



**Avondale**  
**UNIVERSITY**

## **Brand Guidelines**

**Avondale University** March 2025



## From the Vice-Chancellor

Our brand is more than just a logo – it's a purposeful, unified approach to expressing our identity, showing the world what makes us unique. It tells the Avondale story: a story of a university committed to shaping futures through service, faith and purpose.

The Avondale University brand has been developed through thoughtful collaboration with students, staff, and the broader community. The result is a framework that allows us to clearly and consistently represent our values and mission. It's grounded and defined by our motto, and brought to life through our tone of voice, logo, typography, imagery, colours and social media presence.

I want to acknowledge those who have contributed to producing and shaping these guidelines. This document is a blueprint of our identity and ensures we represent our brand clearly and consistently.

This way we can share our impact and guarantee the Avondale University brand is translated throughout every interaction.



A handwritten signature in dark ink that reads "Malcolm Coulson".

**Professor Malcolm Coulson**

Vice-Chancellor & President

## Acknowledgement of country

Avondale University acknowledges our Sovereign God as Creator and Provider of all things. We respectfully acknowledge the Awabakal and Darramuragal people as the traditional custodians of the lands on which we live, work, study and worship across our Lake Macquarie and Sydney campuses. We pay our respects to elders past, present and emerging, and extend that respect to all First Nations people.



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## Identity

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# How to use these guidelines

This document outlines the branding and design guidelines for Avondale University. The contents cover all the features and elements of the brand to promote the consistent and vibrant application. Consistency strengthens the brand so that it can differentiate itself in the marketplace. The guidelines include design elements, tone of voice, partnership, photography, and visual vernacular. The tools and examples are designed for internal and external communication and serve to inspire and assist you to retain and respect and essence of the Avondale University brand.

For approvals or recommendations on how to apply the brand guidelines contact the Advancement Office:  
**[marketing@avondale.edu.au](mailto:marketing@avondale.edu.au)**







# A greater vision of world needs.

Since 1897

## Who we are

This document establishes who we are as a brand. In here, you will find how to use our brand elements like logos, colour palettes, typography, and imagery. These define our core messaging to ensure that our brand remains consistent and effective. They are essential in maintaining brand integrity and recognition. We ask our employees and external partners to follow these guidelines to a tee. Co-branded messaging and visual identity should be cohesive, reinforcing both the University's and the partner's brand without causing confusion or dilution.

## Legacy

Avondale University has been pioneering holistic education since 1897. Established as a missionary college, Avondale set out to prepare people for service in the developing work of the Seventh-day Adventist Church in Australia, New Zealand, and the South Pacific. Since the 1950s we have been providing Christian higher education, with our course offerings expanding in 1974. Our values of Service, Excellence, Spirituality, Wellbeing, and Integrity are woven throughout our history. We want to empower our students to serve their world for good.

## Ethos

Our values are the essence of who we are as an organisation. These values not only define us but give us a competitive edge. Everything we do aligns with Service, Excellence, Spirituality, Wellbeing, and Integrity. These values are woven throughout our history and help us communicate our brand today.







# Values

Everything we do aligns with Service, Excellence, Spirituality, Wellbeing, and Integrity. These values are woven throughout our history and help us communicate our brand today.









# Service

We are here to serve our community and the globe for a greater vision. We challenge our students to be informed and responsive to world needs of all scales. We believe that we can have an impact on a local and global level; no act is too small. We go beyond just instilling Service in our students, but in our staff as well. We know that our students and staff can have a lasting impact when they orientate their lives around serving others and the world for good.







# Excellence

We believe Excellence is a posture. When you strive for your best, that is demonstrating excellence. We pride ourselves in providing excellent higher education to our students, so that they have the capacity to lead in professional and community contexts.







A person in a red shirt is playing an electric guitar on a stage. The background is dark with blue stage lighting. There are some out-of-focus lights in the background.

# Spirituality

Spirituality is at the heart of who we are. We encourage the practice of the love, grace, and compassion of Jesus. There are many opportunities for students and staff to develop a relationship with God through prayer, worship, fellowship, study of Scripture, Sabbath rest, and service.







A large, textured tree trunk stands vertically in the center of the frame. The background is a soft-focus forest scene with green foliage on the left and a grey, rocky cliff face on the right. The lighting is natural, suggesting a sunny day in a wooded area.

# Wellbeing

We believe that personal wellbeing has a ripple effect. When mental, physical, emotional, and spiritual health is prioritised, individuals can thrive not just academically and personally, but also within their community. With a focus on wellbeing, students and staff will not only create change on an individual level, but impact and serve others on a local and global level.









# Integrity

Integrity is foundational to living well. It fosters trust, respect, and fairness, creating a positive and inclusive environment where everyone feels valued and safe. At Avondale, we believe that integrity is essential for building strong, authentic relationships and for maintaining the credibility and reputation of our institution.







# Tone of voice

First impressions are everything; it's important people know who we are and what we stand for from the get-go. We prepare our graduates to serve their world for good. At Avondale University, we believe that this preparation begins with our first interaction. Our voice is that first impression with our students. From advertising campaigns and day-to-day interactions to corporate communications and social media, our voice reinforces our values and our mission.

Our tone of voice strikes a balance between warmth and professionalism. It is approachable and engaging without being overly casual or formal. It reflects an even mix of introversion and extroversion appealing to a broad range of students. With a strong sense of emotional stability, our voice is calm, composed, and reassuring, providing clear and confident communication. A slight inclination toward openness brings a forward-thinking and innovative approach, yet it remains grounded in our values. While interacting with our students, our voice is cooperative and respectful, fostering a sense of community while maintaining a touch of firmness. With a lean towards agreeableness, we aim to be helpful in every interaction. Finally, our voice is slightly conscientious, encouraging the academic success of our students while supporting wellbeing and social aspects of student life. Our voice is also grounded in a strong internal locus of control, using empowering language which communicates our faith in our students and their potential.

Our values deeply influence and shape our voice, reflecting who we are and what we stand for in every communication. Service, Excellence, Spirituality, Wellbeing, and Integrity are not just abstract ideals—they are woven into the language we use, guiding us to speak with authenticity, empathy, and clarity.

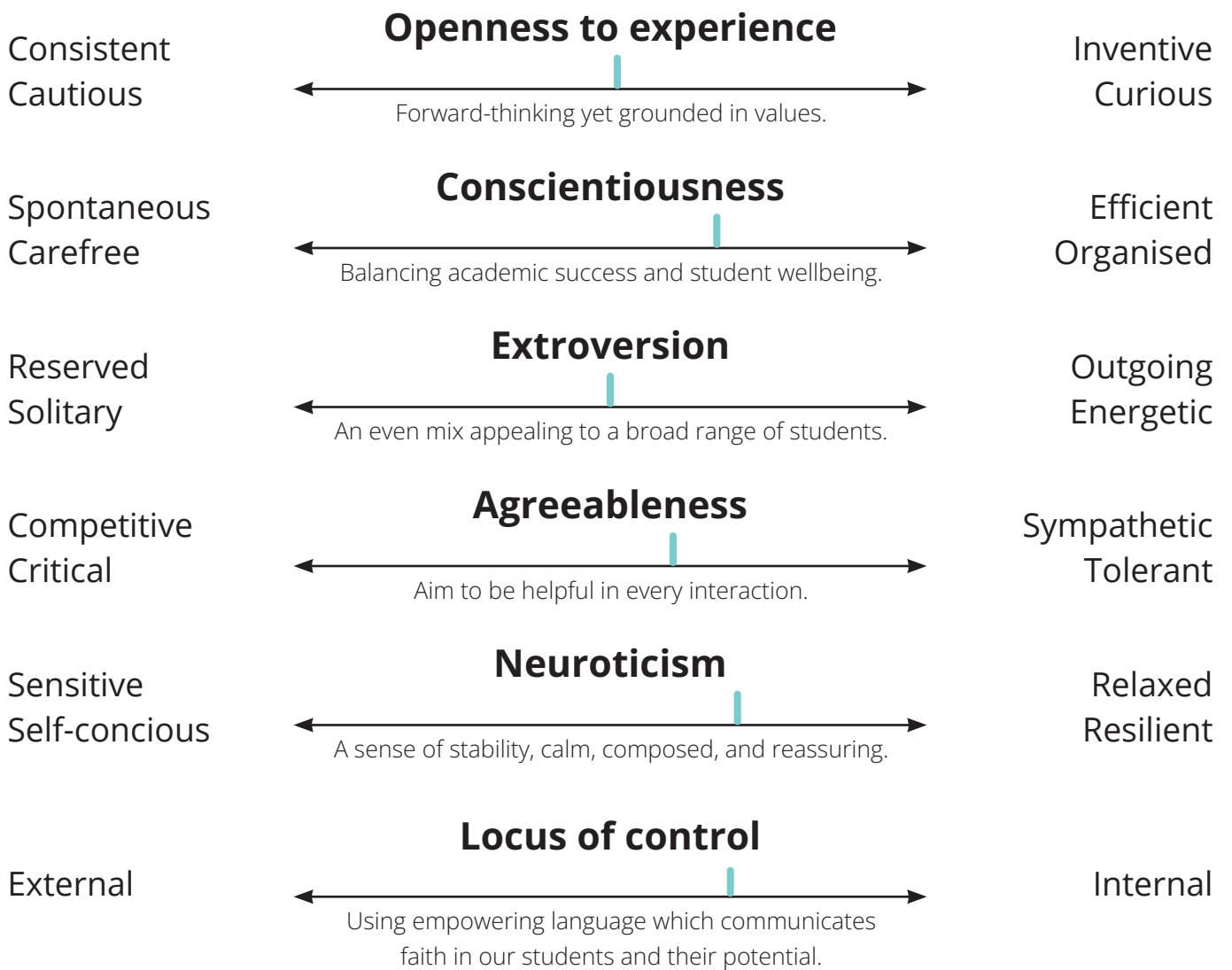
## Voice perspective

Our grammatical person changes depending on our topic and audience. All advertising and marketing is, generally, first person to engage and relate to our audience. Our course information is in the third person, to maintain a clear and objective tone. These two perspectives compliment and reinforce our voice.



# Tone of voice framework

To better understand tone of voice, it may be useful to assign personality traits to your communications. Imagine if Avondale University had a personality. We have used the Big Five personality traits and the Locus of Control concept to help convey tone of voice.





# Tone of voice examples

## Letter of Offer Waiting - Email Day 14

This automated email is delivered to applicants who received an offer but have not responded after 14 days. Note that the language and tone is encouraging, warm, clear, and informative.

Dear [Applicant's First Name],

Remember, your offer is waiting!

Still deciding on your options? At Avondale University, you'll not only have the best student experience, you'll also be in high demand once you graduate. The Good Universities Guide (2024) rates us Australia's #1 university for:

- Overall Educational Experience
- Teaching Quality
- Full Time Employment

Don't just take our word for it, discover and compare for yourself. Visit [ComparEd.edu.au](https://ComparEd.edu.au) to find out more.

Any questions? Contact our Admissions team.

[Sign off]

## Letter of Offer Waiting - SMS Day 3

This automated SMS is delivered to applicants who received an offer but have not responded after 3 days.

"Hi [Applicant's First Name], your offer to study with Avondale Uni is waiting. Visit our New Students page to accept[links]".

## Letter of Offer Waiting - SMS Day 7

"[Applicant's First Name], remember your offer to study with Avondale Uni is still waiting. Accept it here [links]".

## Letter of Offer Waiting - SMS Day 21

"[Applicant's First Name], start your AvondaleXP today! Accept your offer for Avondale Uni now [links]"



# Website content examples

## Master of Lifestyle Medicine About Course Info

This introductory paragraph is located on the Master of Lifestyle Medicine course page on the university website. Note that the language and tone is informative, clear, professional, and in third person.

"The Master of Lifestyle Medicine is designed to meet the shifting demands in health care towards lifestyle-based therapies. Evidence demonstrates that a healthy lifestyle is effective for preventing, managing and, in some instances, even reversing chronic health conditions. The course examines the processes used in implementing Lifestyle Medicine and evaluates the evidence concerning key Lifestyle Medicine domains - nutrition, physical activity, substance use management, sleep and stress management, social connection, and environmental influences."

## Nursing Landing Page Content

This introductory paragraph is located on the Nursing landing page of the university website.

Your nursing career starts here

Avondale's Bachelor of Nursing is ranked #1 undergraduate nursing course in Australia on all educational experience indicators — The Good Universities Guide 2024

You can study on our Sydney campus at the Sydney Adventist Hospital or on our picturesque Lake Macquarie campus. Learn in state-of-the-art simulation centres with 800 hours of clinical placements. We have a strong focus on high-quality care, equipping you with the skills to improve lives.











# Brand mark

The brand mark uniquely identifies our University. It is the most important element of the Avondale brand identity. The brand mark is the Logo and must be used only in the forms illustrated herein.

All individual elements of the brand mark must be used together in the same relationship and never reproduced individually. The Avondale University text should always be displayed together with the flame graphic. These elements hold symbolic value and communicate specific aspects of the brand.

## Our name

We've had many names over the years, showing our growth and adaptability as an organisation. We are now Avondale University. It is a strong name that establishes who we are without any confusion. Casually, or if we need to be brief, we may call ourselves Avondale or Avondale Uni.

## University logo

Avondale founders were a group of educational reformers who passionately believed excellence in learning was incomplete unless integrated with issues of faith and the spiritual life. However, they also believed education needed to be practical and effectively equip graduates with skills for the workforce. This logo is a simple yet modern symbol of this philosophy.



## Typeface

The two brand typefaces chosen to appear within the Avondale logo are Trebuchet MS and Frutiger. Both of these typefaces are contemporary and clean, reflecting the simplicity of the Avondale University brand. Within the logo the Trebuchet type used is Trebuchet MS Bold in both upper and lower case. Frutiger appears as Roman only in uppercase.

### Trebuchet MS Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Frutiger Roman 55

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0



## Flame icon

**The Flame:** four lines form the shape of a flame, which symbolises the Holy Spirit. The Spirit extends spiritual gifts to us, empowers us to share our faith, and leads us to speak truth through Scripture. The flame represents the value of spiritual development.

The inspiration for the flame comes from the logo of the Seventh-day Adventist Church. Avondale is an entity of the church.

**The Globe:** The flame encircles an implied globe, on which we can depict a map of the earth. Our commission as Christians is to take the good news of salvation through Christ to all people of the earth. The image of forming circles is also one of care and concern, representing the values of maintaining support and collegiality. We extend this care and concern more broadly to our social and ecological relationships. In this context, the globe represents the value of social and environmental responsibilities.

**Upward Momentum:** The two lines leading up to the top of the flame taper near the tip, implying a continued upward momentum and representing the value of intellectual endeavor.



**Balance & Integrity:** Two lines form the bottom and the top of the flame. This equal divide represents the values of life balance and of integrity.



# Logo assets

## Primary

Avondale's primary black and gold logo is commonly used for brand campaigns and in circumstances where it provides a distinguished look and feel. This version of the logo is the preferred one for marketing materials and communications.

Black and gold is associated with quality when the elements of black and gold are used in correct proportion to each other, ie. gold is used in a lesser proportion to the black. This logo is also used for on-campus signage.

The black and gold version is aligned with appealing to Avondale's primary target market and current design trends.

The reverse colour version (white and gold) can be used on dark backgrounds or where the black and gold version would not be visible.

## Primary mono

The mono logo is used when the material produced is black and white. Alternatively the mono logo is used when the colour version isn't clearly visible on printed or digital material.



**Avondale**  
**UNIVERSITY**



**Avondale**  
**UNIVERSITY**



## Lockup

Lockup refers to the carefully designed spatial relation between the icon and word mark. The Avondale University visual identity can be used in a number of formats. The chosen format depends on the medium within which it is being used.

Our logo mark consists of two elements: icon and word mark. These two elements must always appear together. The flame icon is NOT to be used on its own. Lockup 1 and Lockup 2 are the only permitted logos. The secondary logo (Lockup 2) should be used for smaller visible areas where the primary logo (Lockup 1) may be illegible.

## Flame icon usage

The flame symbol in the logo may be used as a reference icon for the following applications only:

- | Website favicon
- | Avondale App icon
- | Watermark on testamur

The flame symbol is not to be used as a watermark or bullet-point.



Icon

Word Mark



### Lockup 1. Avondale Primary Logo

Lockup one is always the first preference of the logo.



### Lockup 2. Avondale Secondary Logo

The tall (stacked) Avondale logo is an option when the Avondale primary logo is not suitable for the space.



**Avondale  
UNIVERSITY**



**Avondale  
UNIVERSITY**



# Margins and logo use

## Primary margins

To ensure our logo has maximum visual impact, it's important that the correct amount of clear space appears around it. The spacing indicated below needs to be adhered to in all uses of the logo to ensure it is legible and without obstruction.



To find the correct space to appear around the logo, simply use the height of the capital A in the logo as your guide.

## Primary sizing

This is the smallest recommended size for using the Avondale primary logo.



18mm



14mm

## Prohibited uses

In order to maintain design integrity with the Avondale logo and brand, it is important to apply it in the correct manner. The following are some examples of what NOT to do with the logo.



Do not change the colour of the logo



Do not stretch the logo



Do not use the old Avondale logo



Do not use the logo too close to other items



Do not use the logo on an angle



Do not use a drop shadow on the logo



Do not change the colour of any part of the logo



Do not remove any part of the logo



Do not change the words in the logo

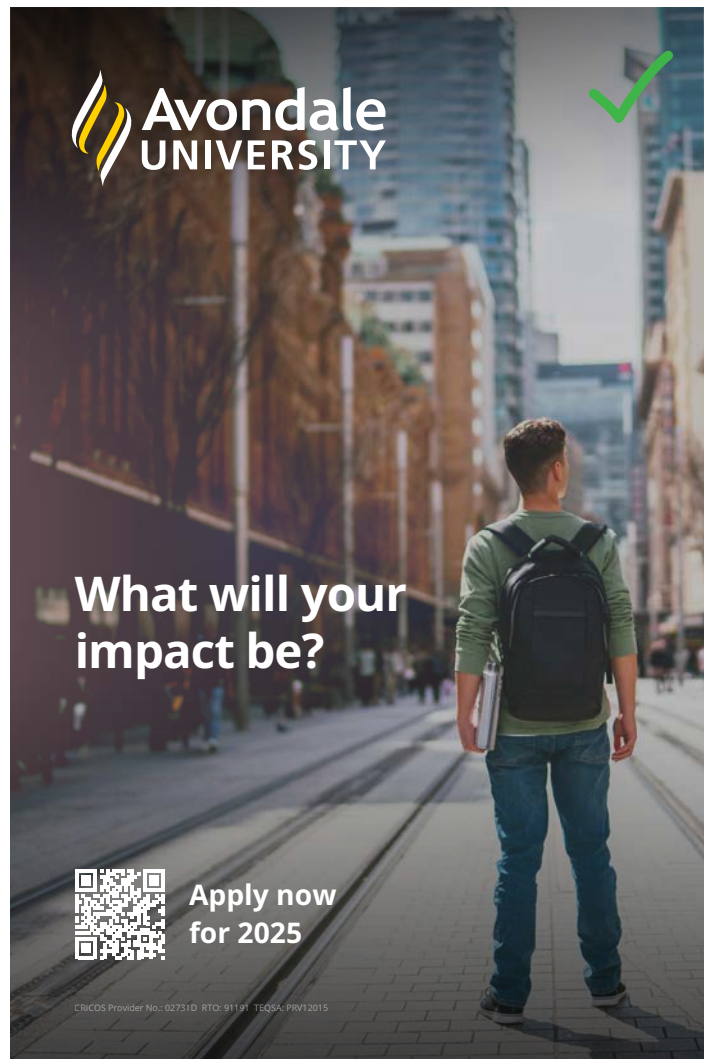


Do not use the word mark without the flame



## Logo with background

Ensure there is sufficient contrast between all elements of the logo and the background so that it can be easily recognised. Adjust the contrast or brightness of a photo when needed.











**Avondale  
UNIVERSITY**



**Avondale  
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**Avondale  
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**Avondale  
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# Design

The Avondale brand uses a number of consistent design element such as corporate fonts, colours, and key design features. The styling of photography and videography follows an established vernacular which increases functionality but also creates a distinct visual identity. Using these design elements successfully and consistently helps to build brand recognition and profile.









# Typography

## Document copy

A light font weight is preferred where appropriate with a line height of 1.4. All heading and body text is Open Sans font. Use other font emphases such as underline and italics sparingly as to maintain a clean aesthetic.

### Open Sans Bold

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

### Open Sans Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

### Open Sans Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# H1 Heading - 36pt

## H2 Heading - 30pt

### H3 Heading - 24pt

#### H4 Heading - 20pt

##### H5 Heading- 18pt

###### H6 Heading - 16pt



# Use of typography

The following examples illustrate various ways in which typography may be used effectively. Sentence case is preferred in titles. As the heading font and the body font are the same, the use of margins, paragraph and line spacing become particularly important. Generous margins and column gutters are encouraged.



Study one of  
**Australia's  
top courses**

Students have rated our Nursing and Teaching courses as number one in Australia for overall educational experience\*. Start your dream career by selecting a course from our undergraduate range in one of the following areas:

**NURSING  
TEACHING  
BUSINESS  
MINISTRY AND THEOLOGY  
ARTS  
COUNSELLING**

**Choose your  
campus or  
study online**

With two amazing campuses to choose from and many of our courses offered online, you will find an option that best suits your needs.

\*The Good Universities Guide 2024

## Student life

**#1 overall educational experience**

Avondale's focus is on delivering a high-quality educational experience for every course. You'll receive personalised support from lecturers and staff who are committed to ensuring you get the most out of your study. This is why students rank us number one in Australia for overall educational experience and teaching quality (*The Good Universities Guide 2024*).

**Accommodation**

Make the most of your Avondale experience by living on campus—Lake Macquarie or Sydney. Our residential halls are central to both campuses, giving our students easy access to classes and campus life.

**Food on campus**

7@Avondale is the main hub for great food on the Lake Macquarie campus. Whether you're wanting a hot drink before class or lunch with friends or visitors, we have you covered.

**Student associations**

Our student associations are here to help. With one association on each campus, our student leaders are your representatives for student voice, exciting social events and new initiatives that enrich the student campus life experience.

**Spiritual life**


Spirituality is at the centre of everything we do. Whether it's a worship gathering, talking to our campus chaplains or just doing life with friends, there's always some way to connect and feel supported in your faith journey.

**Student support services**

Access tailored academic guidance, counselling and career development resources to nurture your personal and professional growth. From tutoring to mental health support, our dedicated team ensures a supportive environment, empowering you to thrive academically and personally.

**Sport and fitness**

Embrace an active lifestyle by becoming involved in our diverse weekly sporting competitions, joining the on-campus gym or enjoying the scenic walking tracks around our Lake Macquarie campus.



# Open Days 2024

Campus Tours | Course Info | Early Entry | Student Life

**Sunday 25 August**  
**11am - 2pm**  
Lake Macquarie Campus

**Wednesday 28 August**  
**6pm - 8pm**  
Sydney Campus (Nursing Focus)

**Register now**  
[avondale.edu.au/open-day](https://avondale.edu.au/open-day)










# Colours

Colour is an important element of Avondale University's visual identity, shaping perceptions and reinforcing our brand personality. Consistent and strategic use of colour strengthens brand recognition and ensures a cohesive visual presence across all communications. This guide outlines the primary and secondary colours, their applications, and best practices for maintaining clarity, contrast, and accessibility. By adhering to these guidelines, we create a professional, distinctive, and unified brand experience that resonates with our audiences.

Avondale University has one primary colour (gold) and several secondary colours.

## Pantone Spot Coated

Use coated Pantone colours when printing on gloss or satin papers. Coated colours should also be supplied to sign writers, screen-printers and embroiderers.

|   |                              |
|---|------------------------------|
|  | Gold PMS 7406C               |
|  | Light Grey PMS Black 6% tint |
|  | Dark Blue 288C               |
|  | Teal 318C                    |
|  | Dark Teal 7698C              |

## Pantone Spot Uncoated






Use uncoated Pantone colours when printing on uncoated paper (e.g. similar to letterhead paper).

|   |                              |
|---|------------------------------|
|  | Gold PMS 7406U               |
|  | Light Grey PMS Black 6% tint |
|  | Dark Blue 288C               |
|  | Teal 318C                    |
|  | Dark Teal 7698C              |

Please note: Pantone spot colours should only be used for one or two colour print jobs. Any full colour print jobs should use CMYK.

## CMYK

If the logo is being printed in a document with full colour images your printer will most likely print using four colour process. Four colour process uses a combination of cyan, magenta, yellow and black (CMYK) in different percentages to create a broad spectrum of colours. Due to the process used, it is difficult to colour match CMYK colours exactly to Pantone colours, so there may be some slight variations.

|   |                                |
|---|--------------------------------|
|  | Gold C:0 M:18 Y:100 K:0        |
|  | Light Grey C:0 M:0 Y:0 K:6     |
|  | Dark Blue C:100 M:88 Y:29 K:16 |
|  | Teal C:51 M:0 Y:23 K:0         |
|  | Dark Teal C:81 M:42 Y:33 K:6   |

## RGB

RGB colour can be used for digital applications when needed for electronic systems (e.g. data projectors, web, TV, video etc.).

|   |                              |
|---|------------------------------|
|  | Gold R:255 G:207 B:1         |
|  | Light Grey R:239 G:239 B:239 |
|  | Dark Blue R:0 G:52 B:113     |
|  | Teal R:119 G:204 B:204       |
|  | Dark Teal R:51 G:120 B:144   |

## HEX

|   |                    |
|---|--------------------|
|  | Gold #ffcf01       |
|  | Light Grey #efefef |
|  | Dark Blue #003471  |
|  | Teal #77cccc       |
|  | Dark Teal #337890  |

The use of colour should be carefully considered. Colour should not dominate the design, but complement existing imagery and design elements. The following page contains examples of the use of colour.



## Counselling



**Career opportunities**

- Marriage Counsellor
- School Counsellor
- School Referral Officer
- Welfare and Youth Counsellor
- Family Therapist
- Psychologist

**Bachelor of Arts (Counselling)**

|                               |  |
|-------------------------------|--|
| <b>Duration</b>               | 3 years full-time (or part-time equivalent)  |
| <b>Study mode</b>             | On campus  |
| <b>Campus</b>                 | Lake Macquarie   |
| <b>Requirements for entry</b> | ATAR of 55 or above after adjustment factors or equivalent   |
| <b>Fee support</b>            | ESD HELP loans to pay all or part of your fees<br>For eligible students. See <a href="#">Avondale.gov.au</a> for more information. |

**About the course**

Our Bachelor of Arts (Counselling) gives you the skills to support the mental health and wellbeing of others. In your degree, you will integrate counselling skills with psychotherapeutic theories, develop an in-depth understanding of mental health and emotional disorders, and apply counselling skills to specific client groups. With a one-day-a-week placement in your final year, you will be work-ready after graduation. You will also have the opportunity to choose from a range of other areas to complete the required units for this degree, including Chaplaincy or Psychology.

**Features**

- Experiential learning using case studies and examples from clinical practice
- Clinical placement with up to 100 hours of face-to-face counselling organised for you by us
- Qualify you for potential membership of the Psychology and Counselling Federation of Australia
- The option to complete undergraduate requirements in psychology while completing training in clinical counselling
- One-on-one career coaching and course advice from lecturers
- Integrated safety & disaster medicine

**UAC code**

Bachelor of Arts (Counselling) 130201  
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## Student Life

The Avondale Experience—it's so much more than just what happens in the classroom. We offer a holistic experience, with opportunities for spiritual and personal growth. The community and lifestyle value makes studying with us so unique. There are plenty of on and off-campus opportunities for students to connect, be more active through team sports, and leave the greater community.

We provide multiple living options at our Lake Macquarie and Sydney campuses that offer a diverse social atmosphere and a supportive academic community. Ask about our **free accommodation offer for Lake Macquarie students**.

*what our students say...*

"The community at Avondale is what makes it so enjoyable. Not only are the facilities amazing, but the lecturers' personalities make it so much more fun to attend. They want you to succeed. They want you to be the best nurse that you can be!"  
—Emma, Nursing

"Avondale is the place to be. I think it's the best place to study teaching in Australia. The engagement you get with the lecturers and your classmates, and the practical way that they teach and you learn is really positive."  
—Jenna, Teaching

**Expect Better**

We want to set students up for success. We offer:

- A free wellbeing program
- High-quality teaching
- One-on-one access to lecturers
- On-campus accommodation

We are here to help from the beginning, by assisting our students through the application process, explaining their options, then helping them enrol.

**Our Beautiful Campuses**

Students love the green, natural environment of our beautiful Lake Macquarie campus located between Newcastle and Central Coast, and the state-of-the-art health facilities of our campus at Sydney Adventist Hospital on the North Shore.

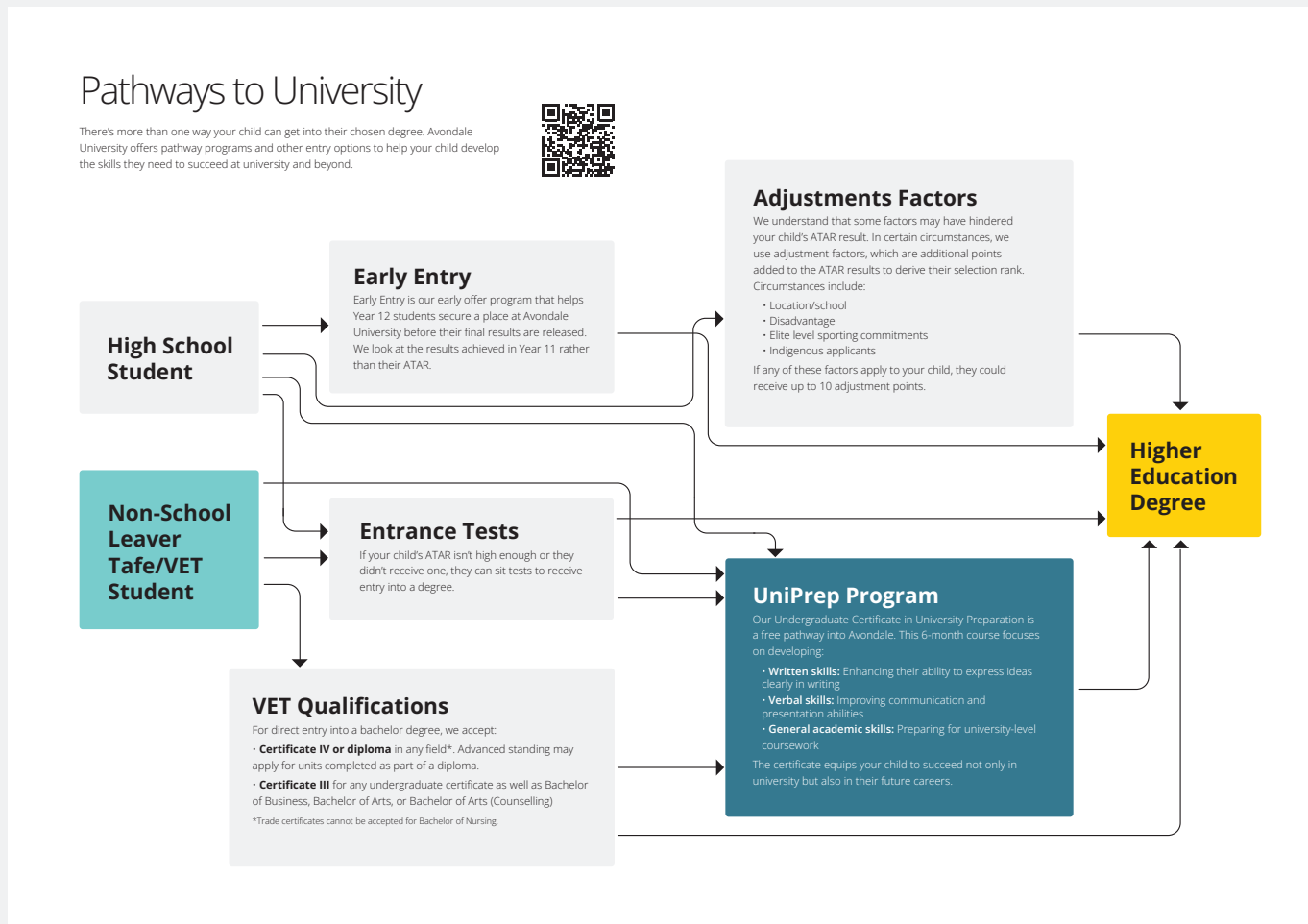
*#avondalexp*




**Avondale UNIVERSITY**

# 2025 Undergraduate Course Guide

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# Design elements

## Buttons

All website/digital buttons have 4pt rounded edges. When a border is used, the thickness of the border is 1.5pt. Use title case with an arrow as the button text. Text size must be appropriate to the application. The button should have 20pt padding on each side.

Find Out More →

Find Out More →

Find Out More →

## Text box

Text boxes are similar to buttons, however they also can be used in print based applications. Use similar proportions for rounded edges, padding and border thickness as the digital buttons. Text boxes offer versatility in their application. They can feature background images, block colour, borders, and vary in size and proportions. When used for a testimonial, a triangle may be applied in a corner to indicate a quote.

## Business

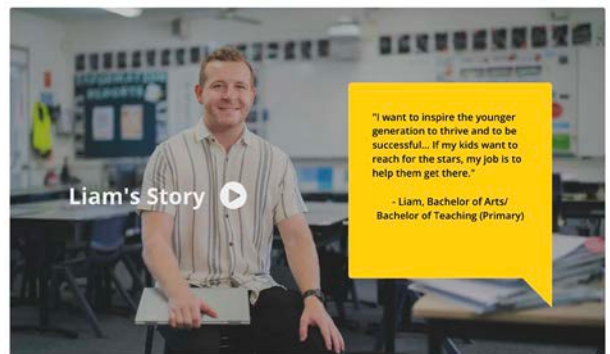
Major in accounting, marketing and human resource management with work placements opportunities, and access to industry experts.

## Padding and margins

Most elements will require padding and/or margins. For digital applications, use a multiple of 10pt spacing where needed in between elements (10pt, 20pt, 30pt, etc...). Apply similar spacing to print designs.

## Icons

Use icons in the FontAwesome library. Do not use custom icons or images as icons.

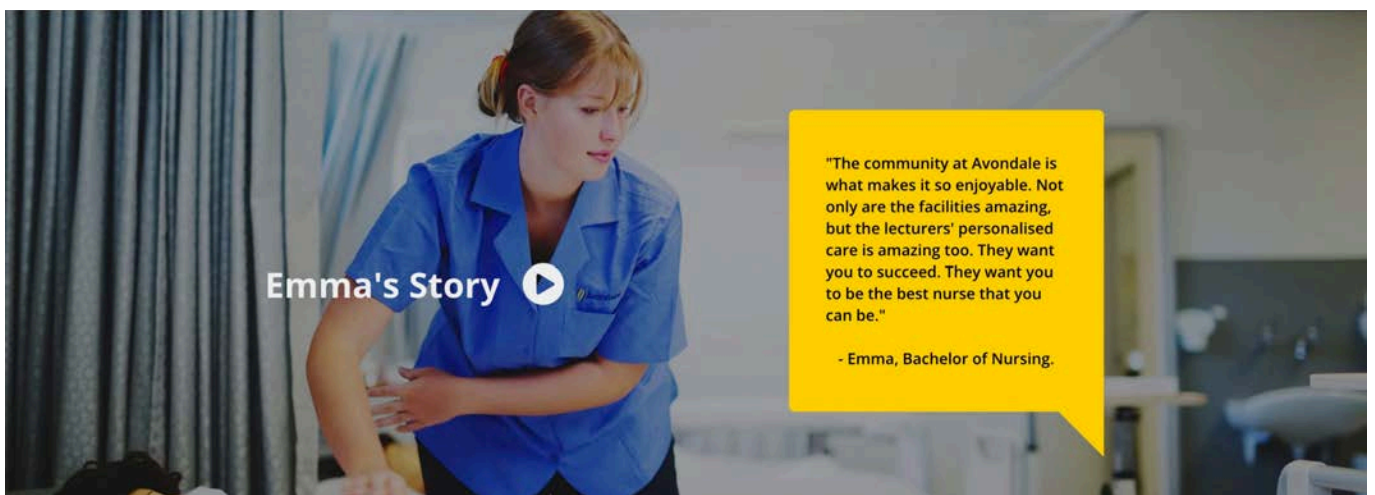
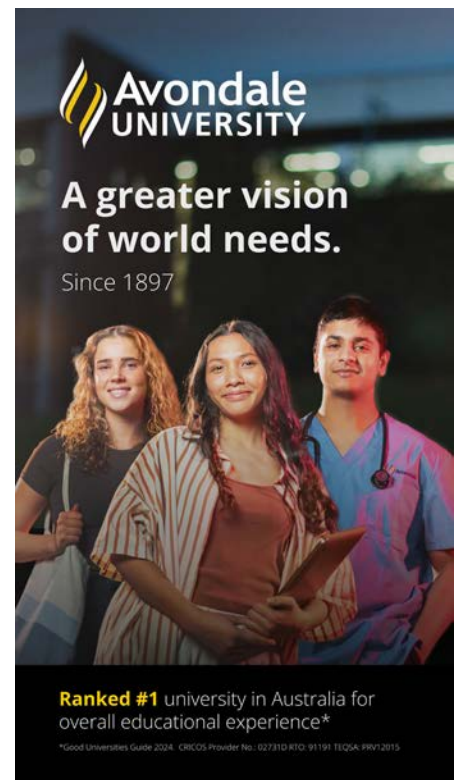
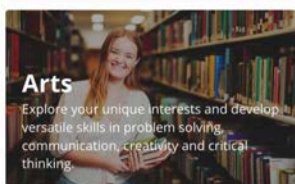
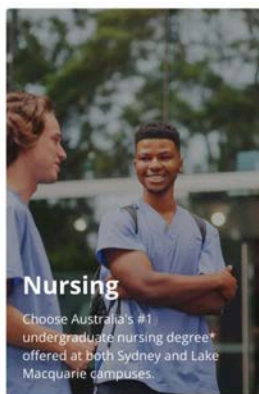
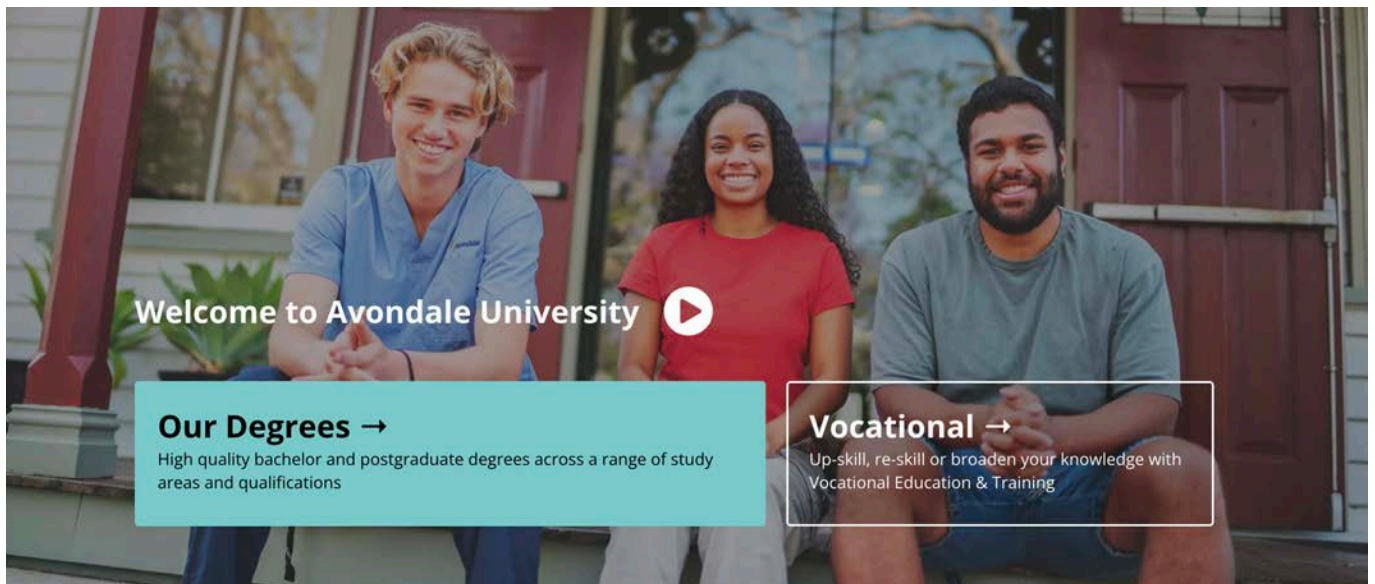


## Script fonts

Sandcastle is a commonly used script font where a text element requires a more creative visual representation. Other script fonts are permitted. However, only 1 script font should be used in a campaign. Use script fonts sparingly as a unique element of the design.

apply now







# Photography

## Use of imagery

Images should reflect high professional quality, be well-composed, and impactful in communicating the brand's philosophy. They must be light-filled, vibrant, and polished, ensuring consistency with the overall style.

## Our style

Our photographic style is thought-provoking and inspiring, evoking a sense of care in mental, spiritual, social, and emotional dimensions. It incorporates moments of reflection, balanced with a mix of vibrant colour and lighter greyscale tones. A variety of imagery, including landscapes and people, is used to create our relatable and authentic compositions.

## People

Images of people are often captured in situ, contextualised to their roles or activities to ensure authenticity and relatability. Portraits highlight clarity and emotion, with clean backgrounds and expressive faces. Celebratory moments, such as graduations, are captured with vibrant colours to evoke pride and joy.

## Campuses

Our photos showcase the beauty and diversity of campus spaces, from our historical buildings to modern learning areas. They emphasise the institution's unique character while reflecting an inviting and vibrant atmosphere.

## Models releases & featuring students

We love featuring our students in our imagery to highlight individuality and diversity. Students used in campaigns will be paid the current student rate and will need to sign a release form. Please retain a copy of all release forms.

## Grading & treatment

Avondale photography uses a subtle s-curve grading and a -4 hue for primary campaign photography. This is an optional treatment to assist in contrast control and design usability of the photos.







# Video and music

Videos should reflect high professional quality, be well-composed, and impactful in communicating the purpose of the video and our brand's philosophy. They must be light-filled, vibrant, and polished, ensuring consistency with our imagery. The subject should be mic'd correctly if audio is being captured.

## Title safe zones

Ensure all videos adhere to the title safe zone relevant to the final distribution channel. Note that vertical videos and reel on social platforms often have specific safe zones. Any logos, graphics or text outside these zones may be obstructed.

## End plate

The endplate lockup usually includes a logo and a call to action. The CRICOS, RTO, and TEQSA identifying registration numbers are to be displayed on all endplates. Where the video is featuring a particular school, the call to action can be displayed to the right of the logo separated by a thin line, as illustrated herein.

## Lower thirds

Lower thirds are to be simple and unobtrusive with a slight variation between the name and title. Make sure the persons represented approve pre-nominal letters, post-nominal letters, name, and official title. Where appropriate, the Avondale logo is to be displayed in the bottom right corner of the screen.

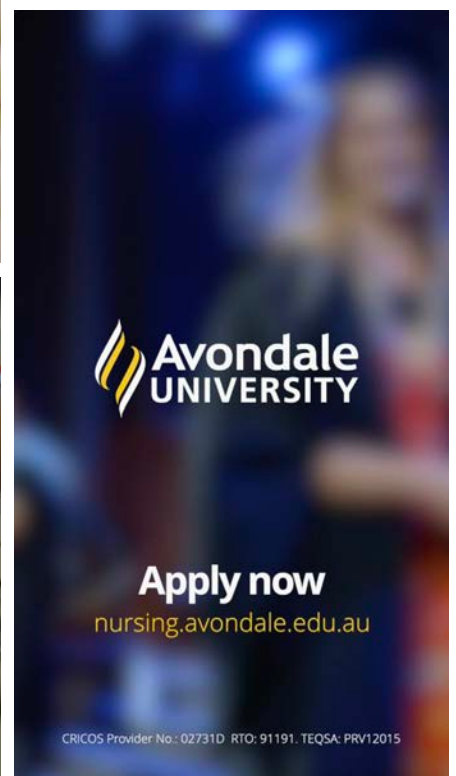
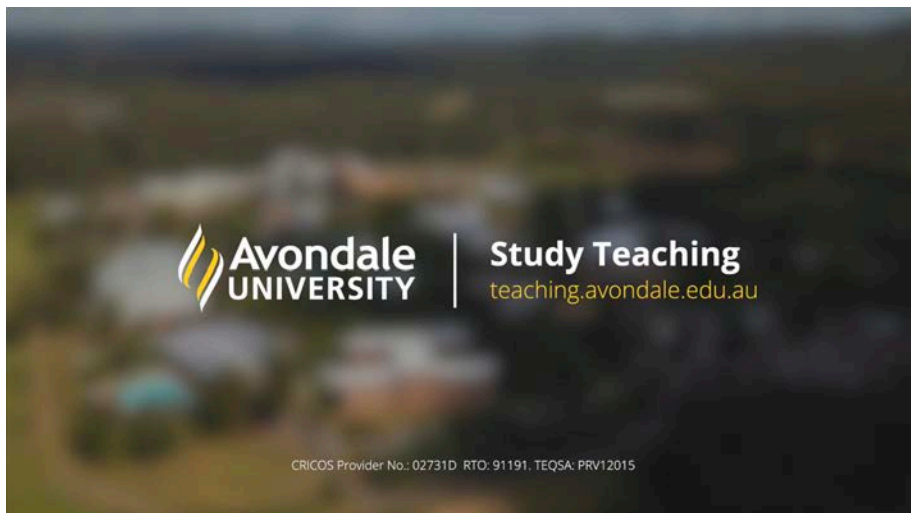
## Text elements in video

Text elements used over video must stand out against the background. Adjust video contrast and exposure when necessary.

## Music tone and licensing

Music used throughout any video content must reflect the values of the university. If using third party music, it must be licensed, and a record kept of the documentation.







# Website

## Development principles

Our website serves diverse audiences, including prospective and current students, alumni, staff, and the public. It must support varied needs such as marketing, news, payments, online store, research profiles, and library services while remaining adaptable, user-friendly, and easy to manage.

### Key Design Principles:

1. 3 clicks from anywhere: The site's flat structure ensures no content is more than three clicks away, with a maximum depth of four levels. Pages support higher word counts to balance detail with navigational simplicity, improving usability and access.
2. Single source of truth: Duplicate content is avoided by using reusable templates for frequently repeated sections. Strategic cross-links connect related pages, ensuring accurate, consistent, and seamless navigation.
3. Human-centred design: Ongoing testing, collaboration, and feedback with students and staff guide iterative improvements to ensure the site evolves with user needs.

## Design elements

Consistent, repeatable design elements maintain the site's functionality and user experience.

- Custom menus: Large, intuitive menus tailored to each section ensure easy navigation and quick access to content.
- Text and heading styles: Global heading styles (H1, H2, etc.) are standardised for consistency. Custom fonts or sizes require approval.
- Banners: Bold, high-quality images emphasise key messages and enhance visual appeal.
- Call-to-action elements: Buttons and icons guide users to key actions, blending functionality with clean design.

- Quick links section: A consolidated area in each section offers immediate access to all relevant links, supporting seamless navigation.
- Course tiles: Uniformly designed tiles highlight course areas or offerings, ensuring clarity and ease of exploration.
- 4-point rounded edges: Rounded edges on elements like photos, buttons, and tiles create a modern, cohesive aesthetic.

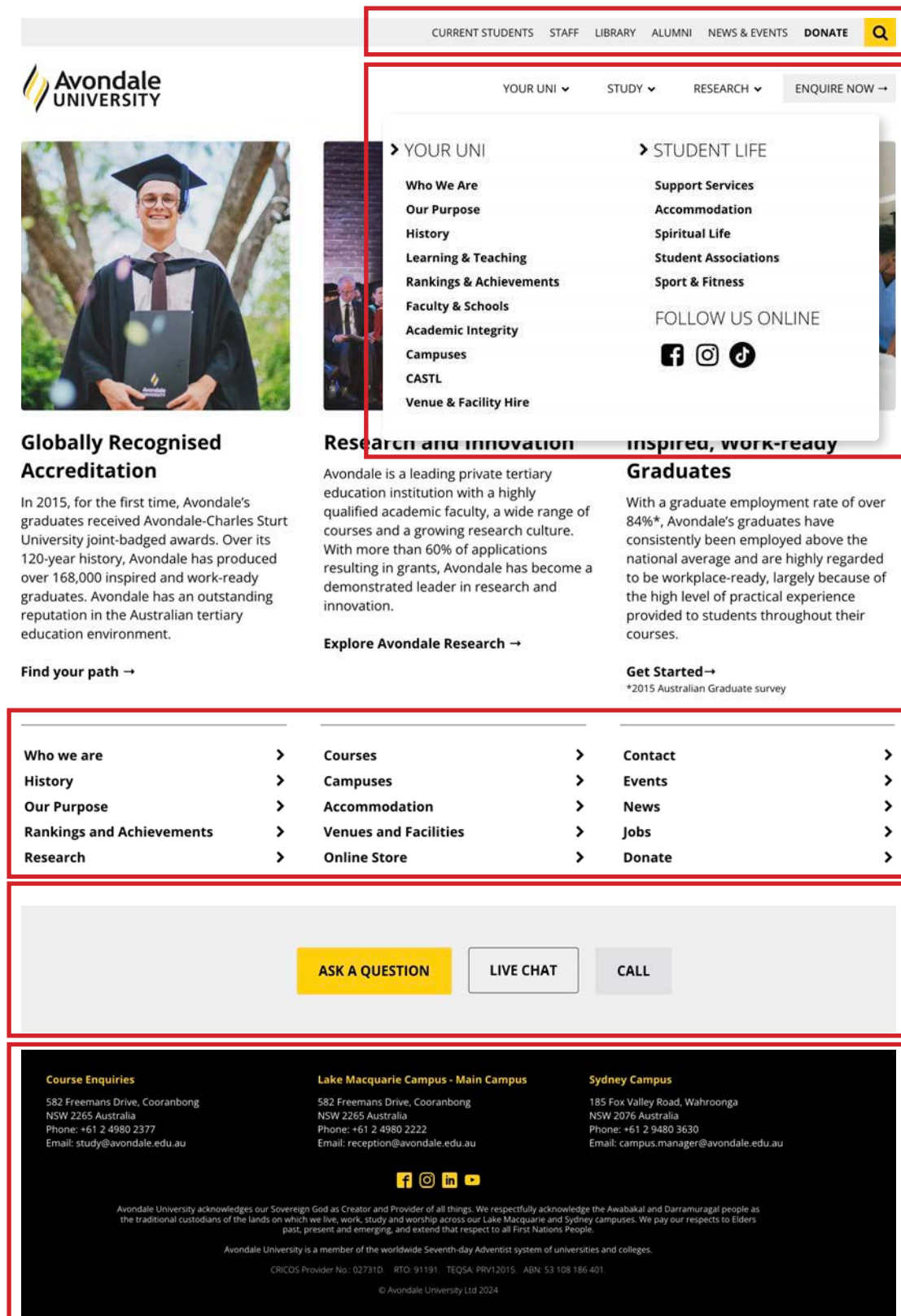
## CMS content

All course pages automatically display content from within the curriculum management system, ensuring accuracy and consistency of course information. Edits to these pages follow the established course proposal or amendment process to maintain content integrity.



Admin menu  
for staff, current  
students, alumni,  
and news.

Concise top level  
navigation with  
comprehensive  
custom menus.



Enquire call to  
action on every  
page

Footer with  
identifying  
registration numbers  
and contact details

Quick links  
sections ensure  
quick access to  
content



# Level 1 page

Level 1 pages are top level navigation pages that include the Home, Store, and News pages. A Level 1 page offers full design flexibility and control with customisable banners and access to all reusable elements. These pages are built in Oxygen builder.



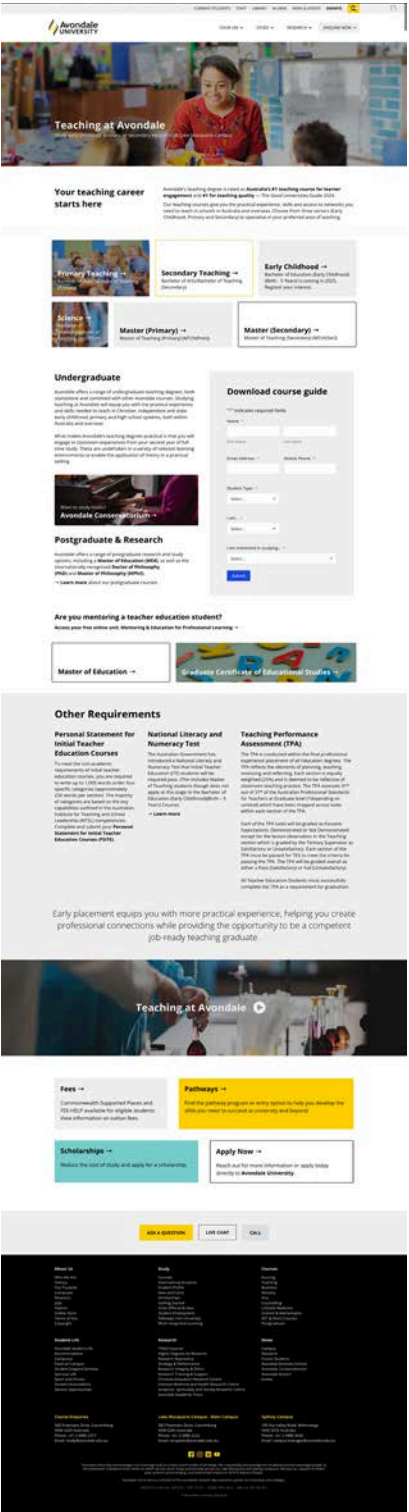
# Level 2 info page

Level 2 information pages hold key information for users and must be easily accessible. Pages include Your Uni, Staff and Student Life. A Level 2 page features stakeholders/regulators and has the same level of flexibility and control as a Level 1 page. These pages are built in Oxygen builder.



# Level 2 landing page

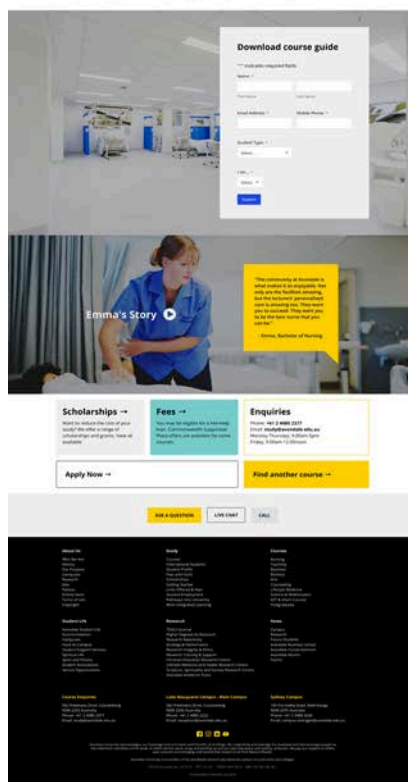
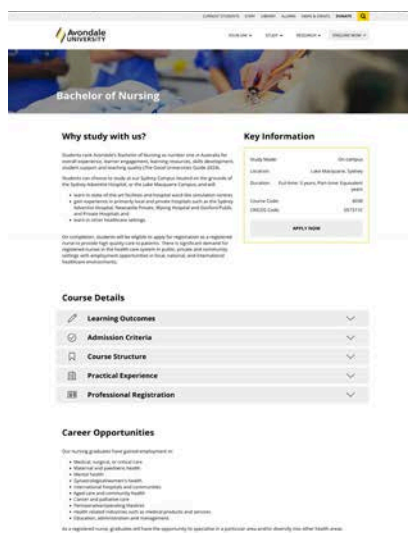
Level 2 landing pages include discipline landing pages, campaign pages etc. They hold the same level of flexibility and control as a Level 1 page. These pages are built in Oxygen builder.





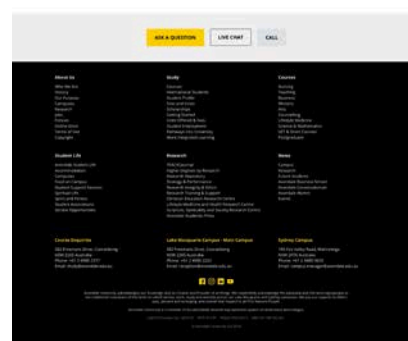
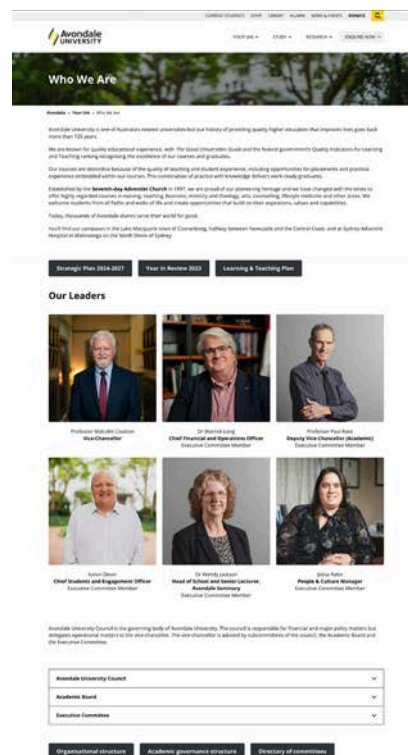
## Level 3 landing page

Level 3 landing pages include Course pages, research centres, and calendars. A level 3 page has template banners featuring page name and the page width is constrained - full width content not available. The course page will have further constraints as they rely on CMS data. These pages can be built in Oxygen or Wordpress editor.



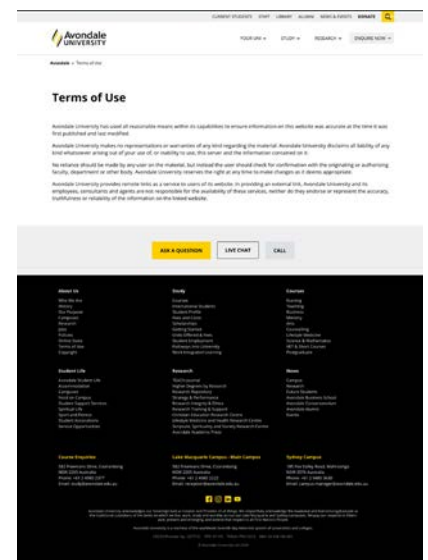
## Level 3 page

Level 3 pages include Who we are, History, Learning & Teaching, Scholarships, Accommodation etc. These pages feature breadcrumbs, which show the site navigation to that page. These pages can be built in Oxygen or Wordpress editor.



## Level 4 page

Level 4 pages are the lowest level pages that hold basic information. These pages feature breadcrumbs, which show the site navigation to that page. There is no banner, just a page title. These pages are built in the Wordpress editor. Staff may request access to manage these pages. Simple content works best on these pages due to design limitations.





# Signage

## Why is it important?

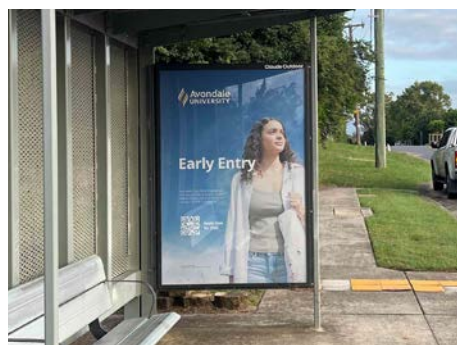
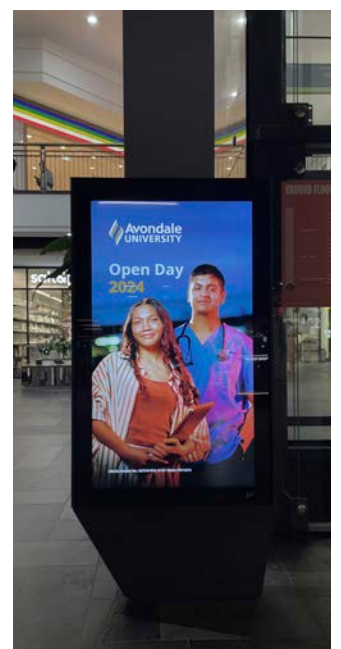
Translating who we are in the marketplace is the most important part of marketing, as it holds the greatest risk to our brand. We take extreme care to ensure our message is clear and not misinterpreted, and strongly aligns and represents our values while resonating with what people care about. High level content is developed through extensive collaboration, consultation, and approval processes. Any signage going into the marketplace must be approved by the Marketing Manager.

## Print signage

Special attention must be paid with printed signage and collateral. Mistakes in print can be costly and attract an additional level of risk. Extra precautions, consultation, and editing should be undertaken for print publications.

## Types of signage

We use a variety of signage mediums to suit various needs and audiences to ensure that our brand is present in the market. Below are some popular uses for signage.







A greater vision  
of world needs.

Since 1897



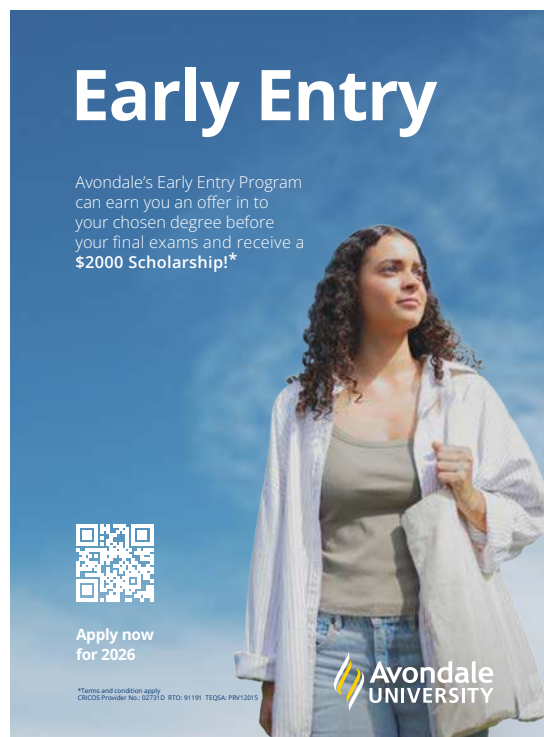
**Ranked #1** university in Australia for  
overall educational experience\*

\*Good Universities Guide 2024. CRICOS Provider No.: 02731D RTO: 91191 TEQSA: PRV12015



# Posters

Printed marketing material should include a call to action. QR codes offer user journey continuity onto a digital platform. Unique links can be used for measuring the effectiveness of a particular initiative. The Avondale University logo should be prominently displayed on all printed material. Below are some examples of printed posters used in previous campaigns.





# Email Signatures

Signatures should follow the formatting below. Ensure that you are using the correct university logo. Email fonts are to be set to 'Arial' as custom fonts (Open Sans) may not display in all email applications or browsers. The logo and social icons are also dark grey so that they remain distinguishable in 'dark mode'. Your signature should include:

- Your name
- Title/Position
- Logo with a link to the Avondale University website
- Your primary work address
- Contact phone number
- A link to the Avondale University website
- Identifying regulatory numbers (ACN, CRICOS, RTO, and TEQSA)
- AAA accreditation statement
- Acknowledgement of country
- Social media icons with hyperlinks

---

Kind regards,

**Name**

Title/Position



582 Freemans Drive (PO Box 19), Cooranbong NSW 2265, Australia M: +61 466 404 037. [www.avondale.edu.au](http://www.avondale.edu.au)  
ACN: 108 186 401 | ABN: 53 108 186 401 | CRICOS: 02731D | RTO 91191 | TEQSA: PRV12015 | A member of the worldwide Adventist system of universities and colleges.

*I acknowledge the Traditional Owners and Custodians of the country on which I work and their continuing connection to land, waters, and community. I pay my respects to them, to their cultures and to Elders past, present, and emerging.*



Kind regards,

**Name**

Title/Position



582 Freemans Drive (PO Box 19), Cooranbong NSW 2265, Australia M: +61 466 404 037. [www.avondale.edu.au](http://www.avondale.edu.au)  
ACN: 108 186 401 | ABN: 53 108 186 401 | CRICOS: 02731D | RTO 91191 | TEQSA: PRV12015 | A member of the worldwide Adventist system of universities and colleges.

*I acknowledge the Traditional Owners and Custodians of the country on which I work and their continuing connection to land, waters, and community. I pay my respects to them, to their cultures and to Elders past, present, and emerging.*







# Merch

Merchandise is a great way to represent and showcase our brand. Following these Merch guidelines will ensure the Avondale University brand is represented correctly. Our range of merchandise is carefully selected and used for various purposes. Legacy merch like our hoodies, have been well loved by our students for many years. They are a mix of comfort and practicality for students, alumni and friends of the university to rep Avondale.

## Logos

Our official university logo can be found on a wide range of merchandise and products. Either black or white option to be used. You'll find our varsity logo (with curved text) on an assorted range of merchandise. This logo is to be used by the Advancement team only, and is for merchandise only.







# Uniforms

Staff can purchase branded uniforms from the university store or choose to order uniforms for their department. Staff are free to order a variety of uniform styles. However, all Avondale University branding on uniforms must adhere to these guidelines. Uniform orders must be approved by the marketing team.

Name badges are standardised across the university and must adhere to the format and layout below.



**Alison**

Library Technician  
Frontline User Services

75x25

MAGNET/DOMED





# Social media

Creating engaging and values focused content for our audiences is important so that we maintain relevance in the ever-changing landscape of social media. Here is the 'how to' so that our social media presence is cohesive and distinctly Avondale.



14:03

Avondale Univer...

00



Thoughts?



@avondale\_uni

101

Following

995

Followers

8,493

Likes

Edit profile

Share profile



Avondale University  
Top 10 in Australia  
Lake Mac + Sydney  
#avondalexp

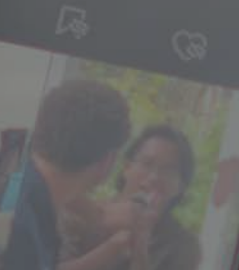
TikTok Studio



687



990



1,104





# Channels

Avondale University has 6 social platforms: Facebook, Instagram, LinkedIn, TikTok, Threads, and YouTube.

## Our voice

- Extroversion
- Openness
- Community
- Flexibility

Our voice on all our social media platforms is vibrant, outgoing, and engaging, reflecting a sense of extroversion that invites interaction and conversation. We promote openness, encouraging our community to share their experiences, ideas, and passions. Flexibility is key in our messaging, ensuring that we adapt to the diverse needs and interests of our students, followers, and the platform we are using. Whether we're sharing updates, a TikTok or Instagram story, or campus events, our voice remains friendly, approachable, and full of energy.

## Governance

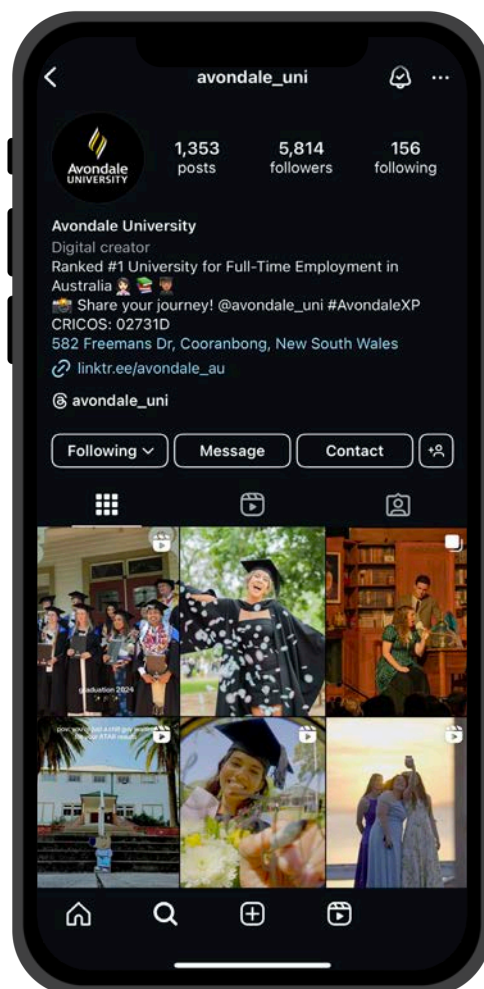
Any social media accounts for departments and schools should be situated on the Advancement Meta Business Suite. Daily management of these accounts are the responsibility of the department and school staff. Posts and messaging must be in line with the overarching Avondale University brand.

## Other accounts

There are a number of sub accounts such as: Ella Boyd, Watson Hall, Conservatorium, Avondale Sport, Avondale Eagles, Avondale Student Life, Avondale Library AU, Avondale Nurses, Alumni, Salt, and more.

## Social Icons

The following social media icons are to be used. It is important to maintain consistent iconography across all communications.



## Account profiles

Profile pictures must be the Avondale University logo with the faculty/department underneath it.





# Platform guidelines

Our social media presence should consistently reflect Avondale University's values, mission, and personality while adapting to the unique culture and expectations of each platform.

## Facebook

Facebook serves as a space for both information sharing and community engagement. Our voice should reflect the specific content being posted—whether it's an event announcement, student spotlight, or alumni story. Posts should maintain a balance between being professional and personable, ensuring that our audience feels informed and connected.

## Instagram

Instagram is a visual storytelling platform where our voice should embody extroversion, openness, and warmth. It should be friendly, inviting, and conversational, making use of engaging captions, emojis where appropriate, and interactive features like polls and Q&A to encourage audience participation.

## TikTok

TikTok allows for a more casual and creative approach to communication. Like Instagram, our voice should be conversational, but with an added sense of playfulness, authenticity, and relatability. Language can be more relaxed where appropriate, aligning with trends while maintaining professionalism that reflects Avondale University's values.

## LinkedIn

LinkedIn is a platform for professional networking and academic discourse. Our voice should be warm yet professional, demonstrating depth of knowledge, engagement, and respect. Content should position Avondale University as an institution of excellence, featuring insights from faculty, research highlights, career success stories, and industry connections.

## Threads

Threads offers a hybrid approach, combining elements of Instagram's casual and engaging voice with LinkedIn's professional depth. Our voice here should be conversational yet insightful, fostering meaningful discussions while maintaining a friendly and approachable tone.

## Photography on social channels

Photography should reflect the student experience with fun, vibrant photos. If using graphics on Instagram, use on top of photo or if a full graphic needs to be posted, post as a carousel as the second image while maintaining a person photo as the first so that the grid continuously has vibrant in person photos. When referencing articles in social media posts, post a photo with relevance such as the person/group featured in article in the relevant activity on/off campus. Make sure to check all photos for old logos, offensive elements and for the photo to be of high quality.





# Brand Architecture

Avondale University fulfils a range of functions and operations for a wide range stakeholders. It is important to distinguish various departments and sub-brands while ensuring the university brand is prominent and consistent.







# Sub-brands

## Brand architecture

The brand architecture at Avondale University is a Branded House with some Endorsed Brands. This means that most departments and operations will be branded with the Avondale University logo and branding. However, the university may create an endorsed brand – herein referred to as a sub-brand – where an operation may have its own logo and visual identity. Sub-brands must always display their logo alongside the Avondale University Logo.

## Departments and teams

Each department, school, and team must align with our Brand Guidelines, ensuring consistency in logos, colours, and messaging. The marketing team will collaborate with each area to ensure their collateral and signage aligns with the university brand.

Each departure, team, or school may choose to display the area name on their collateral, signage, and uniforms. The lockup below must be used.

The distance between the logo and title and the separating line is the height of the "A" in the Avondale University logo.



The separating line is as tall as the flame icon and 50% the width of the "l" in "Avondale".

The title font is Open Sans Bold and the height of the text is the same height as the word "University" in the Avondale University logo.



The lockup may be stacked vertically with all elements centre aligned. The same principles apply as per the landscape lockup. Note: As the university logo is weighted more heavily to the left, the visual centre is different from the exact centre. Use the proportions and placement herein to achieve a visually balanced result.





## Avondale sub-brands

Departments, schools, and teams must not create logos for their team or initiatives. Sub brands may be created only with the approval of the Marketing Manager. A sub-brand must always display the Avondale University logo on all their communications and marketing. There must never be any confusion as to whether an initiative belongs to Avondale University.

When displaying logos adjacent to each other, ensure that the margins, sizing, and placement of logos are balanced. A black or white university logo should be used on sub-brand material to reduce visual noise.



**Christian Education  
RESEARCH CENTRE**



**Avondale  
UNIVERSITY**



**AVONDALE  
Sport**





# Partnerships

At Avondale University, partnerships are a vital extension of our mission, values, and brand. We collaborate with organisations, institutions, and industry leaders who share our commitment to academic excellence, ethical leadership, and transformative education. Our partnerships enhance learning opportunities, expand research capabilities, and create pathways for innovation that benefit both our students and the broader community.

A partnership can be defined as a collaborative relationship between Avondale University and external organisations, institutions, or industry leaders, established to achieve shared goals and create mutual value. This may be short-term collaborations such as event sponsorships, or long-term arrangements such as student placement programs in local schools and hospitals.

When engaging in partnerships, it is essential that all collaborations align with Avondale's identity and uphold the integrity of our brand. Our voice, visual identity, and messaging must remain consistent across joint initiatives, ensuring a cohesive and professional representation of Avondale.

Partners should be positioned as complementary to our mission, with shared values clearly communicated in all co-branded materials. All new partnerships must to be approved by the vice-chancellor's office. The partner organisation must obtain permission to use the university logo from Avondale University.

Avondale's branding elements, including logos, colours, and typography, must be used in accordance with these guidelines when featured in partner communications. Likewise, all references to Avondale University in external materials must be pre-approved to maintain accuracy and brand integrity.

Effective partnerships are built on trust, mutual benefit, and shared vision. By maintaining a strong, unified brand presence, we can maximise the impact of our collaborations and reinforce Avondale University's reputation as a leader in education and community engagement.

When displaying logos adjacent to each other, ensure that the margins, sizing, and placement of logos are balanced. A black or white university logo should be used on sub-brand material to reduce visual noise.







## ADRA First Nations Community Development Research Snapshot

Prof Trace Maffeo (Avondale University), Dr Francis Bobongie-Harris (QUT), Shanell Fiaali (QUT) | August 2024

### Background

This research investigated effective First Nations community development approaches in Australia. This scoping study was commissioned by ADRA Australia, the lead humanitarian organisation of the Seventh-day Adventist church, to inform their programme development and to strengthen their responsiveness to Australia's First Nation communities.

### Research Approach

This qualitative study utilised yarning, an Indigenous research method, and was guided by Indigenous ethical principles. The research engaged 28 key informants and First Nations community members in several sites around Australia and intentionally engaged decolonisation strategies in its planning and implementation. The majority of participants were familiar with ADRA either as beneficiaries of ADRA projects or as volunteers or organisers of ADRA projects. This research provides unique insights, being one of only a few studies which have engaged First Nations Australian Adventists to bring forward their perspectives and experiences to inform future strategic planning.

Figure 1: Distribution of participants and the Country they spoke about



### Overview of Key Findings

Effective community development hinges on long-term commitment, understanding local history, and ensuring lasting positive systemic change. Building genuine, mutually beneficial relationships with community leaders through regular engagement is crucial. In addition, community-led initiatives that address deep-seated issues like racism and lack of basic services are essential.

Tailoring programmes to meet unique community needs also ensures meaningful change. Establishing regular feedback mechanisms and transparent reporting keeps the community informed and involved, thereby building trust. Prioritising culturally safe services and collaborating with organisations to fund these services further improves accessibility. Providing health support through health education programs addresses broader health challenges. Finally, supporting communities through targeted programs promotes positive community engagement and creates real change.

### Recommendations for Effective First Nations Community Development

**Prioritise Community Sustainability:** Commit to long-term projects based on a solid understanding of the history of the place and its people. Train local community members and maintain a continuous presence to build trust and ensure sustained positive changes.

**Foster Strong Relationships:** Build genuine, mutually beneficial relationships with community leaders and stakeholders through regular engagement and presence. These connections are more important than the programmes themselves. Important relationships include those with elders and with local shire First Nations representatives.

"They would have to come down and... just get to know the mob... just having a yarn with them."

**Address Root Causes of Issues:** Develop community-led initiatives that address deep-seated issues like racism and lack of basic services. Tailor programmes to meet the unique needs of each community, avoiding generic solutions and move beyond a focus on charity.

**Promote Historical and Cultural Awareness:** Incorporate an understanding of historical context and the legacy of colonisation into development efforts. Ensure all initiatives are culturally sensitive and respectful of First Nations traditions and values.

**Ensure Accountability and Transparency:** Establish regular feedback mechanisms and transparent reporting to keep the community informed and involved. Accountability

and transparency can be assisted by ensuring First Nations voices in governance roles and establishment and meaningful engagement with a First Nations advisory or reference group.

"The importance of being able to collaborate with other services both internally (within the church) but also external, other stakeholders in the community, is one of those keys to success."

**Understanding and Addressing Accessibility:** Prioritise culturally safe services for First Nations people. Collaborate with other organisations to fund these services within communities and offer transport options, like a community bus, to improve accessibility and affordability.

**Enhancing Education and Employment Opportunities:** Collaborate with other organisations to offer scholarships for First Nations students and create pathways between education and employment. For example, work with Mamarapha College to develop relevant course offerings (such as community development, youth work) which will contribute to 'close the gap'. Explore internship and employment pathways leveraging the extensive education and health network of organisations.

"There is so much room for ADRA to be pouring out their resources in the right areas and having non-Indigenous people and Indigenous people supporting each other for the bigger picture. And that's just helping our communities grow and heal."

**Improving Health and Wellbeing:** Provide health support promoting positive community engagement. For example: fund pumps for community gardens and offer health education programs. Integrate these with other initiatives, such as constructing a community health centre.

**Supporting Youth and Men:** Develop targeted programmes to support youth and men, addressing issues like drug abuse, domestic violence, and homelessness. Provide mental health support, safe spaces for dialogue, and initiatives promoting positive role models and community engagement.

**Establish and Sustain Community Programs:** Implement early intervention programs focusing on education, life skills, and positive activities. Develop and maintain ongoing culturally sensitive community programmes for youth. Focus on preventing recidivism by providing consistent support and engagement.

For more information, contact:  
trace.maffeo@avondale.edu.au  
francis.bobongie@qut.edu.au  
s.fiaali@qut.edu.au



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SIS40621 Certificate IV in Outdoor Leadership

SIS50421 Diploma of Outdoor Leadership



*a pathway to your career*

CRICOS Provider No.: 02731D RTO: 91191 TEQSA: PRV12015

Avondale University is a member of the worldwide Seventh-day Adventist system of universities and colleges.





## Getting support

Thank you for considering the brand guidelines to ensure consistency in our brand. For templates and instructions, visit [avondale.edu.au/branding](https://avondale.edu.au/branding). If you have any questions or need support, contact us at [marketing@avondale.edu.au](mailto:marketing@avondale.edu.au).









## Find out more



**Avondale marketing team**

Email [marketing@avondale.edu.au](mailto:marketing@avondale.edu.au)

This publication is correct as of May 2, 2025 4:14 PM.

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