



Australian School of Business Brand Implementation Update #1

New Australian School of Business Brand and Logo

- Our new brand is 'Australian School of Business'
- Please note, the TM symbol must always be used in the logo, but does not have to be used when 'Australian School of Business' is written, for example "The Australian School of Business aims to..." is acceptable. More detailed brand usage guidelines will follow in the coming weeks
- A new logo has been created for the Australian School of Business:



AUSTRALIAN
SCHOOL OF BUSINESS™
THE UNIVERSITY OF NEW SOUTH WALES

- Our new logo leverages the reputation and brand equity of UNSW and aims to build a strong association between the two entities. This logo has been formally approved by Professor Fred Hilmer, UNSW Vice-Chancellor and should replace the Faculty of Business logo and the previous FCE logo on all marketing material and collateral being produced from now on
- To obtain an electronic file of the new logo, please contact Senior Designer Michelle Devine on 02 9385 8036 or m.devine@unsw.edu.au
- For the short term, until the new University-wide Brand Guidelines are developed, we have agreed to use the 'AGSM blue' as our School colour. Please note this may change when the new UNSW Brand Guidelines are developed in late 2007 / early 2008
- We have also agreed to continue using the existing School colours in the interim



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New Template & Letterheads Available:

- All Powerpoint and Word templates have been updated with the new Australian School of Business logo and are available from the Marketing and Template Resources link in the Staff section of the website

Changes to our Website

- We have agreed our official URL moving forward will be www.business.unsw.edu.au
- Over time our website will be updated to incorporate our new identity. Early stages will involve immediately updating the current site with new logos and names
- Two new pages will be added to the www.business.unsw.edu.au site shortly to assist in communication to both staff and external parties:
 - A permanent link on the homepage to a brief overview of our new Brand identity (including links to relevant press releases)
 - A new area in Staff updates for Brand Implementation updates and other relevant communication

Disciplinary Schools

- We have been advised to continue using Schools as our disciplinary unit identifier
- To avoid any confusion from our 'Schools within Schools' situation, we recommend that you use the word 'School' sparingly as follows:
 - Use 'School' to indicate organisation structure in your title on Business Cards and in your email sign off, eg 'Head, School of Marketing'
 - Avoid using 'School' in any external facing communication including website banners, office signage, event banners, marketing collateral including prospectuses and brochures



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New Business Card Format:

- A business card format for all Australian School of Business staff has been approved – the UNSW landscape business card template with the following personal details format:

Name
Position
Unit / School (if applicable)
Australian School of Business

- Refer to the attached word file for detailed card guidelines and examples
- Please order cards via UNSW Publishing and Printing Services using the Stationery Requisition Form found on <http://publish.web.unsw.edu.au/> and allow a 3 week lead-time (urgent orders maybe processed in less time – please discuss with Printing Services)
- We request that all Australian School of Business staff who require a business card have a new one created following this format by the end of August

Changes to Email Addresses

- Over time, the intention is to move all Australian School of Business staff email addresses to an @unsw.edu.au address as UNSW is ultimately our parent brand. This project is currently being scoped out and there will be an update on the project timing shortly
- In the meantime, please use your current email address for any new business cards you have printed



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Voicemail Messages and Email Signatures for all Staff:

- Please update your voicemail messages and email signatures to the following:
 - Voicemail message example: “Hi, you have called (Name and position) at the Australian School of Business at UNSW, please leave a message.....”
 - If you are concerned about the length of the greeting, you may simply give your name and position
 - Email signature: In Lotus Notes, the signature is accessed through the Tools menu, select preferences and click on the signature tab. Please include the following information (ideally will reflect business card information):

Name

Position

Unit / School (if applicable)

Australian School of Business

The University of New South Wales

Telephone: +61 (2) 9385 XXXX

Facsimile: +61 (2) 9385 XXXXX

E-mail: xxxxxx@unsw.edu.au

<http://www.business.unsw.edu.au>

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