legible. The minimum size is 12mm from the left edge to the right edge of the Block.

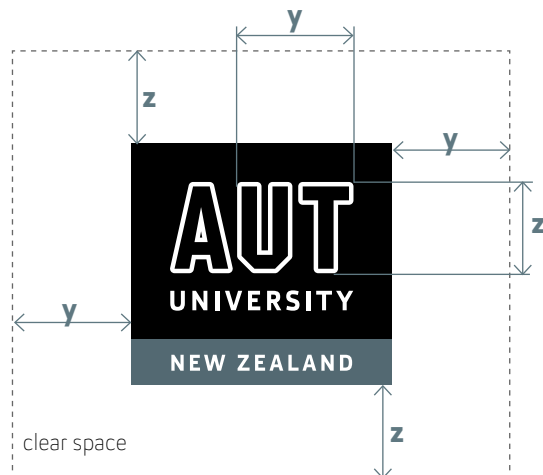
01



02



03



04 minimum size



1.6

INTERNATIONAL VERSION

Specific international versions of the Tab (01) and Block (02) are only available for use for international marketing activities targeting an audience outside of New Zealand.

The usage rules for both the Tab and the Block are the same as those for the standard Tab and Block with the only exception being that the minimum size (04) is 20mm from the left edge to the right edge of the Tab or Block.

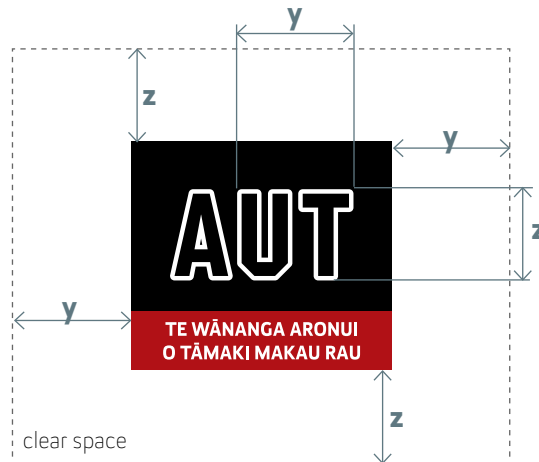
01



02



03



04 minimum size



1.7

MĀORI VERSION

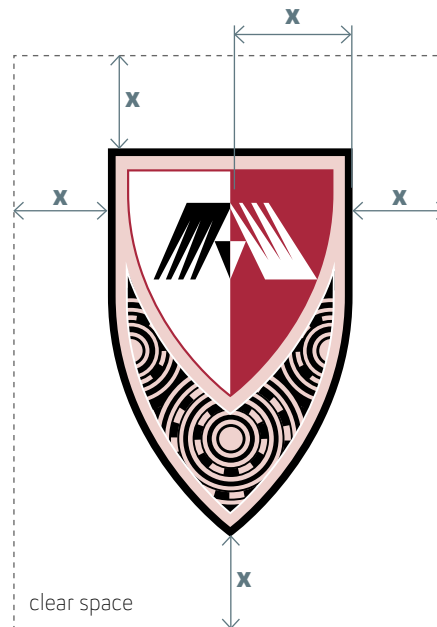
Specific Māori versions of the Tab (01) and Block (02) with a Māori descriptor are available for use.

The usage rules for both the Tab and the Block are the same as those for the standard Tab and Block with the only exception being that the minimum size (04) is 20mm from the left edge to the right edge of the Tab or Block

01



02



1.8

THE SHIELD

The shield is reserved for ceremonial situations and formal documentation such as degree certificates.

02 CLEAR SPACE

The logo is designed with an invisible area of clear space around it which must always be maintained.

None of the following can cross into the clear space:

- visual elements, including other logos
- the edge of the piece of creative
- typography.

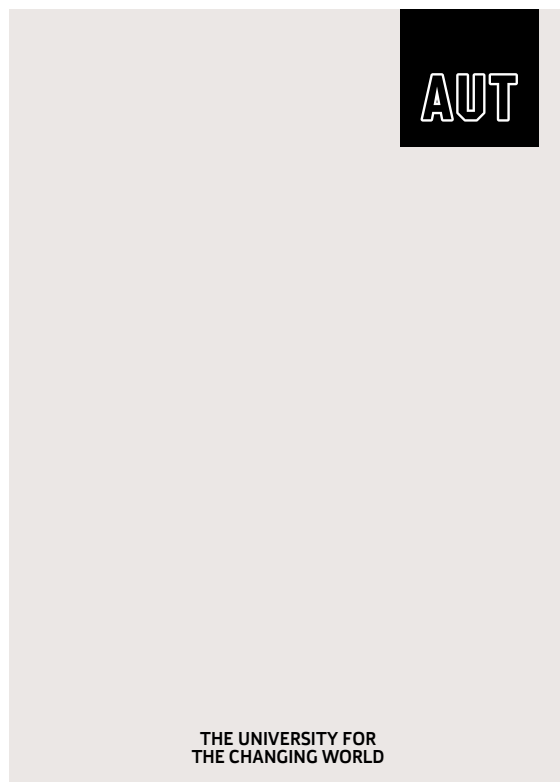
The sole exception is a background image.

The clear space (as shown) is equal to half the width of the shield from all the edges.

01

THE UNIVERSITY FOR THE CHANGING WORLD

02



03



THE UNIVERSITY FOR
THE CHANGING WORLD

04



THE UNIVERSITY FOR
THE CHANGING WORLD

1.9

STRAP LINE

The University strap line is:

THE UNIVERSITY FOR THE CHANGING WORLD

01 STAND ALONE VERSION

This representation of the strap line is used in conjunction with the Tab. It can't be used in complete isolation but allows for a larger degree of separation from the logo.

02 STAND ALONE APPLICATION

When used in conjunction with the Tab the preferred position of the strap line is the bottom centre of the piece of creative.

03 & 04 LOCK-UPS

When used with the Block the strap line is presented as a lock-up either horizontally or vertically. Do not recreate or modify these. Use the approved electronic files which can be requested from the Brand Team (brand@aut.ac.nz).

1.10

PLEASE DON'T

The selected inappropriate application samples are shown using the block version of the logo but equally apply to all other versions of the logo.

- 01 Don't change the proportions of the bounding box.
- 02 Don't change the colour of any of the components.
- 03 Don't move any of the components
- 04 Don't skew, distort, rotate or disproportionately scale the logo in any way.
- 05 Don't add embellishments to the logo such as shadows, glows, bevels or embossing.
- 06 Don't make the logo 3D or animate it.
- 07 Don't create new logo versions.
- 08 Don't add any text to the logo.
- 09 Don't use the logo against backgrounds that make it, or any parts of it, hard to distinguish.

✗ 01



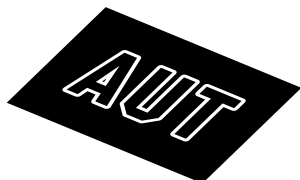
✗ 02



✗ 03



✗ 04



✗ 05



✗ 06



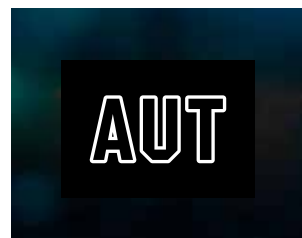
✗ 07



✗ 08



✗ 09



2

COLOURS

The visual language involves the choice of colour. The AUT colour palette reflects the energy, self-determination and vibrancy of the AUT brand.



PANTONE NEUTRAL BLACK C
C 50 M 50 Y 50 K 100
R 0 G 0 B 0
HEX #000000



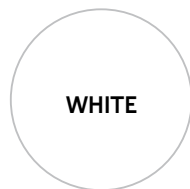
PANTONE 7545C
C 45 M 20 Y 20 K 50
R 95 G 114 B 122
HEX #5f727a



PANTONE 7542C
C 40 M 20 Y 20 K 10
R 155 G 174 B 183
HEX #9baeb7



PANTONE 642C
C 20 M 5 Y 5 K 0
R 212 G 229 B 239
HEX #d4e5ef



C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX #ffffff

2.1

PRIMARY

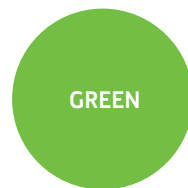
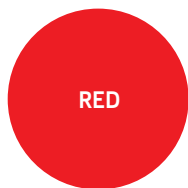
The primary colours represent the boldness and strength of the brand and provide the foundation on which the vibrant secondary palette is anchored.

2.2

SECONDARY

The secondary colour palette is vibrant and versatile. It reflects our brand personality, values and attributes.

Softer secondary tones have been provided as background options when overlaying light and dark elements such as text.



PANTONE 7621C
C 0 M 100 Y 100 K 30
R 176 G 17 B 22
HEX #b01116

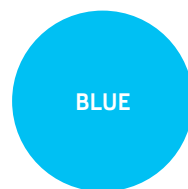
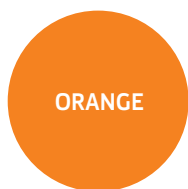
PANTONE 485C
C 0 M 100 Y 100 K 0
R 237 G 28 B 36
HEX #ed1c24

PANTONE 169C
C 0 M 35 Y 25 K 0
R 249 G 181 B 171
HEX #f9b5ab

PANTONE 363C
C 60 M 0 Y 100 K 30
R 81 G 144 B 50
HEX #519032

PANTONE 368C
C 60 M 0 Y 100 K 0
R 114 G 191 B 68
HEX #72bf44

PANTONE 7486C
C 30 M 0 Y 60 K 0
R 185 G 217 B 137
HEX #b9d989



PANTONE 165C
C 0 M 75 Y 100 K 0
R 242 G 101 B 34
HEX #f26522

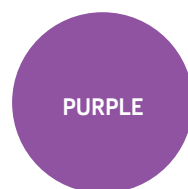
PANTONE 715C
C 0 M 60 Y 100 K 0
R 245 G 130 B 32
HEX #f58220

PANTONE 149C
C 0 M 25 Y 55 K 0
R 253 G 197 B 129
HEX #fdc581

PANTONE PROCESS
BLUE C
C 100 M 30 Y 0 K 0
R 0 G 137 B 207
HEX #0089cf

PANTONE 306C
C 70 M 0 Y 0 K 0
R 0 G 192 B 243
HEX #00c0f3

PANTONE 2975C
C 35 M 0 Y 0 K 0
R 157 G 220 B 249
HEX #9ddcf9



PANTONE 1265C
C 25 M 40 Y 90 K 30
R 146 G 114 B 45
HEX #92722d

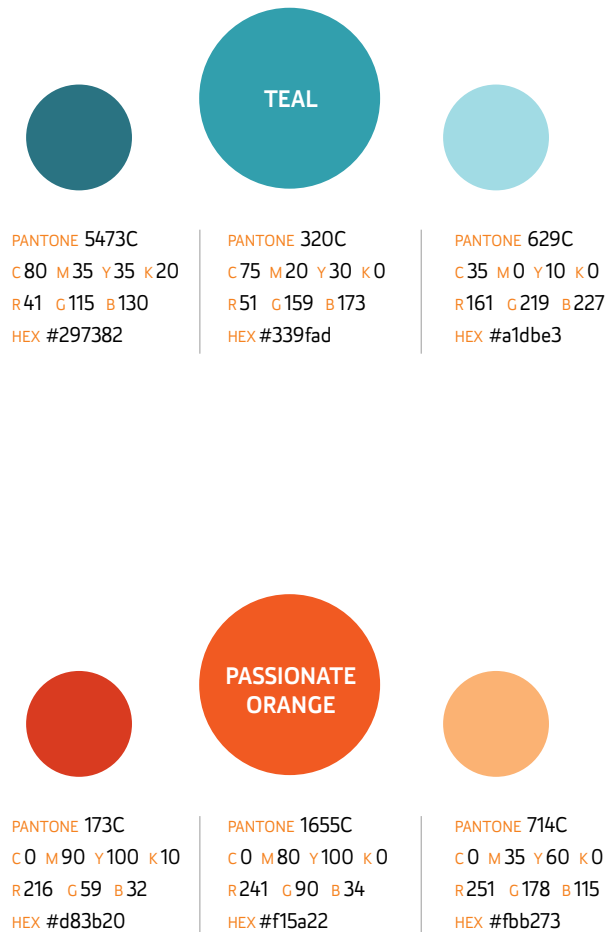
PANTONE 7754C
C 25 M 35 Y 90 K 10
R 179 G 147 B 58
HEX #b3933a

PANTONE 467C
C 15 M 20 Y 55 K 0
R 219 G 195 B 133
HEX #dbc385

PANTONE 520C
C 50 M 80 Y 0 K 30
R 108 G 59 B 122
HEX #6c3b7a

PANTONE 258C
C 50 M 80 Y 0 K 0
R 142 G 83 B 161
HEX #8e53a1

PANTONE 7437C
C 15 M 30 Y 0 K 0
R 211 G 181 B 215
HEX #d3b5d7



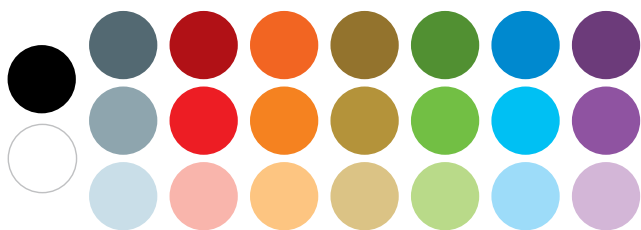
2.3

SPECIALIST

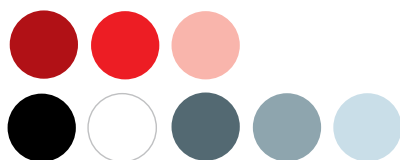
A couple of specialist colours have been developed for specific use.

The teal is reserved for our internal departments and reflects a blending of the “well informed” (blue) and “valued contributor” (green) colour values.

The passionate orange is reserved for our international marketing activities and has been selected for its positive associations across the variety of cultures we communicate with.



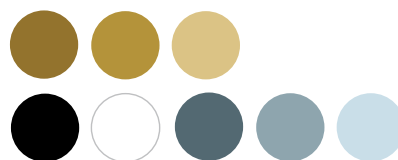
The university as a whole



Māori Development



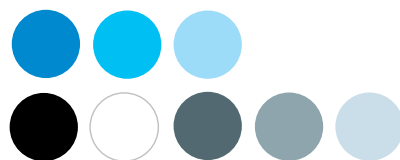
Art & Design
Communication Studies
Computer & Mathematical Sciences
Creative Technologies
Engineering
AUT Sport & Fitness Centres



Law
Research



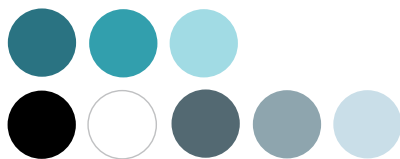
Health Sciences
Science
Sport & Recreation



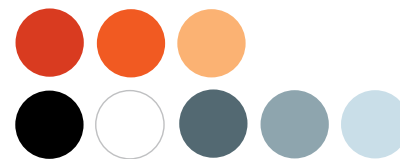
Business & Economics



Hospitality, Tourism & Events
Language & Culture
Social Sciences & Public Policy
Education
AUT Sport



Internal departments



International
Alumni

2.4

ALLOCATION

The brand colours have specific allocations. Each subject area is represented by a single secondary palette prime colour and its secondary tones (together with black and white). Collateral created for a subject area can only utilise the allocated colour set. For conjoined subject areas only one of the allocated colour sets can be used.

Marketing collateral that represents the University as a whole is able to use the full range of the colours in the primary and secondary colour palettes.

3

TYPOGRAPHY

Typography is a strong extension of our brand's personality and helps to create a consistent look across all promotional materials and enhances the visual perception of the brand.

Aa

Helia Core Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Aa

Helia Core Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Aa

Helia Core Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Aa

Helia Core Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

3.1

TYPEFACE

Helia Core is our corporate typeface. It feels modern and ageless and has features that are distinct and impart friendliness and warmth. It should be used for all collateral.

When it's not possible to use Helia Core then Calibri or Arial should be used as the default backup font.

Typeface styles



Use

Helia Core Thin

[only to be used for large text i.e. >20pt]

Helia Core Book

[to be used for all body text]

Helia Core Book Italic

[to be used only for titles of publications]

Helia Core Medium

[to be used for bolding in body text and for titles]

Helia Core Bold

[to be used for titles and large text]

Helia Core Black

[only to be used in all caps and for very large text
i.e. > 36pt]



Don't use

Helia Core Hairline

Helia Core Hairline Italic

Helia Core Thin Italic

Helia Core Light

Helia Core Light Italic

Helia Core Regular

Helia Core Italic

Helia Core Medium Italic

Helia Core Bold Italic

Helia Core Black Italic

3.2

USAGE

Helia Core comes in a wide range of styles, but not all are available to be used.

Typeface application sample

Quisque sit amet cursus felis

Large titles: Helia Core Thin

Aenean eros ipsum

Medium titles: Helia Core Bold

Lorem ipsum dolor sit amet

Small titles: Helia Core Medium

Consectetur adipiscing elit. Maecenas vel tincidunt neque. Etiam nec placerat

purus. Aenean lectus massa, viverra in sapien in, tempus semper turpis.

Body text: Helia Core Book

Praesent ullamcorper et nibh nec auctor. Nunc non elementum risus. Fusce

accumsan rutrum ipsum vitae blandit. Nullam dapibus dolor id metus blandit,

vitae efficitur ipsum vestibulum. In eu justo felis. Nam aliquet dolor elit, sed

aliquam eros egestas eu. In est urna, elementum at rutrum vel, **dignissim a elit.**

Bold text: Helia Core Medium

Praesent maximus lorem id fringilla pulvinar.

medium/bold large text only

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam feugiat ac quam iaculis accumsan. Pellentesque ut metus mi. Etiam consectetur, eros ac tristique scelerisque, tortor libero mattis magna, at finibus tortor justo sed arcu. Donec luctus tincidunt tortor, eget aliquet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam feugiat ac quam iaculis accumsan. Pellentesque ut metus mi. Etiam consectetur, eros ac tristique scelerisque, tortor libero mattis magna, at finibus tortor justo sed arcu. Donec luctus tincidunt tortor, eget aliquet.

book/medium/bold text only

A A A 80%

A A A 60%

A A A A A 40%

A A A A A A A 20%

A A A A A A A A A 10%

3.3

BACKGROUND

The secondary colour palette is available to be used as background colours for text using the following application guidelines.

- 01** On a prime colour background use only large format (>20pt) Helia Core Medium or Helia Core Bold in white.
- 02** On a dark secondary tone colour use all approved versions of Helia Core in white.
- 03** On a light secondary tone colour use Helia Core Bold, Helia Core Medium and Helia Core Book in black.
- 04** The light secondary tone colour can also be used in different levels of opacity. At 80% and 60% use Helia Core Bold, Helia Core Medium and Helia Core Book in black. At 40% Helia Core Bold and Helia Core Medium can also be used in the matching dark secondary tone. At 20% Helia Core Book in the matching dark secondary tone can be used plus Helia Core Bold in the matching prime tone. At 10% all approved versions of Helia Core can be used in black, the matching dark secondary tone and the matching prime tone.

4

IMAGERY

Images are integral to telling the AUT story; bringing the campuses and student experience to life, showcasing research and the depth of our academic expertise, and highlighting our points of difference. Great images will positively influence the perception of our audiences and create a sense of excitement about their engagement with us.



4.1

VIBRANCY

Images should have vibrancy, warmth and energy and where possible a strong element of colour.

Don't use black and white images.

4.2

DIVERSITY

AUT welcomes students and staff from all over the world and where possible images should reflect the diversity of our people.

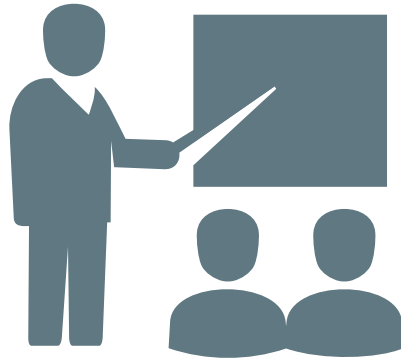


5

ICONOGRAPHY

Icons are used in infographics and as navigational aides to symbolise information in a simple and graphical way.

01



LABEL

02



LABEL



LABEL



LABEL



LABEL

03



LABEL



LABEL



LABEL



LABEL

04



LABEL



LABEL



LABEL



LABEL

5.1 ICONS

Icons can be used to enhance data or navigation to achieve greater clarity or a higher recognition factor.

They shouldn't be used in isolation, they should always be accompanied by a description or label (01).

They should be a simple design without too many components and encapsulate a single concept.

They should be instantly recognisable at a small size.

STYLE

Our icon style is flat with no objects drawn in perspective, solid and not outline style, with predominantly thicker lines and a slight rounded appearance.

COLOUR

They can be used in a single, flat darker colour on a light background (02) or in white on a darker background (03). For infographic use only, up to 3 flat colours in the same colour set can be used. Any grouped icons should all use the same colour set.

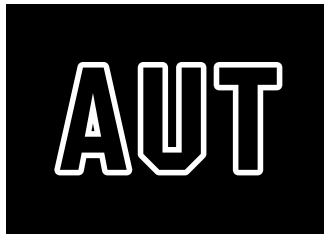
If you need to use iconography, please consult the AUT Brand Team (brand@aut.ac.nz) to work through your requirements.

6

CO-BRANDING

Co-branding allows us to impart the equity of the AUT brand to any visual assets for sponsorships, events or partnerships. Conversely it also allows the AUT brand to gain strength from associated brands.

01



02

03

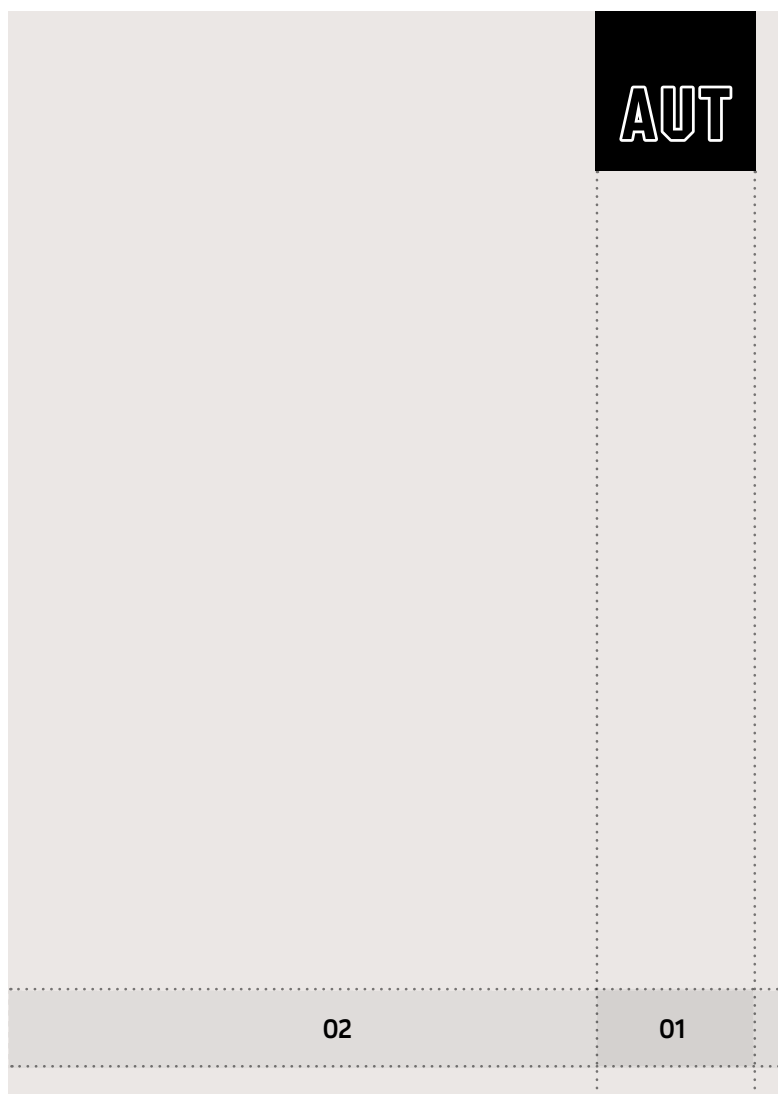


6.1

AUT SECONDARY

When AUT is not the main brand but the secondary (associated) brand the appropriate version of the Block logo is used (01). For third party promotional pieces appropriate clear space and minimum size guidelines need to be followed. If the primary brand is an AUT entity (such as an RGA) then the AUT logo is positioned bottom right (03) with the primary brand positioned in the top logo area (02).

All co-branding logo applications must be approved by the Brand Team (brand@aut.ac.nz).



6.2

AUT PRIMARY

When AUT is the primary brand and associated entities need to be represented (such as accreditations etc) then the primary logo area for the supporting entity is indicated by 01. If multiple supporting entities need to be presented then an additional area (02) is available to be used.

All co-branding logo applications must be approved by the Brand Team (brand@aut.ac.nz).

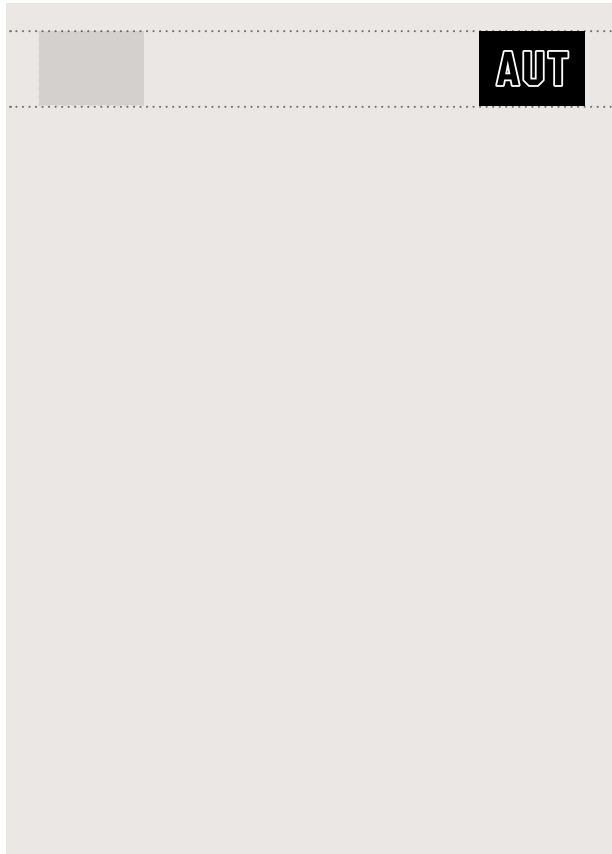
6.3

EQUAL WEIGHTING

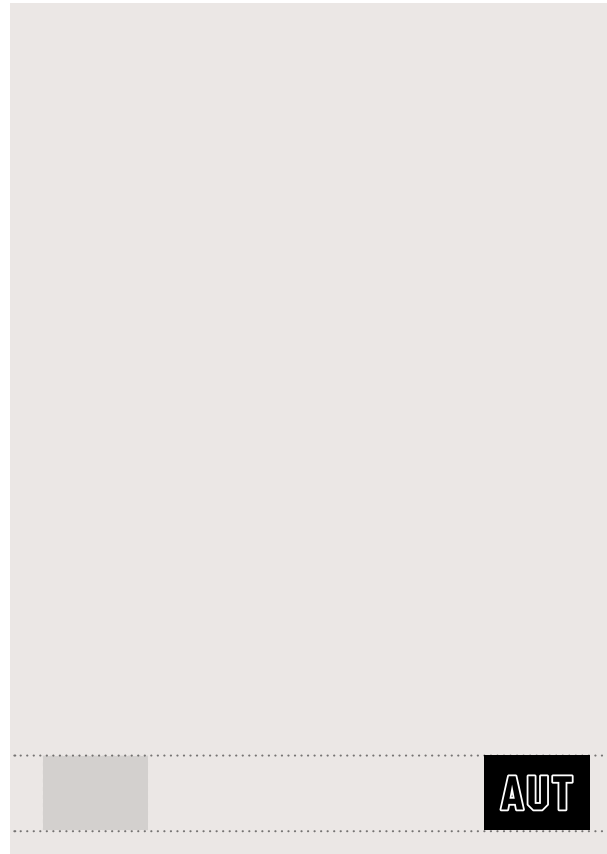
When AUT is not the main brand but in equal partnership with a non-university brand then the appropriate version of the Block logo is used. The AUT logo is positioned in line with the partner logo (but on opposite sides) either at the top of the piece of collateral (01) or at the bottom (02).

All co-branding logo applications must be approved by the Brand Team (brand@aut.ac.nz).

01



02



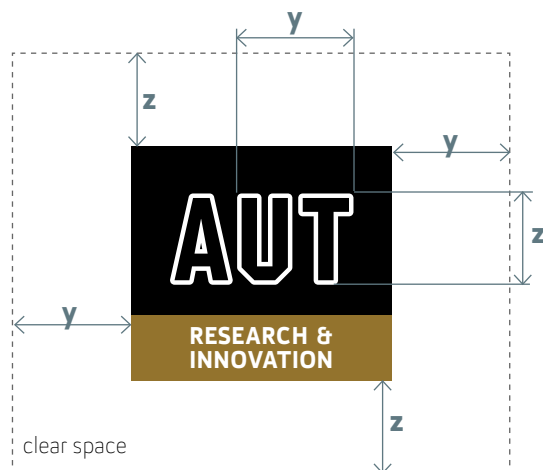


6.4 LOCK-UP

The qualifier lock-up is an alternative version that can be used instead of the standard brand lock-up. It has a qualifier that explains the relationship between the primary brand and AUT. Example qualifiers are shown but could be subject to change, and more can be requested from the Brand Team (brand@aut.ac.nz).

7

SPECIFIC ENTITIES



minimum size



Don't create new research logos



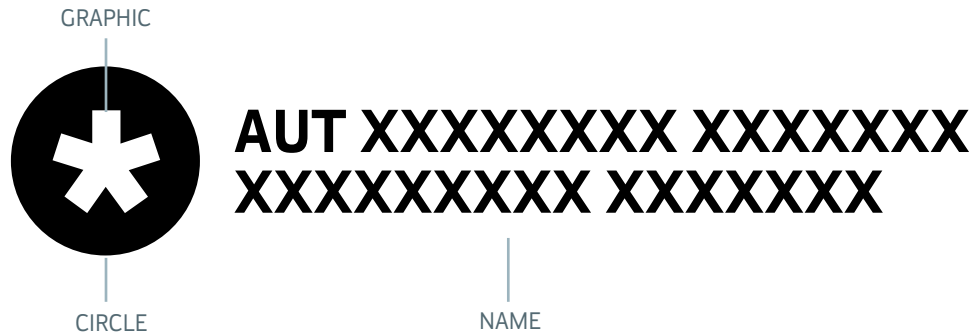
7.1

RESEARCH & INNOVATION

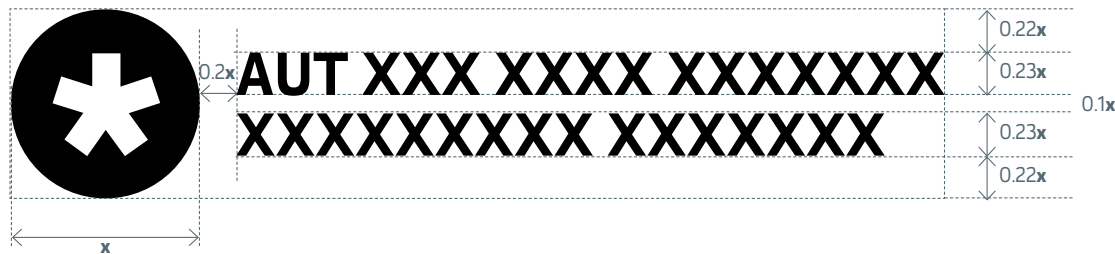
For research and innovation specific communications, a research and innovation version of the Tab and Block logos is available for use.

The research and innovation logo follows the same usage guidelines that apply to the main brand logos. The research and innovation logo can't be used in conjunction with the main logo.

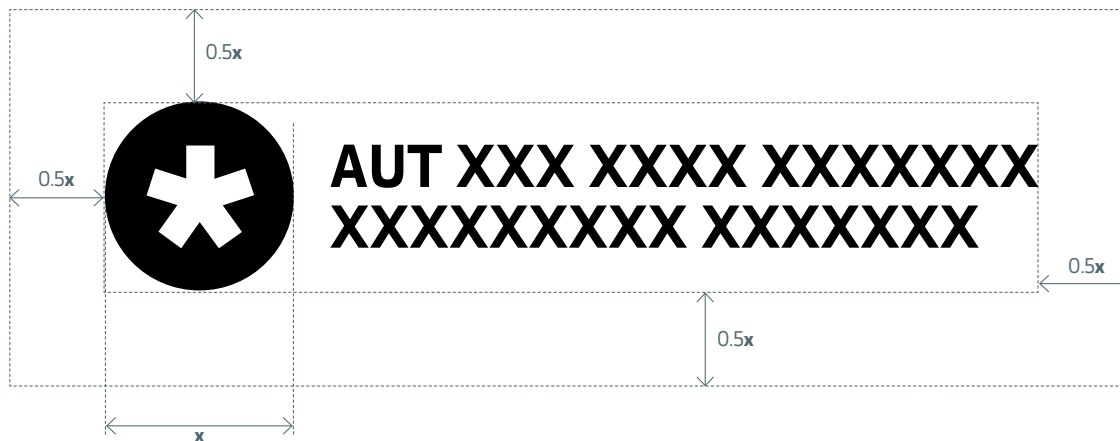
01



02



03



7.2

RESEARCH ENTITIES

Logos for research entities are defined by a consistent format to ensure that they feel like they are all part of the same family.

01 LOGO COMPONENTS

The representative graphic must be white and placed within the circle, it is allowed to cut the edge of the circle but not move beyond it. The circle can be any colour as long as it contrasts sufficiently with the white of the graphic. The name is in black and the font is Helia Core Bold, the name is a maximum of 2 lines. The name must always start with AUT.

02 PROPORTIONS

All measurements are proportional to the width of the circle (X). The horizontal gap between the circle and the text is 20% of X. The text is centred vertically with the circle. The name font height is 23% of X. The vertical gap between the 2 lines of the name (if there are 2) is 10% of X.

03 CLEAR SPACE

The clear space around the logo is half the width of the circle.

04 RESEARCH ENTITY NAMING

The name must always start with AUT. It is recommended that the entity identifier (INSTITUTE, CENTRE, GROUP etc) is placed at the end of the name and that the name does not include a location specifier (eg NEW ZEALAND, AUCKLAND, NATIONAL).

All new research entity names, logos and exceptions must be approved by the Brand Team.

01



AUT XXX XXXX XXXXXXXX
XXXXXXXXXX XXXXXXXX



02

7.3

RESEARCH CO-BRANDING

To support a separately branded research entity the research and innovation logo can be used.

Relative positioning: the research entity brand is positioned in the top logo area (01) and the research and innovation logo is positioned in the bottom right corner (02).

8

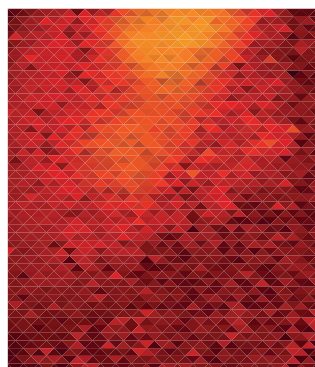
PATTERNS

AUT patterns are a set of visual elements designed to enhance and illustrate the marketing and communications for AUT. They represent the seamless merging together of all the pieces of the AUT experience and form a vibrant tapestry.

01



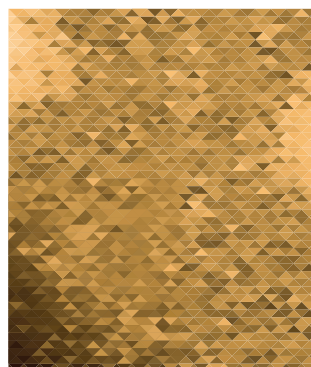
02



red



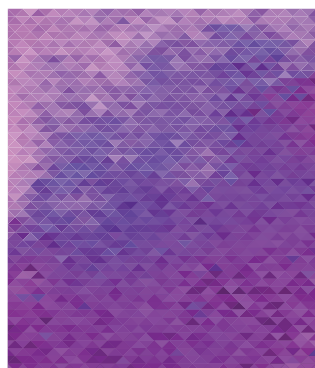
orange



gold



green



purple



blue



teal

8.1 THE PATTERNS

The AUT patterns add colour, mood and vitality to AUT collateral.

They consist of a seamlessly interlocked pattern of repeating pieces with a multi-tone hue applied. The shape of the pieces and the application of the colour determines the feeling of the pattern, from random and organic to ordered and structured.

The style of the patterns and application of colour is consistent so that all patterns feel like they belong to AUT and are recognisable as being part of the same family.

01 A close up of one of the patterns.

02 A set of the same pattern with a tonal representative for each of the main secondary colour palette colours.

The complete set of available patterns is shown in the AUT Pattern Guide which can be requested from the AUT Brand Team (brand@aut.ac.nz)

8.2 USAGE

The patterns are designed to be flexible and can be used in a variety of ways

01 FULL PAGE

A pattern can be used to fill the whole piece of creative, either by itself or as a background for clear cut elements.

02 SHAPE EDGE

A pattern can be used to fill a shaped edge component as long as the shape is complementary to the pieces within the pattern.

03 PATTERN EDGE

A pattern can be used as an edge component with the shape of the pieces creating the shape of the edge.

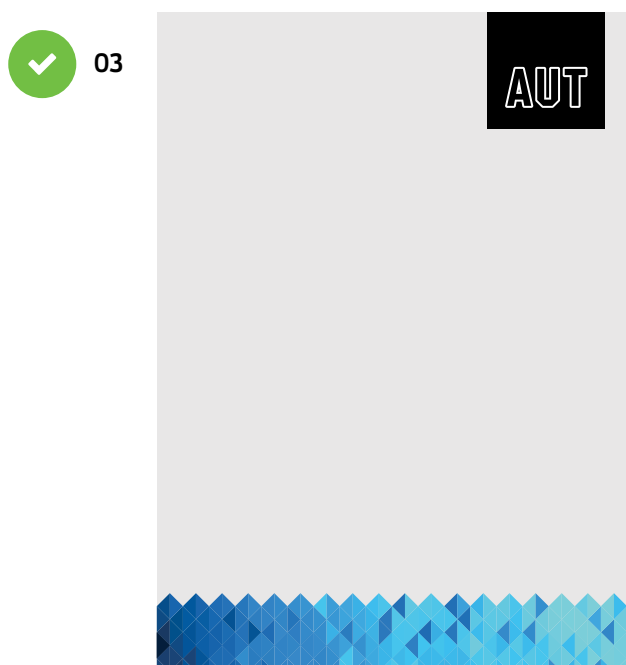
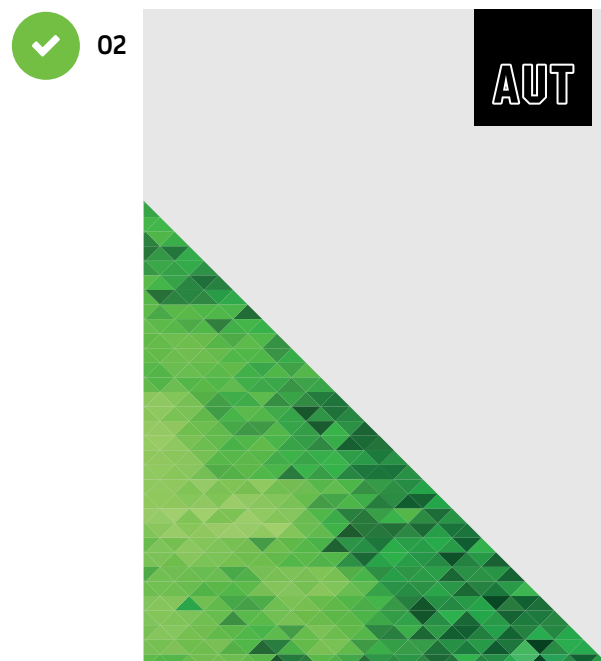
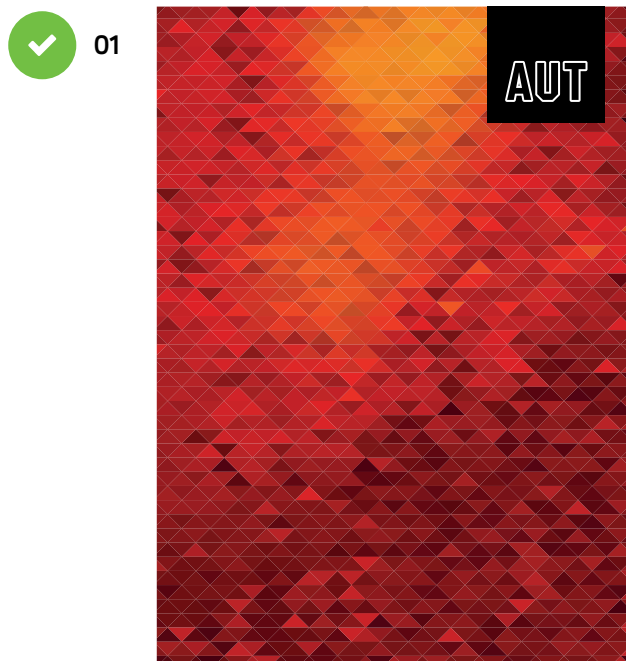
04 PATTERN FORMING

A pattern can be used in part with some of the pieces (of the pattern) merging in to show the pattern forming. Use only the defined forming edge piece.

COLOUR ALLOCATION

Each pattern has been created in a range of colours that match the secondary colour palette, and in the same way that the secondary colour palette has been allocated to subject areas (section 2.4), each colour of a pattern is similarly allocated with the same colour mapping.

All patterns are able to be used by the University as a whole but only the appropriate colour version is able to be utilised by the subject area.



8.3

PLEASE DON'T

Even though the patterns are designed to be flexible there are ways that they shouldn't be used

01 PLACEMENT

Don't use a pattern (as a whole or in part) completely within the piece of creative. A pattern should always cover the whole piece of creative or partially come in from at least 2 adjacent edges.

02 COMBINING PATTERNS

Don't use more than one pattern/pattern colour on a piece of creative at the same time.

03 SIZING

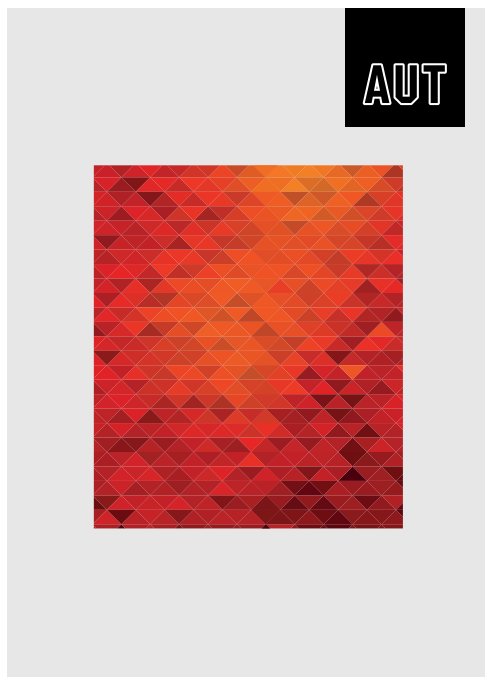
Don't size the pattern to be too large or too small. As a general guide the pattern should be at least 20 component pieces along the largest dimension of the piece of creative, and at most the largest dimension of the original whole pattern needs to match the largest dimension of the piece of creative.

04 PATTERN FORMING

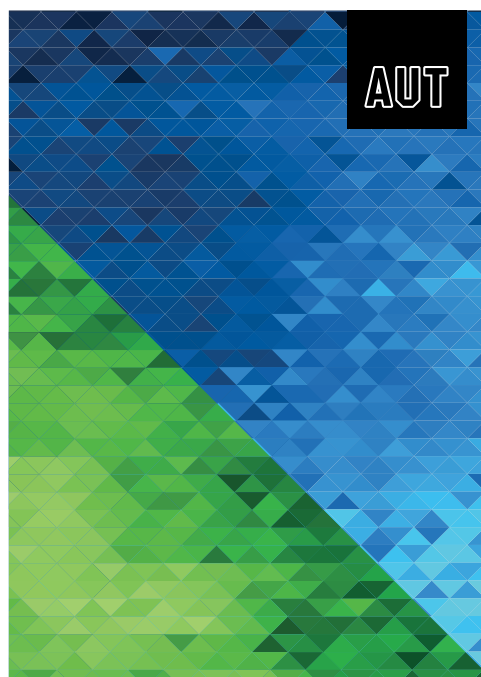
Don't show just the pieces of the pattern forming without showing a large structure already formed.

No new patterns should be created without the express permission and approval of the aut brand team (brand@aut.ac.nz)

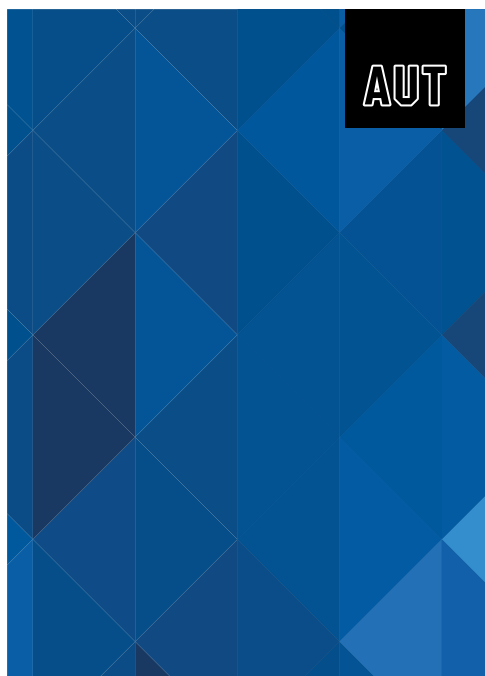
✗ 01



✗ 02



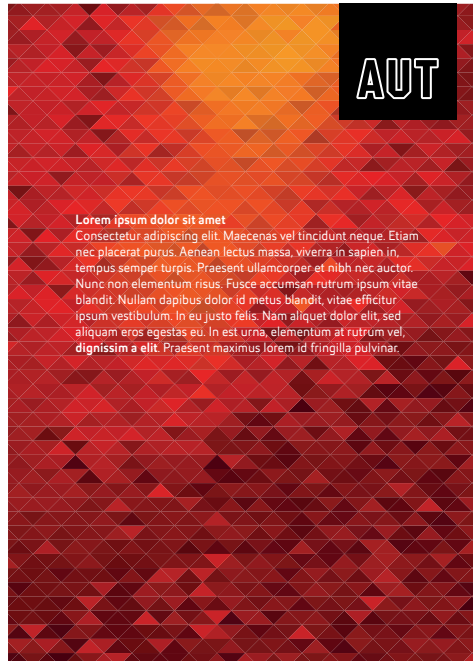
✗ 03



✗ 04



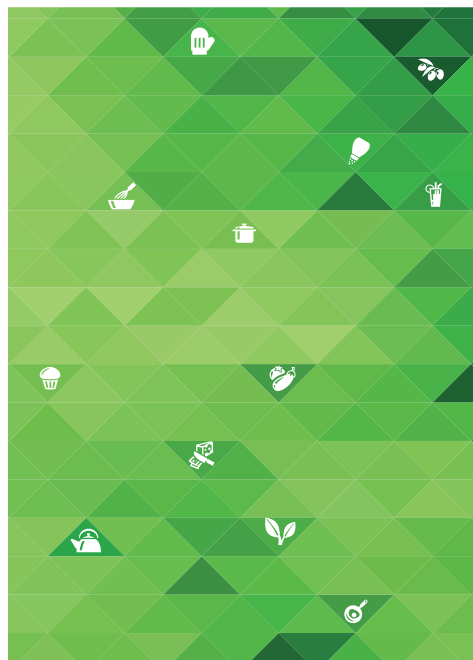
✗ 05



✗ 06



✗ 07



✗ 08



DON'T continued...

- 05 TEXT
Don't place smaller or paragraph text directly over any part of a pattern.
- 06 TRANSPARENCY
Don't make the whole or any part of a pattern transparent.
- 07 ADDITIONS
Don't add any elements to the pattern or the pattern edge that didn't already exist within the pattern.
- 08 BACKGROUND
Don't use patterns as backgrounds for content.

DON'T continued...

09 SPACING

Don't add spacing between the elements of the pattern.

10 OUTLINES

Don't use a pattern or a piece of a pattern in outline format.

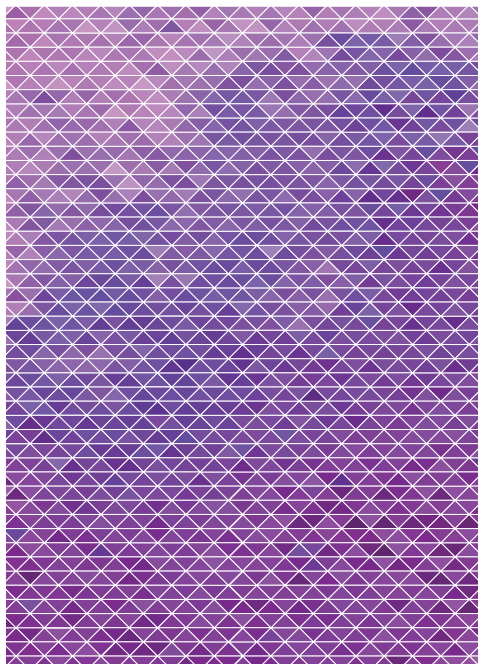
11 SCALING

Don't disproportionately scale a pattern.

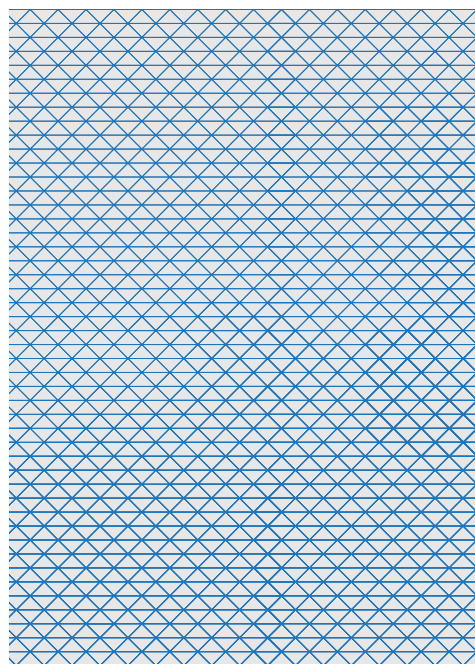
12 COLOUR

Don't change the colour of any pattern or any part of a pattern.

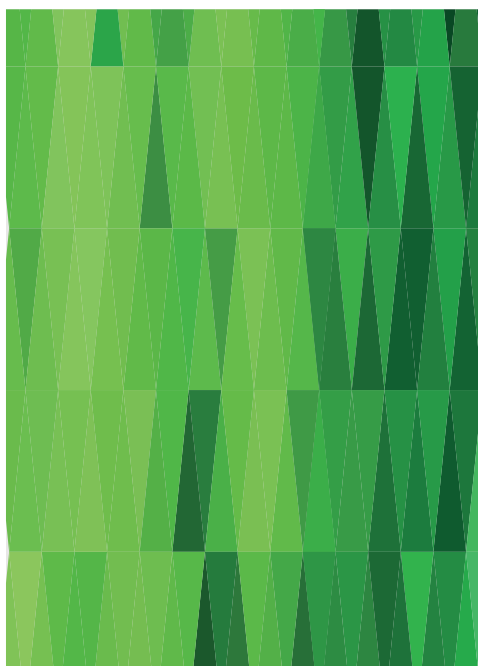
✕ 09



✕ 10



✕ 11



✕ 12



9

TONE OF VOICE

AUT's tone of voice is what we sound like and how we come across when anyone in our organisation – or anyone working on our behalf – writes (or talks) about us. It should apply regardless of whether the audience is internal or external.

Our tone of voice helps shape what people – students and alumni, parents, staff, industry partners, investors and stakeholders – think of our university. Tone of voice is about how we share information about what we do.



Approachable – we’re inclusive and collaborative



Up-to-date – we’re current, informed and energetic



To the point – we’re straightforward



Unexpected – we’re creative, original thinkers

9.1

OVERVIEW

AUT’s tone of voice needs to be consistent and recognisable every time we communicate with our students and alumni, parents, industry partners, investors and stakeholders.

Every time we write an e-newsletter, mass email, social media post invitation, brochure, magazine, conference booklet, faculty publication, handbook or flyer, we should be thinking about the AUT tone of voice and checking our writing is a good fit.

Our values – integrity, respect and compassion – should always be kept in mind



This isn't approachable

Students wanting to study at AUT should research the subject requirements for their chosen field of study and follow the enrolment process. Advice on course requirements is outlined in full on the AUT website.



This is approachable

If you want to study at AUT, it's a good idea to take a look at the school subjects you might need for your programme. There's more information on our website.

9.2

APPROACHABLE

Approachable, inclusive language uses 'us' and 'we' and aims to make the reader feel like they are part of the conversation. For a university, being approachable and inclusive is about making people feel like they can be part of the AUT community – they can study with us, collaborate with us or invest in us.

If you are writing about research, then being approachable and inclusive means helping to paint a picture of the impact this research will have on people and their environment.

If you are writing something to promote your programme, then being approachable and inclusive means helping future students or industry partners feel welcome and able to picture themselves as part of your programme.



This isn't up-to-date and energetic

A number of successful science research projects have recently been completed, including in the areas of food science and applied ecology. In the future these research projects may contribute to more efficient food production and better nutrition from existing food sources.



This is up-to-date and energetic

Food science and applied ecology are two research areas where AUT has recently completed successful projects, building on the strengths of our science team. Our latest research has the potential to boost food production yields for New Zealand exporters and deliver better nutritional value from existing food sources.

9.3

UP-TO-DATE

Our up-to-date, energetic tone of voice means we use active language. We talk about what we are achieving, what we are doing and where it will take us. We tell the story in a way that feels current.

9.4

TO THE POINT

Being straightforward and getting to the point is an important feature of AUT's tone of voice. We want to share what we know not bury it in business-speak or over-wordy explanations.

Straightforward writing also gives you the best chance of getting your message across. If you've got something to say, say it. Use fewer words, less is more and skip the jargon.



This isn't to the point

We are exceptionally proud to announce the keynote speakers for this year's Teaching in Action conference which AUT University is sponsoring this year. Respected teachers and academics from around New Zealand and the world will be speaking at the three-day conference which is being hosted at the City Campus in June. Top speakers for the event include world-renowned teaching specialists such as Professor Peabody from the Teaching Academy in Guatemala and Professor S O'Hara from Clayton County University.



This is to the point

World-renowned teaching specialists Professor Peabody (Teaching Academy, Guatemala) and Professor S O'Hara (Clayton County University) are two of the keynote speakers AUT will host at this year's Teaching in Action conference. AUT is sponsoring the three-day conference which will be held at the City Campus in June. Other speakers include ...



This isn't unexpected

AUT offers a number of programmes in tourism and hospitality that will set graduates up to take advantage of burgeoning opportunities brought on by rapid growth in international travel.



This is unexpected

In 2014 more than 1080 million people took an international trip. By 2030 that is expected to jump to 1.8 billion people. AUT's tourism and hospitality degrees will prepare you for a role in one of the world's most exciting growth industries.

9.5

UNEXPECTED

Being "unexpected" doesn't mean we want crazy, zany blurbs packed with non sequiturs. It means looking for an interesting, fresh way to tell your story or share your information.

AUT is a contemporary thinker and we're proud of that. We're always looking at new ways to build on and apply our strong base of knowledge – these original approaches and new ways of thinking should come through in our writing. Our audience shouldn't get the feeling of "same old, same old" when they're reading something we've written.

10

NAMING

A consistent naming convention ensures clarity

01 **AUT**

02 **Auckland University of Technology**
Te Wānanga Aronui o Tāmaki Makau Rau

03 **AUT City Campus** Te Puni Tāmaki
AUT North Campus Te Puni Raki
AUT South Campus Te Puni Manukau

04 **AUT Millennium** Te Puni Aukaha

10.1

NAME USAGE

To avoid name confusion in the market and grow brand equity we need to use a consistent naming convention, across all University material.

- 01 AUT is our name, it's a name we are proud of and it should always be treated with respect.
- 02 The expanded version of our name should be used specifically in research and publications as it helps to contribute to our PBRF score.
- 03 The official names for our campuses are AUT City Campus, AUT North Campus and AUT South Campus. They can also be referred to as City Campus, North Campus and South Campus.
- 04 AUT Millennium is one of AUT's specialist facilities. AUT Millennium is its brand name and it should not be altered.

Note that the name "AUT University" should no longer be used. There are some exceptions – please contact the AUT Brand Team (brand@aut.ac.nz) to find out more.

No new versions of our name are to be created and AUT should not be used as part of an abbreviation eg AUTERS, SOAUT. All new group names that include AUT need to be run past the brand team and must be approved by the CMO.