



STYLE GUIDE

The University of Notre Dame Australia

Office of Marketing & Communications



Introduction

The University's Style Guide details a framework that seeks to ensure consistency across the University's marketing and communications, in particular with reference to the use of imagery, social media, the website and communications. This Style Guide contains rules that must be adhered to, such as those relating to use of the logo. It also contains guidelines, such as those relating to the website, and for marketing collateral. While these must also be adhered to, the intention is not to stifle creativity / development, or to prevent the University from having different marketing positions for particular target markets and regions.

Authority

The Style Guide also details authorities and responsibilities. Overall responsibility sits with the Office of Marketing and Communications and, where indicated, with the Vice Chancellor, each Executive Director of Marketing and the Director of Communications.

Other University Guides and Relevant Policies

There is a separate Website Content Management procedure which sets out in more detail responsibility for various sections of the website. Other relevant University instruments which should be read alongside this include the following, which are all available on the University's website:

- POLICY & GUIDELINE Use of Social Media
- POLICY Privacy
- POLICY Information Security
- GUIDELINE Use of Supplementary Logos
- POLICY Data Breach

STYLE GUIDE CONTENTS



SECTION ONE

General University guidelines

The meaning behind the crest	4
University logo	5
› Logo versions and placement	6
› Sizes and safety area	7
› Incorrect use of the logo	8
› Other university logos	9
Broome Campus logo	10
NDA logo	11
University colour palette	12
Broome Campus colours	13
University typefaces	14-16
Visual language – photography	17
Authentic storytelling	18
Paperstock	19

SECTION TWO

Website style guidelines

Website content	21
Type styles and colour references	22
Image specs	23
Homepage content	24
› Feature story tiles / event tiles	25
› Newsroom tiles / content	26
Landing page banners	27
Student story carousel	27

SECTION FIVE

Word style guide

Preamble	28
The Objects	29
Acknowledgement of Country	30
The University's name	31
Related terminology	32
University terms	33
A-Z	34-38



The meaning behind the crest

- 1 The central symbol is an open book. It is a symbol common to many universities. It represents the tradition of research and teaching. It speaks of inherited wisdom and its contemporary expression.
- 2 What makes this symbolic book distinctive is that it is The Bible. It bears witness to the Judeo-Christian tradition.
- 3 Specifically, it is open at the beginning of the Gospel of John and quotes – in Latin – the first words of the Prologue: “In principio erat Verbum.” “In the beginning was the Word.” The Latin text was chosen as it recalls the common international language of the medieval universities, which arose out of “the Catholic mind of Europe”.
- 4 At one level these words were chosen as they remind us that everything that exists begins as an “idea”, and that ideas find expression in symbols: spoken and written words as well as mathematical, scientific and musical terms.
- 5 But John’s hearers would have noticed the echo of the opening of the Book of Genesis: “In the beginning, God created the heavens and the earth”.
- 6 As it is used by the Gospel writer, the text goes on to proclaim that Jesus of Nazareth, the Christ, is the very “Word” of God – the Divine, Eternal Idea, through whom all was made in the beginning and who now offers redemption, reconciliation and hope to creation.
- 7 In choosing this text, the University proclaims that all its searching for truth and beauty has as its essential reference point the Divine, Eternal Word become man – Jesus Christ.
- 8 The “waves” symbol below the book represents both the port of Fremantle where the University began and also Australia, a nation with no land boundary with any neighbour. As our National Anthem puts it: we are “girt by sea”. As it has grown, the University is now “girt by sea” at Broome and by the waters of the Pacific Ocean.
- 9 The star above the book is expressly the seven-point Federation star. From the beginning the University presented itself as Notre Dame Australia.
- 10 The dark “Oxford” blue badge, which frames these three symbols, is linked to the circle bearing the University’s name by means of a light “Cambridge” blue Greek cross.

Elements of the crest should not be separated out or colour changes made – unless otherwise directed by Marketing.

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



University logo

Authority for approval of logo use is set out in the University's delegations of authority.

When the Notre Dame logo is to be used by an external party, a 'Request to use logo' form must be submitted for approval prior. Forms are available notredame.edu.au/staff/staff-resources

If approved, the logo must be used as per the master files supplied by the Office of Marketing & Communications.

Do not alter or manipulate any aspect of the logo.

Should you require the logo files please contact the Office of Marketing & Communications and indicate your requirements so that correct file format can be provided.

Fremantle & Broome | 08 9433 0575 (ext. 2575)

Sydney | 02 8204 4407 (ext. 4407)

marketing@nd.edu.au

UNIVERSITY LOGOS



Crest



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

Logo



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Logo expanded

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



Logo versions and placement

Placement of the logo

When placing the logo onto a colour background or an image it must be legible and adhere to the guidelines on page 8.

The logo can also be reversed out in full.

Should you require the logo in a reversed format please contact the Office of Marketing & Communications.

Fremantle & Broome | 08 9433 0575 (ext. 2575)

Sydney | 02 8204 4407 (ext. 4407)

marketing@nd.edu.au



Full Colour



Gunmetal grey | PMS 425



Gold | PMS 871



Reversed



Full colour / Reversed

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



Logo – sizes and safety area

It is important that logo is not stretched or distorted when re-sized.

Preferred sizes

- STANDARD SIZE: 50mm
- MINIMUM SIZE: 30mm



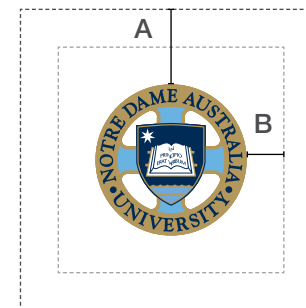
A4 Publication/Poster: Maximum size 55mm



Minimum size 30mm

Logo safety area

Clear space must be maintained around the logo. The minimum amount of clear space required is the equivalent to the height of the 'The University of Notre Dame' text (value = x) as shown below.



Crest safety area

The crest must maintain a clear space on all sides when used in isolation.

A – 10mm minimum to edge of page / crop

B – 5mm minimum clear text space

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



Incorrect use of the logo



X The crest colours must not be modified in any way.



X The crest must not be modified or simplified. It must remain in its complete and original form.



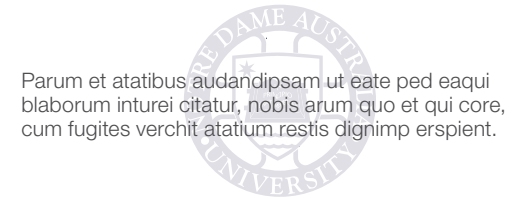
X The logo and crest must not switch positions.



X Text and other graphics must not run along side the logo. A minimum clear space must be maintained.



X The logo must not be stretched, distorted or manipulated in any way. It must maintain its correct proportions.



X The Logo type must not appear as a tint or watermark in the background of text.



X The University of Notre Dame Australia type must never be written in a different typeface.

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



Other University logos

Broome Campus



National Research Institutes



Nulungu Research Institute, Broome Campus

NDA student and sports logo



Institute for Health Research, Fremantle Campus



Institute for Ethics & Society, Sydney Campus

SECTION ONE GENERAL UNIVERSITY GUIDELINES / LOGO



Broome Campus logo

This logo must appear on all promotional communications and publications for the Broome Campus. This includes stationery, brochures, forms, signage and advertising.

To ensure that strong and consistent image management is established, the logo guidelines within this document are to be strictly adhered to by all staff members and external parties.

The logo must be used as per the master files supplied by the Office of Marketing & Communications.

Do not alter or manipulate any aspect of the logo.

When the Notre Dame logo is to be used by an external party, a 'Request to use logo' form must be submitted for approval prior. Forms are available notredame.edu.au/staff/staff-resources/omc.

Fremantle & Broome | 08 9433 0575 (ext. 2575)

Sydney | 02 8204 4407 (ext. 4407)

marketing@nd.edu.au



Full Colour logo (PMS 159 | PMS 282)



Mono



Reversed

SECTION FOUR NDA INSIGNIA / APPAREL AND SPORTS



NDA logo

Notre Dame's NDA logo has been developed in a varsity style for university apparel and national identity for our sports teams.

Font: Modified from Helvetica

National NDA stores, student apparel and sports apparel.



THE UNIVERSITY OF NOTRE DAME AUSTRALIA

- 33.884957, 151.198351

- 32.056158, 115.743572

- 17.961286, 122.223943



Embroidery logo

SECTION ONE GENERAL UNIVERSITY GUIDELINES / COLOURS



Notre Dame colour palette

Inspired by the University crest



CREST	PMS	CMYK	RGB
Gold	Metallic 871	C20 M30 Y70 K15	R154 G129 B70
Navy blue	282	C100 M54 K67	R0 G34 B81
Sky blue	284	C55 M15	R94 G156 B214

Please note

RGB values should only be used for websites and screen viewing.
PMS and CMYK values are for printed material only.

Text / accent colours

Complementary palette



GREY	PMS	CMYK	USE
A Gunmetal grey	425	K85	Body / paragraph text
B Arcade Headline	–	K96	Headers
C Arcade Charcoal	–	C75 M64 Y59 K76 90% opacity	Solid background / covers
ACCENT COLOUR			
Arcade Peach	–	C5 M11 Y12	

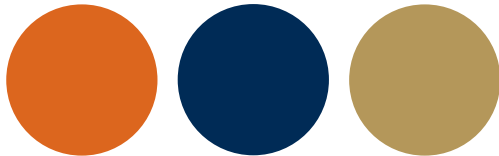
It is important that these colours are used correctly in accordance with their breakdown specifications.

SECTION ONE GENERAL UNIVERSITY GUIDELINES / COLOURS



Broome Campus colours

Notre Dame Australia's Broome Campus official colours are Navy Blue (PMS 282), Pindan Orange (PMS 159) and white. These are the primary colours to be used on all Broome publications, promotional material and merchandise.



PRIMARY	PMS	CMYK	RGB
Pindan Orange	159	M70 Y100 K10	R206 G78 B18
Navy blue	282	C100 M54 K67	R0 G34 B81
ACCENT			
Gold	Metallic 871	C20 M30 Y70 K15	R154 G129 B70

Please note

RGB values should only be used for websites and screen viewing.
PMS and CMYK values are for printed material only.

It is important that these colours are used correctly in accordance with their breakdown specifications.



Typefaces

The official typefaces of the University are Helvetica Neue and Trajan. Adobe Garamond is used for formal correspondence while Trajan is the font used in the University’s logo. There are a range of weights and styles within these two type families that may be used to satisfy the specific requirements of the publication.

Please note: A substitute is listed as an alternation only when the preferred font is not available.

Font name	Font style	Font example	Substitute if Helvetica is unavailable	Recommended usage in publications
Helvetica Neue	Light	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()	Arial regular	Main body of document / publication
	Medium	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()		Headings and sub headings
	Italic	<i>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()</i>	<i>Arial italic</i>	Informal correspondence
	Roman	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()		Maps
	Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()	Arial bold	Posters
	Condensed	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&!()		Signage
				Emails



Typefaces

Font name	Font style	Font example	Substitute if Garamond is unavailable	Recommended usage in publications
Adobe Garamond	Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&%!()	Times New Roman	<ul style="list-style-type: none"> • Formal and official correspondence • Certificates
	<i>Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890 ?\$&%!()</i>	<i>Times New Roman Italic</i>	
	Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&%!()	Times New Roman Bold	
	<i>Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890 ?\$&%!()</i>	<i>Times New Roman Bold Italic</i>	
TRAJAN	REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&%!()		<ul style="list-style-type: none"> • logo – university name • Headings • Official publications
	BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?\$&%!()		

STAFF PLEASE NOTE: Should the official typefaces NOT be available on your system then please contact the IT department.

Font substitution is not permitted for collateral produced externally on behalf of the University – please contact the Office of Marketing & Communications in these instances.

Fremantle & Broome 08 9433 0533 / **Sydney** 02 8204 4407 / marketing@nd.edu.au



Marketing / publication font

As featured in the 2020 Undergraduate guides

Helvetica Neue LT Std / optical kerning

CAPS

75 Bold / 82pt / Auto / -40

Super header

75 Bold / 40pt / 41pt / -40

Large headers

75 Bold / 30pt / 31pt / -40

Smaller headline

75 Bold / 24pt / 22pt / -40

Pull quotes

75 Bold / 16pt / 18pt / -10

Sub Headers

75 Bold / 12pt / 16pt

10PT CAPS

75 Bold / 10pt / 12pt

CAPS UNDERLINED

75 Bold / 9pt / 16pt

Paragraph text

55 Roman / 9pt / auto

Roman ad text

55 Roman / 10pt / auto

captions

55 Roman / 6pt / auto

SECTION ONE



Visual language – photography

The visual language serves to reflect the distinctive Notre Dame experience in a way that sets the University apart and appeals to future students.

The University adopts an authentic natural, unposed style of imagery which engages youth in a believable way. This style aligns with current trends akin to a social media style while being a good fit for the authentic nature of the Notre Dame experience.

The visual language of photography is shot in an indie style. It's organic, capturing a natural moment, candid – documentary style for an authentic and believable result. Students with reflective expressions can be used to denote the critical thinking aspect of a Notre Dame education.

The University's distinct Campus locations and exteriors are used as backdrops for the shots to reflect our sense of place. The style of photography is student focused, with a student hero and others in the background to reflect the Notre Dame community.





Paper stock

A uncoated (non glossy) paper stock is used for a tactile organic feel in keeping with the Notre Dame brand.

PUBLICATIONS

Undergraduate / Postgraduate / International / Research Guides

Cover

300gsm uncoated stock

Preferred stock: Apex System board or Supreme Laser

Internals

90gsm – 110gsm uncoated stock –

subject to page count

Preferred stock: Pace Setter or Supreme Laser

Finishing: Notch bound

Other guides (Early Offer / Congrats)

Cover

300gsm uncoated stock

Preferred stock: Apex System board or Supreme Laser

Internals

110gsm uncoated stock

Preferred stock: Pace Setter or Supreme Laser

Finishing: Saddle stitched

School booklets / Interview booklet or similar

Self-cover

140gsm uncoated stock

Preferred stock: Pace Setter or Supreme Laser

MARKETING COLLATERAL

DL / tri-fold brochures

140gsm uncoated stock

A6 / DL postcards / Invitations

350gsm uncoated stock

Posters / flyers

100gsm uncoated stock

Noticeboard posters

A2, 160gsm UV uncoated

UNCOATED EXCEPTIONS

Presentation folder

350gsm matt art (matt laminate 1 side only)

Graduation mass booklet / program

Cover 300gsm satin art

Internals 150gsm satin art

SECTION TWO
WEBSITE STYLE GUIDELINES

SECTION TWO WEBSITE STYLE GUIDELINES



Website content

notredame.edu.au

The University's website's content is published under the authority of the following content custodians (or delegate):

About – DVC Corporate

Study – DVC Academic

International – PVC International

Research – PVC Research

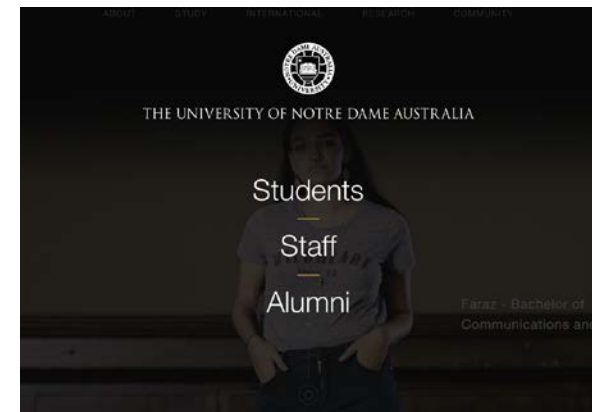
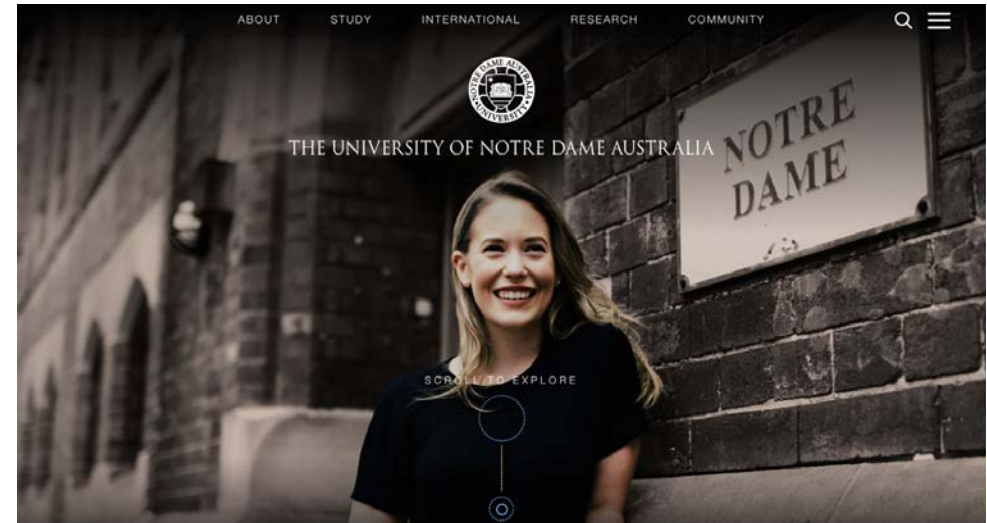
Community – DVC Corporate

Students – HoC Fremantle / HoC Sydney

Staff – DVC Corporate

Alumni – DVC Corporate

Please refer the University's Website Content Management available notredame.edu.au/staff/staff-resources/policies-and-procedures.



SECTION TWO WEBSITE STYLE GUIDELINES



Type styles and colour references

Website styles are defined as per the following series of heading styles which are site up in the Squiz CMS.

Heading 1

36px / fontweight 400 / 1.2 letterspacing

Notre Dame extends coast to coast with Campuses in Fremantle and Broome in Western Australia, and in the heart of Sydney in New South Wales. The University's seven Clinical Schools are located throughout New South Wales and Victoria.

Heading 2

18px / fontweight 100 / 0.4 letterspacing

Notre Dame extends coast to coast with Campuses in Fremantle and Broome in Western Australia, and in the heart of Sydney in New South Wales.

Heading 3

Notre Dame extends coast to coast with Campuses in Fremantle and Broome in Western Australia, and in the heart of Sydney in New South Wales.

Heading 4

Notre Dame extends coast to coast with Campuses in Fremantle and Broome in Western Australia, and in the heart of Sydney in New South Wales.

Heading 5

Bodycopy / 16px / 0.4 spacing

Notre Dame extends coast to coast with Campuses in Fremantle and Broome in Western Australia, and in the heart of Sydney in New South Wales.

Headings in Sentence case – not Title case

Colours

Heading 1

HEX #404040 RGB (64,64,64)

Headings 2 / 3 / 5 and all body text

HEX #4a4a4a RGB (74,74,74)

All gold text and elements

HEX #9a8146 RGB (154,129,70)

Font

Helvetica Neue

Links

[Link](#) [External link](#)

Button styles



SECTION TWO WEBSITE STYLE GUIDELINES



Website image specs

HOME PAGE

- **Full screen image** 1800px w 898px h
- **Home page mobile spec** 1080px w 2340px h
- **Story tiles**
tint 295px w 488px h
colour (selected) 330px w 533px h
- **Event tiles** 295px w 408px h
Landing page 425px w 280px h
- **News story masonry tiles**
large (landscape) 800px w 493px h
smaller (portrait) 400px w 493px h
- **Social media tiles**
filtered background images 295px w 237px h

GENERAL

- **Landing page banners** 1800px w 465px h
- **Staff profiles** 280px w 200px h (full colour) / 230px w 155px h (filtered)
- **Student story carousel** 1800px w 677px h
- **Event tiles landing page** 425px w x 280px h

STUDY – notredame.edu.au/study

- **School tiles** 380px w 205px h
- **School landing page story tiles**
tint 295px w 488px h
colour (selected) 330px w 533px h
- **Other programs you may like tiles** 280px w x 200px h

RESEARCH – notredame.edu.au/research

- **Institute tiles** 380px w 205px h
- **Research story tiles**
tint 295px w 488px h
colour (selected) 330px w 533px h
- **Video tile device** 280px w 200px h

Note: Images

A bank of images for use on the website in all tile and banner sizes' specs is saved here: [MCO/University Resources/Website](#).

To prevent website loading issues please keep jpegs sizes small.

Recommended sizes:

Tiles: 70 & 110 KB

Banners: 200/300 KB

SECTION TWO WEBSITE STYLE GUIDELINES



HOME PAGE



Full screen image

1800px w 898px h

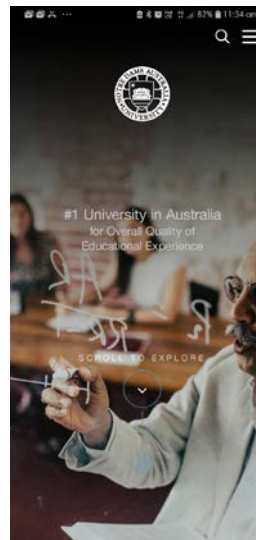
Headline style Helvetica Neue Roman

Home page mobile spec

1080px w 2340px h

Clear header and footer spacing to accommodate all mobile devices

Headline style Helvetica Neue Roman



HOME PAGE CONTENT

notredame.edu.au

The content for the home page is curated by the Directors of Marketing and Communications informed by marketing and communications campaigns, and analytical feedback as follows:

- **Full screen image and video carousel** – Either Marketing Director and DVCC (curated on a monthly forward planning basis or as required, published on approval of DVCC)
- **Feature story tiles carousel** – Positioned beneath the laurels, designed to show why Notre Dame is #1 in the State. 8-10 tiles. Either Marketing Director (curated on a weekly basis, published on approval of DVCC)
- **Event tiles carousel** – 10-15 tiles. Either Marketing Director (curated on a monthly basis to reflect events on all campuses – for future students and community)
- **News tiles** – Communications Director

If required urgently (for a particular event/campaign or other reason) any context change can be authorised by the VC / DVCC.

STUDY CONTENT

notredame.edu.au/study

The audience of the Study section's primary landing pages is future students (and their influencers) domestically and internationally. Therefore the content for primary landing pages needs to speak to future students regardless of their Campus location and be non Campus specific in nature.

Primary landing pages can serve as a gateway to Campus specific information on sub pages.

SECTION TWO WEBSITE STYLE GUIDELINES



FEATURE STORY TILES

10 tiles maximum



Selected tile

colour

330px w 533px h

Filtered tile

295px w 488px h

Filter profile:

1. Adjustment layer: Mono
2. Adjustment layer:
Photo filter – warming (85), 25-35%

Image – hero to be no more than 60% of total image

Headline – no more than 2 lines in Sentence case

EVENT TILES

20 tiles maximum

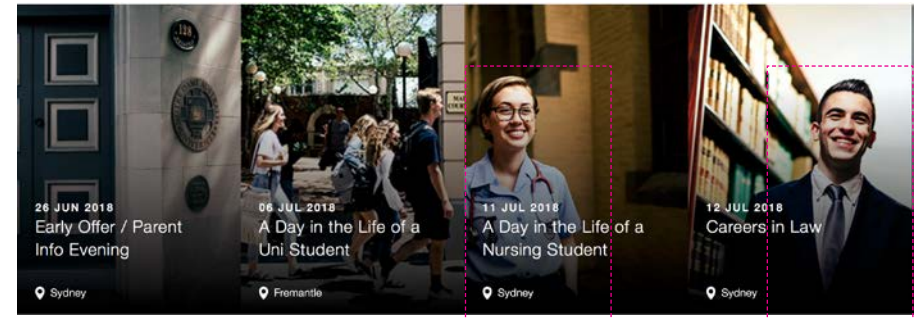


Image – hero (if used) to be no more than 60% of total image

Headline – no more than 2 lines in Sentence case

colour – 295px w x 408 px h

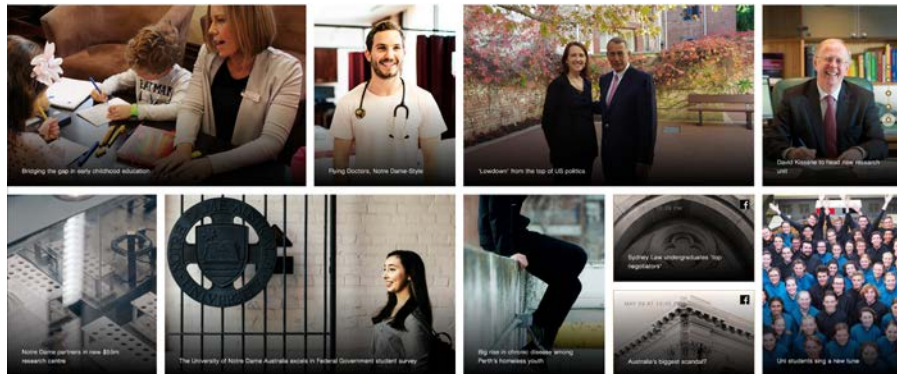
SECTION TWO WEBSITE STYLE GUIDELINES



HOME PAGE / NEWSROOM TILES

Number 1 position – on a mobile device

Insert the most current / key media release



News tile
smaller
400px w 493px h

Social media tile
295px w 237px h
(filtered background image)

News tile
large 800px w 493px h
Image – centre people where possible (dynamic for all devices)
Story – character count 65 with spaces in sentence case

NEWSROOM CONTENT

The news section of the home page and notredame.edu.au/media landing page is designed to showcase high level news and university achievements. It is aimed, primarily, at the media – who may be on the lookout for stories, may be researching for their own news angles or looking for commentators from the Notre Dame community.

In addition the newsroom is aimed at showcasing the achievements of the University / University personnel to build credibility and the stature of Notre Dame to a wider target audience.

The newsroom content must reflect a national cross section of the University's strategic areas.

The masonry tiles are configured in 6 columns. The larger tiles have a 2-column width. A combination of tile sizes within the six column grid works best.

SOCIAL MEDIA CONTENT

A social media feed is contained in the newsroom. Tiles must have a background image and should reflect a cross section of content from the four social media platforms. Headlines to be contained to 2-3 lines. The small tiles are used for social media headlines and include an icon.

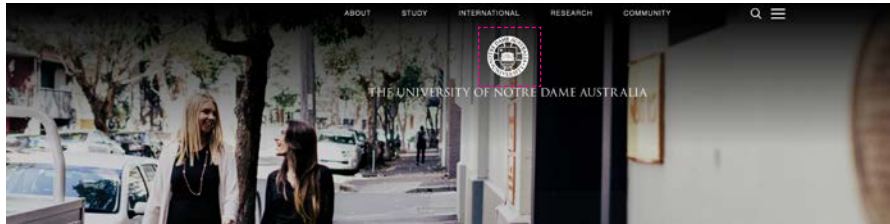
APPROVALS

News tiles are curated by the Director Communications. Social media tiles are published on the approval of a Marketing Director.

SECTION TWO WEBSITE STYLE GUIDELINES



LANDING PAGE BANNERS

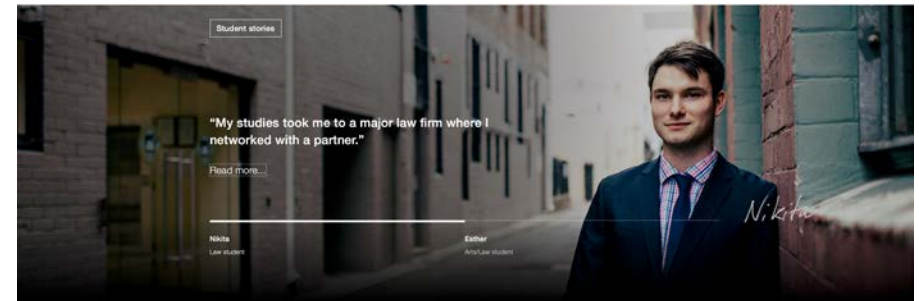


colour
1800px w 465px h

Avoid faces being covered by the crest
A header tint is set by default on banners for readability of the logo.
The tint can be removed by unchecking in the meta data.

Recommended output image size: **200/300 KB**

STUDENT STORY CAROUSEL



colour
1800px w 677px h

Maximum 4 stories per carousel
Hand written name sits on the RHS
Testimonial wordcount –
30 words maximum



Student story landing page banner (1800px w 465px h)
Include signature on the RHS

SECTION THREE
WORD STYLE GUIDE

SECTION THREE WORD STYLE GUIDE



Preamble

The Macquarie Dictionary and the dictionary of Australian English are the official sources for the words, spelling and phrases contained in all documents produced for internal or external use (including reports, official documents, emails, publication material and online marketing).

Please contact the Office of Marketing & Communications if you have any queries about the University name, how to refer to the University in formal documents or questions of spelling or grammar.

Word style guide

Our name (The University of Notre Dame Australia)

- › When using the University's name for the first time, it must be spelled out in full – The University of Notre Dame Australia after which it can be referred to as 'Notre Dame' or 'the University'. Do not use the terms 'Notre Dame Australia', 'University of Notre Dame' or 'UNDA'. The acronym NDA can be used for The NDA Store, all social media platforms and more informal student communications. Notre Dame University is permitted for media and public relations activities.
- › References to a specific campus should always use a capital 'C' (e.g. the Fremantle Campus). When referring to more than one campus, uppercase is also used (e.g. The Fremantle and Sydney **Campuses**).

SECTION THREE WORD STYLE GUIDE



The Objects of the University

The Objects to be written as defined in Section 5 of the Act of Parliament. They should appear on all key University publications, either on the inside front cover or back cover, with the exact layout and spacing as follows:

The Objects of The University of Notre Dame Australia are:

- a) the provision of university education within a context of Catholic faith and values; and
- b) the provision of an excellent standard of –
 - i) teaching, scholarship and research;
 - ii) training for the professions; and
 - iii) pastoral care for its students.

Acknowledgement of Country

The University of Notre Dame Australia is proud to acknowledge the traditional owners and custodians of this land upon which our University sits. The University acknowledges that the Fremantle Campus is located on Wadjuk Country, the Broome Campus on Yawuru Country and the Sydney Campus on Cadigal Country.

SECTION THREE WORD STYLE GUIDE



The University's name

The University's official name is '**The University of Notre Dame Australia**'. This is to be used in the following instances:

- › On the front cover of multi-page documents or facing page of single page documents in the form of the Notre Dame logo.
- › Wherever the University address and contact details are displayed. This would usually be on the back of multi-page publications, bottom of single page documents. However, if the University logo accompanies these contact details then '**The University of Notre Dame Australia**' need not be repeated in text form.
- › Within the text of all publications or documents when the University is referred to in the first instance.
- › Wherever the University ABN is displayed.
- › Where the University logo is not displayed, '**The University of Notre Dame Australia**' should be stated in text form using one of the official University typefaces outlined on pages 14/15.

The name '**Notre Dame**' should be used in all other instances.

When referring to each Campus specifically, the following names must be adopted:

Fremantle Campus

In the first instance the reference should be:

The University of Notre Dame Australia, Fremantle Campus – Thereafter, 'Notre Dame Fremantle Campus' or 'Notre Dame, Fremantle' may be used.

Sydney Campus

In the first instance the reference should be:

The University of Notre Dame Australia, Sydney Campus – Thereafter, 'Notre Dame Sydney Campus' or 'Notre Dame, Sydney' may be used.

Sydney Campus is based across two sites – Broadway and Darlinghurst. They should be referenced as **Broadway site** and **Darlinghurst site**.

Broome Campus

In the first instance the reference should be:

The University of Notre Dame Australia, Broome Campus – Thereafter, 'Notre Dame Broome Campus' or 'Notre Dame, Broome' may be used.

When referring to all three campuses the following order should be used: Fremantle, Broome and Sydney.



The following names and abbreviations are INCORRECT and mustn't be used:

- › University of Notre Dame
- › Notre Dame University
- › Notre Dame University Australia
- › Notre Dame Australia University
- › NDU
- › ND
- › UNDA



Notre Dame related terminology

First Australians

- › **Aboriginal and Torres Strait Islander** peoples is the collective term to use when referring generally to the nation's first Australians. Aboriginal OR Torres Strait Islander people are the terms to use when specific origins are known. When referring to individuals who are neither Aboriginal nor from the Torres Strait Islands, the term **non-Indigenous** is used.

References to God, Jesus, biblical figures and Catholic events

- › References to God must always be capitalised.
- › The same rule applies when referring to other biblical / religious figures or symbols (e.g. Christ, Jesus, Holy Spirit and Eucharist).
- › Feast Days always adopt the definite article (e.g. The Feast of St Peter of Saint Joseph Betancur).

Research institutes

- › Nulungu Research Institute is always referred to by its full name in first instance and then as 'Nulungu' throughout.
- › The Institute for Ethics and Society is always referred to by its full name in the first instance; and then by the acronym 'IES'.
- › The Institute for Health Research is always referred to by its full name in the first instance, and then by the acronym 'IHR'.

Schools

- › Always use initial capitals letters when referring to an academic School (e.g. the School of Health Sciences).
- › Ensure the School's full name is spelled out in the first instance (e.g. the School of Philosophy & Theology). In each subsequent mention, the term 'the School' should be used.
- › Two of Notre Dame's Schools contain ampersands; the School of Arts & Sciences and the School of Philosophy & Theology.
- › When referring to a School on a specific campus, location should be used (e.g. School of Health Sciences, Fremantle), not the word 'campus'.

Vice Chancellor, Deputy Vice Chancellor and Pro Vice Chancellor

- › Always use initial capital letters when using the above. Do not use hyphens between words. Do not use VC, DVC or PVC as acronyms in official documents unless absolutely necessary. (we need an example here, we also need to add in how we address Vice Chancellery and academics when quoting in guides/media etc) (for example, Pro Vice Chancellor, Research, Professor Greg Blatch – not PVC, Research, Greg Blatch).
- › For each subsequent mention of the academic, the title and surname should be used as per standard media style (for example, 'Professor Blatch said').

SECTION THREE WORD STYLE GUIDE



University terms

Academic courses

- › Use initial caps for specific degrees (e.g. a Bachelor of Commerce), but lowercase for general degrees (e.g. a bachelor's degree or a commerce degree).
- › Use initial caps for specific courses or unit titles (e.g. Strategic Marketing for Managers), but lowercase for general course information (e.g. students can study marketing as part of their Bachelor of Commerce).

Academic titles

- › Always use initial caps for academic titles when referring to a specific person (e.g. Professor Janet Terry), but lowercase when referring to the position generically (e.g. Janet Terry was made a professor in 2010).
- › Never abbreviate (e.g. use 'Professor Terry', not 'Prof Terry'). The only exception is the title of 'Doctor' (e.g. Dr Anthony Padden).
- › In the first instance, always refer to an academic member of staff by their full title (e.g. Sessional Lecturer in the School of Business, Professor Janet Terry) and thereafter Professor Terry.

Alumnus, alumni, alumna, alumnae

Alumnus refers to a single male graduate; alumna, a single female graduate. Alumnae refers to a group of **solely** female graduates. Use alumni for all other cases. These Latin words do not require italicising or capital letters.

Building names

All building names must have initial caps (e.g. Prindiville Hall and Malloy Courtyard).

Change in terminology

Reflecting changes to the University's student and staff management system, the following terminology changes apply.

- › **Course = Program**
- › **Unit = Course**
- › **Credit Points = Units of Credit**

Diploma

Use initial caps for specific courses (Graduate Diploma of Exercise Science), but lowercase for generic references (Exercise Science diploma).

Double degree

Always use lowercase (e.g. George studied a double degree in law and arts).

Honours

Always use uppercase, even as part of a title (e.g. Frank completed a Bachelor of Arts with Honours).

Major / minor

Always use uppercase (e.g. students can choose to study a Minor in Politics & International Relations).

SECTION THREE WORD STYLE GUIDE



Students / graduates

When referring to a Notre Dame student or graduate in media, use full name in first instance followed by first name with each mention (for example, 'Tony Coote won 1st prize at the goat show' / 'Tony said it was a fabulous achievement').

Undergraduate / postgraduate

Always use lowercase (e.g. Notre Dame offers a range of undergraduate degrees through its School of Arts & Sciences).

A-Z GUIDE

A

Abbreviations

- › Avoid abbreviations in general text
- › Use the words telephone or continued, rather than tel. or cont.

Acronyms

- › In first instance always spell out a location/place/title in full (e.g. Western Australia, Chief Executive Officer).
- › When using acronyms, do not use full stops. (e.g. WA not W.A.)
- › Use an apostrophe to show possession (e.g. the CEO's opinion), but not in the case of plurals (e.g. CEOs from WA and NSW were present at the meeting).
- › Quality Indicators for Learning & Teaching (QILT)

Ampersands (&)

Avoid ampersands wherever possible in general text; instead use the word 'and'. Ampersands are only to be used when it forms part of a proper noun (e.g. the School of Arts & Sciences, Allen & Unwin Publishing).

Apostrophes

- › If the word indicates possession, use an apostrophe (e.g. Bob's hat; Anthony's computer). If the word is plural use a final apostrophe (Ross' hat)
- › If the word is a contraction, use an apostrophe (e.g. it is – it's)
- › Don't use an apostrophe for 'its' (indicating possession)

SECTION FIVE WORD STYLE GUIDE



C

Capital letters

Initial Capital letters should be used in these instances:

- › Catholic
- › Academic courses (e.g. Bachelor of Arts)
- › Book titles (e.g. 'The Science of Knitting')
- › Brand names (e.g. Coca-Cola)
- › Governments (e.g. the State Government of Western Australia)
- › Government departments (e.g. the NSW Education Department declined to comment)
- › Indigenous – when referring to Australia's Aboriginal and Torres Strait Islander peoples
- › Parliament (e.g. State Parliament)
- › Scholarships and prizes (e.g. the Mannkal Scholarship)
- › Titles and Positions (e.g. Dean of the School of Education on the Fremantle Campus, Professor Michael O'Neill), following mentions simply Professor O'Neill.

Currency

Do not place a space between the currency indicator and the dollar/currency sign.

- › \$100
- › US\$100

D

Dates

- › Always use the month in full and never abbreviate (e.g. use February and not Feb).
- › When including the date, place it before the month (e.g. 14 February).
- › Do not use suffixes –th, –st and –rd (e.g. 14 February 2014, not 14th February 2014).
- › If including the day of the week, do not separate with a comma (e.g. Thursday 14 February 2014).
- › Use '21st century' when referring to a particular period of time. Do not use '21st Century' or 'twentieth century' unless a proper noun.

G

Government subsidies

- › Student loan schemes (e.g. FEE-HELP and HECS-HELP) should always be capitalised.

H

Hyphens

- › Use a hyphen for compound adjectives (e.g. a five-year-old child, but 'the child was five years old')
- › Use hyphens for study modes (e.g. full-time / part-time)
- › Some compound words do not need hyphenating (e.g. coordinate, postgraduate, flowerpot)

SECTION THREE WORD STYLE GUIDE



I

Italics

Use italics for:

- › The titles of chapter articles, journals and plays
- › Legislation and legal cases
- › The names of ships and aircraft
- › Scientific names of plants and animals
- › Foreign words and phrases
- › Italics can also be used to highlight special University events and ceremonies (e.g. Blessing of Hands, Vice Chancellor's Awards for 2014).

Internet

The word 'internet' is always entirely in lowercase, unless a proper noun.

N

Numbers

- › Numbers between 0 and 9 should be written out in words (e.g. zero, one, two etc.). Numbers 10 and above are to be written as numerals.
- › 1,000 not 1000.

Exceptions to this rule:

- › When dealing with percentages. The percentage sign (%) is not to be used (e.g. 4 percent of students used a blue pen to write their exam).
- › All numbers in decimal point form (e.g. 9.1 kilograms)
- › Page numbers (e.g. pp 5-7)
- › Currency (e.g. \$5.45)

- › Any form of measurement (e.g. 5m, 7kph over the speed limit, 8 degrees Celsius)
- › Dates (e.g. 1 January 2014)
- › Always spell out numbers at the start of a sentence, even if the number is greater than or equal to 10 (e.g. Eighty-five students received high distinctions in English in 2014).
- › When comparing and contrasting numbers, people or objects, use 'fewer than'. Use 'less than' when comparing quantities and sizes. Never use 'under'.
- › Use 'more than' rather than 'over' when referring to something that can be counted (e.g. More than 200 people attended the speech by Lisa Gail at the Hilltop Park last weekend).

Q

Quotation marks

Use single quotes for emphasis and double quotes for speech, directly attributed word-for-word to an individual.

- › "Notre Dame is the best university in Australia," Senior Marketing Manager, Frankie Frank, said.
- › In what would be an 'exciting' development for Notre Dame.

P

Program not programme

- › Except when referring to the Logos Programme

SECTION THREE WORD STYLE GUIDE



S

Spelling

Notre Dame adheres to the spelling guidelines set out by the Macquarie Dictionary as the authentic source of Australian English. Some of the major differences between Australian/British English and American English include:

- › **-our** or **-or** (e.g. colour not color)
- › **-yse** / **-ise** or **-yze** / **-ize** (e.g. analyse / customise not analyze / customize)
- › **-ing** or **-eing** (e.g. ageing not aging)
- › **'programme'** and **'program'** are both correct for use in Australian English, with **'program'** being the most commonly used spelling alternative.

Often misspelled words:

- › Lose (opposite of win); loose (not tight)
- › Their (possessive); they're (they are); there (referring to place)
- › It's (a contraction for 'it is'); its (possessive)
- › Effect (a noun); affect (a verb)
- › Then (used for time); than (for comparison)

Semicolon

- › Used to connect two independent clauses (e.g. The ice cream van visited Notre Dame today; students had to choose from a soft serve or rainbow slushy).
- › Use a semicolon to connect sentences that contain internal punctuation (e.g. Notre Dame has international connections in Seattle, Washington; Houston, Texas; and Cleveland, Ohio).

Spokesman

- › When quoting a senior staff member academic in the first instance should use the name of the spokesman and title first (e.g. Professor Celia Hammond, Vice Chancellor, said).
- › In the following quotes flexibility is allowed to enhance the flow of the text (e.g. said Vice Chancellor Hammond, concluded Vice Chancellor Hammond).
- › Full titles should be used in the first instance (i.e. Dean of the School of Education on the Fremantle Campus, Professor Michael O'Neill). Any following quotes should be simply Professor O'Neill.

W

Wellbeing

One word, not hyphenated



The University of Notre Dame Australia
Office of Marketing & Communications
marketing@nd.edu.au
Fremantle & Broome 08 9433 0575
Sydney 02 8204 4407

notredame.edu.au