# Table of Contents

Purpose ................................................................................................................................................. 3

DoI Outreach services .......................................................................................................................... 4
  Project communications .................................................................................................................... 4
  Further information .......................................................................................................................... 4

The ANU brand ..................................................................................................................................... 5
  Using the ANU brand ....................................................................................................................... 5
  Templates .......................................................................................................................................... 5
  Further information .......................................................................................................................... 5

DoI writing etiquette ............................................................................................................................. 6
  Plain English writing ........................................................................................................................ 6
  Editorial style ................................................................................................................................... 6
  Further information .......................................................................................................................... 6

Use and access to images ................................................................................................................... 7
  DoI images ........................................................................................................................................ 7
  Stock images ..................................................................................................................................... 7
  ANU Image Library .......................................................................................................................... 7
  Further information .......................................................................................................................... 7

Web ........................................................................................................................................................ 8
  DoI Web Publishing Guidelines ....................................................................................................... 8
  ANU Web Style Guide ....................................................................................................................... 8
  DoI Web Publishers Group ............................................................................................................... 8
  ANU Web Publishers Group ............................................................................................................. 8

Attachment A ........................................................................................................................................ 9

Attachment B ....................................................................................................................................... 10

Attachment C ....................................................................................................................................... 11
Background

The Division of Information (DoI) recognises the importance of good communication with internal and external stakeholders and clients.

To deliver professional and consistent communication the Division will ensure all publications and websites produced are compliant with the Australian National University brand and provide timely, accurate and concise communications.

Purpose

The *DoI Communication Guide* presents Divisional requirements.

The guide has been created to ensure DoI staff are informed of the Division’s communication protocol; are compliant to ANU brand requirements, and align with the *DoI Image Strategy*.

All Divisional staff are required to comply with this guide.
DoI Outreach services

The DoI Outreach Communication team can provide advice and support for:

- Project communications
- Developing communication campaigns
- Graphic design elements
- Editorial support
- Event coordination
- Web publishing
- All Divisional publications
- Press ads (Woroni)
- Informational signs and notices
- All print materials
- Presentations
- Writing and proofreading for print, online and social media
- Image sourcing
- Website creation and maintenance.

Project communications

All approved projects will require a communication plan and/or a communication brief depending on the size of the project. Templates are available to assist you in identifying project objectives and timelines. Complete a communication plan or brief template prior to contacting, and receiving assistance from, DoI Outreach Communication.

Approval of project communication plans is required by the project steering committee.

Further information

For further information or assistance on services provided by DoI Outreach Communication email doi.outreach@anu.edu.au
The ANU brand

There are two types of ANU branding—external and internal.

External branding includes the ANU logo and the window device (Attachment A). These documents are created in InDesign using templates created by the Marketing Office. Templates are only available to staff with InDesign experience and training in the brand.

Internal branding includes the ANU logo only (Attachment B) and includes Microsoft Word and PowerPoint templates. Templates are available for all staff.

Both external and internal branding must conform to all ANU brand guidelines including logo, font and colour.

Using the ANU brand

The following applies to all marketing and communication materials created by DoI:

**ANU logo**
The ANU logo must be used on all external and internal DoI communications. Use of the ANU logo is subject to specific guidelines and final approval from DoI Outreach Communication and the ANU Marketing Office.

Logo files can be requested from DoI Outreach Communication. Before requesting a logo file, check existing templates, stationery or merchandise as the logo may already be applied and ready to use in the format you need.

**Fonts**
All externally branded DoI communications must use Helvetica Neue.

All internally branded documents and DoI websites must use Arial.

**ANU colours**
The University has three colours—Deep Gold, Charcoal and Platinum. ANU Marketing Office templates are set-up to include the University colours.

**Templates**
Templates are available in the ANU brand for:

**Microsoft Word**
ANU-branded Microsoft Word templates, including an Agenda, Minutes, Brief, Facsimile, Letter, Memo, and Report Cover, must be used for all internally branded documents.

**Microsoft PowerPoint**
The ANU PowerPoint template must be used for all PowerPoint presentations.

**Email signature template**
All DoI email signatures should be text only and in black or grey. No graphic; word art; clipart; background animation or image should be used in conjunction with DoI emails without the approval of the Director, Marketing Office.

**HTML emails**
HTML emails are email templates created in a HTML format. ANU-branded HTML email templates can be downloaded for Newsletter, Announcement, and Invitation. Templates are only available to staff with HTML experience and training in the brand.

Further information

If you are producing external communications—such as A5 booklets, DL brochures, A3 posters—beginning a project, or require information on using the ANU brand, contact DoI Outreach Communication.
DoI writing etiquette

Each document produced by DoI reflects the standards of the Division and the University. A high standard of written expression and the delivery of key messages in a clear, concise and coherent manner is expected.

Plain English writing

The Division requires the use of Plain English in all documents and communications. Below is a list of resources that can help with Plain English writing:

- Plain Language Association International, [www.plainlanguagenetwork.org/Resources/lutz.htm](http://www.plainlanguagenetwork.org/Resources/lutz.htm)
- The power of plain English, [www.wordcentre.co.uk/](http://www.wordcentre.co.uk/)
- [www.idea.gov.uk/idk/core/page.do?pageId=8021380](http://www.idea.gov.uk/idk/core/page.do?pageId=8021380)

Editorial style

To ensure consistency across all DoI documents and communications, DoI staff are required to follow the editorial style requirements outlined in the [ANU Editorial Style Guide](http://australia.gov.au/publications/style-manual).


Further information

The ANU Editorial Style Guide is not an exhaustive list and DoI Outreach Communication should be contacted for specific editorial questions, or help with Plain English writing.
Use and access to images

To deliver consistently branded communication, and heighten awareness of DoI, the Division’s preference is to use images of DoI people, places and things around the University in communication.

DoI images

A DoI image has been created to represent the Division across all externally branded Divisional communications (Attachment C).

Stock images

DoI subscribes to a stock photography service and can download images for DoI purposes. To obtain stock images go to the DoI Outreach Communication webpage and follow the instructions.

ANU Image Library

The ANU Image Library is a collection of photographs of ANU people, places and things around the University. To obtain ANU images go to the ANU Marketing Office webpage and follow the instructions.

Further information

For further information on image use in DoI communications, or to organise photographs for your communication needs, please consult the DoI Image Strategy 2012 or email DoI Outreach Communication.
Web

DoI Web Publishing Guidelines
The DoI Web Publishing Guideline outlines the guidelines, procedures, responsibilities and approvals required for publishing content on the DoI websites.

ANU Web Style Guide
All DoI websites must comply with the ANU Web Style Guide. DoI Outreach Communication and the ANU Marketing Office must approve all DoI websites before going live, as well as approve any variations from the Style Guide.

DoI Web Publishers Group
The DoI Web Publishing Group is a network of DoI area representatives who are involved or interested in web publishing within the Division. They meet monthly to discuss web content, share support and review current trends.

ANU Web Publishers Group
The ANU Web Publishing Group is a network of web designers, web developers and web content authors. The group enables web publishers to share resources and research, and to champion the use and development of web standards and guidelines.
Attachment A

2012 LEARN HOW
STUDENT GUIDE TO FREE HANDS-ON AND ONLINE TRAINING AT ANU

Information Services
Graduate School of Management

Got an app idea?

2012 LEARN HOW
STUDENT GUIDE TO FREE HANDS-ON AND ONLINE TRAINING AT ANU

Information Services
Graduate School of Management

Free anti-virus software

2012 LEARN HOW
STUDENT GUIDE TO FREE HANDS-ON AND ONLINE TRAINING AT ANU

Information Services
Graduate School of Management
Attachment B

AGENDA

1. Opening
2. Reports
   a. Management
   b. Operations
   c. Administration
3. Other Business
4. Adjourn

RECOMMENDATION

The items on the AGENDA be approved and the recommendations be accepted.

BRIEFING PAPER

Report on CEAL Meetings and AAS Conference

13 – 19 March 2012
Toronto, Canada

Rebecca Wong
Manager, Menzies Library
The Australian National University