



Australian Government

Tertiary Education Quality and Standards Agency

Brand identity guidelines

June 2022



TEQSA

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Introduction



Introduction

This document outlines the guidelines and principles for using the Tertiary Education Quality and Standards Agency (TEQSA) Visual Identity. It includes information about our logos, colours, graphic elements, typefaces and photography as well as showcasing how they apply to a suite of products.

Correctly and consistently applying these elements will bring visual unity to our communication products. Once established, it will project a coherent image of a modern and professional agency. It will make it easier for the public to identify TEQSA material and position it as accessible, innovative and committed.

Compliance

Use of the Visual Identity is mandatory for all TEQSA communication materials. This includes all products that are used to deliver the Agency's messages— publications, banners, websites, social media, stationery etc.

It is not expected that existing published material will be updated with the new design. However, all new corporate products must comply with the new design.

Support

All public facing material must be discussed with the Communications Team in the first instance.

For more information and support in applying these guidelines, please contact the Communications Team.

Note: These guidelines are a starting point only. They don't provide answers to all questions but rather outline clear principles which must always be applied. If you require clarification, please contact comms@teqsa.gov.au.



When consistently and correctly applied, our Visual Identity will project a coherent image of an engaging, innovative and professional Agency.

What do we mean by brand?

An organisation's brand encompasses its values, personality, attributes and behaviours.

A brand is not just a logo or identity, it's how our agency is perceived by others. A brand includes a logo or brand mark of an organisation, its photography style, colour palette, typography and language.

Brand is also experienced when people interact directly with any element of our business, so brand extends to communication, customer service, queries management and all other touch points of an organisation such as publications, websites, social media and events.

Each interaction is an opportunity to deliver on our brand promise, by building confidence, loyalty and trust. Influencing what and how we want people to think and feel about our brand is an opportunity to shape positive perceptions of TEQSA.

Our
crest

Our crest

Our crest is an important element of our visual identity. It signifies our status as a member of the Australian Government and it must be used on all public facing material.

As a mark of authenticity, the crest's value relies on consistent and correct application. Only official versions of the logo should be used. Details of approved departmental crests and their use are on page 5.

In common with other Australian Government Agencies, our logos feature the Australian Coat of Arms. As such, their use is governed by guidelines issued by the Department of the Prime Minister and Cabinet.

For more information, email governmentbranding@pmc.gov.au or visit www.pmc.gov.au.

Our crest

Inline

EPS, PNG and JPG formats of the TEQSA crest are contained within the logiset.

Dark blue

File: TEQSA-crest-dark-blue



Australian Government

Tertiary Education Quality and Standards Agency

Black

File: TEQSA-crest-black



Australian Government

Tertiary Education Quality and Standards Agency

Reversed

File: TEQSA-crest-reversed



Australian Government

Tertiary Education Quality and Standards Agency

Our crest

Best practice

Give it room to breathe

It is important not to crowd the crest. Allowing ample space around it ensures that other graphic elements don't interfere.

As a basic rule, a square space the height of the crest should be given on all sides of the TEQSA crest.



Ensure it is big enough

Avoid using the crest at less than 20mm wide.

It is shown here at its ideal minimum size.



Our crest

Things to avoid

Never overcomplicate it

Never use the crest on an image or background that is either busy or similar in colour.



Never rotate or skew it

Never rotate, skew, squash or alter our crest in any way. Only use logos supplied in the official logonet.



Australian Government
Tertiary Education Quality and Standards Agency

Never embellish it

Do not add virtual embellishments like embossment, drop-shadows, etc, to our crest. Only use logos supplied in the official logonet.



Australian Government
Tertiary Education Quality and Standards Agency

Our
wordmark

Our wordmark

Our wordmark is the visual cornerstone of our brand. It expresses our identity and ensures instant brand recognition. Please ensure it is used consistently across all materials.

To function correctly as a brand identifier the wordmark relies on consistent and correct application.

Only official versions of the wordmark should be used. Details of the approved wordmark and its use are on page 10 and can be downloaded from the TEQSA intranet.

Our wordmark

EPS, PNG and JPG formats of the TEQSA wordmark are contained within the logaset.

Dark blue

File: TEQSA-WM-dark-blue

The wordmark 'TEQSA' is displayed in a bold, dark blue, sans-serif typeface. The letters are evenly spaced and centered within a white rounded rectangular frame.

Black

File: TEQSA-WM-black

The wordmark 'TEQSA' is displayed in a bold, black, sans-serif typeface. The letters are evenly spaced and centered within a white rounded rectangular frame.

Reversed

File: TEQSA-WM-reversed

The wordmark 'TEQSA' is displayed in a bold, white, sans-serif typeface. It is centered on a solid dark blue background within a rounded rectangular frame.

Our wordmark

Best practice

Give it room to breathe

It is important not to crowd the wordmark. Allowing ample space around it ensures that other graphic elements don't interfere.

As a basic rule, a square space the height of the 'T' should be given on all sides of the TEQSA wordmark.



Ensure it is big enough

Avoid using the wordmark at less than 27mm wide.

It is shown here at its ideal minimum size.

TEQSA

— 27mm —

Our wordmark

Things to avoid

Never overcomplicate it

Never use the wordmark on an image or background that is either busy or similar in colour.



Never rotate or skew it

Never rotate, skew, squash or alter our wordmark in any way. Only use logos supplied in the official logaset.

The image shows the wordmark 'TEQSA' in a blue, sans-serif font. The text is rotated and skewed to the right. A red diagonal line runs across the image from the top-left to the bottom-right, indicating that this usage is prohibited.

Never embellish it

Do not add virtual embellishments like embossment, drop-shadows, etc, to our wordmark. Only use logos supplied in the official logaset.

The image shows the wordmark 'TEQSA' in a blue, sans-serif font. The text has a soft, grey drop shadow underneath it. A red diagonal line runs across the image from the top-left to the bottom-right, indicating that this usage is prohibited.

Our colours

The image features a solid blue background. In the bottom right corner, there is a large, bright orange triangle that points towards the top left, creating a diagonal split in the design. The text 'Our colours' is positioned in the upper right area, with 'Our' in a smaller font size above 'colours'.

Our colours

An engaging colour palette that strikes a balance between credibility and innovation has been selected. Consistent use and reproduction of our colours will ensure brand recognition.

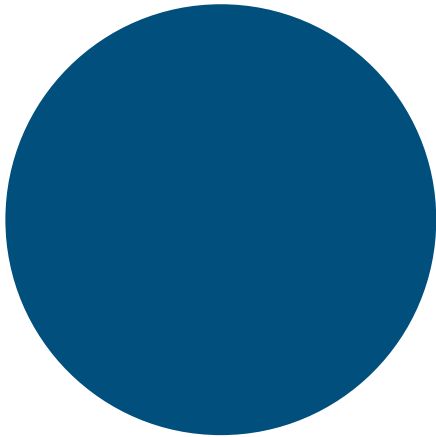
Our two primary colours, dark blue and orange, form complementary colours on the graphic design colour wheel. Complementary colours have a strong contrast resulting in a more vibrant and accessible design. Blue represents trust, security, purpose, reliability, authority and success. Orange represents energy, confidence, creativity, courage, enthusiasm and youth.

Use of secondary colours is typically restricted to specific TEQSA campaigns and initiatives. Please email comms@teqsa.gov.au to find out more.

Our colours

The breakdown

Primary



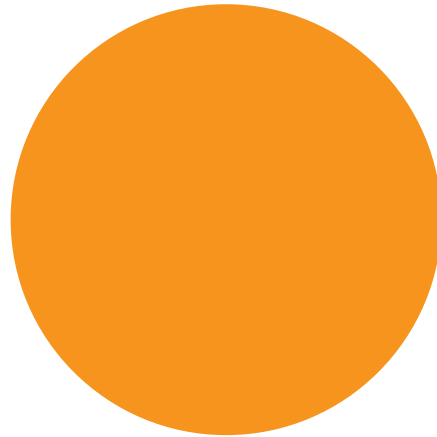
Dark blue

PMS 295

C 99 M 51 Y 8 K 36

R 0 G 78 B 125

Hex 004d7d



Orange

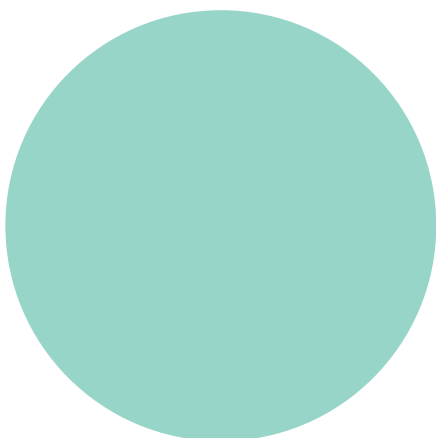
PMS 152

C 0 M 50 Y 100 K 0

R 247 G 148 B 29

Hex f7941d

Secondary



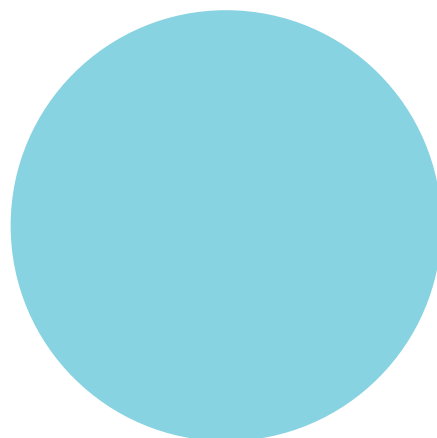
Green

PMS 571

C 40 M 0 Y 25 K 0

R 151 G 213 B 201

Hex #97d4c8



Light blue

PMS 3105

C 44 M 0 Y 11 K 0

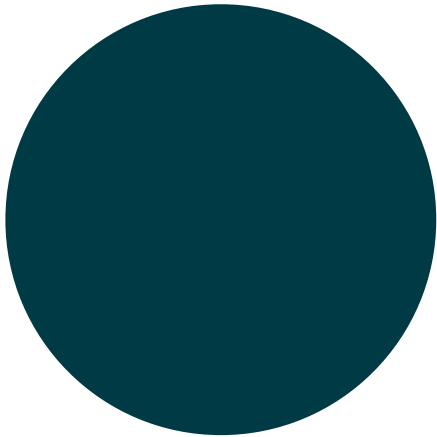
R 135 G 211 B 255

Hex #86d2e0

Our colours

The breakdown

Secondary



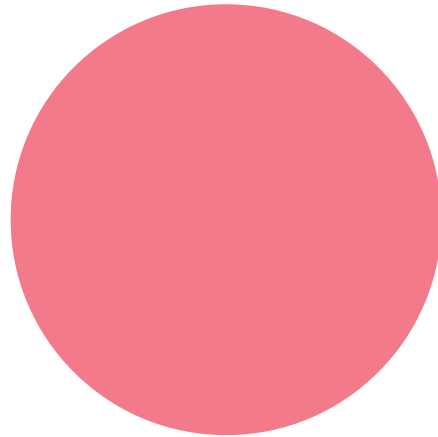
Navy

PMS 316

C 97 M 21 Y 33 K 73

R 0 G 59 B 69

Hex #003b45



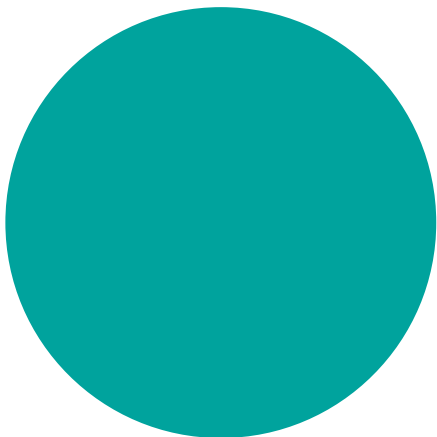
Pink

PMS 1777

C 0 M 66 Y 29 K 0

R 243 G 122 B 138

Hex #f2798a



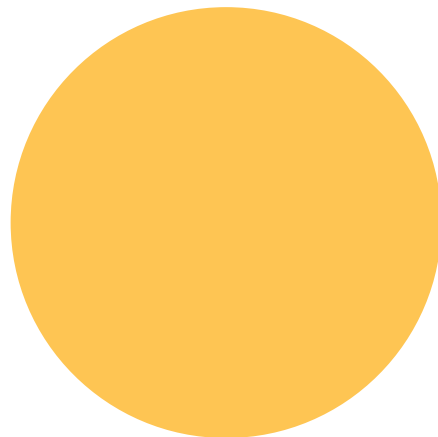
Teal

PMS 7716

C 83 M 0 Y 40 K 11

R 0 G 163 B 152

Hex #00a29c



Yellow

PMS 142

C 0 M 24 Y 78 K 0

R 254 G 197 B 83

Hex #fec552

Our
graphic system



Our graphic system

Our graphic system was developed using tessellation to represent our internal and external structure, communications and values. A geometric system that portrays a more engaging, innovative and cooperative ethos.

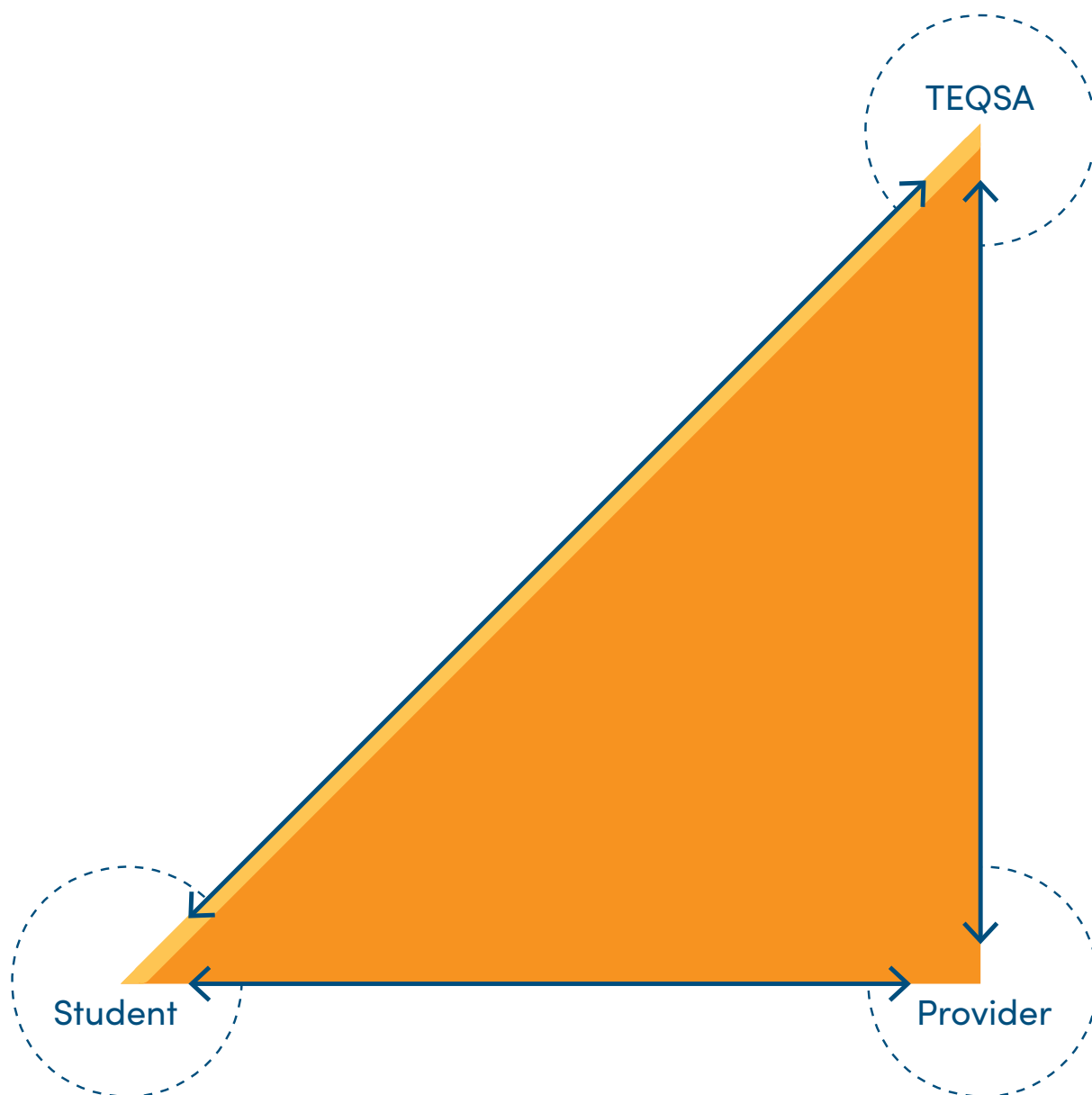
Our graphic system

Relationship triad

The relationship between TEQSA, students and education providers reinforces the use of a triangular system in the visual identity. It expresses openness through the sharing of information and two-way communication.

Our triangle features a coloured border on the angled side. The two colours represent our dual purpose in both protecting student interests and the reputation of Australia's higher education sector.

Please refer to the collateral section (page 31) of the guidelines for examples of how to implement the graphic system successfully.

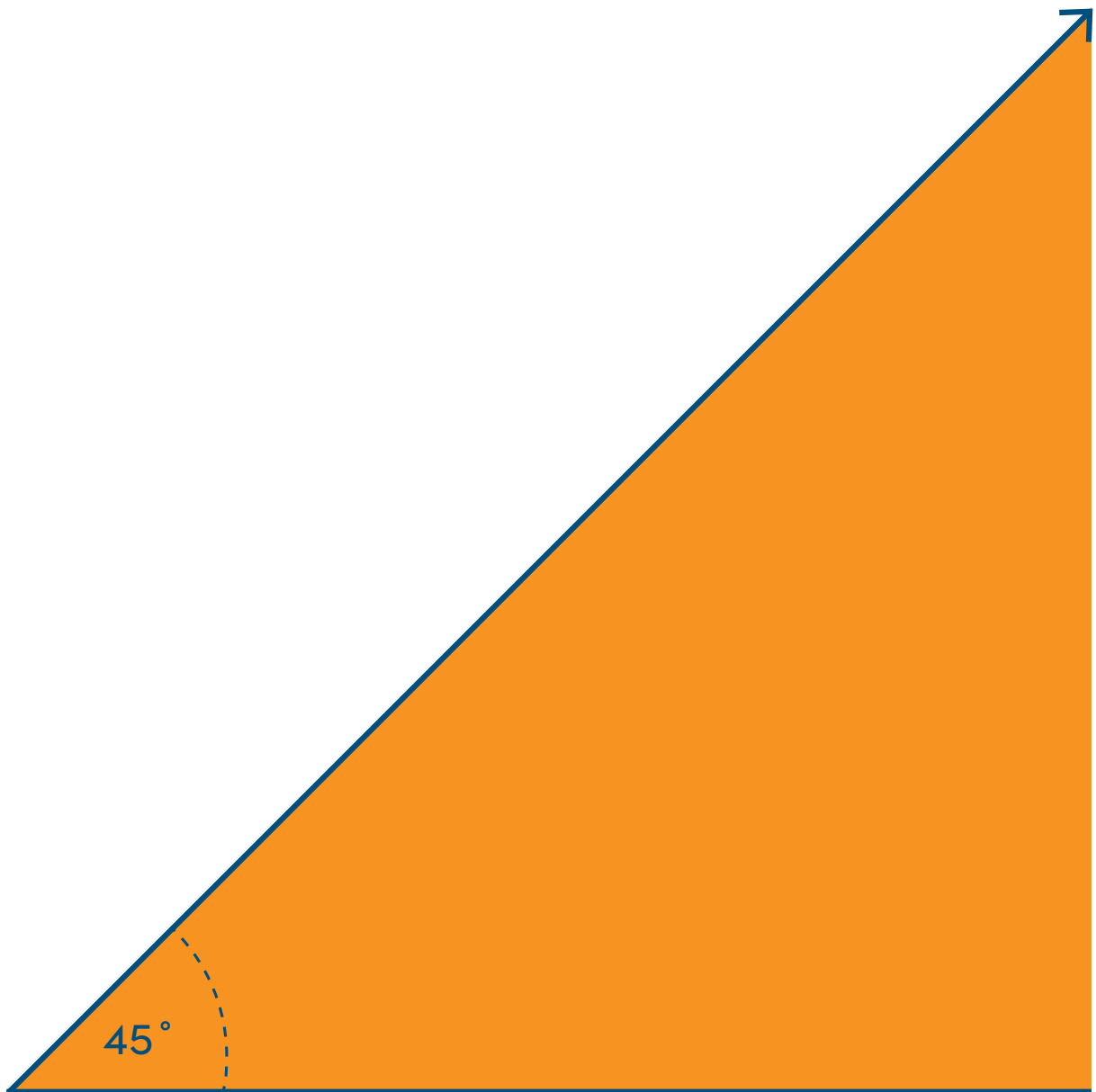


Our graphic system

Innovation

The use of a triangular system compounds our innovative, progressive and forward thinking approach.

Please refer to the collateral section (page 31) of the guidelines for examples of how to implement the graphic system successfully.



Our
typeface

Our typeface

Sofia takes a professional but approachable position, lending communications credibility without alienating the reader.

It is a diverse font family available in sixteen weights ranging from Ultralight to Black, with matching italics and full web font capabilities.

Our primary typeface

Sofia Pro

Sofia Pro is to be applied to every professionally designed, outgoing communication document.

Sofia Pro Light

AaBbCc0123

AaBbCc0123

Sofia Pro Regular

AaBbCc0123

AaBbCc0123

Sofia Pro Bold

AaBbCc0123

AaBbCc0123

Our secondary typeface

Arial

Arial is to be used when access to Sofia Pro is not available (e.g. when producing documents in Word).

Arial Regular

AaBbCc0123

AaBbCc0123

Arial Bold

AaBbCc0123

AaBbCc0123

Our
image library

Our image library

Our people, whether they be staff, providers, experts or Commissioners, are integral to our brand. Inclusion of imagery highlighting task-focused collaboration and activity adds authenticity and a human element to our communications and should be incorporated where possible.

For examples of use of imagery, see the items set out in the collateral section (page 31).

Screen resolution

Images that are to be used in screen environments should be set up at 72dpi and converted to RGB colour mode.

Print resolution

Images that are to be used in print environments should be set up at 300dpi and use the CMYK colour profile. If an RGB/72dpi image is used for print, the image will appear flat and pixelated.

Our image library

Best practice

Our people should be the focus of our photography. Images should be positive and colours should be as natural as possible without too much colour shift from artificial lighting or flash.

The photography should capture action shots of task-focused collaboration and students engaged in learning activity, to give a sense of place, relative to education.

For access to the TEQSA image library, contact comms@teqsa.gov.au.



Our image library

Things to avoid

Avoid images where people look awkwardly posed or unnatural.



Avoid awkward cropping of images. People should always be the focus.



Avoid images with a strong colour cast. Please colour correct if an alternate image is not available.



Our image library

Things to avoid

Avoid portraits where the background doesn't add context and sense of place.



Avoid images where people look disengaged or bored.



Avoid images that may be sourced from the internet and are of low image quality and appear blurry or pixelated. These will reproduce poorly in print as well as on screen.

Avoid clip art in presentations.



Our collateral



Our collateral

The following collateral showcases how our brand works together in forming a cohesive identity system that is engaging and flexible.

The following examples highlight best-case usage of our identity, and should be used to inform design decisions. Templates have been developed for these items and are available via the Communications Team and the TEQSA intranet.

It is preferable that these files are used to generate new work rather than recreating elements from scratch. For more information, contact comms@teqsa.gov.au.

Our collateral

External publication covers

Specifications

Size: A4 210 x 297mm



Front

Back

- Cover photography should be in grayscale to enhance and provide contrast with our brand colours.

Our collateral

External publication spreads

Specifications

Size: A4 210 x 297mm

Here is an example of a publication internal spread. Layouts should be kept clean and simple with lots of white space and clear headings.

Heading 1

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Heading 2

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- ornare
- commodo
- efficitur.

Heading 3

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1. class
2. aptent
3. taciti.

vel lectus bibendum gravida. Sed lobortis ullamcorper congue. Suspendisse vel convallis sem. Praesent ullamcorper volutpat mattis. Sed quis lectus vel nisi luctus eleifend a at nunc. In egestas sollicitudin rhoncus. Nunc eu leo a diam tempus commodo at interdum ex. Fusce malesuada varius arcu, eu imperdiet purus bibendum rhoncus.

Heading 2

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- ornare
- commodo
- efficitur.

Heading 3

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Vivamus	Donec	Cras	Geug	Massi
Eget	98,678	110,754	107,933	116,801
Vel	43,708	45,926	50,693	73,180
Ipsum	13,095	15,713	21,513	25,771
Viat	15,455	15,659	12,305	14,294
Nec	13,834	12,641	11,489	12,302
Total	270,452	286,923	283,030	336,374

TEQSA Publication 2022

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Heading 2

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- ornare
- commodo
- efficitur.

Heading 3

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1. class
2. aptent
3. taciti.



Image caption: Rem corio occaturl sin none nihictulrem dis et fuga.

Heading 2

Donec scelerisque, purus ut placerat viverra, massa mauris tempor turpis, vitae consectetur ante orci ut libero. Mauris blandit dui libero, et commodo eros eleifend eleifend. Curabitur auctor velit eros, id tempor nulla elementum a. Nam facilisis enim sem. Nullam eget mi mi. Phasellus quis dui id massa ornare interdum. Aliquam iaculis tempor augue a bibendum. Sed pretium purus eros, vitae convallis quam tristique ac. Etiam ut cursus lectus. Proin fermentum lacus sed dui ultricies fermentum. Nulla commodo augue non orci iaculis rhoncus. Sed fermentum, ante sed efficitur pulvinar, tellus tortor eleifend nulla, sed consectetur mi massa non risus.

- ornare
- commodo.

Heading 3

Sed ut mi in odio auctor mattis. Ut porta sapien vitae lacus molestie euismod. Nunc convallis tellus a libero feugiat laoreet. Donec ac sodales dolor, quis dignissim sem. Proin nec nulla eget nisi sagittis iaculis vitae in ipsum. Cras sed eros et eros auctor suscipit eget vel ipsum. Curabitur viverra cursus libero mattis faucibus. Phasellus massa nulla, venenatis in euismod vitae, condimentum in magna.

TEQSA Publication 2022

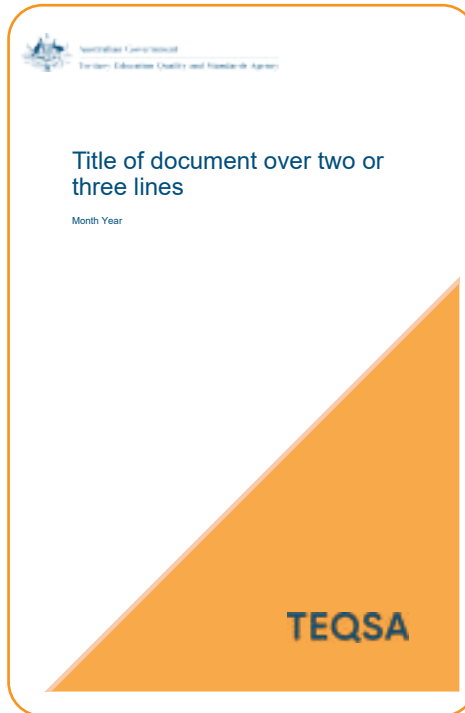
Our collateral

Internal publication (Word)

Specifications

Size: A4 210 x 297mm

Internal publications are largely identical to external publications, with the major difference being the use of Arial instead of Sofia.



Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque porttitor libero nec ex dignissim, sed semper lacus ultricies. Duis in est id sem ullamcorper venenatis. Aenean pharetra eros in ex accusan pulvinar. Aliquam eget sollicitudin neque. Ut facilisis velit ut accusan lobortis. Aliquam erat volutpat. Integer congue elementum lobortis. Nullam urna ex, semper non lobortis vitae, commodo eget erat.

Vestibulum pellentesque pellentesque ante, nec tempus neque finibus ut. Curabitur ipsum dolor, blandit ac efficitur ut, suscipit sit amet nibh. Curabitur eget mi semper, tempus risus eu, ullamcorper massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sagittis efficitur tellus, in eleifend diam mattis sit amet. Duis mattis leo quis arcu finibus rutrum. Donec sit amet cursus nunc. Integer sollicitudin nisi quis tellus dapibus, a vulputate nulla tristique. In hendrent, est porttitor conwallis posuere, ante quam posuere odio, non semper quam velit quis dolor. Etiam eros nisi, venenatis vitae quam et, tempor malesuada dolor.

Morbi leo lacus, vulputate eu sodales non, consectetur ac libero. Sed cursus, mi in consectetur fermentum, ipsum urna placerat dolor, ac efficitur mi turpis in magna. Ut eu velit ac nibh conwallis sagittis sed vitae est. Proin vitae lacus vitae nisi commodo rhoncus in quis neque. Donec sapien nisi, pulvinar at dolor eget, ullamcorper suscipit sapien. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur rutrum posuere lorem. Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam mi nisi, commodo ac leo nec, mollis euismod massa. Vestibulum sit amet metus sed eros luctus cursus. Phasellus aliquam sapien cursus turpis tempor ullamcorper. Etiam commodo, massa sit amet finibus porta, est ante fringilla dolor, sed lobortis lorem enim si leo Pull Out - Pink

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Pull-Out Text: Conwallis metus sed lorem bibendum pellentesque. Nulla vitae sagittis velit

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Table 1. Default Table 1 – Table titles go above the table and are auto-numbered

Column Header	Column Header	Column Header	Column Header	Column Header
Table text	Table text	Table text	Table text	Table text
Table text	Table text	Table text	Table text	Table text
Table text	Table text	Table text	Table text	Table text
Total Row	Total Row	Total Row	Total Row	Total Row

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Heading 2

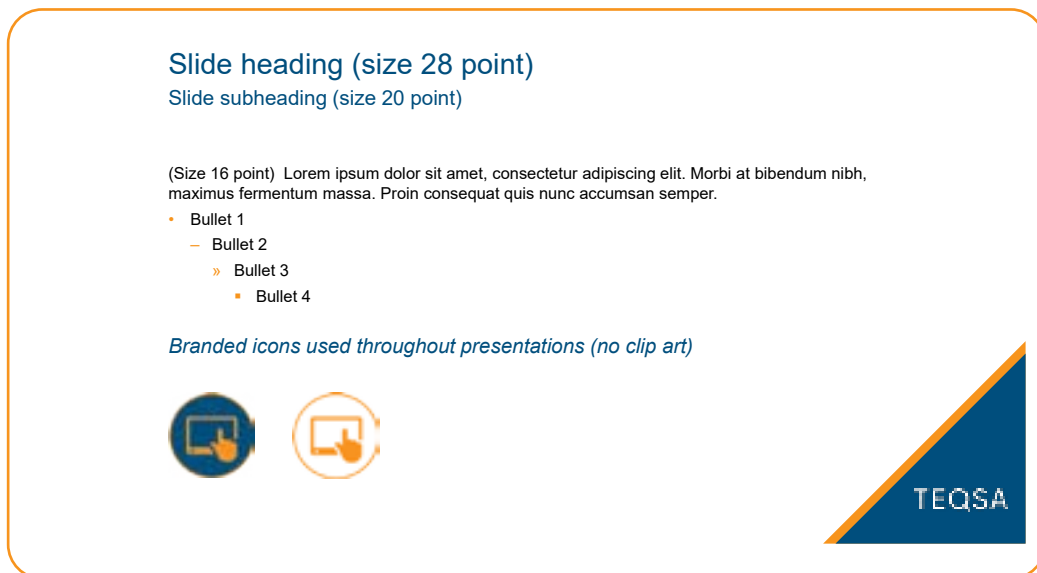
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Our collateral

PowerPoint template

Specifications

Size: 16:9 (widescreen)



- Headings should be Arial size 28, dark blue
- Subheadings should be Arial size 20, dark blue
- Body text should be Arial size 16, black
- Text should be kept to a minimum

Our collateral

Pull-up banners

Specifications

Size: 800 x 2000mm

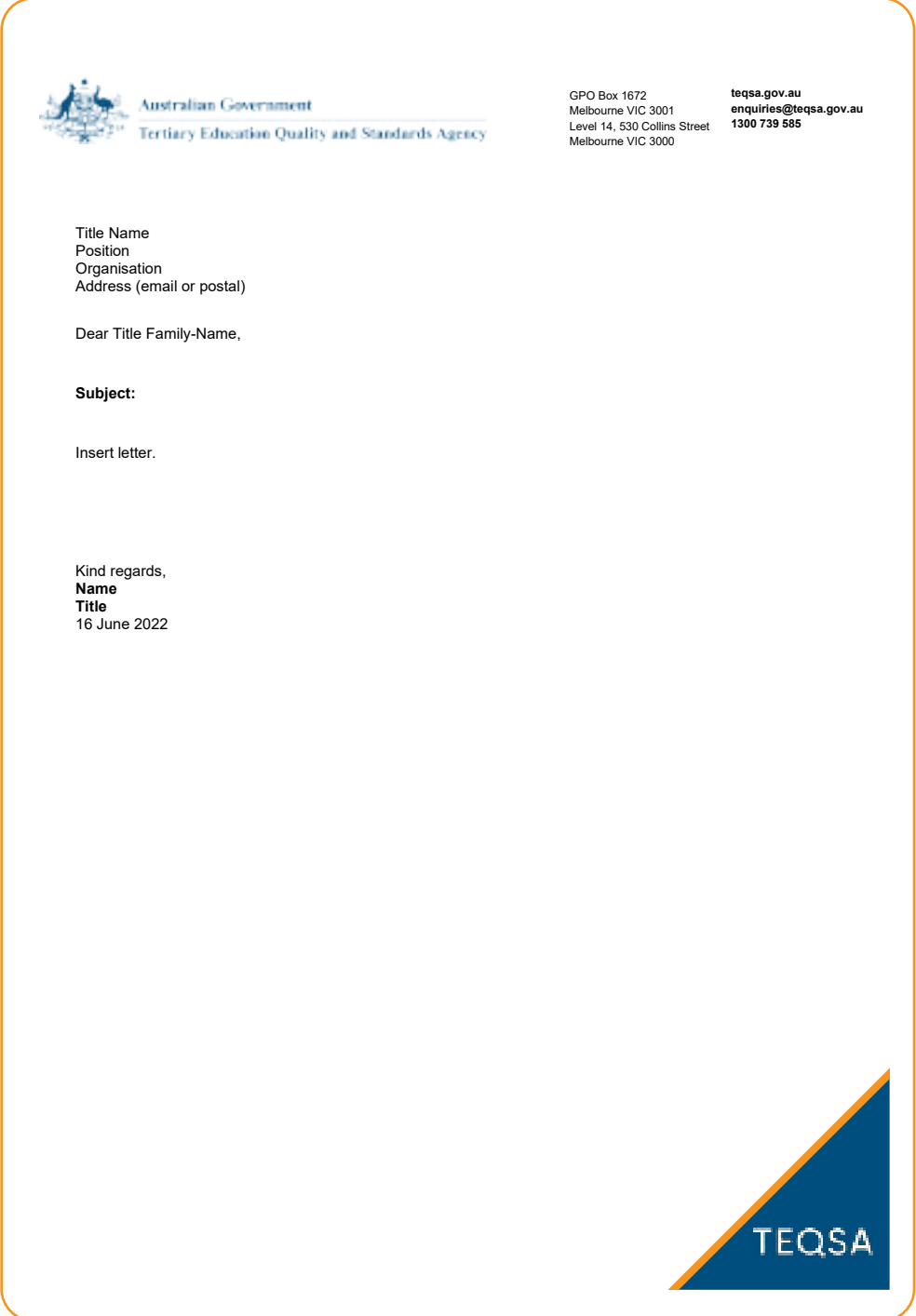


Our collateral


Letterhead

Specifications

Size: A4 210 x 297mm



The letterhead template is enclosed in a rounded orange border. At the top left is the Australian Government crest. To its right is the text 'Australian Government' and 'Tertiary Education Quality and Standards Agency'. At the top right are the contact details: 'GPO Box 1672 Melbourne VIC 3001 Level 14, 530 Collins Street Melbourne VIC 3000' and 'teqsa.gov.au enquiries@teqsa.gov.au 1300 739 585'. The main body contains placeholder text for a letter: 'Title Name', 'Position', 'Organisation', 'Address (email or postal)', 'Dear Title Family-Name,', 'Subject:', and 'Insert letter.'. At the bottom left is the closing: 'Kind regards, Name Title 16 June 2022'. At the bottom right is a blue triangle containing the white text 'TEQSA'.

 Australian Government
Tertiary Education Quality and Standards Agency

GPO Box 1672
Melbourne VIC 3001
Level 14, 530 Collins Street
Melbourne VIC 3000

teqsa.gov.au
enquiries@teqsa.gov.au
1300 739 585


Title Name
Position
Organisation
Address (email or postal)

Dear Title Family-Name,

Subject:

Insert letter.

Kind regards,
Name
Title
16 June 2022



Our collateral

Business cards

Specifications

Size: 90 x 55mm



Australian Government

Tertiary Education Quality and Standards Agency

FirstName FamilyName

Job Title

Team

Level 14, 530 Collins Street

Melbourne VIC 3000

GPO Box 1672

Melbourne VIC 3001

firstname.familyname@teqsa.gov.au

+61 3 1234 5678

teqsa.gov.au

TEQSA

Our collateral

Email signature

First Name Family Name

Job Title

Business Group

Tertiary Education Quality and Standards Agency

T: 03 1234 5678 M: 0400 123 456

E: firstname.familyname@teqsa.gov.au

A: Level 14, 530 Collins Street, Melbourne VIC 3000

W: teqsa.gov.au

TEQSA

Our collateral

With compliments slip

Specifications

Size: DL 99 x 210mm



Our brand voice

TEQSA's brand characteristics

When developing a brand's characteristics, it can be helpful to imagine that brand as a person and the attributes they would have. It is also useful to imagine the attributes the brand wishes to develop.

TEQSA's purpose, our values, our legislated role and work, perceptions of TEQSA within the sector and how we wish to be seen by the sector, can be understood through the following 'personality' attributes.

Attribute	Description	Do	Don't
Accessible	We're open and approachable. We engage our stakeholders, partners and the Australian public in a transparent and accessible manner. We value and encourage two-way communication internally and externally.	<p>Use active, plain English language and tone.</p> <p>Be truthful and accurate when engaging with each other and our stakeholders.</p> <p>Ensure content meets accessibility requirements.</p> <p>Avoid overusing acronyms.</p> <p>Provide opportunities for contact or feedback.</p>	<p>Use passive, complex, highly technical language.</p> <p>Share information which is incorrect.</p> <p>Ignore requirements for document accessibility.</p>
Innovative	We strive to provide best practice quality assurance and regulation that meets the current and future needs of Australia's higher education sector. Our work initiates change and has a profound and positive impact on improving the sector.	<p>Make the case for any required change.</p> <p>Celebrate success and acknowledge when we got it wrong as part of our continual improvement.</p>	<p>Fail to consider user needs when planning projects or implementing changes to our approach.</p> <p>Not acknowledge when things go wrong or celebrating when things go right.</p>
Professional	We're committed to excellence in our work, underpinned by our values and legislated responsibilities.	<p>Incorporate and live our TEQSA values and the APS Code of Conduct in our work.</p> <p>Ensure that our decisions, interactions and actions are of the highest standard.</p>	Act outside of the TEQSA Values and APS Code of Conduct.

Our brand voice

A brand voice is how we speak and write, internally and externally.

TEQSA's brand voice underpins everything we write and say, from our publications and website to our media releases, social media posts and language in communications and at conferences.

It suggests what tone and voice to use so we can communicate consistently.

The TEQSA brand voice aligns with our vision and our values and reflects our brand characteristics (Accessible, Innovative, Professional).

We should always aim to use at least one brand characteristic in our writing. Combinations of two characteristics can also be used.

Accessible and Professional are the base traits, used in most communications. Innovation is there to add an extra level demonstrating our leadership and work to build the standing and reputation of Australian higher education.

When we apply the brand voice, we always follow the TEQSA Editorial Style Guide to ensure consistency within the agency and alignment with the Australian Government Style Manual.

Examples



Sector feedback has informed the development of a new, simpler template for guidance notes that will be rolled out in the coming months. TEQSA will engage with the sector as we update the existing suite of guidance notes (**Accessible**). This work will reinforce the role of guidance notes to focus on specific sections of the Higher Education Standards Framework (2021) (**Professional**). The revised notes will also show connections with other sections of the standards and highlight potential compliance issues (**Innovative**).

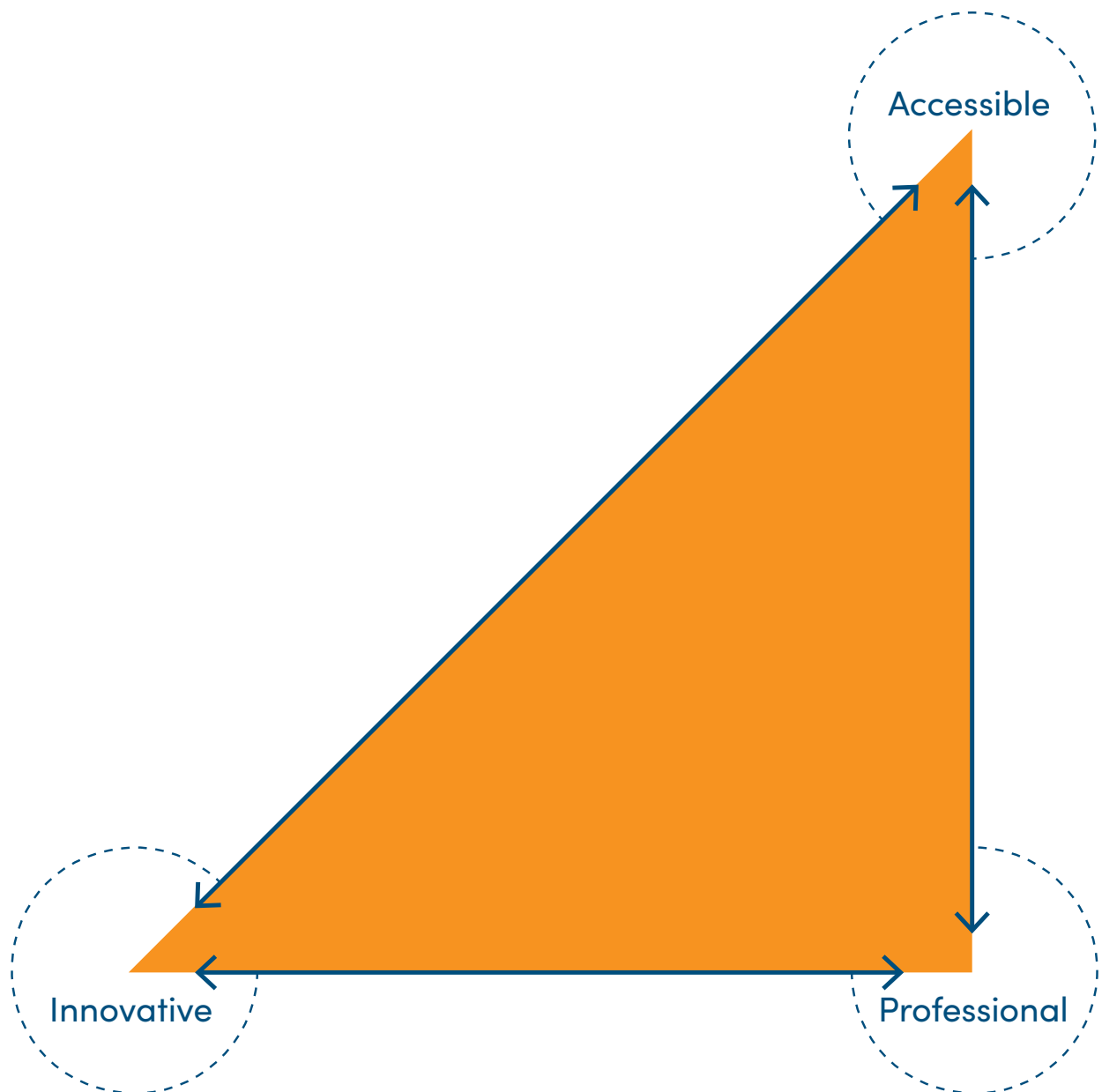


TEQSA's functions include collecting and analysing information about registered providers to ensure compliance with the Higher Education Standards Framework (2021). (**Professional**) As part of TEQSA's ongoing work to improve sector understanding of compliance matters, we have published our 2021 Compliance Report (**Innovative**). This report is available on our website and outlines compliance activities in 2021 and TEQSA's priorities for 2022. (**Accessible**)

Our brand voice

Relationship triad

The TEQSA brand voice aligns with our vision and our values and reflects our brand characteristics (Accessible, Innovative, Professional).



The image features a diagonal split background with orange in the top right and dark blue in the bottom left. In the bottom left corner, the text 'TEQSA' is written in a large, white, bold, sans-serif font. Below it, the website address 'teqsa.gov.au' is written in a smaller, white, lowercase, sans-serif font.

TEQSA
teqsa.gov.au