FEARLESS
FLINDERS UNIVERSITY

INTRODUCTION

The new Flinders University brand platform, Fearless, is a bold new position for the institution. This will be brought to life through a brand voice and visual identity that builds on the brand's key strengths, while introducing new elements to ensure cut-through and differentiation in market.

The following is the toolbox for Fearless, with initial rules and guidelines for applying the new identity visually, and reflecting the brand tone through our voice.
Importantly, this is not about defining every layout or piece of copy. It is about establishing a flexible platform with strong foundations, ensuring adaptability and cohesion across the diverse requirements of the institution.

This document will continue to evolve and develop as we collectively roll out the Fearless brand platform, identifying opportunities, troubleshooting, optimising and building a suite of assets that reflect our singular position.

01. NARRATIVE

The narrative articulates Flinders University's past, present and future. It is a distillation of what makes us Fearless.

Flinders University was founded in an era of profound social, political and technological change, when longstanding conventions were being challenged by a new generation of ambitious young thinkers.

A product of these times, we have always been ready to step away from the security of the familiar and forge new ways forward. From the ambition of our namesake, to the charge of our founding Vice Chancellor, this appetite for exploration is ingrained in our DNA.

It has shaped our world-class curriculum, and the physical and online environments we live, learn and work in. Vibrant spaces enable new connections between academics, students and industry, giving rise to innovative, agile hubs that can quickly adapt to new challenges and opportunities.

Brave research is the beating heart of our university, the purest expression of our desire to discover, our ability to solve, and our commitment to driving the new knowledge economy. Shaped by the social, economic and scientific challenges of today, our research connects with business, government and the community to deliver real-world outcomes that will be felt at home and across the globe for generations.

Reaching beyond the limits of buildings, borders and backgrounds, ours is an inclusive culture that believes absolutely in equality and opportunity for all. We don't just accommodate differences; we embrace and celebrate them. We support and empower our people, giving rise to healthier societies and empathic leaders who look towards an unpredictable future with confidence and optimism.

Our students have a voice, their opinions are respected, and their success is paramount. When you belong to this kind of community, the future looks brighter. Uncertainty becomes opportunity. You can be bolder, reach further and dare more.

Who we are and what we believe has never mattered more than it does right now. Our legacy, our values, our vision for tomorrow speak precisely to the challenges of today. We don't simply survive in testing times, we thrive in them. We don't resist change or fear disruption, we embrace it. Work with it. We adapt and evolve. We discover, we create, we share.

We are Flinders. We are Fearless.

02. OUR VOICE

Our voice is an expression of our brand values. It helps shape the way they are perceived and understood.

The section below outlines key terms that define the brand voice, built from our brand values. This should act as a guide for writing in a consistent brand tone.

BRAND VALUES

INNOVATION	Research and creative endeavour have been at the core of Flinders University's identity since inception.	
COURAGE	Our success relies on dynamic staff, ready to embrace the challenges and opportunities presented in a rapidly changing environment. It requires a culture of trust and empowerment, built on the bedrock of common values and a shared sense of purpose.	
INTEGRITY	We champion diversity and equality of opportunity, respecting peoples from all nations, cultures and backgrounds.	
EXCELLENCE	The achievements of our staff, students and alumni are celebrated and communicated to the wider community.	
STUDENT CENTRED	Our underlying ethos of being student centred is a distinguishing feature of the Flinders experience and is the measure by which we judge the impact of innovation in teaching and student support.	

BRAND VOICE

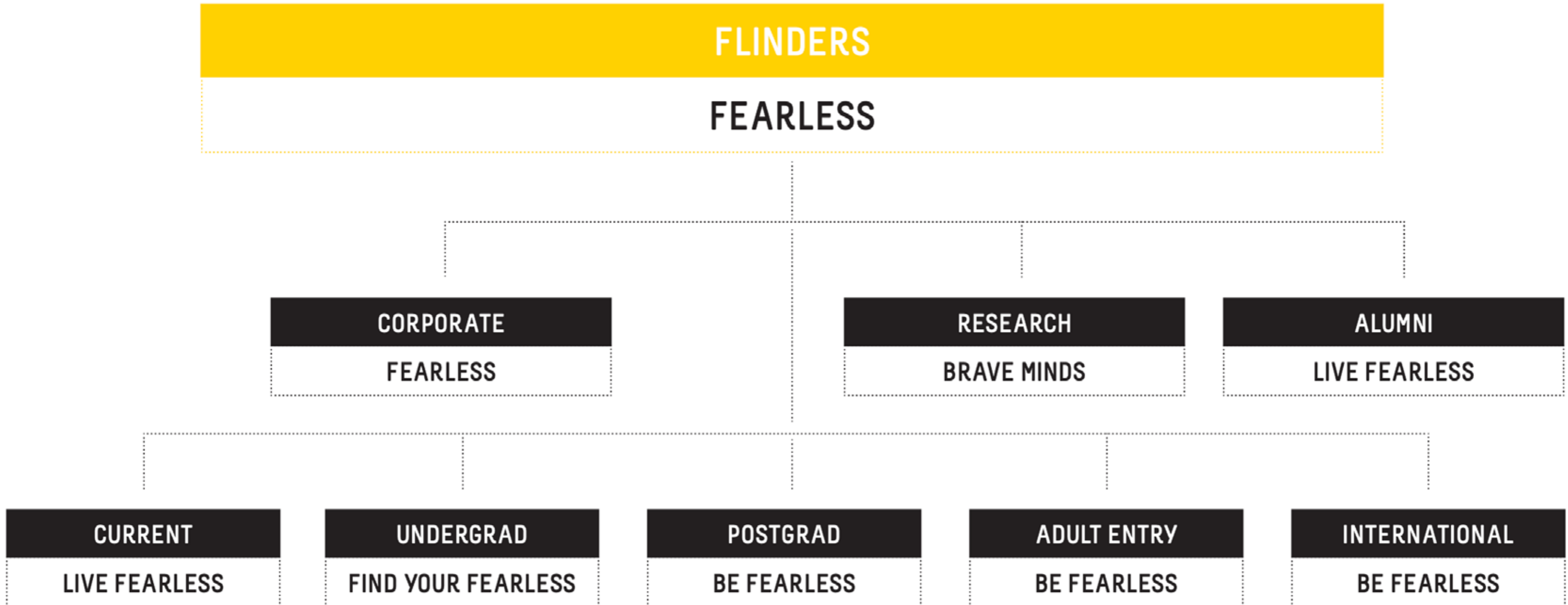|	
INNOVATION AMBITIOUS RESEARCH-DRIVEN CURIOUS FUTURE READY COLLABORATIVE	Led by curiosity and driven by research, our graduates are ready to participate in the new knowledge economy.
COURAGE CONFIDENT TRANSPARENT BRAVE EMPOWERING	Our students have the confidence to meet challenges, drive change and achieve their ambitions.
INTEGRITY ACCOUNTABLE ETHICAL EMPATHETIC EQUALITY INCLUSIVE	An inclusive, respectful community, we always act with empathy, awareness and sensitivity.
ACADEMIC & RESEARCH EXCELLENCE INSPIRING LEADERS STUDENT SUCCESS	With excellence in research, teaching and learning, we are preparing the next generation of future leaders.
STUDENT CENTRED SUPPORTIVE RESPONSIVE EMPOWERING COLLABORATIVE	We recognise and respond to the needs of our students, In supporting them to succeed, we foster and promote meaningful connections between students, faculty and industry.

OUR VOICE - SNAPSHOT

Innovative
Ambitious
Research-Driven
Curious
Future Ready
Collaborative

Courageous
Confident
Transparent
Brave
Empowering

Accountable
Ethical
Empathetic
Equality
Inclusive

Student Centred
Supportive
Responsive
Empowering
Collaborative

Academic & Research Excellence
Inspiring
Leaders
Student Success

INNOVATION

COURAGE

STUDENT CENTRED

INTEGRITY

EXCELLENCE

FEARLESS

● POSITION

● VALUES

● VOICE

AUDIENCE	CHALLENGE	SOLUTION	EXPRESSION
CORPORATE	Flinders operates in a competitive corporate environment where being one step ahead is everything.	We are always ready to step away from the security of the familiar and forge new ways forward. This appetite for exploration is ingrained in our DNA – because we are Flinders, and we are fearless.	**FEARLESS**
RESEARCH	Research attracts the most inquisitive minds – a field that is fiercely competitive.	We are fearless in the pursuit of knowledge. Brave minds driven by curiosity and a shared passion for discovery.	**BRAVE MINDS**
ALUMNI	If alumni lose contact with Flinders, they miss out on the opportunities the Flinders network can bring.	For lifelong skills and a global network of like-minded individuals, stay linked and live fearless with Flinders.	**LIVE FEARLESS**
CURRENT	Self doubt can eventuate into a fear of failure. Am I doing the right course? Will I get a job at the end of this?	With a supportive community, industry experience and quality teaching on your side, you can confidently embrace the opportunities of tomorrow, today, and live fearless at Flinders.	**LIVE FEARLESS**

AUDIENCE	CHALLENGE	SOLUTION	EXPRESSION
UNDERGRAD	Undergrad students are readying themselves for a future where the only certainty is change, taking the leap from the familiar into a world of unknowns.	When you have world-class teaching, strong industry connections and a supportive community behind you, you're ready for anything. At Flinders, you can embrace what's next and find your fearless.	**FIND YOUR FEARLESS**
POSTGRAD	Postgrad students aren't willing to settle; they want continual growth, new skills and up-to-date knowledge.	Knowledge is power. And the more you know, the more fearless you become. With flexible courses and a supportive environment, you can be fearless at Flinders.	**BE FEARLESS**
ADULT ENTRY	Now balancing education with work and family commitments, adult entrants can feel like they're stretching themselves too thin, with the added concern of keeping up and fitting in.	With our strong industry connections, a supportive network and flexible study options, you can put your future first and be fearless on your pursuit of new knowledge.	**BE FEARLESS**
INTERNATIONAL	Starting university is an intimidating step, especially in a foreign country with cultural and language barriers, no connections and no family.	At Flinders, you'll be part of a supportive community with leading academics and a world-class education. With skills and connections that transcend borders, you can be fearless at Flinders.	**BE FEARLESS**

All messaging sits under our overarching position; Fearless.

The below details how we express Fearless as a call to action for different cohorts and audiences.

FLINDERS
FEARLESS

CORPORATE	RESEARCH	ALUMNI
FEARLESS	BRAVE MINDS	LIVE FEARLESS

CURRENT	UNDERGRAD	POSTGRAD	ADULT ENTRY	INTERNATIONAL
LIVE FEARLESS	FIND YOUR FEARLESS	BE FEARLESS	BE FEARLESS	BE FEARLESS

03.

USING FEARLESS IN COPY

Fearless can function as both a brand positioning line, and as a descriptor within copy. How it is used will affect whether it is capitalised or not.

When using Fearless in defined headlines or subheads, the 'F' in Fearless should be capitalised.
Examples:

—— Flinders. Fearless.

—— We are Flinders. We are Fearless.

—— Be Fearless.

—— Find your Fearless.

When using fearless as a descriptor in body copy, rather than as a brand statement,
it should be lowercase/sentence case.
Examples:

—— We are fearless in the pursuit of knowledge.

—— We are fearlessly embracing the future.

—— Researchers tackle problems with a fearless mindset.

VISUAL ASSETS

04.

COLOUR

FLINDERS GOLD

PMS: 116
CMYK: 0.14.95.0
RBG: 255.211.0
HEX: #FFD300

MIDNIGHT BLUE

PMS: 282
CMYK: 100.82.10.64
RBG: 0.47.96
HEX: #002F60

Building from our core asset, Flinders Gold, our custom palette draws from our unique built and natural environments.

Bold and modern, it is distinctive in category while providing flexibility in application.

FLINDERS GOLD

PMS: 116
CMYK: 0.14.95.0
RBG: 255.211.0
HEX: #FFD300

OCHRE

PMS: 124
CMYK: 13.40.84.0
RBG: 222.159.70
HEX: #DE9F46

EUCALYPT GREEN

PMS: 3295
CMYK: 87.38.68.25
RBG: 20.104.88
HEX: #146858

MIDNIGHT BLUE

PMS: 282
CMYK: 100.82.10.64
RBG: 0.47.96
HEX: #002F60

SUMMER RED

PMS: 172
CMYK: 1.82.99.0
RBG: 238.85.36
HEX: #EE5524

SUNSET PINK

PMS: 217
CMYK: 1.34.5.0
RBG: 243.184.203
HEX: #F3B8CB

STONE GREY

PMS: 428
CMYK: 29.23.23.0
RBG: 183.183.183
HEX: #B7B7B7

DUSTY WHITE

PMS: 7499
CMYK: 3.5.10.0
RBG: 246.238.225
HEX: #F6EEE1

OCEAN BLUE

PMS: 300
CMYK: 95.78.2.0
RBG: 33.80.159
HEX: #21509F

05.

TYPOGRAPHY

FONT:
LL CIRCULAR

LL Circular is a geometric sans-serif font family in multiple weights. LL Circular offers a fresh take on the genre of the geometric grotesk.

A geometric sans serif that marries purity with warmth and strikes a balance between functionality and aesthetics.

This font should always be used.

Flinders UNIVERSITY
Flinders UNIVERSITY
Flinders UNIVERSITY
Flinders UNIVERSITY

HEADING
Circular Medium

FLINDERS HEADING

SECONDARY HEADING
Circular Black

Flinders University

Study Law 2022

SUB HEADING
Circular Black

Study Nursing In 2022

STUDY NURSING IN 2022

PULL QUOTE 1
Light Italic

Enabling our future **growth and providing** a great campus experience in a globally competitive precinct.

PULL QUOTE HIGHLIGHT
Bold Italic

BODY COPY 1
Circular Medium

"Quam ratas aut fuga. Aximinv entiis dolupta con culluptam sunt. Suntin elestet am, totae et re voloribusdae pellorehenis ne

Quam ratas aut fuga. Aximinv entiis dolupta con culluptam sunt. Suntin elestet am, totae et re voloribusdae pellorehenis ne quas peruptam natur audis molorit es esequiam, quam, officia eat. Reptatus duntio volor renditatur sit, tempor aut fugiatiumque si offictem. Nequae sequibus nostiore, te

BODY COPY 2
Circular Light

Quam ratas aut fuga. Aximinv entiis dolupta con culluptam sunt. Suntin elestet am, totae et re voloribusdae

Quam ratas aut fuga. Aximinv entiis dolupta con culluptam sunt. Suntin elestet am, totae et re voloribusdae pellorehenis ne quas peruptam natur audis molorit es esequiam, quam, offcia eat. Reptatus duntio volor renditatur sit, tempor aut fugiatiumque si ofctem. Nequae sequibus nostiore, te natur audis molorit es esequiam, quam, offcia eat. Reptatus duntio volor renditatur sit, tempor aut fugiatiumque si z. Nequae sequibus nostiore, te

Flinders.edu.au

The Flinders URL has been built as a vector asset to be applied to artwork as needed.

This is a clean, clear & bold call to action that complements all required layouts.

When adding the Flinders URL, please use the supplied vector file.

If this isn't possible follow these simple formatting guides.

— Circular Black Font

— 60pt Tracking

— Title Case Text

— Add stroked underline

1.

2.

Flinders UNIVERSITY
Flinders UNIVERSITY

Flinders **UNIVERSITY**
Flinders UNIVERSITY

BACK UP FONT 1: DM SANS

This font should only be used if LL Circular is not available.

DM Sans is a google font which is available to download at

www.fonts.google.com

BACK UP FONT 2: ARIAL

This font should only be used if LL Circular and DM Sans

is not available.

Arial is a Microsoft font that is automatically installed

on all of its programs. Avoid using unless completely necessary.

06. BRANDMARK
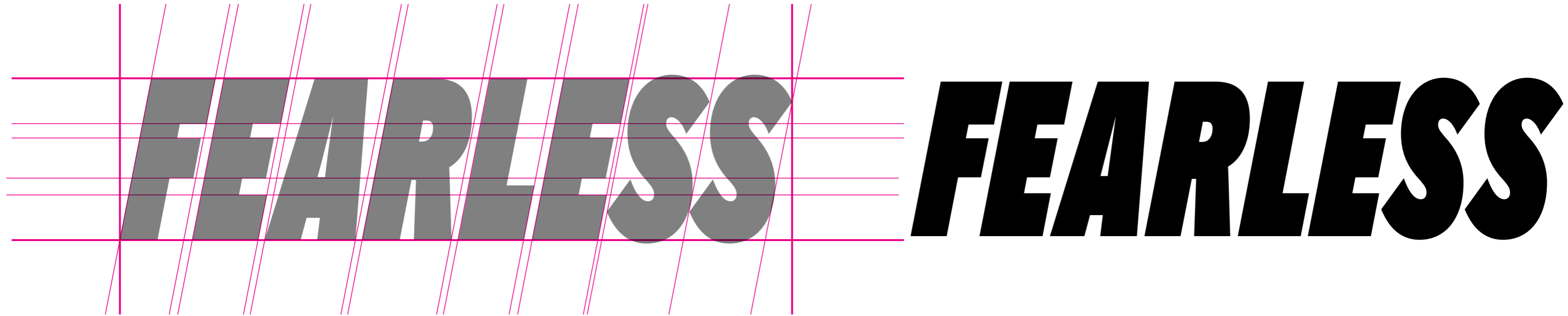
FEARLESS

FEARLESS

The Fearless typographic mark is a bold, dynamic word-mark designed for cut-through in launching the brand position. It has been designed to be used for key pieces of campaign collateral, when leading with "Fearless". This is a piece of custom typography, and is not to be edited or used for other words. It is not to be used where "Fearless" is secondary to the communication, such as course-specific comms, or where there is substantial copy. In these cases, Fearless should appear as in our regular brand font (Circular). This asset will be supplied as a vector file to be placed on artwork.
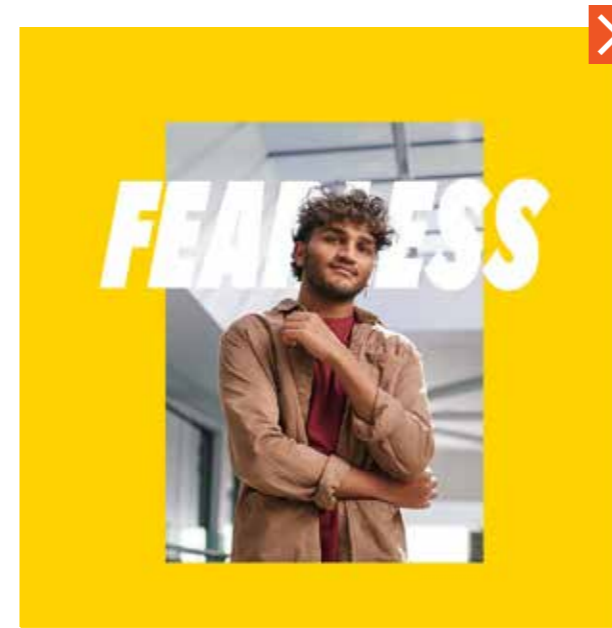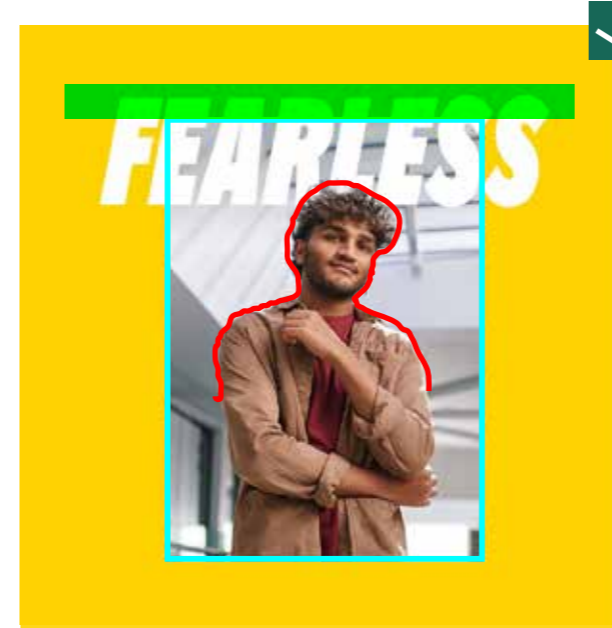
THE DO'S

Fearless brandmark to be 'ducked' under figure using Photoshop.

Letters 'R+L' are the prefered location for ducking.

Additional shading to be applied to edge of portal to increase the sense of depth.

Fearless brandmark to sit above the border of the portal.

THE DO NOT'S

The Fearless brandmark should always remain readable.

Do not place the Fearless brandmark too far under the figure.

When overlapping the brandmark with a subject, use this guide to measure the appropriate level of overlap coverage. **10-20%** is the optimal range however, this is heavily image dependant and requires a thoughtful approach to layout, image choicve & design.

As a guiding principle, the legibilty of FEARLESS is Paramount.

- Never cover the letter R so that the brandmark reads FEAPLESS.
- Never cover the letter I so that the brandmark reads FEARIESS.

Alternative brandmark usage.

Where appropriate (right format, right photo etc),

the Fearless brandmark can be placed over a subject

with no image ducking for maximum boldness.

- Ensure to darken the image undearneath the brandmark to

 increase readability (never drop shadow).

When Fearless is being used as a CTA with the brand mark (i.e. Find your Fearless), Circular should be used as the supporting font. The text size for the copy accompanying "Fearless" should be bigger than the sub copy (i.e. "Apply for study in 2022") to ensure a hierarchy of messaging.
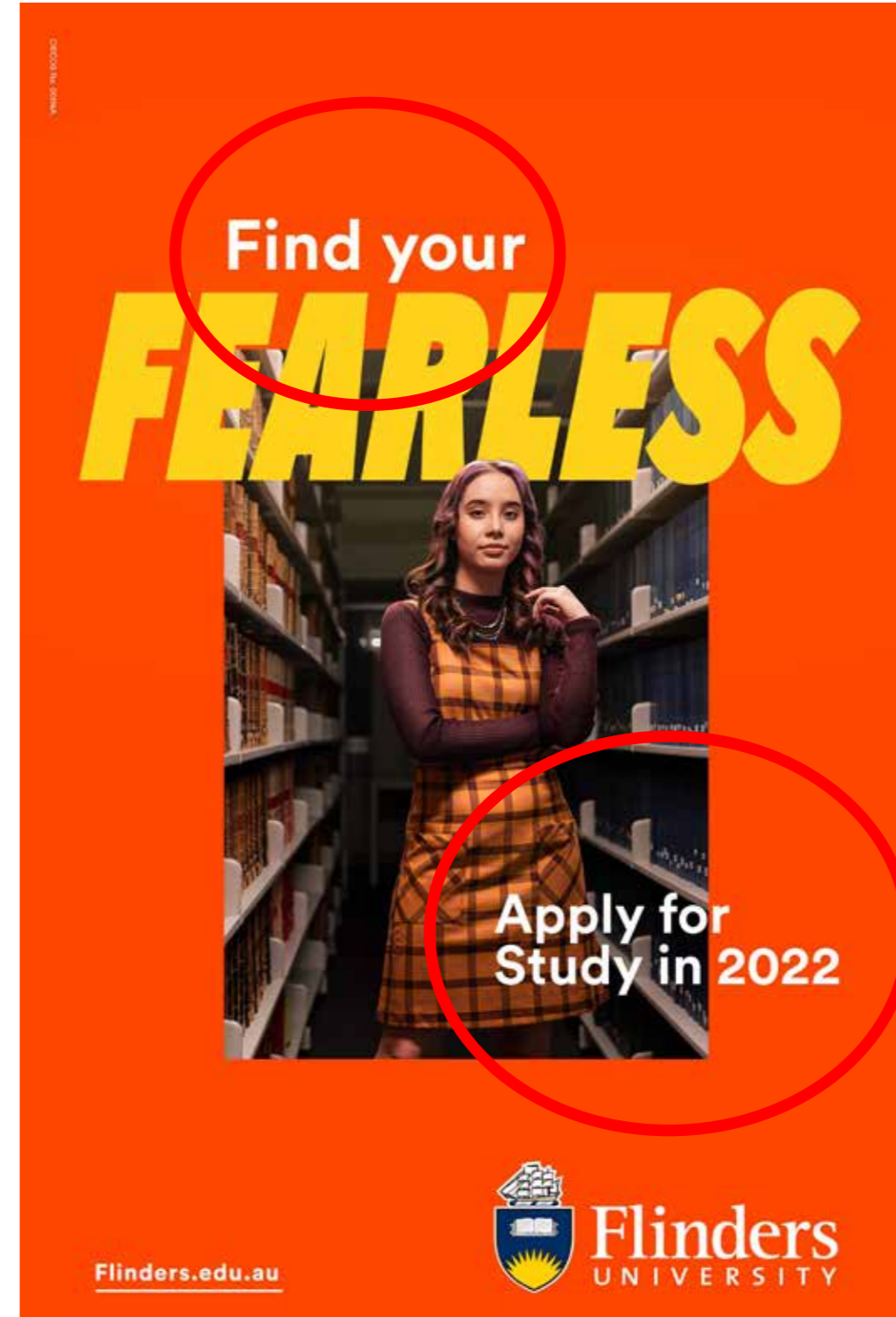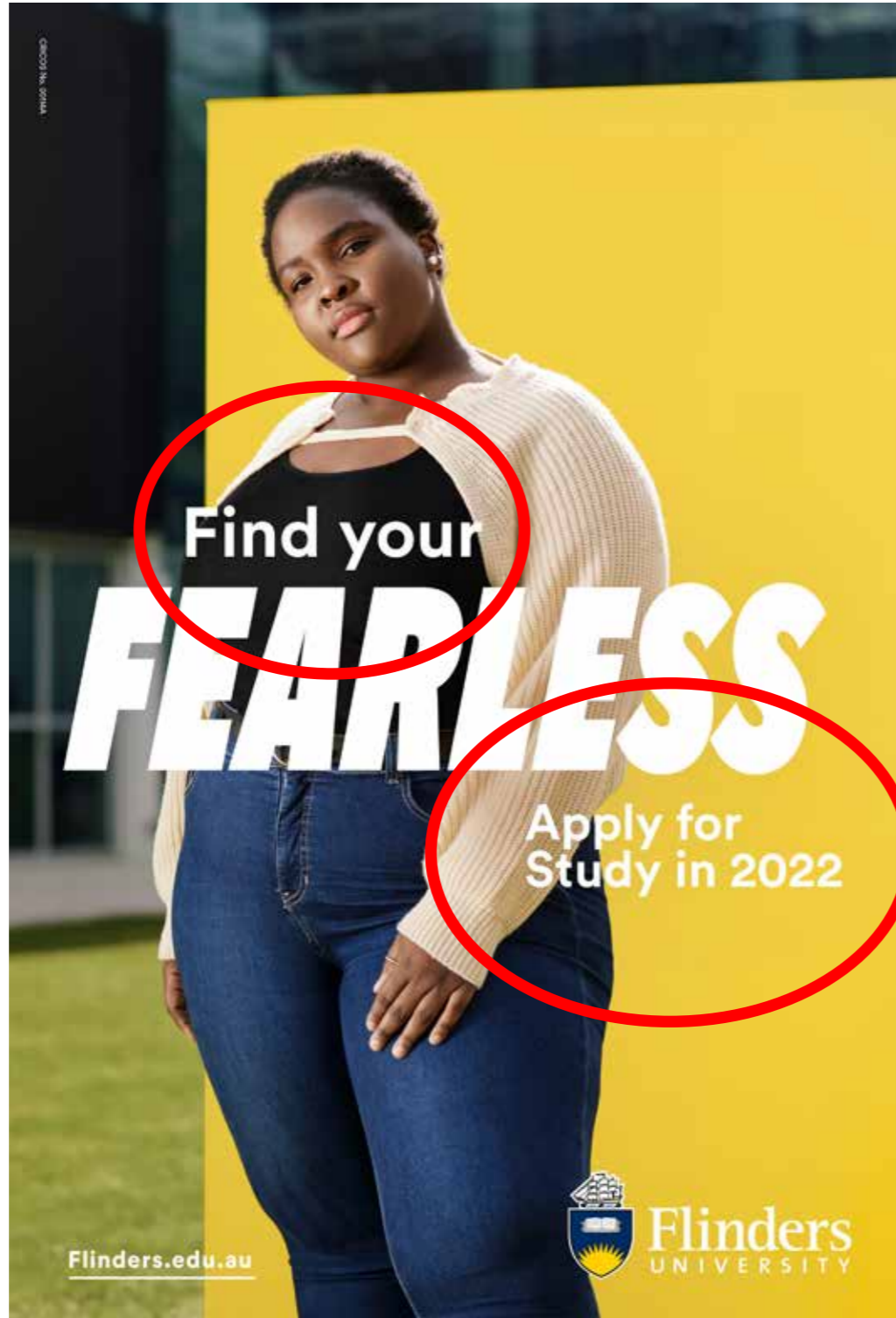
For study area communications, where the Fearless brand mark is not applied, Circular should be used for headlines.

07.

THE FEARLESS PRISM
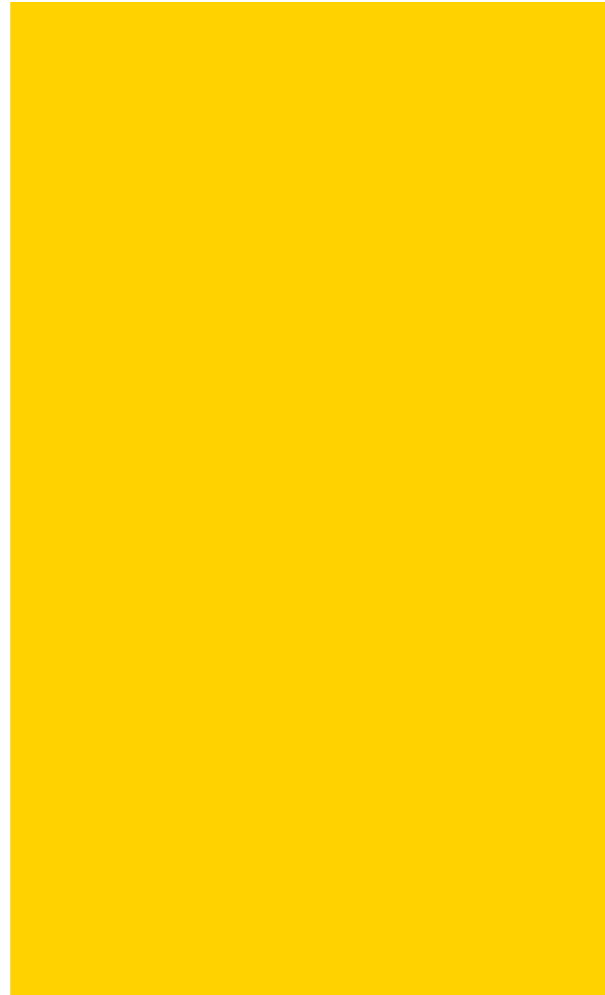
SIMPLE

CONFIDENT

ADAPTABLE

We have developed a simple, iconic, brand device for greater impact and cohesion across executions.

The "Fearless Prism" builds from Flinders' most unique visual asset – Flinders Gold. It is an abstract expression of the qualities of Fearlessness: confidence, simplicity, adaptability.
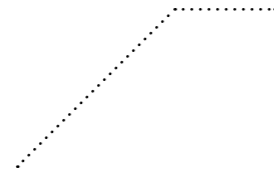
PRISM
A platform to elevate
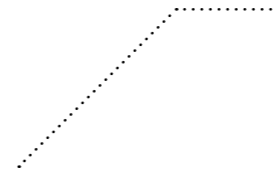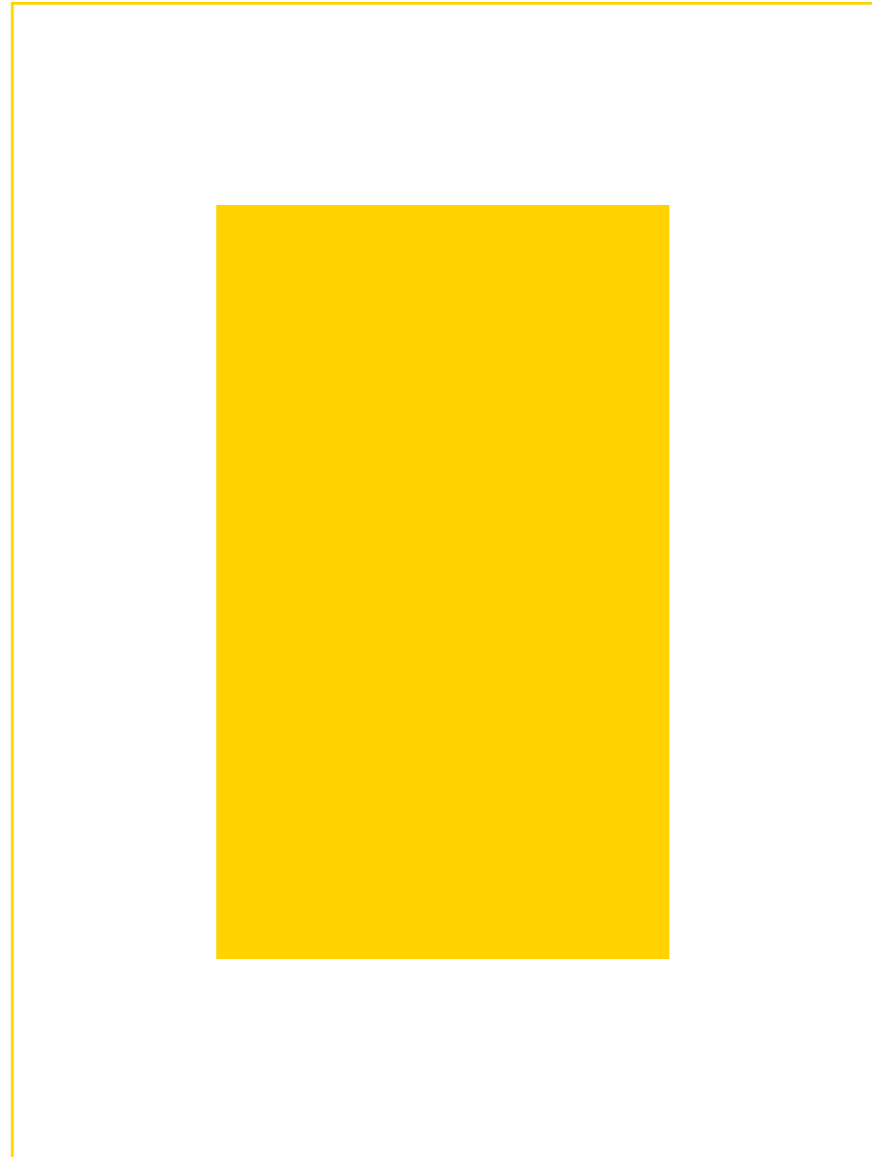
PORTAL
A portal to invite exploration
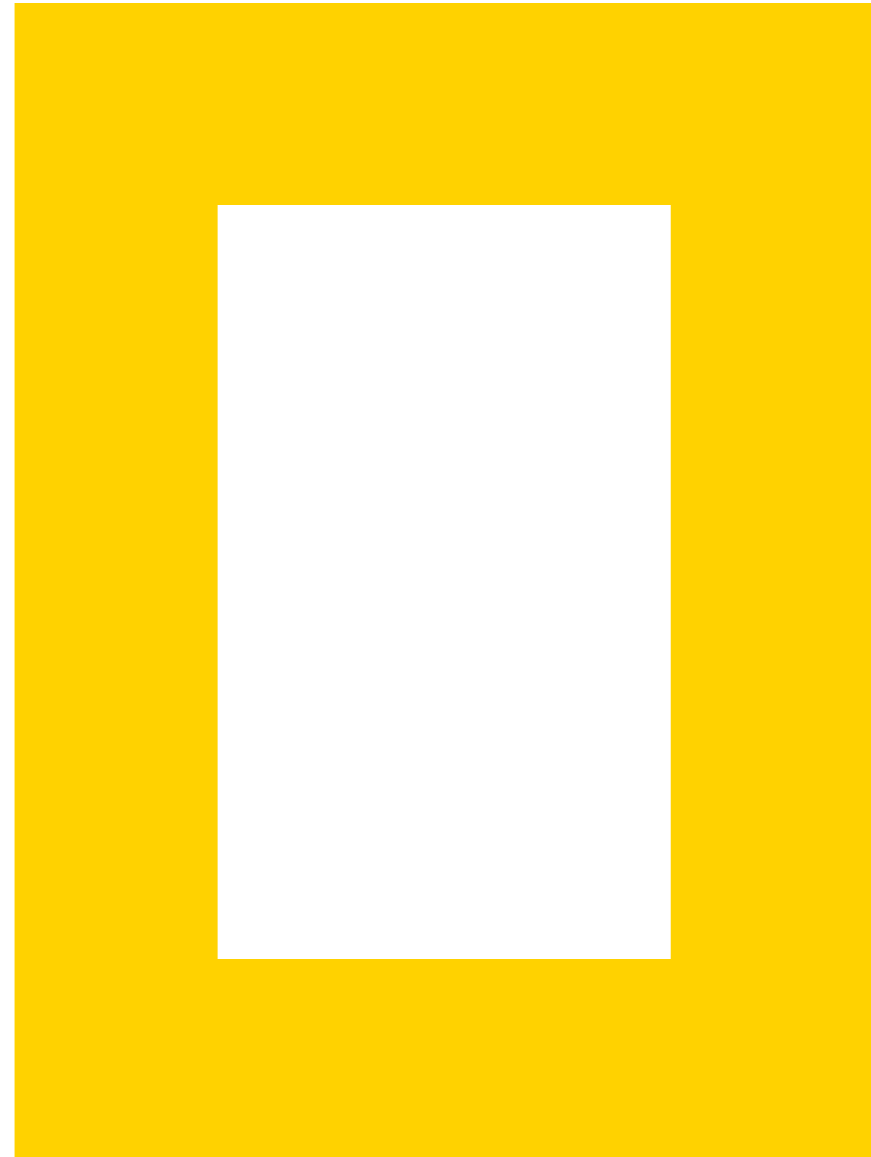
Prism (In-Situ)

Prism (In-Post)
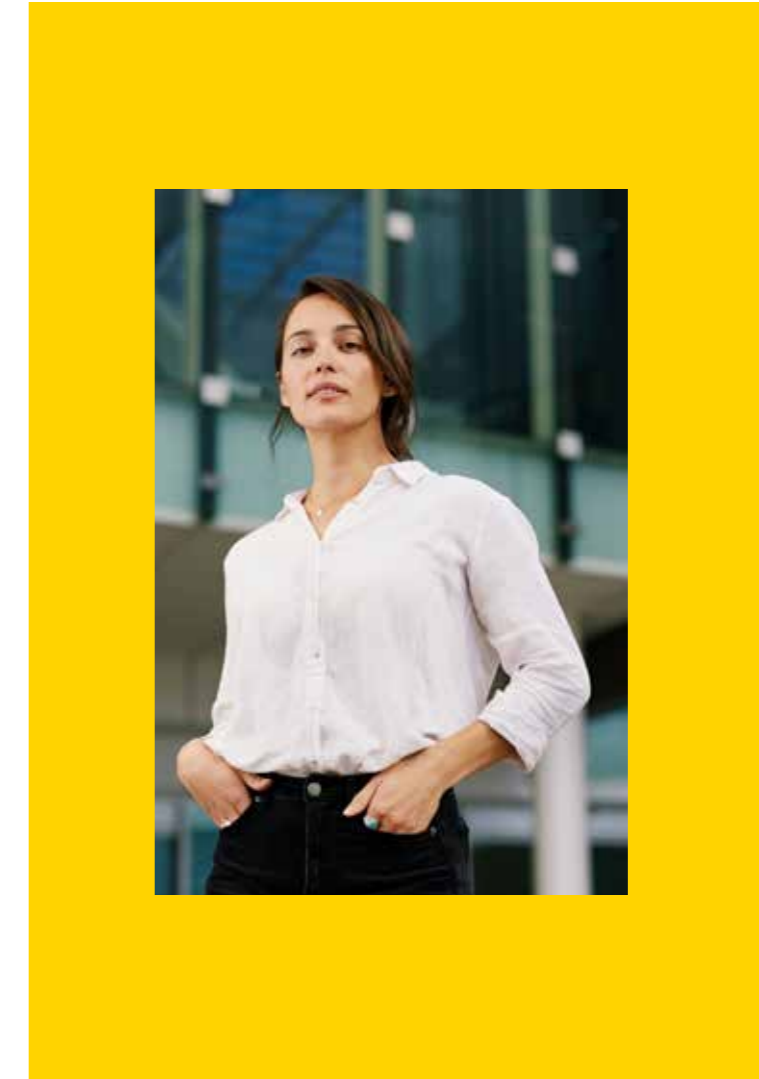
Portal

Prism in-situ

The Prism is a specifically manufactured object, created for key campaign photography assets. The prism in-situ has a ratio of 9:16.

— It is always positioned vertically, never horizontally.

— It should be photographed front on, without showing the sides.

— It should always sit behind the subject.

— The subject can break the edges of the Prism for a more dynamic composition.

— The subject should never be positioned right against the Prism.

— The subject should never be positioned too far from the Prism so the Prism is significantly obscured.

Prism in post

When adding a Prism in post;

— This should only be done where there is a clear hero subject in the photograph.
   It is not to be used in detailed or complicated shots, for example wide landscapes.
— Always vertical, never horizontal.
— Prism in post should always be centred to layout frame.
— Equal distance should be given to negative space left and rght.
— Prism ratio should be based on 9:16 but can be altered to optimise the layout.
— Preference should be visual impact and cohesion over strict adherence to ratio.
— Prism should be proportional to the subject, using the in situ prism as a guide,
   while considering the layout and medium.

Example A

Example B

Portal

The Portal is to be used when there is photography or artwork that does not include the Prism. It should never be used in conjunction with the prism.

The Portal uses a grid based system. It does not always need to be placed in the center if this is not optimal for the photograph, size or design layout. However, at minimum, the Portal width should be one grid block on each side, ensuring it remains as a border/framing device.

Example A

Example B

Example C

Example D

Example E. Incorrect usage

In cases where we cannot use the Fearless type graphic or the prism/portal due to restrictive frame sizes in digital display ads, full bleed image with a strong colour blocked base plate is preferred. Fearless photography should be used wherever possible.

Headline text can become more dynamic if required.
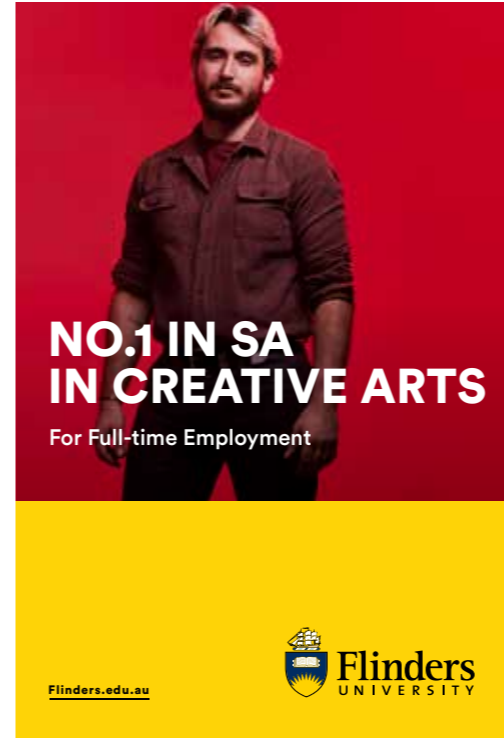
Example A - Portrait

Example B - Portrait

Example C - Square

Example D - Long & Skinny

EXECUTIONS

08.

EXECUTION EXAMPLE GUIDES
ADSHEL+BILLBOARD
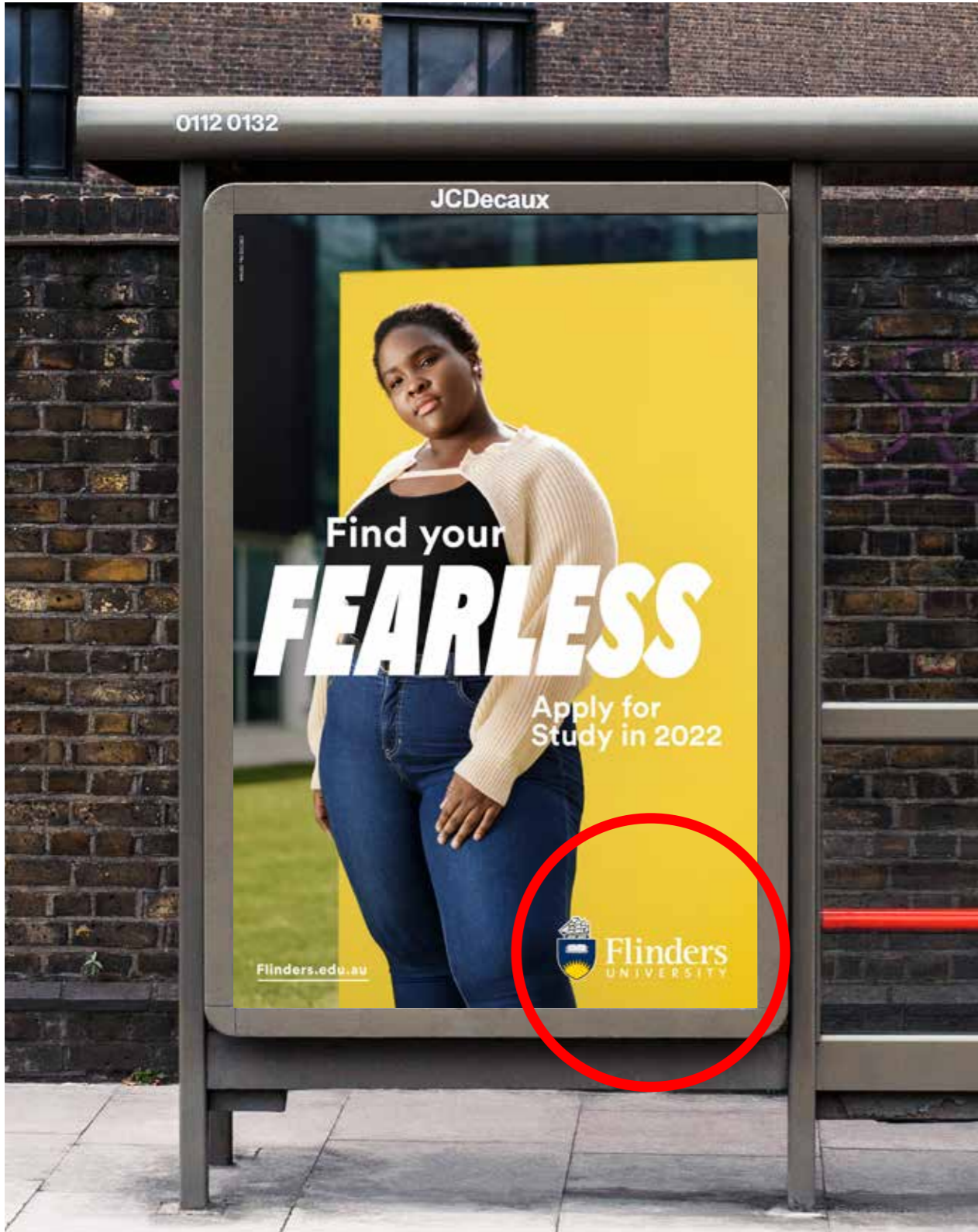
To ensure the logo and the Fearless brand mark do not compete, in portrait layouts, logo placement is preferred in the bottom right.

Example A

- Westpac Bank

Example B

- Coca-Cola

Example C

- Emirates

Where the brand mark is not being used, the logo placement can be more flexible.
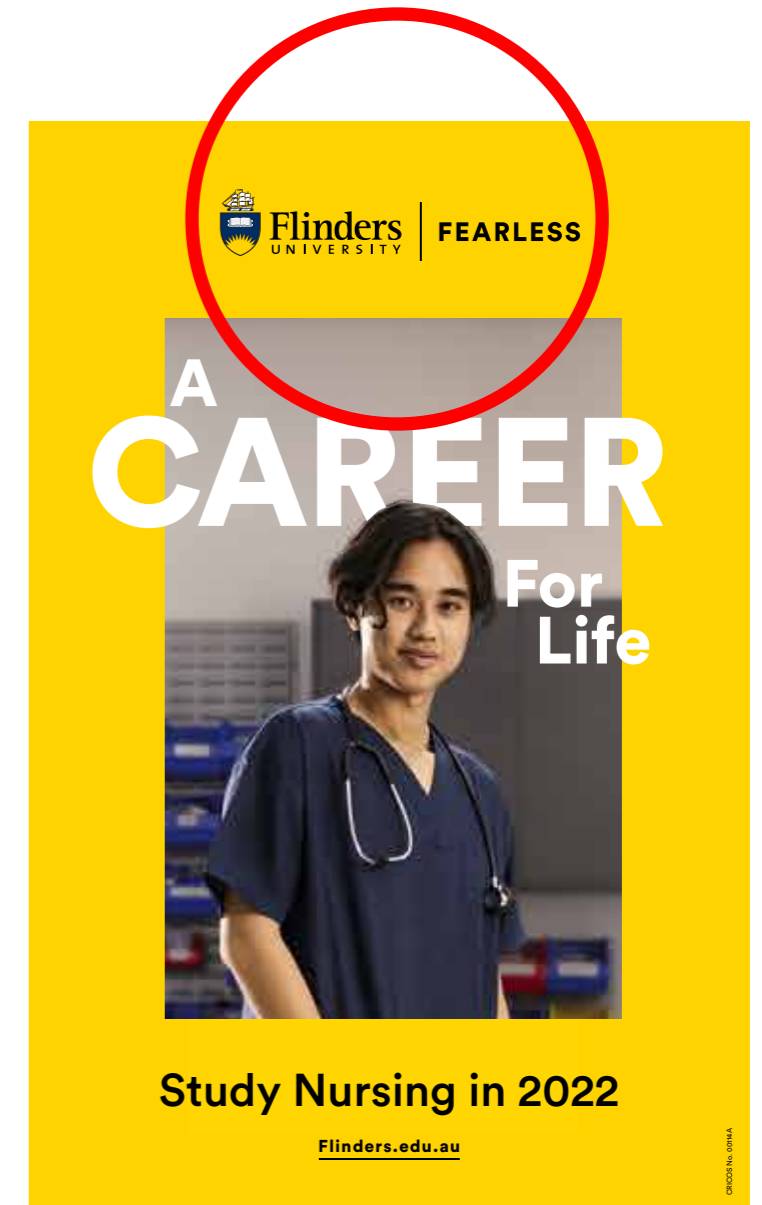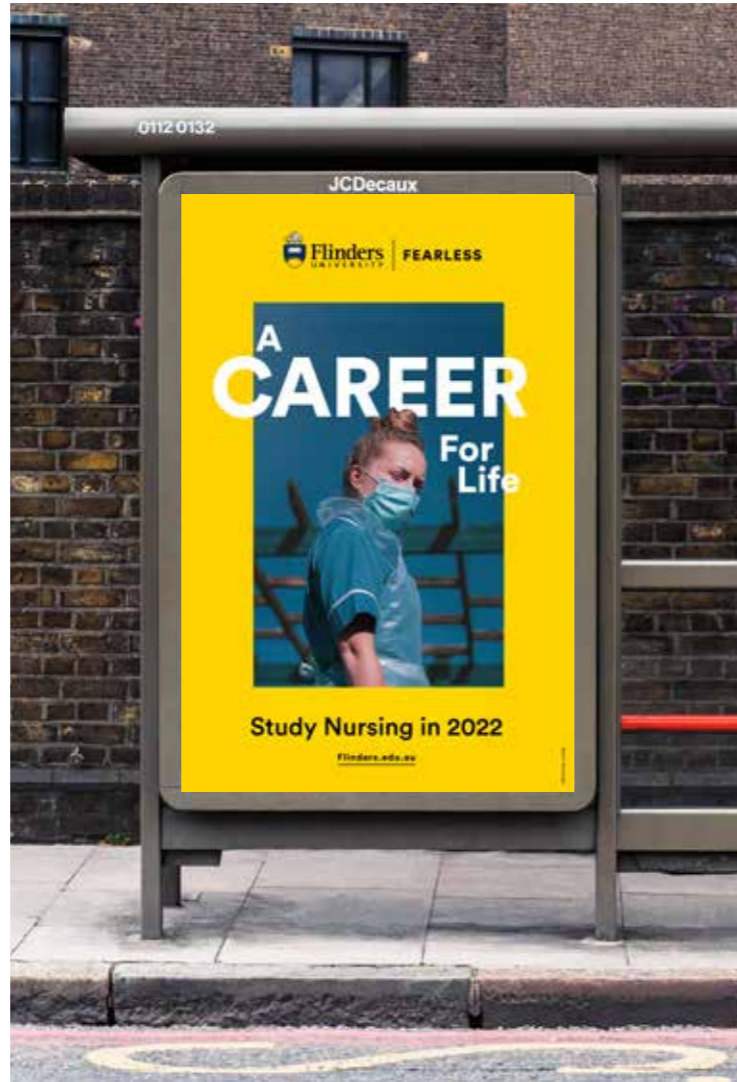
EXECUTION EXAMPLE GUIDES - Adshel

Example A

Example B

Example C

EXECUTION EXAMPLE GUIDES - Billboard

Logo should be placed to optimise the layout and medium. Here it has been placed on the left to balance the CTA and website.

Fearless brandmark to be 'ducked' under figure.

Letters 'R+L' are the prefered location for ducking making sure the 'R+L' are still clearly readable.

Fearless brandmark to sit above the border of the prism.

The Fearless brandmark should always remain readable.

Do not place the Fearless brandmark too far under the figure.

Do not make the prisim too large in proportion to the size of the image and billboard dimensions.
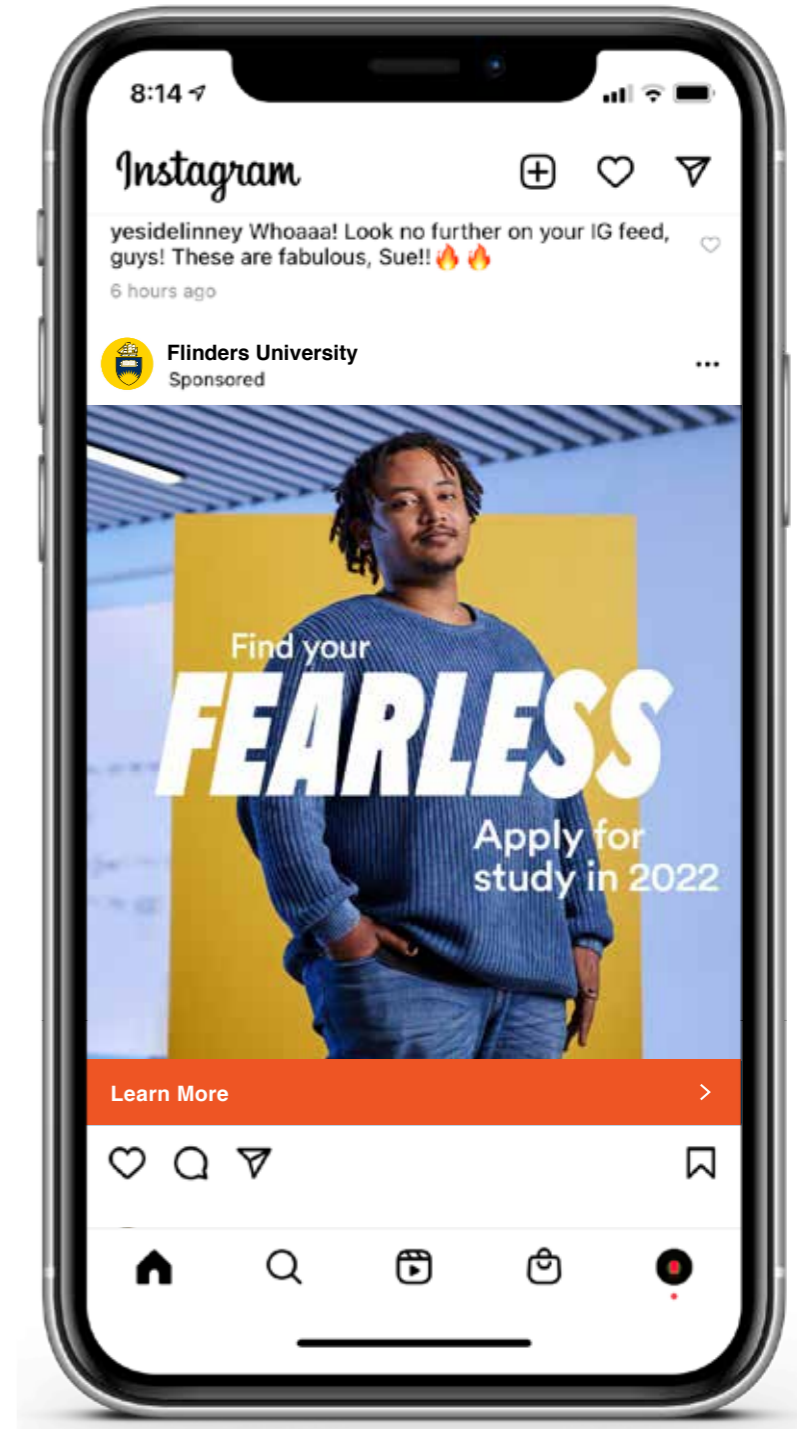
Example A

Example B
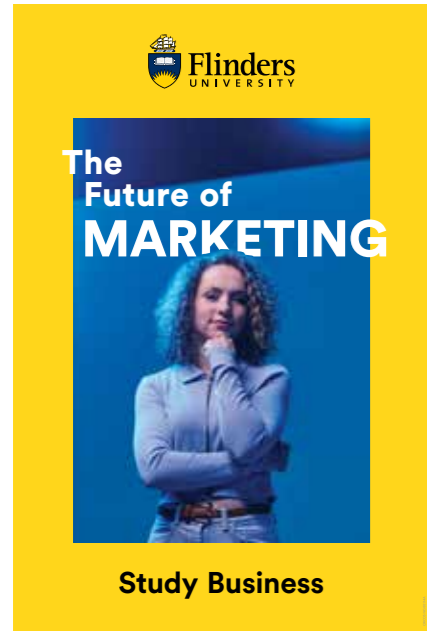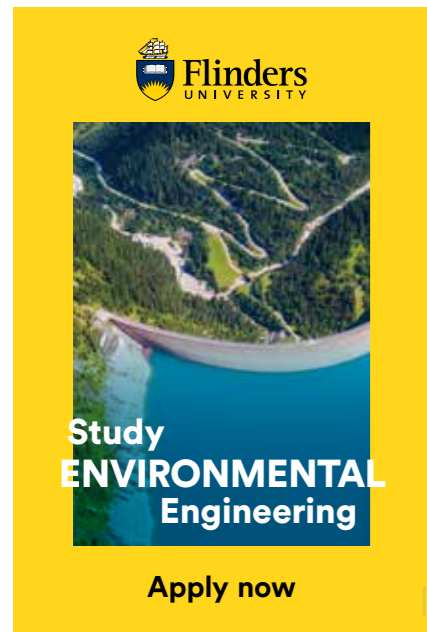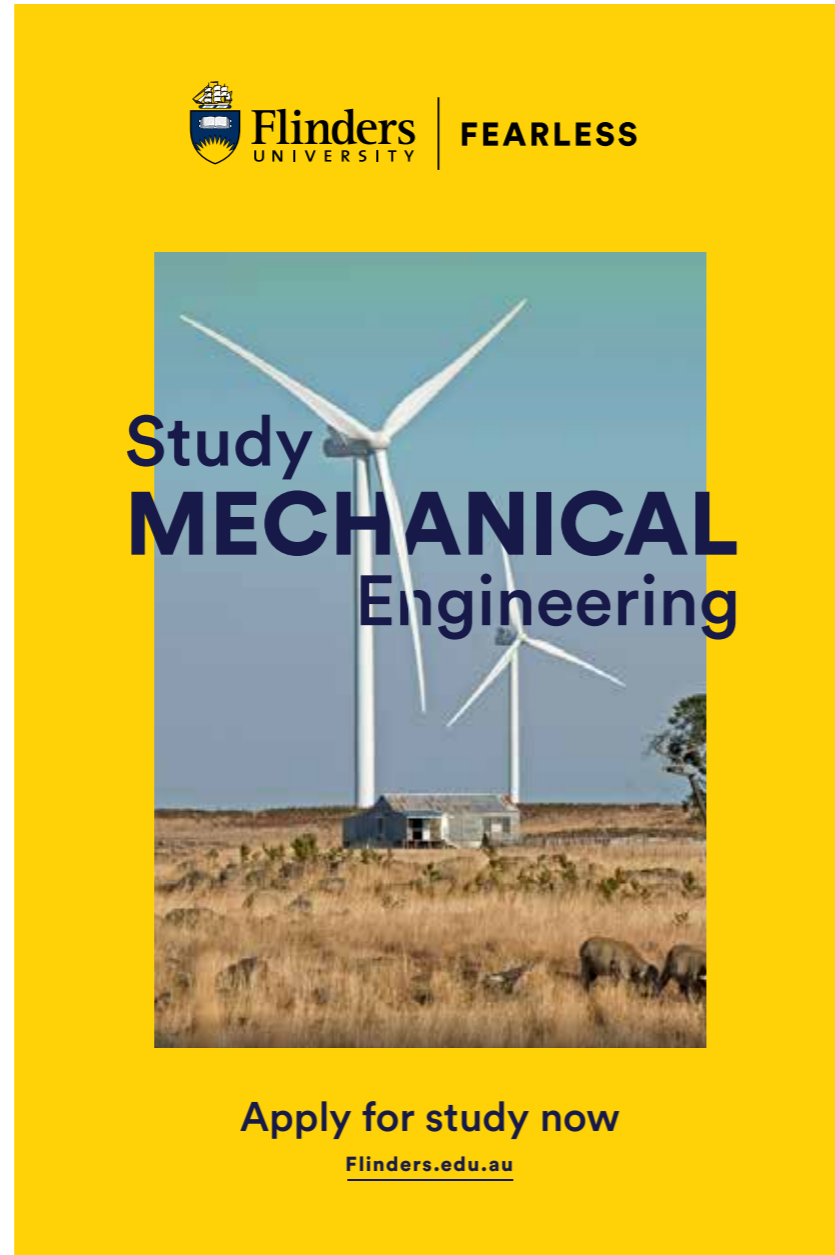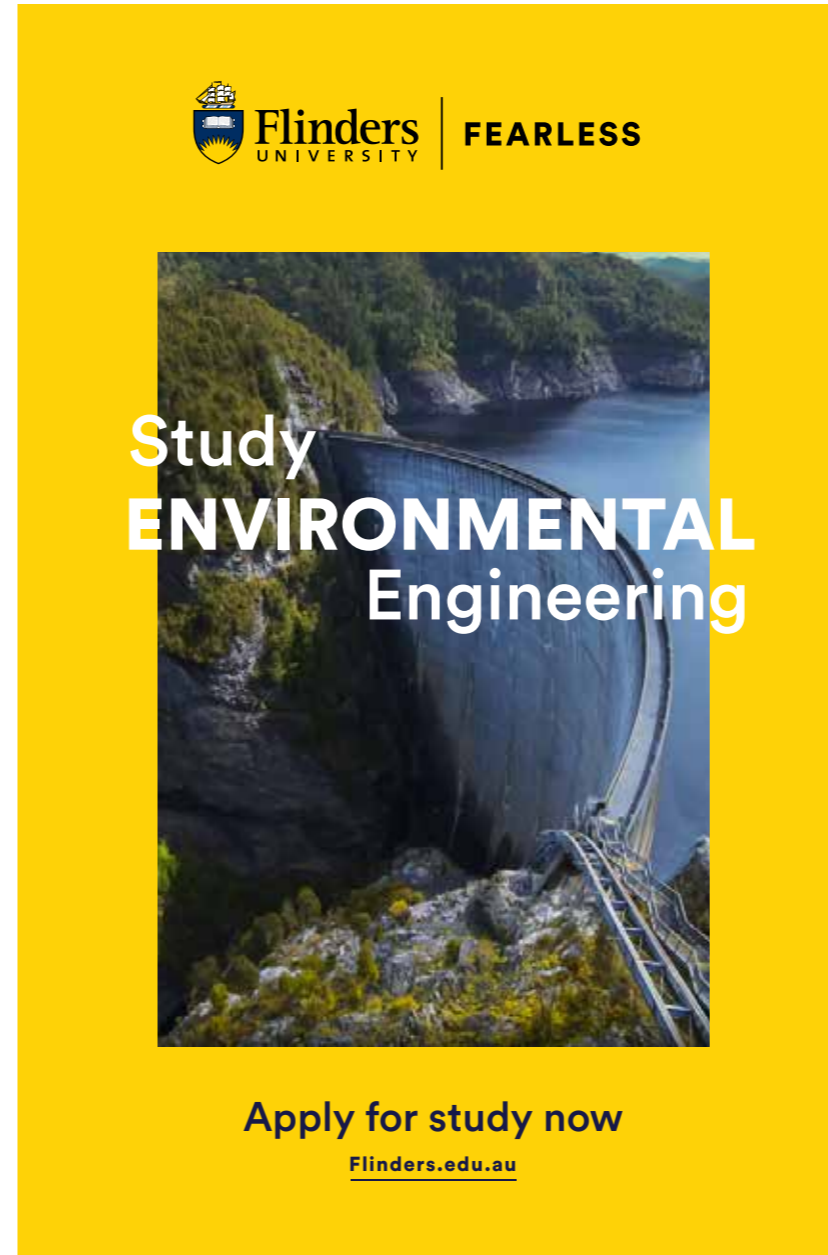
EXECUTION EXAMPLE GUIDES
SOCIAL
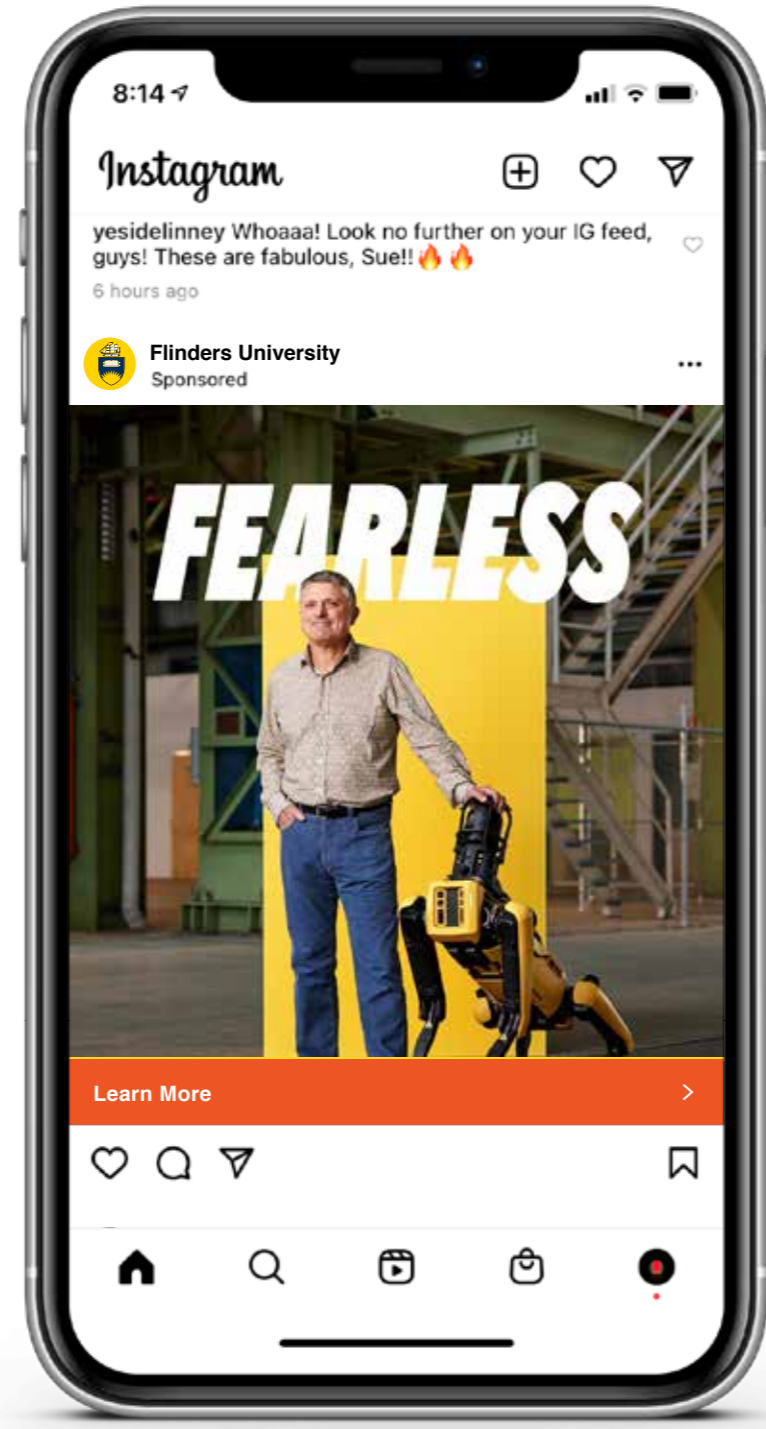
Example A
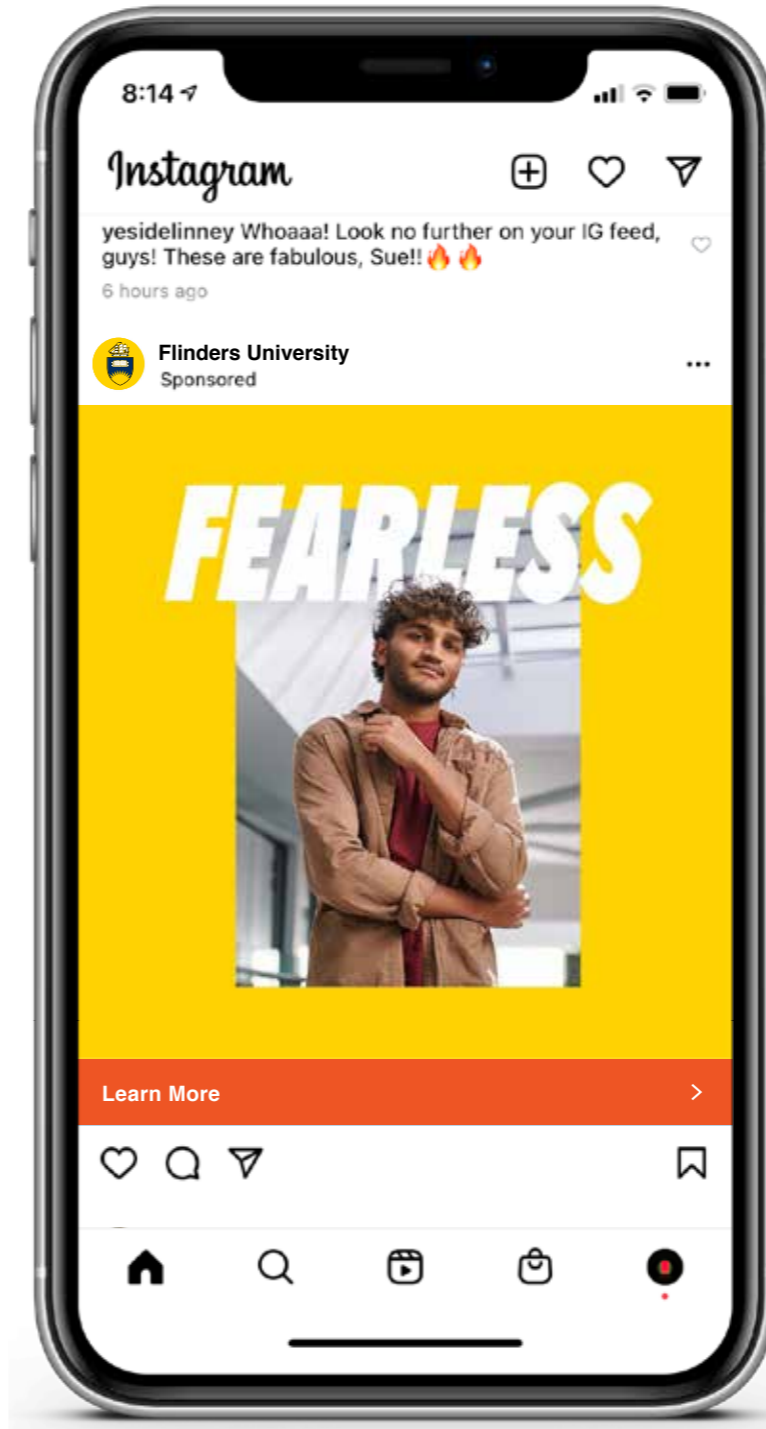
Example B

Example C

Example A

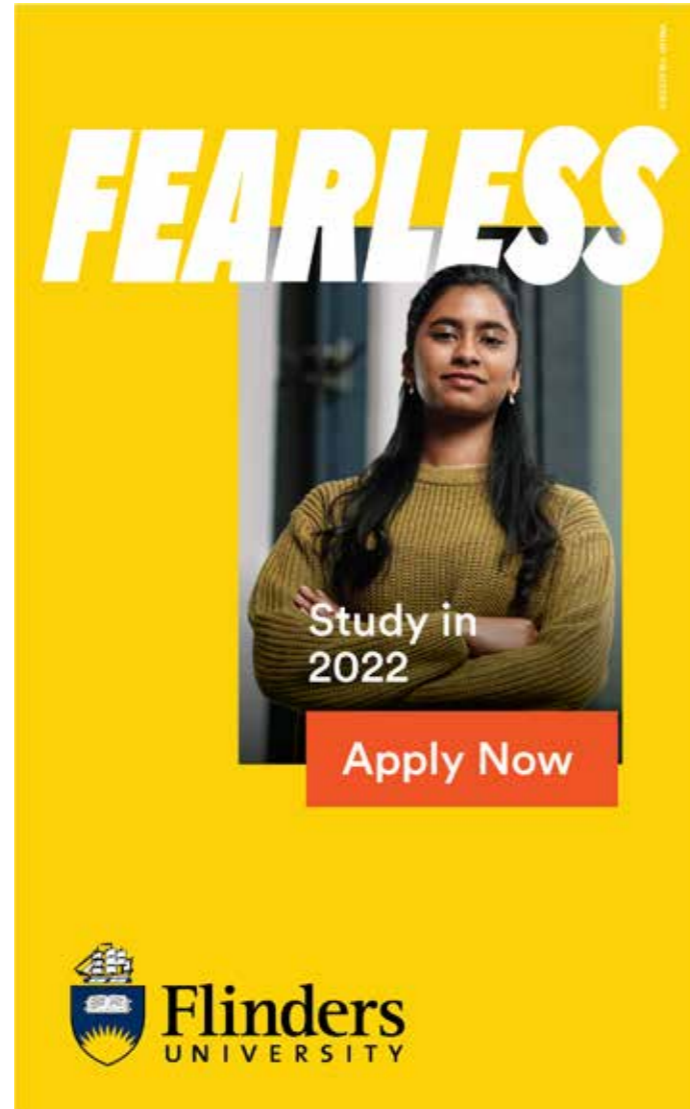Example B

End Frame 1:1

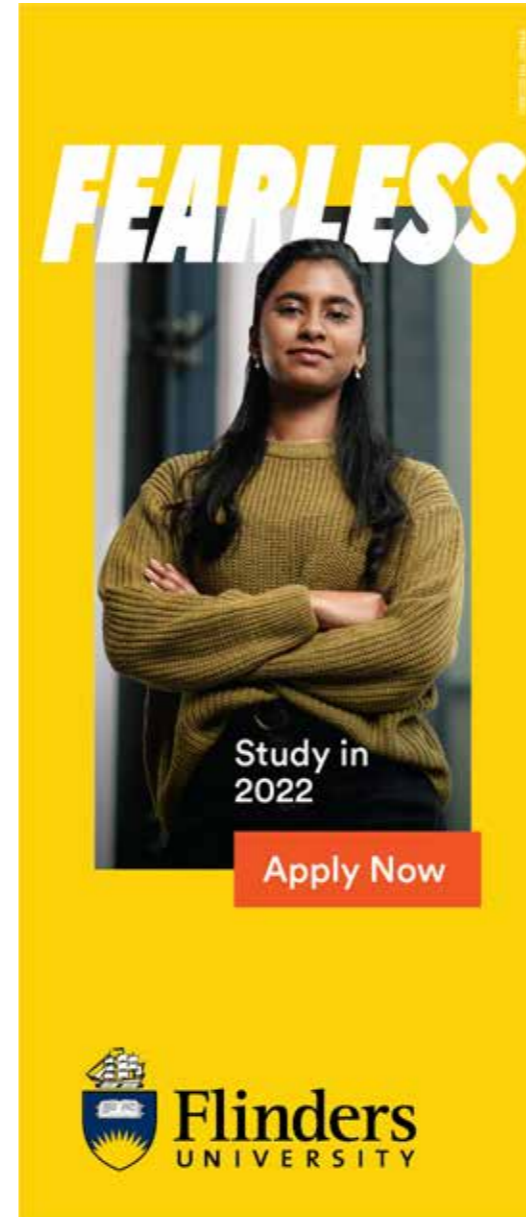

End Frame 16:9

10.

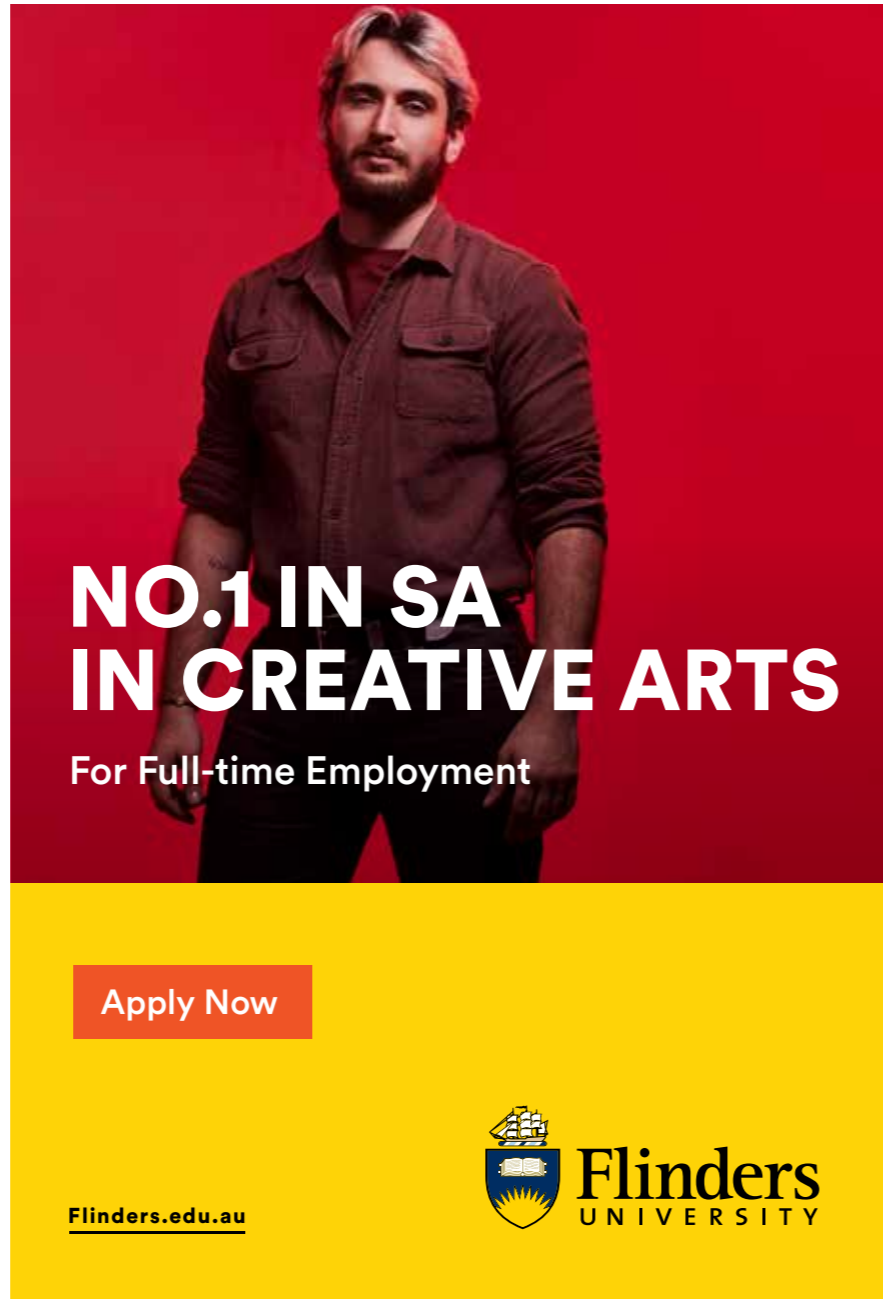# EXECUTION EXAMPLE GUIDES *DIGITAL*

Example A

Example B

Example C

In cases where we cannot use the Fearless type graphic or the prism/ portal due to restrictive frame sizes in digital display ads, full bleed image with a strong colour blocked base plate is preferred. Fearless photography should be used wherever possible.

Headline text can become more dynamic if required.

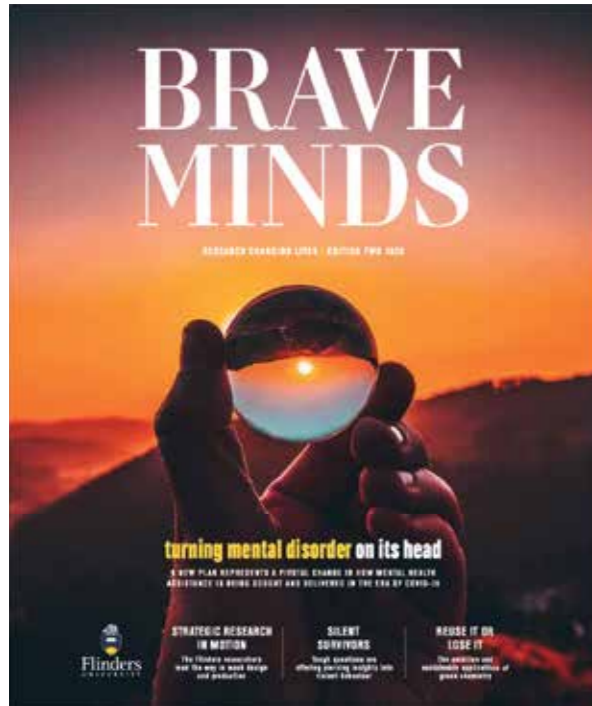Example A - Portrait

Example B - Square

Example C - Long & Skinny

11.

EXECUTION EXAMPLE GUIDES
RESEARCH

'Brave Minds' will continue to be used for research, but will be underpinned by the Fearless brand style.

- Previous Brave Minds Creative.

12.

PHOTOGRAPHY GUIDE

When shooting a subject with the prism in-situ, follow these tips for the best result.

- Always shoot the prism front-on so that the prism appears square to frame. The subject CAN be shot from a slightly lower angle if a more dynamic image is required.
- Never allow the sides of the prism to be visible.
- Always shoot wide/landscape as an essential option. You can always tighten the crop in post. You CAN shoot portrait & close however, a wide/landscape is more versitile in usage.
- Avoid having the subject too close to the prism, this creates undesirable shadows.
- The subjects distance from prism is heavily dependant on the subjects height and should be considered case by case.
- The subjects head CAN protrude above the prism.
- The subject CAN break the frame of the prism.
- Avoid shooting the prism with a flat background as this creates a flat on flat shot. In these cases, angle the prism to the background, however this still needs to be shot with the photographer front-on to the prism.
- Lighting should be considered case by case, it will be different for each environment.
- Don't shoot wider than 35mm (50mm ideal to still show the space around the subject).
- Allow space between the prism and subject so your light source still lights the prism evenly.
- If using artificial light don't shoot straight on creating shadows on the prism. Shoot lighting from the side.
- If shooting low you may have to straighten the prism lines slightly with keystone in post.

These examples are incorrect for the following reasons:
- Subject too close prism causing undesirable shadows.
- Prism is not shot front on causing it to look skewed to frame.
- Images should be shot further away to get more background into frame (Cropping can be done in post).

People are to be shot with purpose and boldness. Posed in positions of strength, looking down the lens without fear.

When not shooting locations, create colour blocks, further emphasising a deliberate sense of resolve and focus.

When highlighting specific study areas or outcomes, shoot people in their study environments or out in the field. But rather than "candid" snaps, to articulate that knowledge brings power, we'll bring a sense of fearlessness through a direct acknowledgement of the camera.
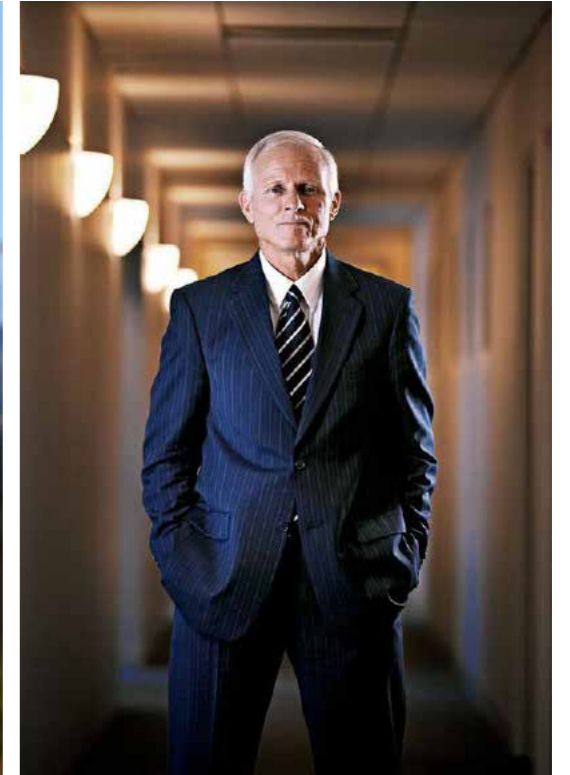
Shoot Flinders buildings and facilities with the same sense of deliberateness, using unexpected angles and framing.
As well as being visually arresting, this approach is a challenge to look at the world differently, as you do when you're fearless.
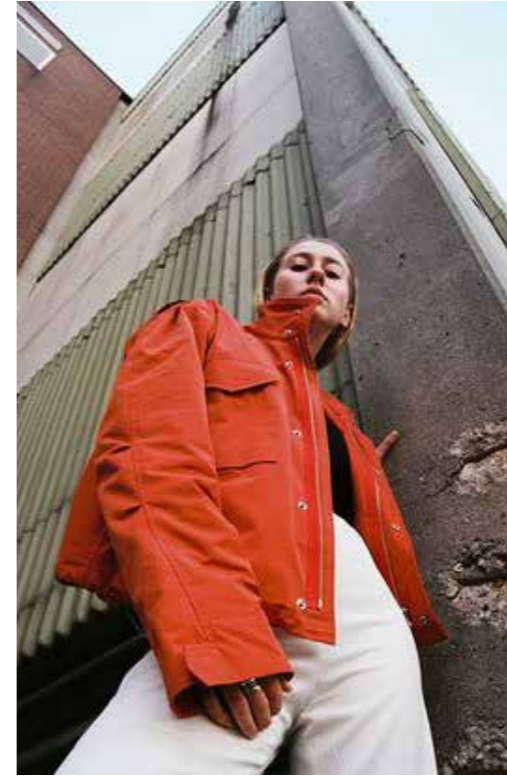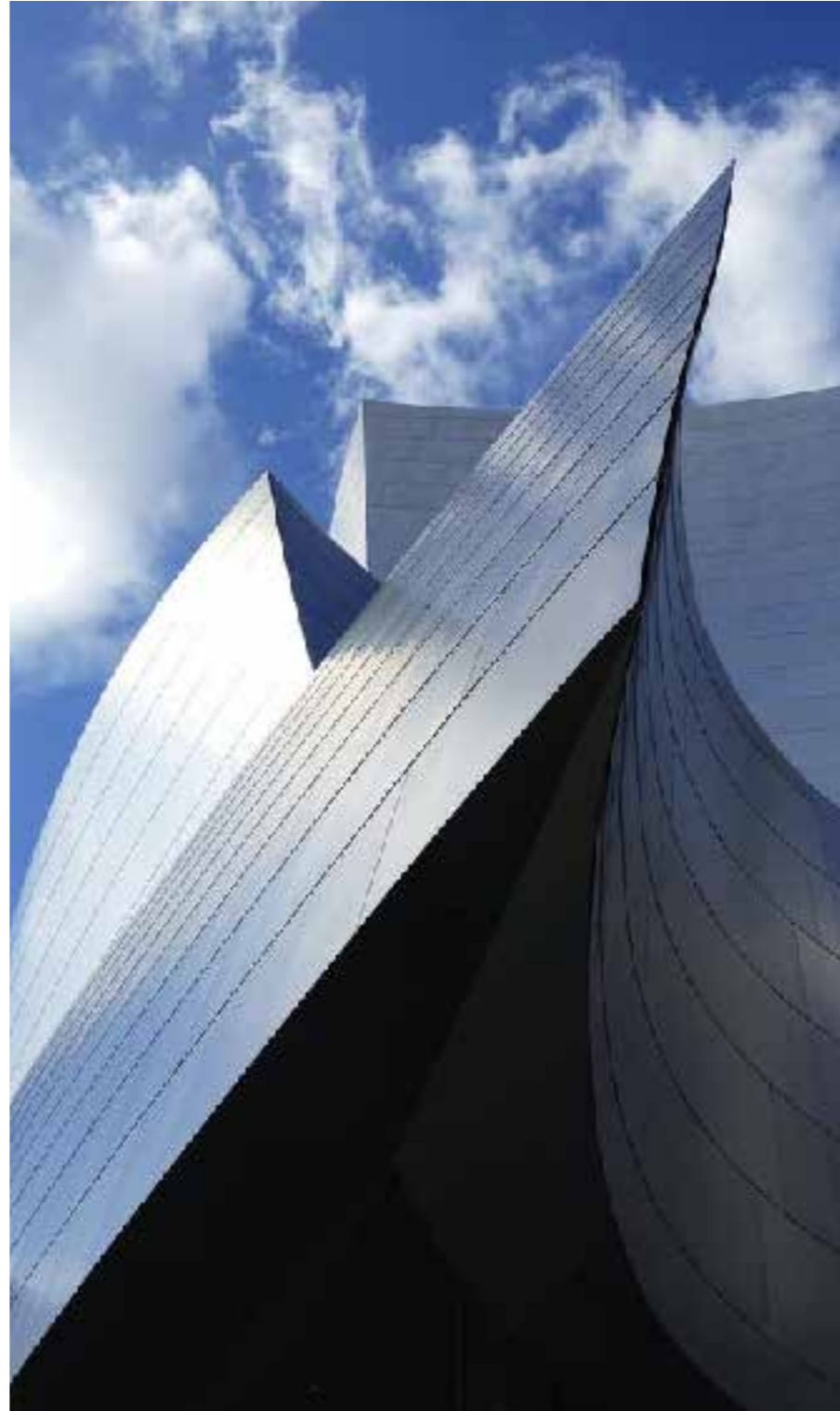
Wide shots will emphasize space, distance and possibility, with deliberate framing, strong horizontal lines and generous sky.

Tighter shots will be framed with foreground elements to create a sense of depth and looking further.