



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

WHY ? CHANGE

Our new strategic direction means that we have new priorities.

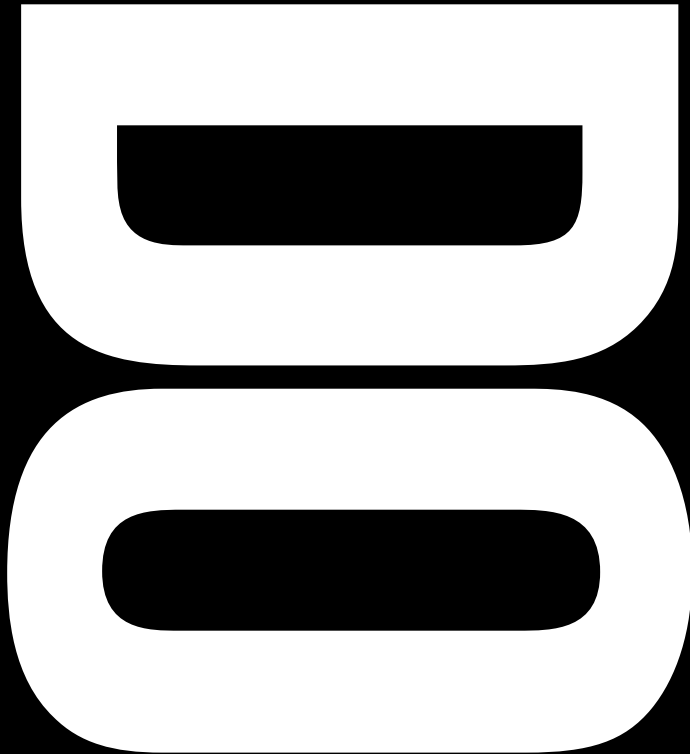
We need to present the University as a strong and cohesive institution.

We aim to be responsive and engage more with our community. We aim to prepare our students to be work-ready achievers in a climate of constant change.

A photograph of a man with short dark hair and a light beard, wearing a white t-shirt. He is looking out of a window with a grid pattern, with his arms crossed. The background is slightly blurred, showing an interior space with a lamp. The text 'OUT TO ACHIEVE' is written vertically in large, white, bold, sans-serif capital letters across the right side of the image.

OUT TO ACHIEVE

WHAT WE



We offer students and staff an environment for life and learning.

We initiate leading research.

We educate professionals.

We look for new ways to engage with community and business on a local, national and international level.

We create opportunities.

AMM HIGH



OUR

BRAND

**The University of Newcastle
is a challenger brand**

We define ourselves by our achievements, who we are, the people who work here and the students who study here. We are a university that is willing to challenge the status quo.

**Our brand essence –
Achievers in a changing world**

Our brand essence reflects our understanding of who we are and what we do. It is the idea that drives all our key messages and communication.

It recognises that we are operating in a changing world, that education is not a once in a lifetime opportunity. It emphasises that education is about achieving, whether that's academic success, teaching success, research or preparing students for achievement in whatever field they choose.



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FOUR
OUR

VALUES

Our brand values are aligned with our new strategic direction and describe what we want to communicate about ourselves. We should seek to bring these values to life in everything that we do.

Life and learning

We offer an environment where people can combine their education and careers with a balanced lifestyle.

Leading research

We undertake innovative research across all our fields of activity. We're as well known for the quality of our teaching as our research.

Opportunity

We are a springboard for ideas for students and staff. We provide unique study and employment opportunities for Indigenous students and staff. We're entrepreneurial.

The education of professionals

We're practical, hands on and focused on creating career opportunities for our students. We offer education that includes work based experiential learning.

Community engagement

We're constantly looking for new ways to engage with our communities. We're highly collaborative with our business partners – local, national and international. And we offer unique opportunities to our local constituents.



OUT TO

ACHIEVE

HOW WE SPEAK

Our language is simple and straight to the point. We don't say something in eight words that we can say in four. Our language is upbeat, encouraging and reflects our brand essence – Achievers in a changing world.

Our key messages

Aim high ▪ Out to achieve

These simple statements are what we want to communicate about our University.

A close-up photograph of a female scientist in a laboratory. She is wearing a white lab coat, safety glasses, and white gloves. She is focused on her work, holding a small white object in her gloved hand. The background is slightly blurred, showing various laboratory equipment and containers. The text 'AIM HIGH' is overlaid in large, bold, white letters on the right side of the image.

**AIM
HIGH**

Every visual identity is made up of four key elements.

ICONIC LOGOTYPE SEAHORSE



COLOUR PALETTE



DYNAMIC PHOTOGRAPHY



TYPE

BERTHOLD AKZIDENZ GROTESK

DISPLAY FONT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 z
 123456789

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
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Text font

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 stuvwxyz
 123456789



OUT TO ACHIEVE



Our brand essence

ACHIEVERS IN A CHANGING WORLD