

Marketing Guide for Education Agents and University Partners

July 2025



Partnerships are at the heart of engagement and collaboration for Adelaide University. We endeavour to foster our strategic partnerships and collaborative initiatives to extend the Adelaide University brand and its offering to the world. We thank you for partnering with Adelaide University and ask you to use this guide to support your promotion of our new and contemporary University.

Before you start: checklist and approvals process

Important: In addition to the [Adelaide University Logo Usage Guidelines PDF](#) please follow the brand usage terms and approval process.

Checklist

- The Adelaide University logo and profile content is NOT to be shared with other parties (internal or external).
- The endorsed logo to be used is the full horizontal logo, in dark blue or white only.
- The purple logo is not endorsed for use by partners.
- The Adelaide University CRICOS and provider numbers must be included on all Adelaide University materials (see page 6).

Approvals

- The use of the logo and any marketing collateral produced for Adelaide University must be approved by the Adelaide University brand team prior to using in market. Requests can be submitted via the [Adelaide University logo request and approval form](#).
- For approval requests, please email Jessica Rattley and Vanessa Delbridge and allow a minimum of two business days to review.

intmarketing@adelaide.edu.au

Introduction to the Adelaide University Brand

How to promote Adelaide
University on agent channels



How to position the University

It is important that all marketing materials contain accurate and consistent messaging when describing Adelaide University.

The following are passages of text about Adelaide University that can be used in flyers, advertisements, online or in brochures and prospectus publications.

Adelaide University profile (extended)

Adelaide University is Australia's new university for the future ranked in the global top 100* and designed to empower individuals to be the best they can be.

With more than 180 years of collective experience and achievement, Adelaide University is built on the legacies of the University of Adelaide and the University of South Australia. This new, for-purpose university will leverage the capabilities and resources of its foundation institutions to launch bright futures for contemporary learners and global citizens.

Education and research can empower communities, accelerating progress through cohesion and prosperity. Adelaide University is transforming teaching and learning by co-designing degrees with future employers. It will deliver nation-leading curriculum and exceptional student experiences, pursuing greater educational equality, expanding research partnerships and aligning with industry.

Adelaide University's strategic direction will pursue its ambitions on the global stage as a member of the prestigious and research-intensive Group of Eight (Go8).

Through meaningful partnerships that foster educational and research excellence, Adelaide University will make a measurable impact through:

- addressing intergenerational disadvantage
- creative and cultural industries
- health and wellbeing
- sustainable futures
- future workforce.

Its ambition is to be world leading and world referenced through its actions and through the success and impact of its students, staff, researchers, partners and alumni community.

Adelaide University will harness the power of education and research to create vibrant communities and address challenges as a global powerhouse for the delivery of excellence and equity.

**Ranked equal 82, 2026 QS World University Rankings*

Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J

Adelaide University profile (short)

Adelaide University is Australia's new university for the future ranked in the global top 100* and designed to empower individuals to be the best they can be.

With more than 180 years of collective experience and achievement, Adelaide University is built on the legacies of the University of Adelaide and the University of South Australia. This new, for-purpose university will leverage the capabilities and resources of its foundation institutions to launch bright futures.

Adelaide University is transforming teaching and learning by co-designing degrees with future employers. It will deliver nation-leading curriculum and exceptional student experiences, pursuing greater educational equality, expanding research partnerships and aligning with industry.

Its strategic direction will pursue its ambitions on the global stage as a member of the prestigious and research-intensive Group of Eight (Go8).

Adelaide University will create brighter futures for contemporary learners and global citizens, along with research that shapes society.

**Ranked equal 82, 2026 QS World University Rankings*

Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J

Adelaide University profile (Simplified Chinese)

阿德莱德大学 (Adelaide University) 是一所面向未来的澳大利亚新锐学府, 位居全球百强名校之列*, 致力于帮助每位学子成就卓越自我。

阿德莱德大学由 The University of Adelaide 与 University of South Australia 融合而成, 凝聚了两校逾 180 年的办学经验与深厚学术传统。这所新成立的大学将充分整合两所创始院校的优势与资源, 引领学子迈向更光明的未来。

阿德莱德大学携手未来雇主共同设计学位课程, 革新教学模式。大学将提供澳大利亚领先的课程体系, 打造卓越的学生体验, 致力于促进教育公平、拓展科研合作, 同时深化产业对接。

作为享有盛誉的澳大利亚八校联盟 (Group of Eight, Go8) 成员之一的研究密集型大学, 阿德莱德大学将在国际舞台上持续推进其战略方向与发展目标。

阿德莱德大学致力于为当代学子和全球公民创造更光明的未来, 并以研究之力推动社会进步。

**2026 年 QS 世界大学排名并列第 82 位*

Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J

Adelaide University profile (Vietnamese)

Giới thiệu về trường Adelaide University

Adelaide University – trường đại học mới của Úc hướng đến tương lai – hiện được xếp hạng trong TOP 100 các trường đại học hàng đầu thế giới* và được thiết kế để tạo điều kiện cho các cá nhân trở thành phiên bản tốt nhất của chính mình.

Với hơn 180 năm kinh nghiệm và thành tựu tích lũy, Adelaide University được xây dựng dựa trên di sản chung của hai trường: University of Adelaide và University of South Australia. Trường Đại học mới với mục tiêu được xây dựng rõ ràng, sẽ tận dụng thế mạnh và nguồn lực của hai trường Đại học nền tảng nhằm kiến tạo tương lai tươi sáng.

Adelaide University đang đổi mới phương pháp giảng dạy và học tập thông qua việc đồng thiết kế chương trình học cùng với các nhà tuyển dụng tương lai. Trường sẽ cung cấp các chương trình giảng dạy dẫn đầu quốc gia và mang lại trải nghiệm học tập xuất sắc cho sinh viên, đồng thời thúc đẩy bình đẳng trong giáo dục, mở rộng hợp tác nghiên cứu và bảo đảm chương trình đào tạo gắn với thực tiễn ngành nghề.

Chiến lược phát triển của trường sẽ theo đuổi các mục tiêu mang tầm quốc tế, với vị thế là thành viên của Group of Eight (Go8) – Liên minh Tám trường Đại học danh tiếng và có thế mạnh nghiên cứu hàng đầu tại Úc.

Adelaide University hướng đến việc tạo dựng tương lai tươi sáng hơn cho thế hệ người học hiện đại và công dân toàn cầu, đồng thời phát triển những công trình nghiên cứu định hình xã hội.

**Đồng xếp hạng 82, Bảng xếp hạng Đại học Thế giới QS năm 2026*

Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J

Provider numbers

Provider numbers are legally required to be added to all marketing materials, other than directional signage and merchandise. The full version is the preferred format, but the short version can be used if space is an issue, i.e. social and paid digital media.

Long version

Australian University Provider Number PRV14404 / CRICOS Provider Number 04249J

Short version

PRV14404 / CRICOS 04249J

Primary lockup

Our primary logo balances the monogram and wordmark to drive association and recognition. Dark Blue and White are the colours we use for our primary logo. These colours cannot be reproduced or altered.



Primary lockup reversed

This version is allowed when placing the logo on dark colours or over imagery.

Preferred use combinations

Dark Blue and White logos are our primary logos, which can be used frequently in various applications.

It is not permitted to reproduce other colour combinations outside of the ones shown on this page.

Dark Blue on:

White
Limestone
Purple
Light images

White on:

Dark Blue
Bright Blue
Purple
Dark images



Clear space

To ensure recognition and clarity of the logo, follow these recommendations for minimum clear space. This can be determined with the letter 'A' from the logotype.



Minimum size

Please refer to the following minimum sizes for print and digital, and ensure your project complies.

Print minimum size: 8mm H

Digital minimum size: 48px H



Co-branding lockup

A co-brand is the combination of the Adelaide University logo with one or more distinct logos.

When we produce communications in partnership with third-parties, the third-party logo is positioned on the right hand side of our logo. A dividing line is placed inbetween, with a specified clear space.

The primary co-branding lockup is preferred, but the stacked lockup can be used if there are space restrictions.

Clear space between dividing line and logos is width of 'd' in our logo.

Base of dividing line aligns with base of 'y' in our logo.

Co-brands are generally reserved for high level partnerships and do not include all institutions or agency partners that have a relationship or agreement with Adelaide University. Unless formal approval for a co-brand has been provided, please observe the standard placement specifications for the Adelaide University logo alongside other logos.



Primary palette

Our colour palette is a unique combination that offsets the concept of legacy with audacity. By using these colours in unique combinations - with consistency, we can ensure strong brand recognition in our designs with our audiences.

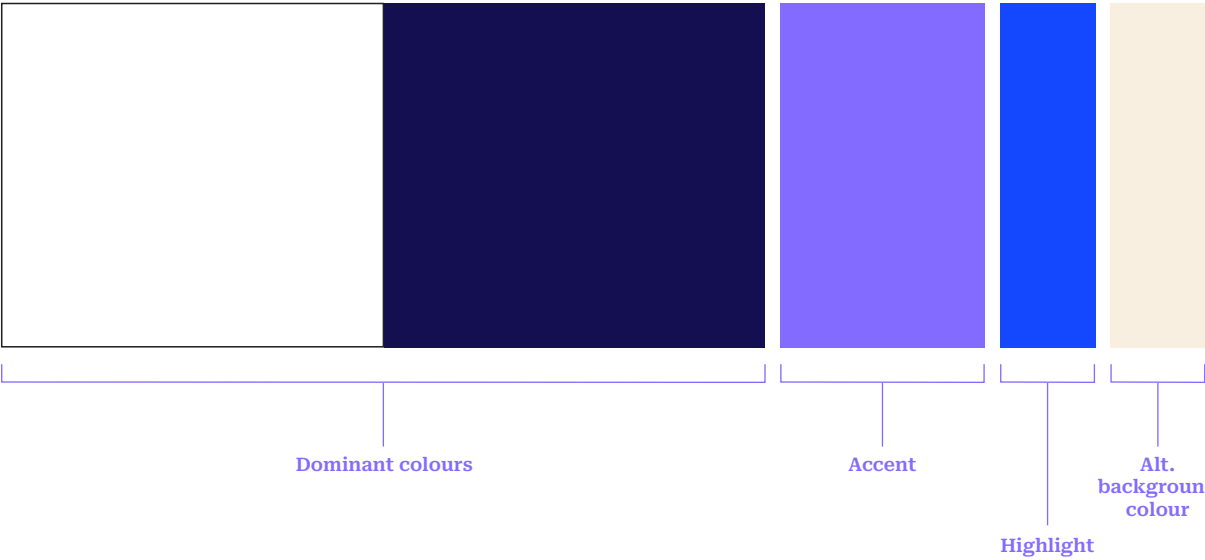
White	Dark Blue	North Terrace Purple	Bright Blue	South East Limestone
HEX #FFFFFF	HEX #140F50	HEX #836BFF	HEX #1448FF	HEX #F8EFE0
RGB 255, 255, 255	RGB 20, 15, 80	RGB 131, 107, 255	RGB 20, 72, 255	RGB 248, 239, 244
CMYK 0, 0, 0, 0	CMYK 100, 80, 0, 70	CMYK 71, 70, 0, 0	CMYK 100, 71, 0, 0	CMYK 1, 1, 16, 2
PMS 000 C	PMS 2768 C	PMS 2725 C	PMS 2728 C	PMS 9226 C

Colour ratio

White and Dark Blue are our dominant colours.

Purple is our accent colour and Bright Blue is used to brighten and lift for highlights.

Limestone is used as an alternative background colour to white, and can be used to soften communications.



Headline font

National 2 Condensed brings a sense of approachability and warmth, connecting to the people-centric design principle of being ‘open’. The condensed, curved letterforms offset the sharpness of the monogram and wordmark ligatures.

National 2 Condensed

National 2 Condensed Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

National 2 Condensed Medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

National 2 Condensed Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Body font

Roboto Serif emphasises the ‘proven’ quality of our design principles, adding sophistication and elegance to our identity. The sharp serifs found in Roboto balances the approachable character in National 2 Condensed.

Roboto Serif

Roboto Serif Semibold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Roboto Serif Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

System fonts

In some instances (for example eDMs or PPTs), our main brand fonts may not be supported. System fonts have been carefully selected to match our brand fonts as closely as possible.

Arial Bold is the alternative to National 2 Condensed, and Georgia is the alternative to Roboto Serif.

Please use system fonts only when our brand fonts are not able to be used.

Headline font

Arial Bold
(MS font)

Body font

Georgia Regular
(MS font)

Arial Bold

Arial Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Georgia Regular

Georgia Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Hierarchy breakdown

Establishing a clear type hierarchy is crucial for guiding readers through our content and ensuring effective communication.

For primary headings, we use **National 2 Condensed Bold** to command attention. Medium is an option for subheadings or pull quotes, providing visual balance.

Roboto Serif is our body font, ensuring our communications are accessible and engaging.

We primarily use sentence case to enhance readability and maintain a conversational tone.

Brand font usage

Headline

National 2 Condensed - Bold

Sub Headline

National 2 Condensed - Medium

Body

Roboto Serif - Regular

System font usage

Headline

Arial Bold

Sub Headline

Arial Bold

Body

Georgia - Regular

For a better tomorrow, today

We're a driving force for transformative impact in our world. And yours.

Positive change is at the heart of everything we do. We accelerate bold, audacious ideas that lead to monumental shifts - shifts that benefit you personally and humankind at large.

For a better tomorrow, today

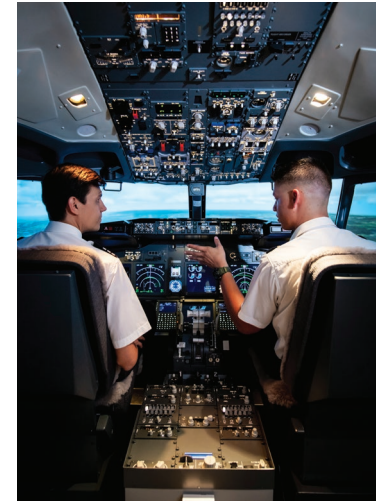
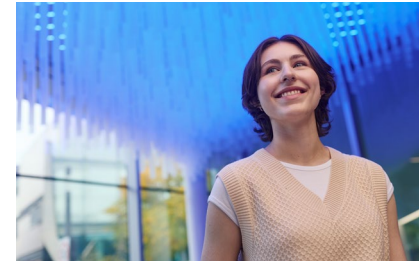
We're a driving force for transformative impact in our world. And yours.

Positive change is at the heart of everything we do. We accelerate bold, audacious ideas that lead to monumental shifts - shifts that benefit you personally and humankind at large.

Photography

Our style of photography should feel genuine and inclusive. We invite the viewer into the experience by capturing people in their genuine moment of who they are and what they're doing on campus.

Photography examples

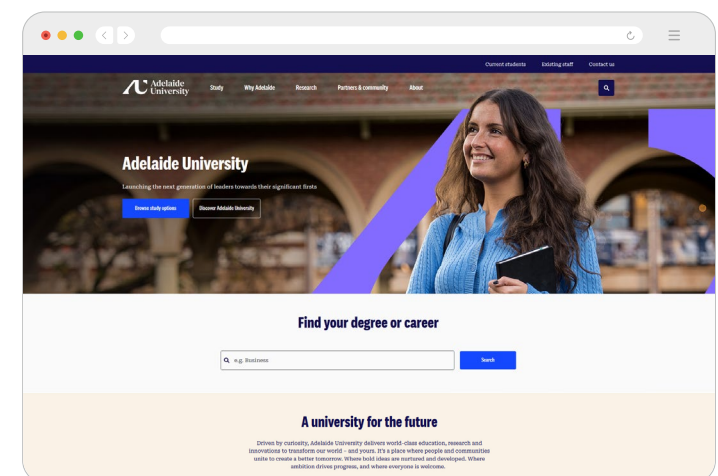


Digital communications

By thoughtfully integrating various visual elements such as margins, logo placement, colours, and graphic devices, we ensure that our marketing communications are unified and consistent. This careful alignment enhances the recognition and impact of our brand.

[Click here](#) to download a variety of Adelaide University branded promotional tiles for social media.

Digital examples



Print collateral

Our print collateral is a vital touchpoint for our university’s brand, and is developed to have impact with cohesion.

Our publications are designed to be informative, engaging, and reflective of our brand personality.

We maintain a consistent visual and editorial style to align with our brand’s identity and communicate our story effectively.

Print examples



Merchandise

Our university merchandise serves as a powerful extension of our brand, allowing students, faculty, alumni, and supporters to showcase their pride and connection to our institution.

Merchandise examples





Further enquiries

Adelaide University
South Australia 5005 Australia

adelaideuni.edu.au



@adelaideuni



阿德莱德大学

For any further queries on logo usage or general enquiries about the brand, please reach out to the Adelaide University Communications team.

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We respectfully acknowledge the Kaurna, Boandik, and Barngarla First Nations Peoples and their Elders past and present, who are the Traditional Owners of the lands that are home to our campuses across Adelaide and South Australia.