



Curtin University

University Marketing - Digital Style Guidelines

DIGITAL ENGAGEMENT UX TEAM

DATE

A global university

Western Australia | Dubai | Malaysia | Mauritius | Singapore



PREMISE AND OBJECTIVE

These guidelines are focused on providing:

1. Consistency and standards for digital experiences and assets with the Curtin brand
2. University Marketing's Creative Council and other forums with a reference guide for evaluating and approving new work to be published through the Curtin websites and wider digital products.

The format adopted seeks to provide a background to subjects, before showcasing typical examples of practical applications. It is the aim of this guide to, at first, give context to thoroughly researched patterns and standards, then subsequently, to provide pointers for questioning newly proposed designs that are presented at Creative Council forum. To this end, most topics throughout this pack include a question to be asked at the CC session: "Questions to ask when evaluating".



Outline of this pack

Brand Guidelines:

- How brand influences digital style & digital experience
- Brand guidelines at a glance

Digital Style Guidelines:

- Introduction
 - What is MIMAS?
- UI design
 - Accessibility
 - Block balance
 - Intended use of blocks
 - Content limits
 - Calls-to-Action (CTAs)
 - Forms
 - Page layout
 - Campaign landing pages
 - Informational pages
 - Bespoke pages
 - Mobile considerations
- Content Integrity
- Digital consistency
- Email guidelines

Digital Templates:

- MIMAS templates
- Email templates

Summary

Support and Resources

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Brand Guidelines



How brand influences digital style & digital experience

Brand Guidelines govern all subsequent guidelines, which ensures brand coherence across all touchpoints. They encompass the codes and rules that maintain consistency and integrity in how the Curtin brand is presented and applied across all channels.

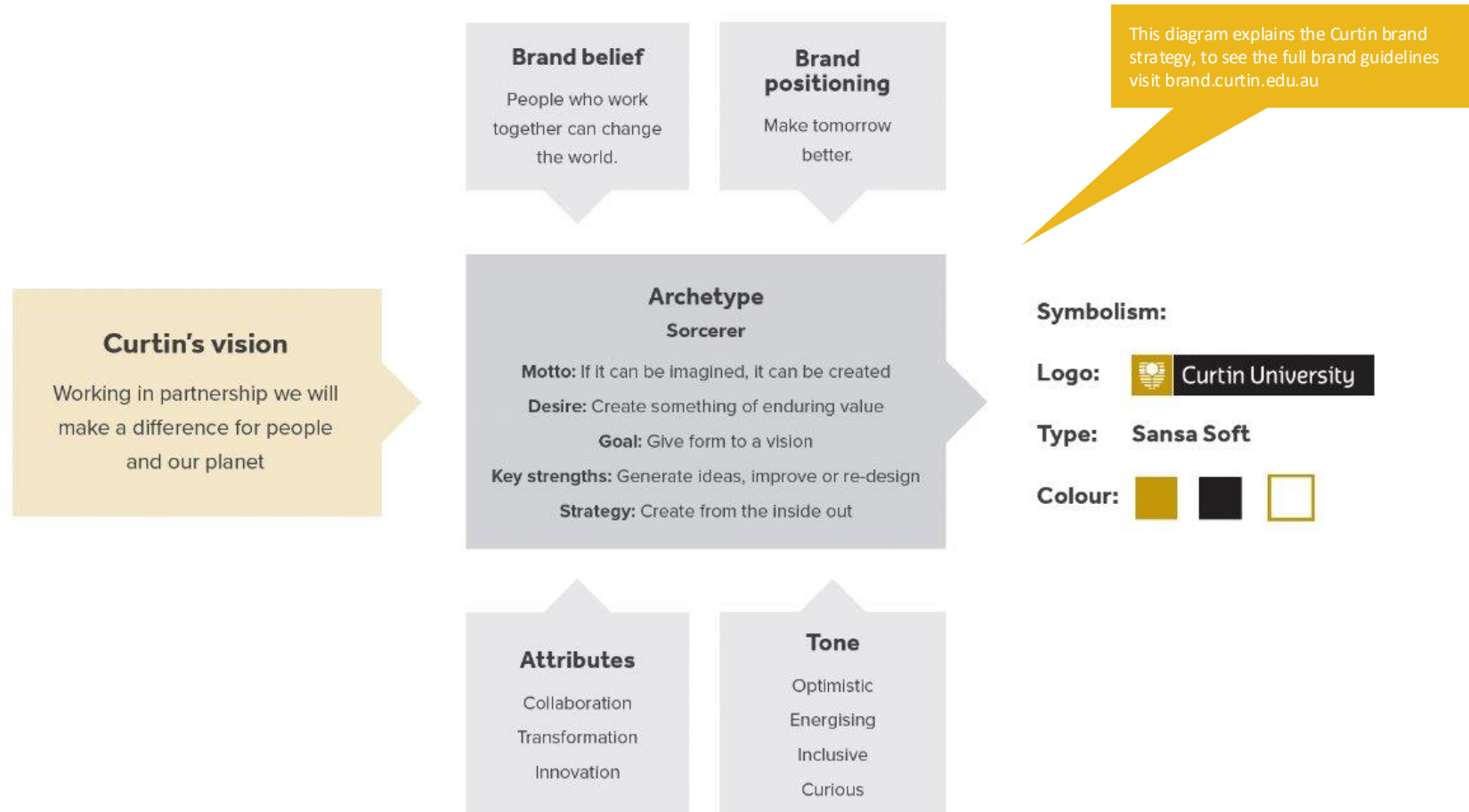
They incorporate specific design principles that are adhered to across all online and offline environments.

All design elements for Curtin's digital products have been informed by the Brand Guidelines and are the initial starting point for all digital initiatives and must continue to be followed.

When work is reviewed at Creative Council, the evaluation process begins with Brand Guidelines, follows with the Digital Style Guidelines and ends with the Digital Experience Guidelines.

For further information on the Brand Guidelines (published January 2024), please see: <https://brand.curtin.edu.au/our-brand-reputation/>

Brand guidelines at a glance



Digital Style Guidelines



Digital style guidelines

UI design

User interface (UI) design, accessibility standards and responsive design guidelines all adhere to MIMAS theme rules and industry best practice. Page design also plays a key role in UI design, where correct arrangement of CTAs, form construction and other page content is arranged in ways that are easily understandable.

Page layout

Different types of pages require different treatments when configuring their inner content. It is important to consider the role these types of pages take and how they function very differently across all Curtin digital products.

Mobile considerations

Special thought needs to be considered for the layout of page content on small devices. Almost every element on the page needs to be adapted so that the journey through the page is easy to digest.

Content integrity

Content accuracy and compliance sits with the area the content originates from, with the digital team responsible for surfacing this information on the website in the most effective way possible.

Digital consistency

To provide brand coherence, a digital consistency across all digital platforms is necessary to ensure the look and feel is maintained throughout.

Email guidelines

Designing emails also needs to follow digital style guidelines to ensure they also maintain digital consistency.

Introduction



What is MIMAS?

MIMAS serves as the cornerstone of our digital ecosystem, offering a versatile platform that extends beyond website design. It encompasses various front-end products, including our email marketing templates, all designed with a singular focus: to elevate our digital presence while adhering to the Curtin UI Components Library.

At its core, MIMAS is more than just a theme; it's a comprehensive toolkit tailored to empower content creators with bespoke blocks and components. These elements are meticulously styled to enhance engagement and showcase content in a visually captivating manner.

MIMAS plays a pivotal role in maintaining brand consistency across all digital touchpoints. It provides a unified framework for custom colours, fonts, icons, and imagery, ensuring a cohesive and impactful representation of the Curtin brand.

Currently, MIMAS documentation can be accessed at <https://mimas.curtin.edu.au/>. There you will find documentation on how to use our blocks and components, digital style guides and example layouts.



MIMAS governance

This diagram explains the governance MIMAS has over our digital platform, to see the full digital guidelines visit mimas.curtin.edu.au

MIMAS

MIMAS design governance covers the Curtin website and any front-end platform or products on the Curtin domain, such as landing pages, forms, interactive tools and email templates.

Curtin website

Future student front-end experience

Curtin domain

All front-end experiences on the Curtin domain

Email templates

All marketing emails aimed at future and current students

UI Design

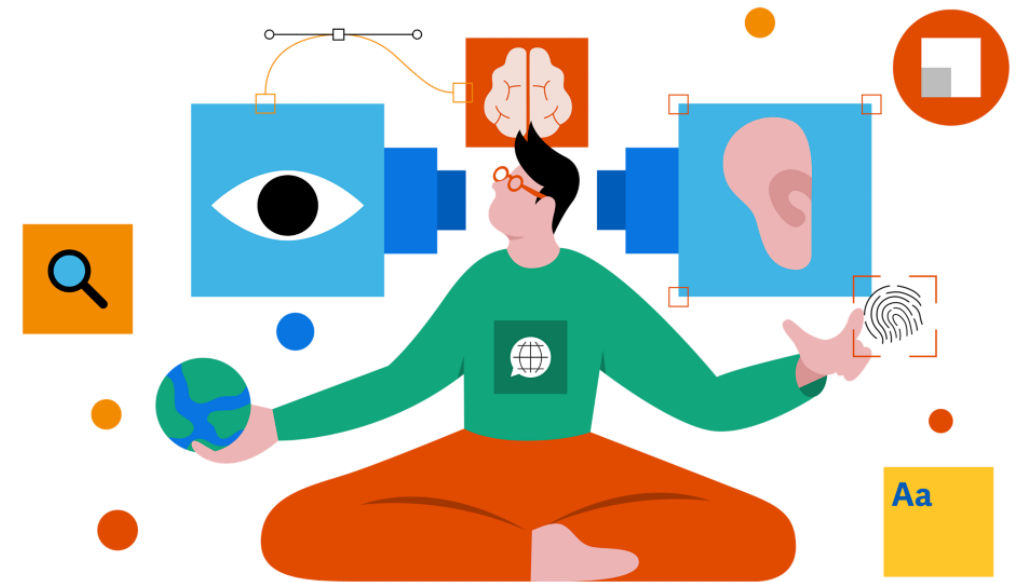
Accessibility

As part of industry best practice, Curtin follows the Web Content Accessibility Guidelines (WCAG) 2.0 AA, which covers a wide range of recommendations for making web content more accessible. You can learn more about these internationally recognised standards at [w3.org/TR/WCAG20](https://www.w3.org/TR/WCAG20).

Visibility of our content is of paramount importance when trying to reach a wider audience. We must consider the needs of individuals with visual impairments when designing for the web. Choosing the appropriate contrasting colours to display content will allow for better visibility.

By default, all MIMAS blocks are in line with WCAG 2.0 standards, however there may be times where external teams alter blocks or create new designs that don't align. When this occurs, it is important to flag for change so that we always uphold accessibility standards.

Questions to ask when evaluating: Is text visible and readable behind the current background? Does it comply with (WCAG) 2.0 AA?



Accessibility Examples

Purpose:

- **Readability:** Designs need to have high readability first and foremost.
- **Audience:** Digital products need to be accessible and clearly understood by people with disabilities, including people with temporary disabilities, or situational limitations (such as bright sunlight, or a slow internet connection).

Styling:

- **Contrast:** All content needs to have good contrast between elements on the page.
- **Colour:** Refer to the brand guidelines and the MIMAS colour palette for colour use. Avoid colour combinations that have low saturation, especially when superimposing text.
- **Presentation:** Presenting content in different ways can help achieve good accessibility.
- **Audio:** For video or audio content, it is recommended to include subtitles.

Load times:

- **Assets:** Pages should not have too many large file-sized assets throughout, as this will slow down page load times.



This is a block heading

Lorem ipsum dolor sit amet consectetur. Elementum interdum eget orci eget leo. Feugiat eget fringilla parturient rutrum. Tortor neque nisl amet est. Neque iaculis amet proin viverra augue at. Dignissim quis tellus fermentum cursus



This is a block heading

Lorem ipsum dolor sit amet consectetur. Elementum interdum eget orci eget leo. Feugiat eget fringilla parturient rutrum. Tortor neque nisl amet est. Neque iaculis amet proin viverra augue at. Dignissim quis tellus fermentum cursus



Avoid low contrasting colour combinations for text as this is difficult for visually impaired individuals to read



Lorem ipsum dolor



Lorem ipsum dolor



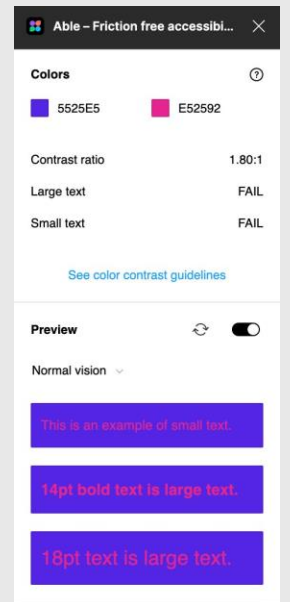
Lorem ipsum dolor



Lorem ipsum dolor



Even if two colours are different, they may not be for individuals that are colour blind, check to see if those colours together meet WCAG standards



Block Balance

Strategic placement of design blocks is key when it comes to the overall look and feel of Curtin's digital products. They help organise content, guide user flow, and enhance visual appeal.

Design blocks establish a visual hierarchy that directs user attention, with more important content placed in prominent blocks and secondary content in supporting areas.

With the strategic arrangement of design blocks, we can create engaging and intuitive user experiences that effectively convey information and drive desired actions.

Questions to ask when evaluating: Do the blocks on the page look evenly spread out? Are there any areas on the page that look visually heavy?



A good example of a page with a nice balance of light and heavy blocks.

Block Balance examples

Purpose:

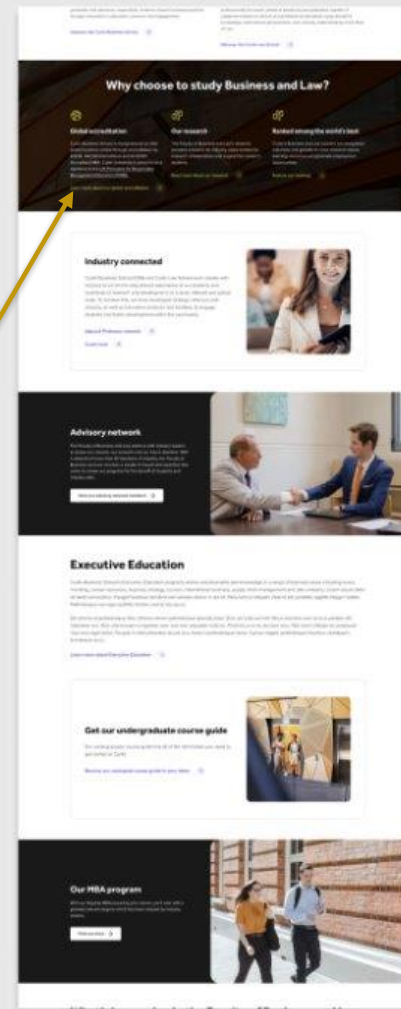
Design blocks serve as structural components that divide a webpage into visually distinct sections, such as headers, featured content areas, and footer section

Styling:

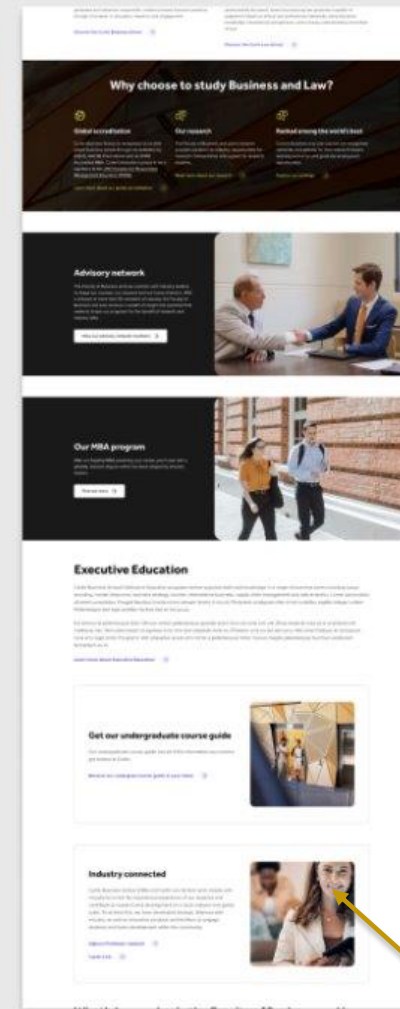
- Use light background blocks for supporting information.
- Use dark background blocks for CTAs & USP.

Placement:

- Try to use a variety of blocks throughout the page to create contrast.
- A balance of heavy and light styled blocks makes the page less overwhelming for users.
- Avoid clustering dark background blocks together, as this can make the page feel heavy in one area and lacking in another.
- Avoid repetition of heavier blocks - these are designed to highlight important information for viewers to see.



Heavy blocks are spaced out with light blocks in-between to give viewers a visual breather.



Multiple, heavy background blocks placed one after each other is overwhelming and can cause visual discomfort.

Avoid stacking the same blocks on top of each other.

Imagery

Incorporating imagery on a webpage is essential for showcasing brand identity and personality while effectively communicating the page's purpose.

Images not only engage users and encourage them to explore further but also complements the content by providing visual breaks, making the experience more engaging and less overwhelming.

As well as incorrect use of imagery, which can make a website look disjointed, use of optimised imagery is also crucial to ensure a consistent experience across different devices.

Questions to ask when evaluating: Are the main subjects of the image in frame? Is the image relevant to the content? Does the image look cropped? Is the image from our photo library?



Good examples of well framed, Curtin imagery

Imagery

Purpose:

- **Relevancy:** Choose images that are related to the context of the page or block it's attached to

Styling:

- **Framing:** Avoid cutting off subjects in frame, images should focus on the main subject using the Rule of Thirds method
- **Stock images:** Avoid stock imagery, only use images supplied via Curtin's approved image library
- **Tone:** Avoid stylized pictures. The tone should be natural and contemporary
- **Colour:** - Colours should be natural, and neutral, but not dull

Format:

- **Responsivity:** Each new image needs four sizes to fit desktop, laptop, tablet, and mobile screens
- **Quality:** Images should be of a high resolution, avoid blurry, old or low-quality imagery
- **File size:** To avoid long load times on our website, uploaded images should be at a maximum of 2MBs



The subjects are cropped by the frame, and the image is overly zoomed in.

All primary subjects are in view with an adequate amount of space around them.

Approved images taken at Curtin are unique and provide a real snapshot of life at Curtin

Stock images look generic and do not accurately represent Curtin and its facilities.





Mastheads

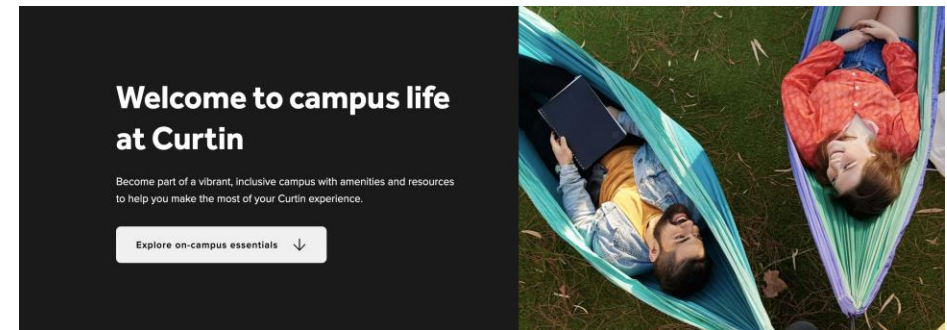
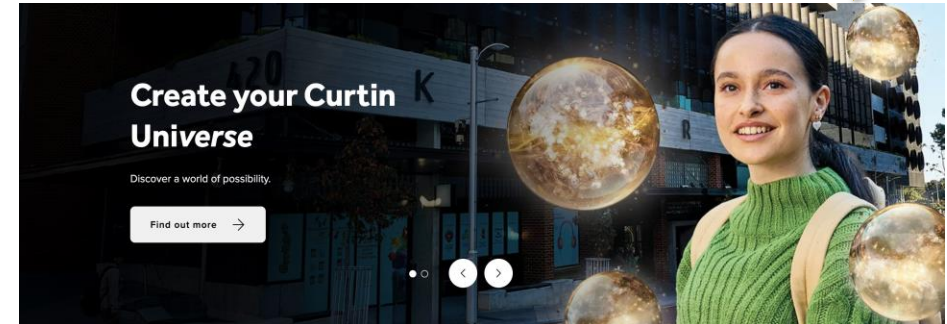
Mastheads are the focal point of a webpage, capturing the user's attention and setting the context for the rest of the content.

Mastheads give both visual and textual context to a page. It's important to keep this block brief but descriptive so users can quickly understand what's on the page.

Mastheads also act as the primary call to action, directing users to content on the page or linking to another relevant page.

Questions to ask when evaluating: What is the purpose of the page? Does the masthead portray the page content well? Is there too much text inside the masthead? Does the masthead image match the context of the page content?

An example of the Home Page Masthead portraying a recent campaign.



An example of the Landing Page Masthead portraying a recent campaign.

Mastheads

Purpose:

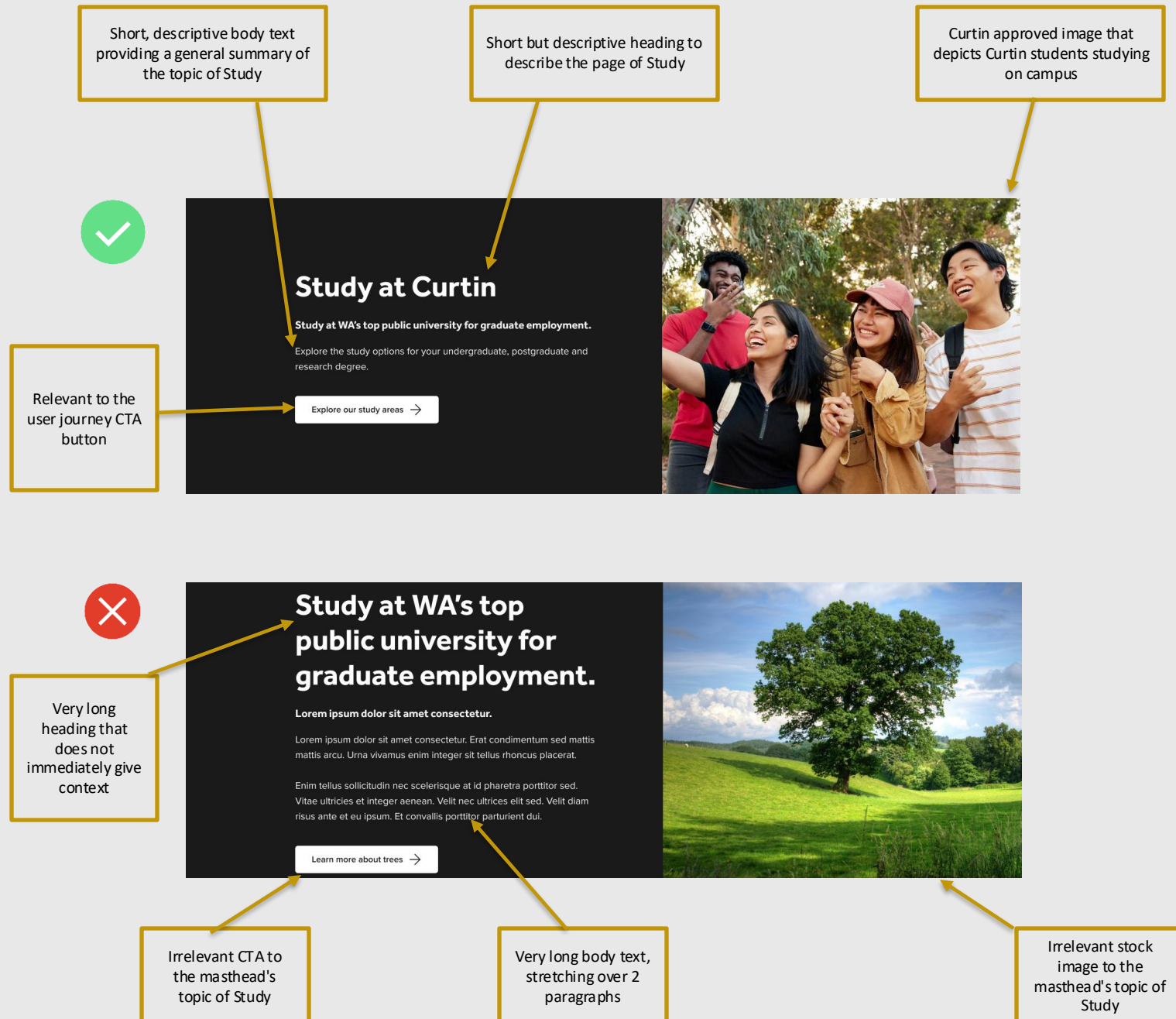
- **Masthead types:** there are two mastheads in MIMAS, one for Curtin's homepage and one for all landing pages
- **Headings:** brief yet descriptive, allowing users to grasp the pages' purpose immediately. Avoid long sentence headings or marketing style text
- **Subheadings:** an optional subheading that can highlight important information such as event dates, brand slogans, marketing text, etc. Maximum of one sentence
- **Body text:** text should be a general summary of the topic, short but descriptive. Maximum of one paragraph long, avoid multiple paragraphs.

Styling:

- **CTAs:** Use prominent and compelling CTAs with clear instructions on what action to take. CTAs should link to relevant content on or off the page.
- **Imagery:** Images should stand out and be relevant to the content

Format:

- **Placement:** Mastheads should always be placed at the top of the page



Intended use of blocks

All MIMAS blocks are designed with an intended use case in mind. Descriptions of the blocks in [MIMAS](#) will give an understanding of how they should be used and what content needs to be placed in them.

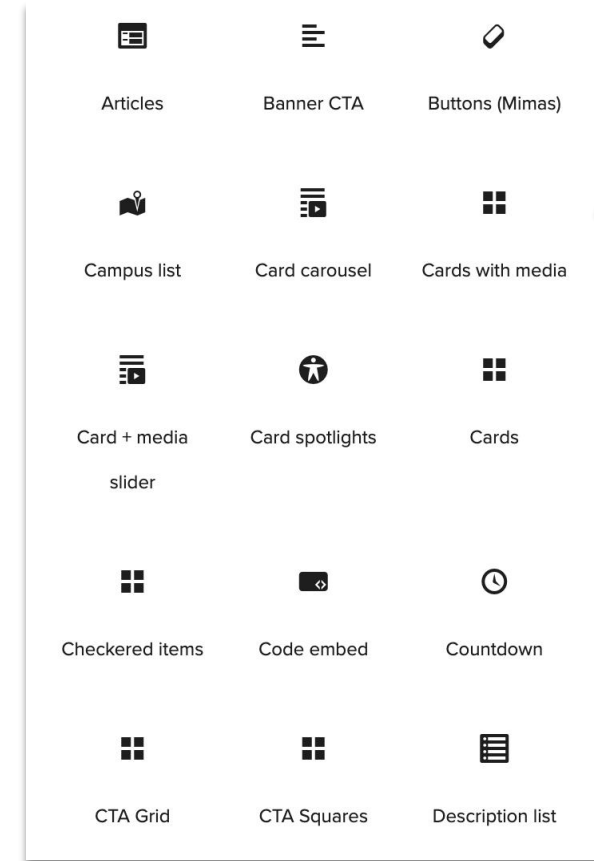
Altering the design of MIMAS blocks, for example editing the font size of headings, changing the colours, changing the order of elements, will result in a loss in consistency and integrity.

It's useful when building a new page from MIMAS blocks to look at existing blocks before creating new ones. Refer to existing block examples or examples from MIMAS documentation if you are unsure of how to use a block.

For a complete list of all MIMAS blocks and their intended use – please access our [MIMAS guide](#).

Questions to ask when evaluating: Does the content inside the block fit the description of the block's use case? Does the block layout look the same as the MIMAS examples?

Each block type shown in the tools palette of the CMS includes information on how the block is to be used.



Intended use of block examples

To ensure a consistent and user-friendly experience, please ensure the following:

Format:

- **Variation:** When planning a page build, consider the different content types required for the page and what sections you will require. Try to utilise different block types to create variation throughout the page.
- **MIMAS library:** Consult the MIMAS library to find the blocks that are most appropriate for your content. All these blocks are prepopulated with content to give an idea of what kind of content is suitable.
- **Purpose of blocks:** Avoid using blocks that are not designed for the purpose of your content.

Styling:

- **Adjusting styles:** Do not adjust font size or weight. These styles have been defined so there is consistency across all pages.
- **Images:** When using images in a block, crop them so they look correct in the block. For example, try to avoid heads displaying as chopped off.

Placement:

- **Block specificity:** Only select blocks that have been specifically designed for the content types you have.
- **Order of content:** Do not adjust the order of content in blocks, they have been pre-designed for consistency.



Hear from our graduates



"Curtin helped me learn to stand on my own two feet after finishing high school. The lecturers and tutors were firm but fair. I enjoyed how they made the units reflect the real world and gave us projects like creating a small business, which were applicable life after uni."

Dee Signer
Bachelor of Commerce Student



News at Curtin



Curtin University has acknowledged a local primary school principal's leadership and impact on children's lives, with a prestigious Honorary Doctorate. Lee Musumeci has led Challis Community Primary School in Armadale for the past 19 years and implemented a range of innovative programs to ensure the best possible results for students — many of whom come from disadvantaged backgrounds.

[View the article](#)

Primary school principal honoured for work with disadvantaged children



Avoid using specific use case blocks for other means, for example, using the Testimonial block for news.



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[Link on card](#) →



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[Link on card](#) →

Avoid rearranging the block's layout, avoid changing block parameters like font sizes and weight.

Content limits

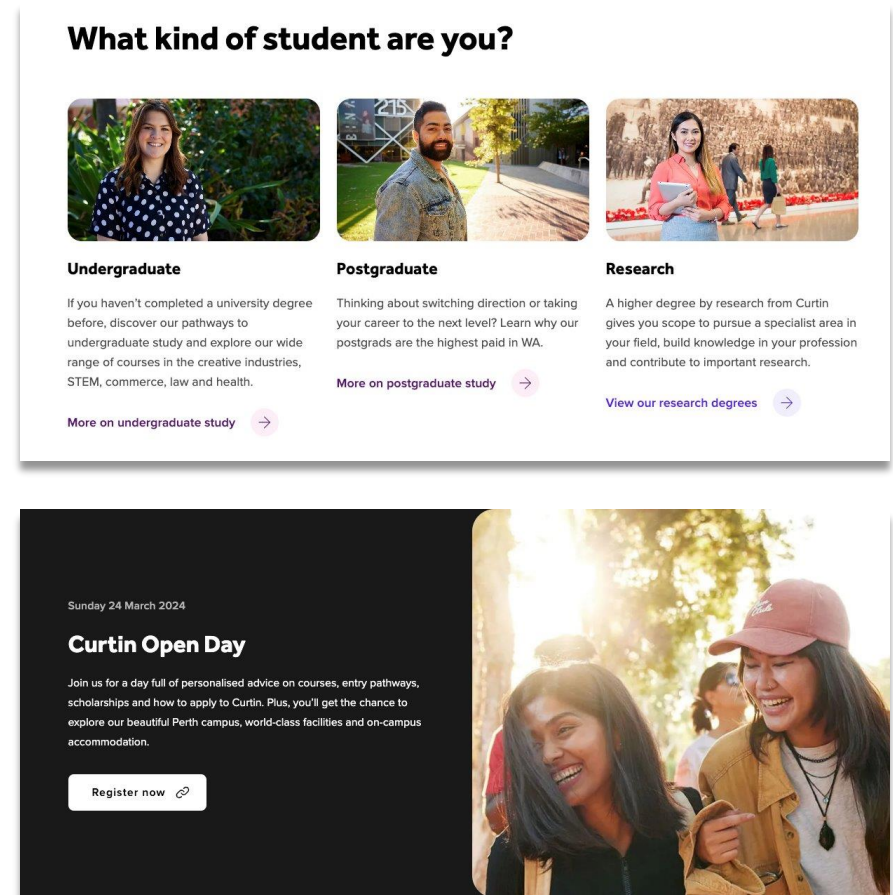
Content limits refer to the maximum amount of text or information that should be included within specific blocks and sections on our webpages. It is essential to balance the amount of content to ensure readability, engagement, and optimal user experience.

Content limits are a crucial factor in making our website look and feel great. Information should be written precisely and coherently to maximise user engagement and exploration. By establishing content limits, content creators can effectively communicate key messages without overwhelming or disengaging users.

Content limits are great for most cases of copy text in a design. But projects do surface that require a large amount of text to cover the entire subject. Editorials, such as science articles, often require long copy. Care needs to be taken at the design phase for these projects so that there is still a balance of content elements throughout the pages. Images, diagrams, the default text block and bullet point lists become important as a means of travelling through the design. And cards and USP blocks are probably not appropriate elements to use at all. It may also be useful to break the article up into multiple pages, if the flow of subject matter lends itself to this format.

For more information on content limits for certain blocks, please consult the MIMAS guide

Questions to ask when evaluating: Is there too much text inside of the block? Are the headings too long? Is there more than one main subject? Is there more than one call to action button/link? Does this need more than one link? Is the design a scholarly article that requires a large amount of text, and if so, does the design accommodate for this?



Content limits examples

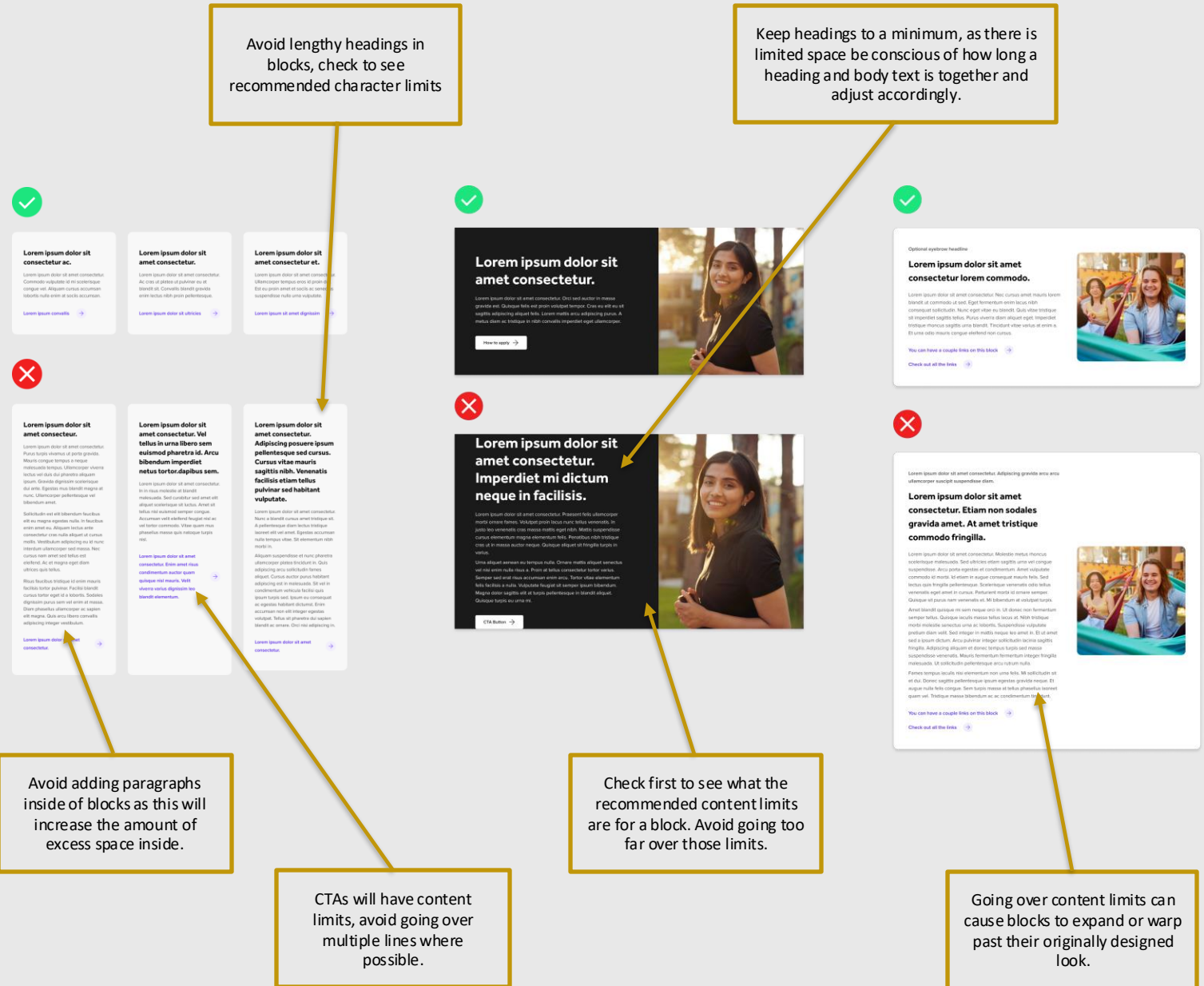
To not overwhelm users and keep our site looking professional and consistent we should adhere to these guidelines.

Format:

- **Avoid long text formats:** Generally, avoid long text formats in blocks, be short and descriptive with your content. Each block will have a recommended minimum and maximum character limit to follow.
- **One topic of information:** Stick to one topic of information per block, avoid multiple paragraphs inside of blocks.
- **Large copy editorials:** If the design is an editorial, or scholastic article with large amounts of text, try to use larger block types, such as the default text block.

Styling:

- Avoid adding custom HTML/CSS: When filling out content into MIMAS blocks avoid adding your own custom code to change the look of the content.
- Even amount of content: When displaying an array of blocks e.g. cards, it is important to consider writing roughly the same amount of content for each, to balance out the whole array.

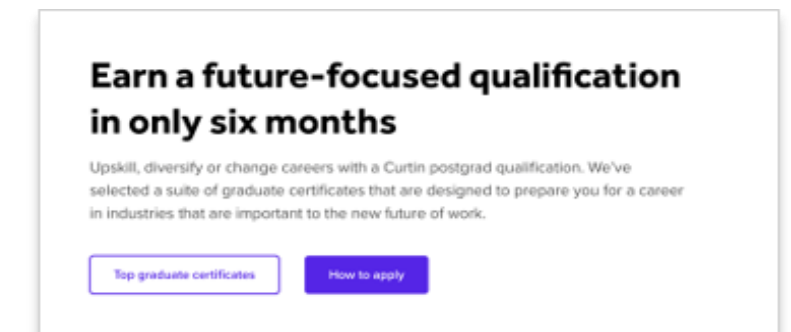
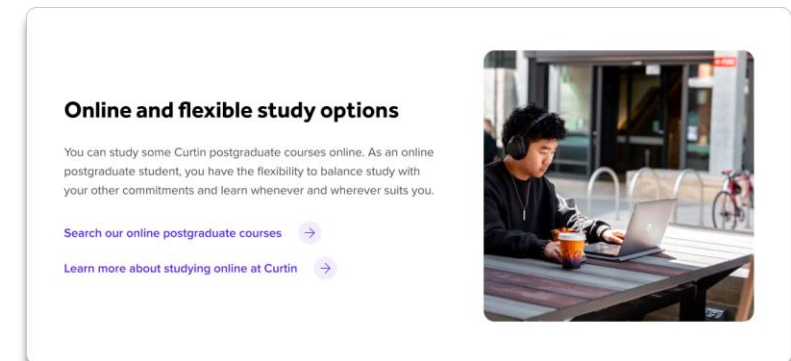
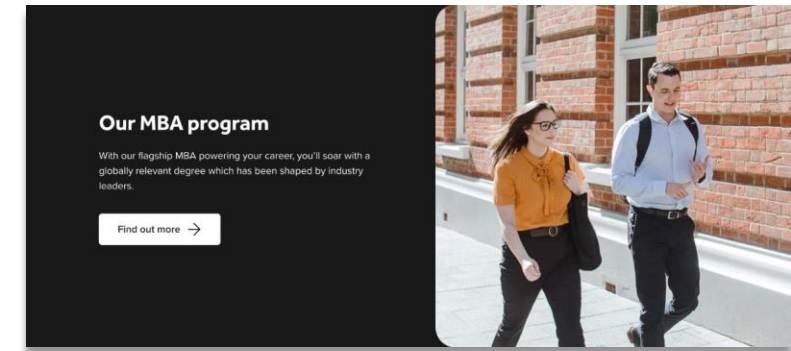


Calls-to-Action (CTAs)

Call-to-Actions (CTAs) are pivotal elements in guiding user behaviour and achieving desired user actions on our digital platforms. They serve as prompts that encourage users to take specific actions, such as starting an application, signing up for a newsletter, or downloading content.

CTAs are used throughout our site in the form of buttons, links and whole blocks - they play a crucial role in driving conversions and achieving marketing objectives by directing user attention and motivating engagement.

Questions to ask when evaluating: Where does the CTA go to? Does the CTA text accurately specify what the destination page is? Is the CTA too long? Can this CTA text be shortened? How many CTAs are in the block? Are there too many CTAs?



Call to action examples

To encourage our users to interact with our CTAs with ease, please adhere to the following guidelines.

Purpose:

- **Clear communication:** CTAs provide users with clear instructions on how to proceed, reducing ambiguity and friction in the user experience.
- **Action orientated:** Try to avoid call to actions like “Find out more” or “Learn more” and instead provide more context or use action-oriented call to actions, for example “Download guide”.



Campus locations

You may have the opportunity to study at another Curtin campus in Western Australia or at one of our offshore campuses in Singapore, Malaysia, Dubai or Mauritius.

[See our campus locations](#) →



Campus locations

You may have the opportunity to study at another Curtin campus in Western Australia or at one of our offshore campuses in Singapore, Malaysia, Dubai or Mauritius.

[See our Curtin Perth campus](#) →

[See our Curtin Mauritius campus](#) →

[See our Curtin Malaysia campus](#) →

[See our Curtin Singapore campus](#) →

Having multiple links in a single block can cause clutter and make the block tall and unappealing.



[Get the study guide](#)



[Get your study guide delivered straight to your inbox](#)

Text is unnecessarily long - can easily be abbreviated while still getting the point across.



Sport and social

Balance your studies by staying active through competitive and social sports, or getting involved with Guild events and volunteering opportunities.

[View our sport and social clubs](#) →



Sport and social

Balance your studies by staying active through competitive and social sports, or getting involved with Guild events and volunteering opportunities.

[Relax and train](#) →

“Relax and train” doesn’t directly describe the page “Sport and social”, leading to interpretation and possibly confusion.



High school resources

Graduating high school? You'll find everything you need to know about transitioning to university here.

[View high school resources](#) →



High school resources

Graduating high school? You'll find everything you need to know about transitioning to university here.

[Find out how you can get into university today](#) →

This marketing style text is misleading, it assumes that the linked page is about getting into university, when it's only about resources for High schoolers.

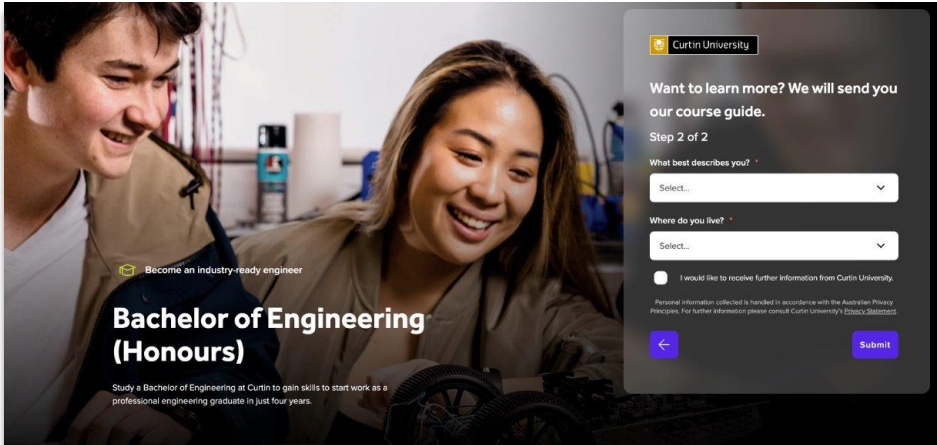
Forms

Forms are a crucial element of digital marketing strategies and UX, designed to capture valuable information from our users, to personalise their future experiences with Curtin.

Effective lead forms strike a balance between collecting necessary information and providing a seamless user experience. As such, it is important to consider the design of forms, as it can make a huge impact on the speed and ease at which users complete it.

Forms will have multiple variants of itself that can be used in different instances. It is important to read the documentation on rules regarding placement of these variants. Placing these variants in non-recommended areas will result in a loss of block balance and will make the page more overwhelming to viewers.

Questions to ask when evaluating: How many fields does the form have? Is the form too long? Who are we targeting? What data do we want from them? What specific questions do we really need?



Bachelor of Engineering (Honours)

Study a Bachelor of Engineering at Curtin to gain skills to start work as a professional engineering graduate in just four years.

Want to learn more? We will send you our course guide.

Step 2 of 2

What best describes you? *

Select...

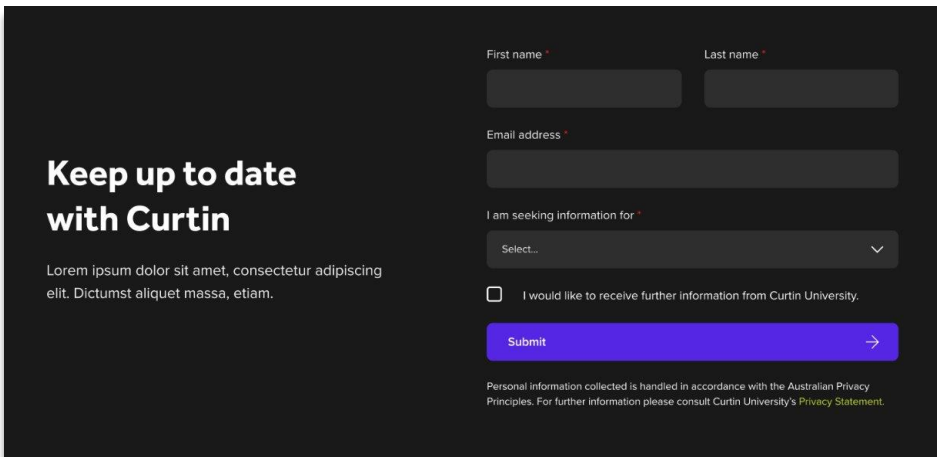
Where do you live? *

Select...

☐ I would like to receive further information from Curtin University.

Personal information collected is handled in accordance with the Australian Privacy Principles. For further information please consult Curtin University's [Privacy Statement](#).

[←](#) [Submit](#)



Keep up to date with Curtin

First name * Last name *

Email address *

I am seeking information for *

Select...

☐ I would like to receive further information from Curtin University.

[Submit](#) →

Personal information collected is handled in accordance with the Australian Privacy Principles. For further information please consult Curtin University's [Privacy Statement](#).

Form examples

For us to collect data efficiently and encourage our viewers to complete our forms we must adhere to these guidelines:

Layout:

- **Single column layout:** Single column layout is more comfortable to scan and can easily respond to different screen sizes. An exception to this is fields that directly relate to each other - for example, first name & last name or address.
- **Multiple steps:** If a form consists of many questions, they must be spaced over multiple steps. Questions on each page should be similarly categorised together.
- **Optional fields:** State if any fields are optional. Aim to limit the number of optional fields in a form.
- **Privacy policy:** Always include a link to Curtin's Privacy Statement to ensure adherence to Australian Privacy Principles.

Placement:

- Forms should be placed in the page banner, or at the bottom of the page to allow the user to avoid distraction from page content.

The image displays four form layout examples, each with a green checkmark or red X icon indicating its adherence to guidelines.

Top Left (Green Checkmark): A single-column form layout. A callout box states: "First and Last name are exceptions to being in a two-column layout, as they are directly related to each other." The form includes fields for First name, Last name, Email address, and a dropdown for "I am seeking information for".

Top Right (Red X): A two-column form layout. A callout box states: "Avoid putting all fields into two columns as it is harder to scan left to right than up to down." The form includes fields for First name, Last name, Email address, and Mobile, followed by dropdowns for "What information are you interested in?", "What subjects did you study at school?", "What study area are you interested in?", and "Where do you live?".

Bottom Left (Green Checkmark): A single-column form layout. The form includes fields for First Name, Surname, Email address, and Mobile number, followed by a "Next" button.

Bottom Right (Red X): A single-column form layout. A callout box states: "If more fields than usual are necessary, then consider expanding over two pages." The form includes fields for First Name, Surname, Email address, and Mobile, followed by dropdowns for "I am seeking information for", "What is your current level of study?", "What study area are you interested in?", and "Where do you live?".

Form examples

For us to collect data efficiently and encourage our viewers to complete our forms we must adhere to these guidelines:

Styling:

- **MIMAS:** Ensure forms follow MIMAS styling.
- **CTAs:** Use prominent and compelling CTAs with clear instructions on what action to take.
- **Essential data:** Only request data that is essential for segmentation and personalisation.
- **Drop down fields:** Use drop downs where a variety of answers can be provided.
- **Logical order:** Form fields should be listed in a logical order to avoid confusion or frustration. Obvious questions should be placed first, with the more difficult ones last.



Stay up-to-date with Curtin

Get the latest advice, news and events delivered straight to your inbox.

Enter your email

[Submit Button]

Single field form simplifies the process giving the user the bare minimum to fill out.



Get the latest Curtin updates

For invitations to upcoming events, study tips and guidance on navigating your way to university, join the Curtin community.

First Name: [Field] Email Address: [Field]

What best describes you? [Field] [Sign Up Now]

Personal information collected is handled in accordance with the Australian Privacy Principles. For further information please consult Curtin University's Privacy Statement.

What is your level of education? [Field]

The edition of an extra field has broken the layout of the form.



Get the latest Curtin updates

For invitations to events, study tips and info on navigating your way to uni, join the Curtin community.

[Subscribe Button]



Ask a Question - Future students

You can [search for a course](#) or check our [Frequently Asked Questions](#) to see if we've already got your question covered.

* required field

First name * [Field] Last name * [Field]

Email address * [Field]

Enquiring for * [Field]

Citizenship category * [Field]

Interested study level * [Field]

Subject * [Field]

Type your question below. Please include the name of the course you are interested in and any other information that will help us assist with your enquiry *

[Field]

I would like to receive further information from Curtin University.

☐ Yes

Personal information collected is handled in accordance with the Australian Privacy Principles. For further information please consult Curtin University's Privacy Statement.

[NEXT]

Form style not in line with MIMAS styling.

Although there is an asterisks, it is not visible enough for users to easily identify what fields are required.

Form examples

Smaller blocks such as the small subscribe block/banner should be used in the middle of the page content. This block is designed to provide pages with a subtle, non-obtrusive way to implement a form. Upon click of the CTA button, a modal will appear with the full form for viewers to fill out. The small subscribe variant can also be used to house forms that require many fields without the need to extend the overall page length.

The standard subscribe block will have a set number of fields displayed on page for a user to quickly fill out without having to click to a modal. Due to its size and visual weight, it is recommended to place the block near the bottom of the page.



Despite its small size, the block stands out with its dark hue, whilst effectively preventing the page from becoming excessively lengthy.



Large subscribe forms in the middle of the page can break the flow of content, especially if its use case is secondary to what's already on the page.

Page layout

Campaign landing pages

Campaign landing pages serve as focused entry points for visitors, designed to fulfill specific marketing campaign objectives. At Curtin, these pages play a crucial role in highlighting new or existing products, our brand proposition and events.

During development, it's essential to align with the initial brief to maintain the intended purpose and design integrity. It's also important to consider the overall user journey, ensuring coherence and avoiding duplication or inaccuracies of content that exists in the wider Curtin digital experience.

Campaign landing pages can have a slightly different look and feel compared to standard informational pages to stand out accordingly. These templates are only to be used for UM campaigns and shouldn't be mixed with other MIMAS blocks or purposes.

Questions to ask when evaluating: Are the campaign objectives adequately summarised in the design? Have you considered where the page sits in the overall user journey? Is there an “extension” to the journey that can loop the user back to the rest of the Study site?



Campaign landing page examples

To ensure effective management and consistency across campaign landing pages, adhere to these guidelines:

Purpose:

- **Objective:** Make the purpose of the page clear and aligned with the objective of the brief, with one main action for visitors to take.
- **Audience:** Ensure messaging, content, and action speak directly to the intended audience from the brief.

Placement:

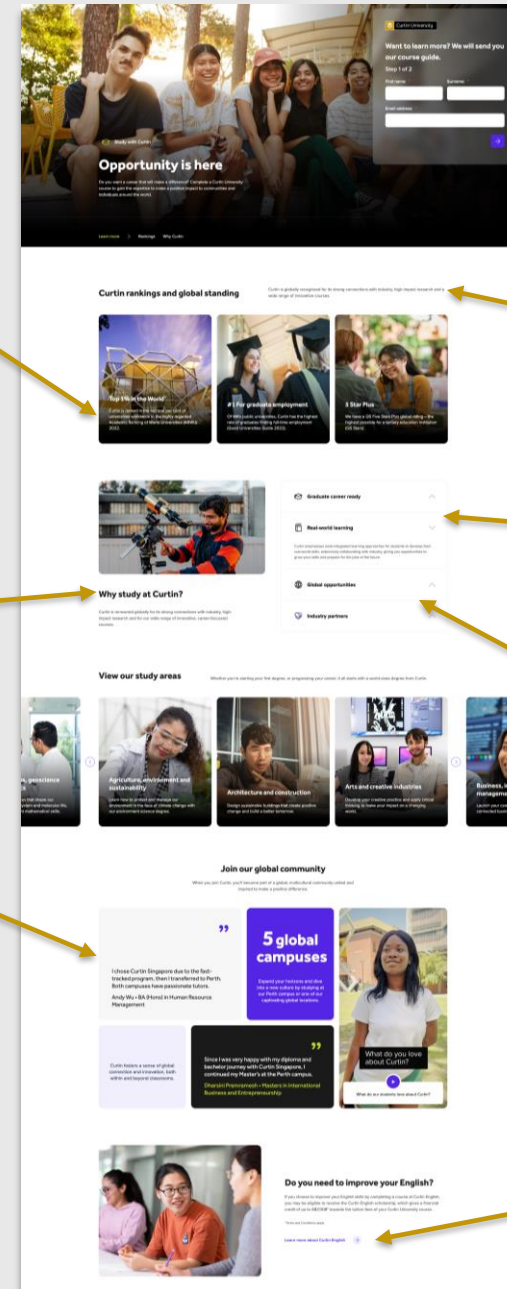
- **IA location:** Campaign pages should complement the overall experience of the recruitment website. Their placement within (or outside) the existing IA will be defined by user journey needs rather than business objectives.
- **Domain:** all marketing landing pages should sit on the Curtin domain. Custom domains are not advised as we want to maximise brand exposure, maintain consistency and ensure SEO efficiencies are realised.



Other supporting headlines and subtext continues to convey benefits.

A concise headline and supporting subtext to convey the content.

Student stories makes the content relevant and creates social impact.



Lead gen form needs to be present here or somewhere else prominent.

Concise messaging to keep viewers engaged.

Listing content and breaking them up into digestible pieces helps with readability.

This block was designed new for this project and looks a little different to the MIMAS theme.

Maximum of two CTA links per block, preferably only one for most cases.

Campaign landing page examples

Styling:

- **Concise messaging:** Keep text short and focused to keep visitors engaged.
- **Minimalist design:** Align with the minimalist aesthetic (MIMAS) to present content clearly and attractively.
- **Clean layout:** Avoid clutter to prevent overwhelming visitors and maintain focus on key elements.
- **Whitespace utilization:** Strategically use whitespace to guide visitors' attention and enhance readability.
- **Text formatting:** Use bullet points or numbered lists to break up text and improve readability.
- **CTA:** Include a singular call to action, that's clear and easy for the user to complete.
- **Lead Form:** A lead form, or method of capturing personal data must be present on a campaign landing page.

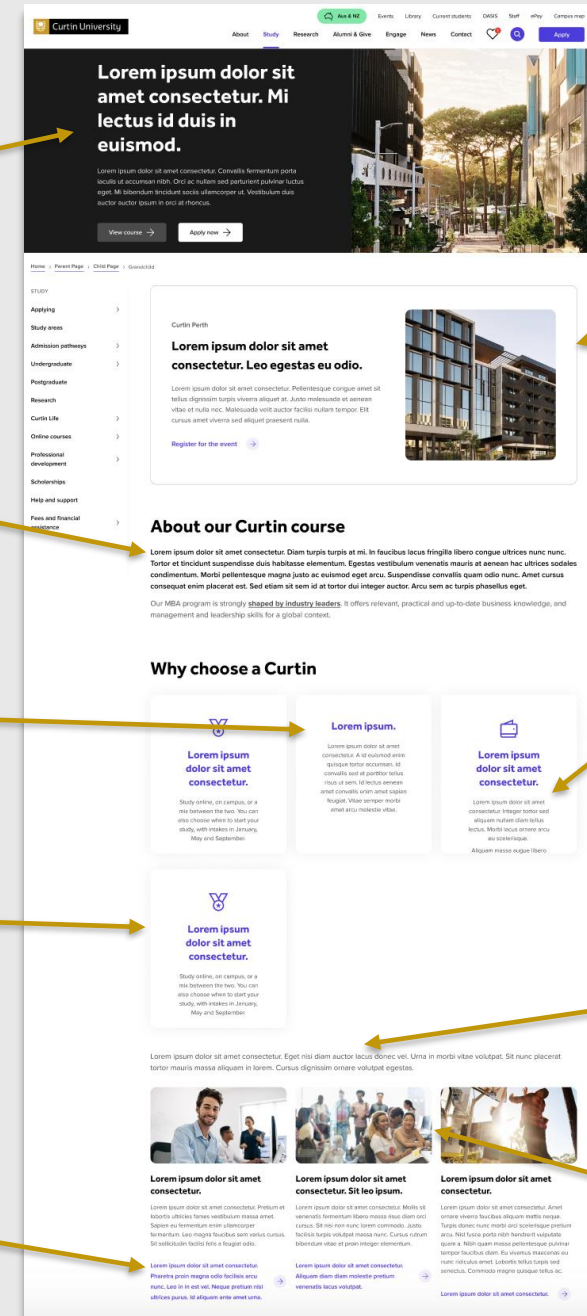
Avoid editing or building new MIMAS block pages and using them as campaign pages.

Description/introduction text for the page should be high in the page hierarchy.

Avoid leaving out elements from a block as it can affect consistency.

Present content clearly and attractively. Avoid adding content that breaks the page layout.

Avoid multiple or too long of a CTA.



Consider block hierarchy, avoid putting promotional blocks first.

Avoid going over content limits for blocks. Try to avoid putting in paragraphs into compact blocks.

Avoid leaving blocks without a heading. New sections on a page should start with a heading.

Avoid using stock images where necessary.

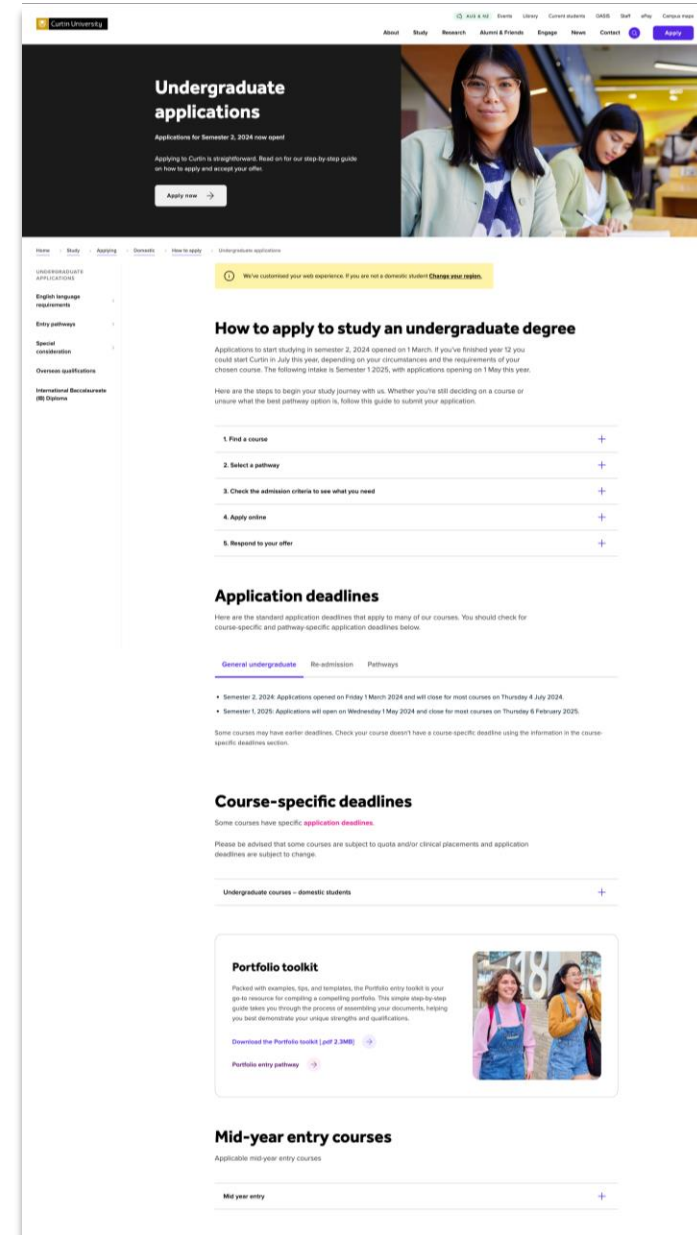
Informational pages

Many pages on the Study site are informational in nature, rather than focusing on specific campaigns or unique projects. It is a large part of Study's role to provide prospective students with comprehensive information about studying at Curtin.

Too much text flowing through the page can cause cognitive overload and overwhelm the visitor. To break up large amounts of text, consider breaking the text into groups or sections, where images, videos, diagrams or page structural elements can be used to create a better experience travelling through the page. Also consider replacing text with infographics where applicable, as an alternative to long paragraphs.

Informational pages need to have a clear logical flow of content from the top of the page to the bottom. The structure of the information (IA) needs special attention if the user is not to get lost through the content.

Questions to ask when evaluating: Is the page too long, due to mandatory text? If so, perhaps reconsider the page layout by using accordions or tabs to arrange the text into sections.



Undergraduate applications is a good example of a well thought out progression of information.

Informational pages

To ensure effective management and consistency across informational pages, adhere to these guidelines:

Purpose:

- **Objective:** Clearly communicate key information in a way that is easily digestible throughout the page.
- **Audience:** Text needs to be concise and easily understandable to a 16-year-old.

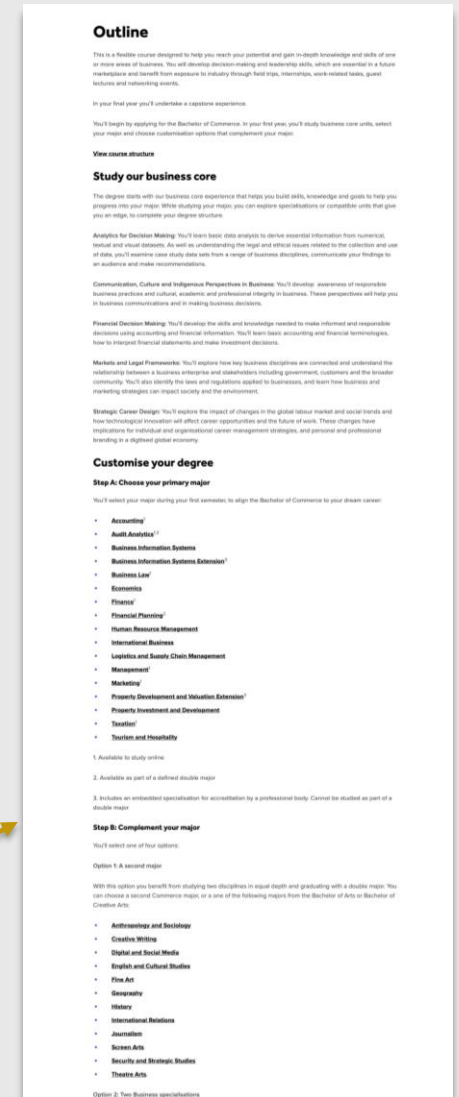
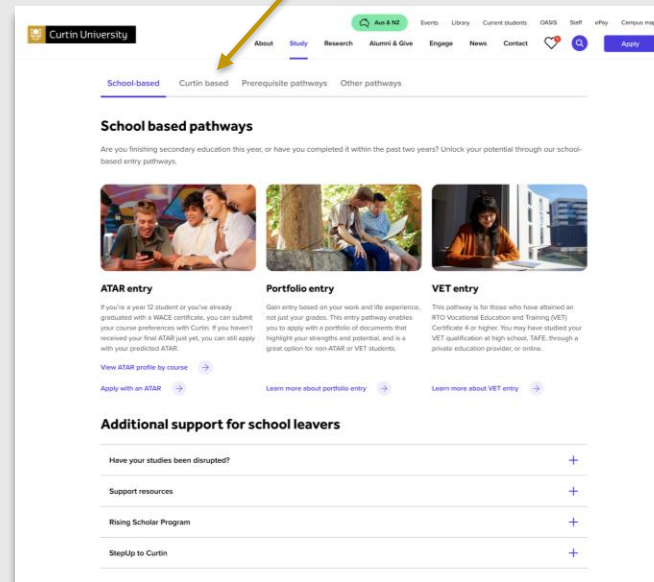
Styling:

- **Design:** Text should be broken up by design elements so that the page flows in an organised way.
- **Layout:** Information should be evenly distributed throughout the page and broken up into logical groups. Images or graphical elements can be used to separate text, allowing the design to flow through the page.
- **Paragraphs:** Keep paragraph text as short as possible. Long sentences are hard to absorb.
- **Logical steps:** If possible, try to organise content into logical steps that are indicated by larger text or a graphical icon. This will guide the visitor through the steps in an intuitive and sequential way.
- **Headings:** Paragraph text should be broken up by headings summarising the content. This way the user can easily scan down the page looking at the headings and get a sense of the whole page and its topics.

Placement:

- **IA location:** Informational pages should be located always in the Study site and not outside it.

Organising large amounts of text into tabs is an efficient way to make use of page space. Avoid simply dumping content into tabs - look to consolidate and simplify.



Consolidate your information, prioritise what needs to be surfaced and what does not.

Bespoke pages

Bespoke pages are designed to create opportunities to engage future students through promoting interest and involvement.

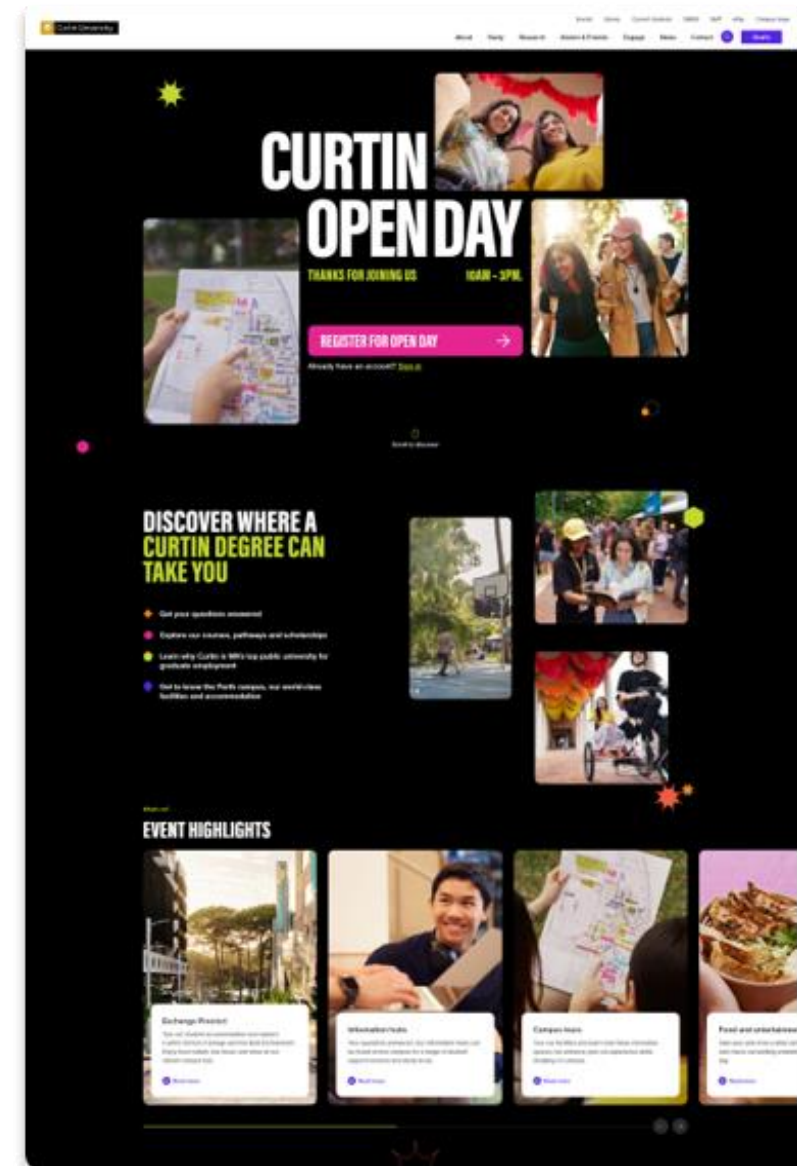
Only with special exemption by the DD Digital Marketing during the briefing stage, with sound reasoning taken into consideration, can these projects vary from MIMAS.

Special care needs to be undertaken when evaluating these projects to ensure designs do not go too far from the standard look and feel, at the same time as standing out in uniqueness.

Bespoke designs cannot live on the Study website or other Curtin sites, they are standalone experiences usually intended for future students during their initial engagement with Curtin.

It is standard practice at Curtin that after a design is approved, a MIMAS child theme is duplicated in the code base and used as the basis for the new project. Custom blocks, functionality and styling are all added to this child theme during the development stage.

Questions to ask when evaluating: Is the unique design necessary, where the MIMAS theme is not adequate? If unique, is the design focused on future students? If unique, how does the design support the user returning to the Curtin site? For example, are there elements on the page that are exclusively MIMAS so there is a smooth transition from the page back to the Study site? Does the new look and feel still align with the Curtin brand? Is the design too much a standalone, or separate site, and feels isolated or disjointed from other Curtin sites?



Bespoke page examples

To ensure effective management and consistency across bespoke pages, adhere to these guidelines:

Purpose:

- **Objective:** Promote the subject of the brief in an appealing way.
- **Audience:** Aimed at the prospective student, these pages should highlight unique opportunities Curtin provides.

Styling:

- **Functionality:** New functionality can be used if it doesn't detract from the page's subject. This new functionality should be simple to use and not complicate the page.
- **Colours:** MIMAS colours should still be used as the basis for the entire design. Extra colours can be added upon further approval.
- **Layout:** Unique layouts of design elements can be used if they still align with the Curtin brand and style.
- **CTA:** A prominent call to action should focus the page's content and act as a kind of summary to the information.

Placement:

- **IA location:** Bespoke campaigns lie outside the Study site (and other Curtin sites) so that they appear as separate initiatives.

MIMAS colours are still a necessity in bespoke designs.

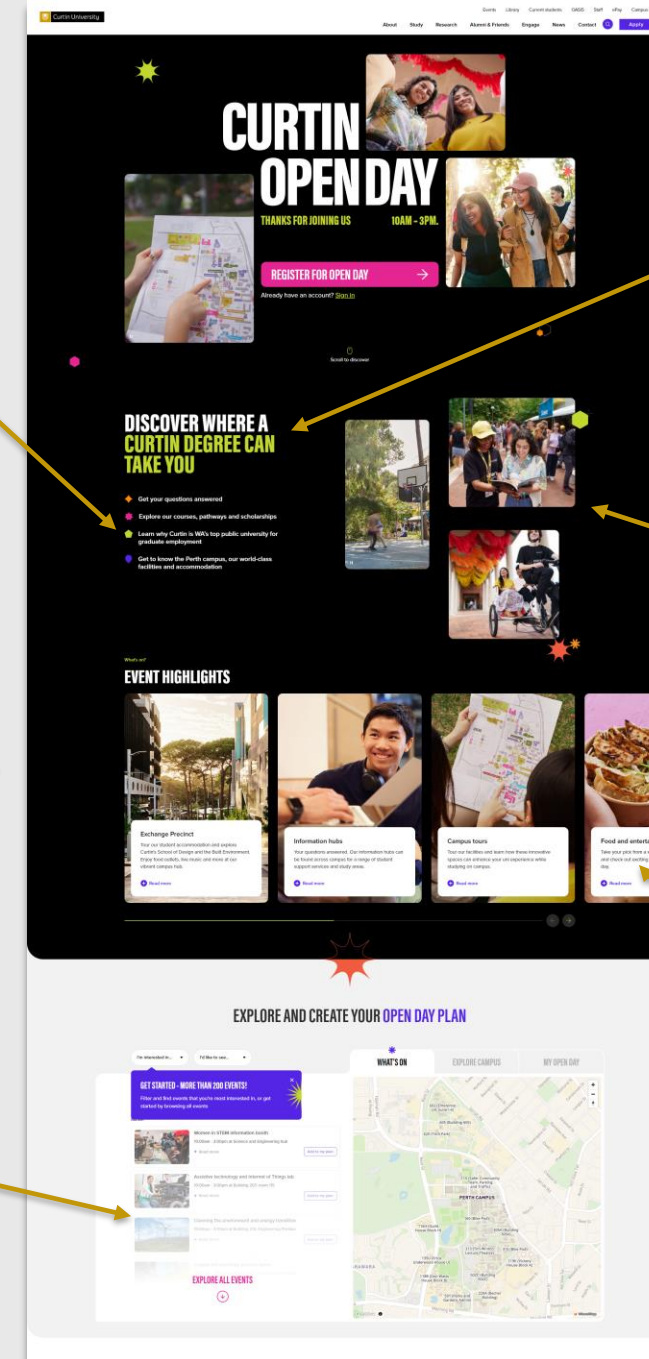
This annual campaign boasts a very different look & feel compared to the Study site, but you can still identify it as the Curtin brand.

Bespoke pages often feature new functionality that does not appear across the Curtin sites. This is ok if it is approved in the initial brief.

Newly introduced elements such as fonts are available if approved in the initial brief.

Bespoke pages often feature new kinds of layouts, where elements are arranged in distinctive ways.

New style for Event Highlights cards (different to MIMAS) was approved.



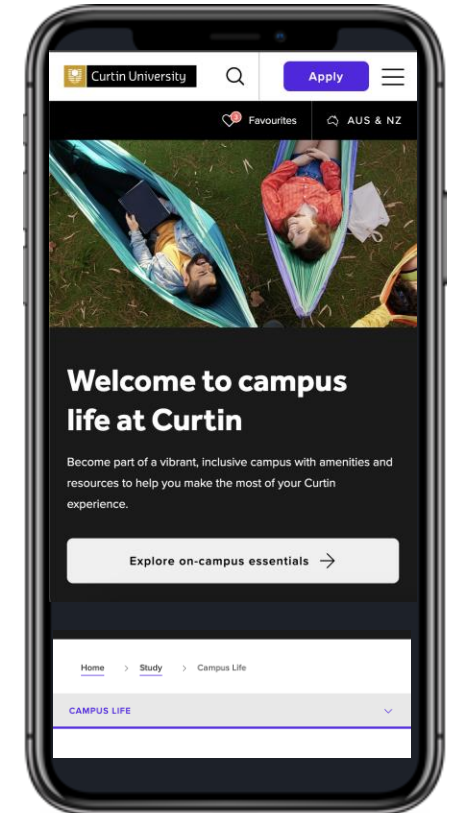
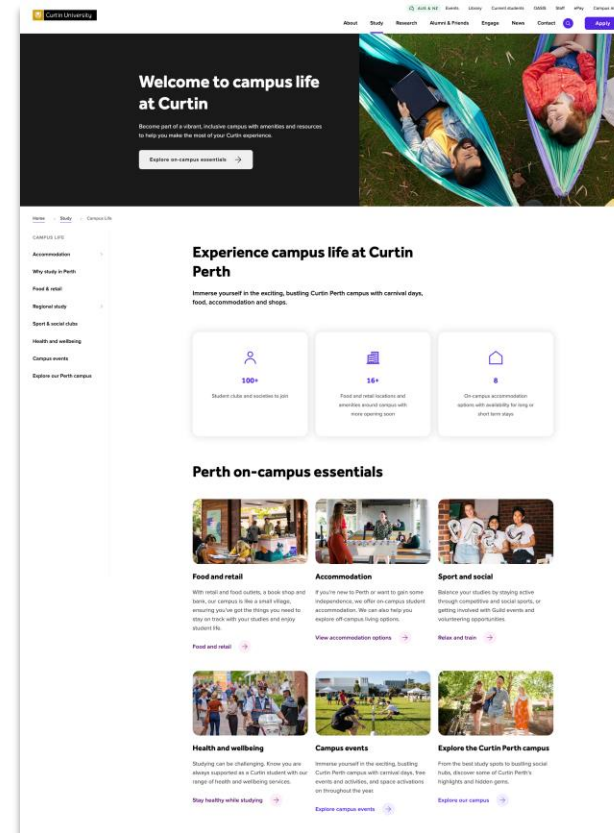
Mobile considerations

It is important to ensure a consistent experience across various devices and screen sizes. Too much content on small screens will create clutter, complicate the user experience and cause an unreasonable amount of scrolling.

Screen real estate is a major factor that weighs in heavily on the organisation of content throughout a design. Desktop-sized screens can comfortably display more information, while mobile-sized screens need a unique layout that can look very different.

As such, two versions of the designs must always be submitted; one for large screens and one for mobile. Depending on the complexity of the design, it may even be necessary to provide more versions; for example, large screen, laptop-sized, tablet and mobile.

Questions to ask when evaluating: Are there differences between the mobile and desktop versions of the design? Does there need to be more than just the two versions? Do images need to be changed to cropped and resized versions to accommodate mobile screens?



Mobile examples

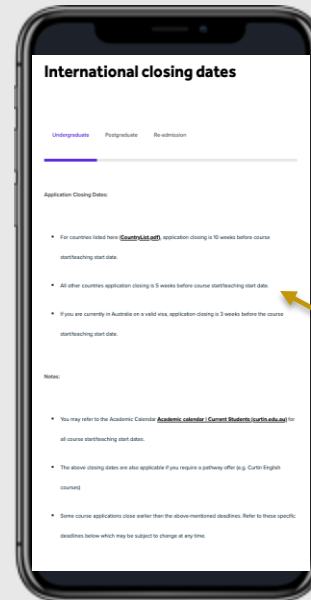
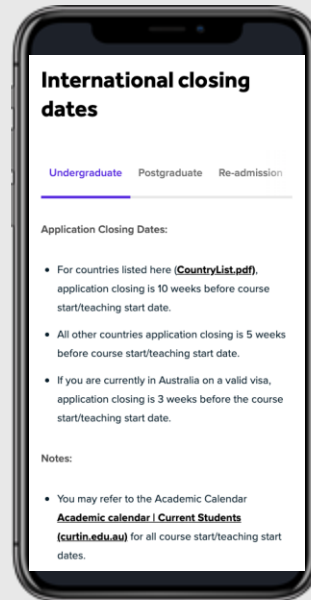
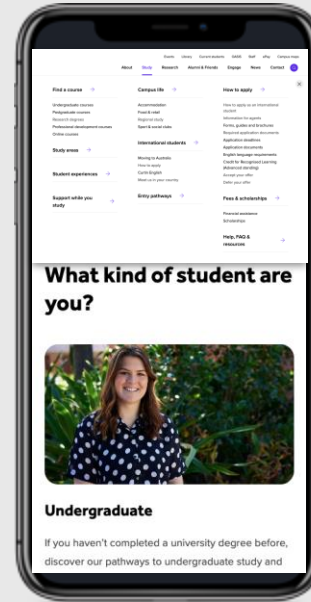
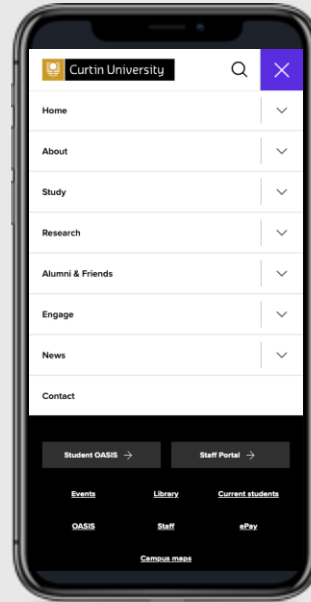
To ensure all page elements look right on mobile devices, adhere to these guidelines:

Purpose:

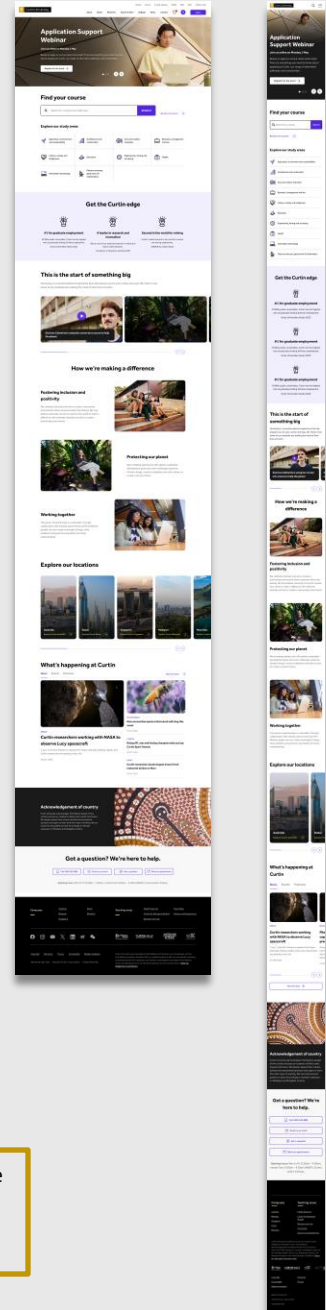
- **Objective:** The page needs to look correct on any device, including small mobile phones.
- **Layout:** Mobile layouts need to be created separately to other screen versions and require a different aspect ratio for the design.

Styling:

- **Menus:** It is usually necessary to reorganize the IA for mobile designs into hamburger menus and secondary tappable menus. It is important the page does not become any more complex for the user because of this.
- **Scrolling:** For mobile designs, consider the amount of scrolling needed to reach the bottom of the page. Excessive scrolling tests user patience and can cause them to leave the page.



Consider how long a page will be on mobile. Mobile pages will almost always be longer than their desktop counterpart.

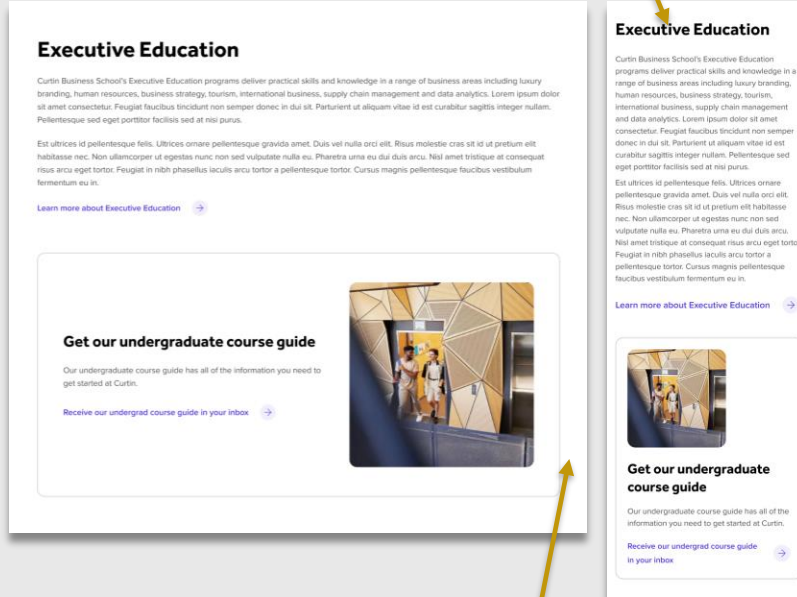


Consider the font size of text on mobile and stick to default text sizes from MIMAS. Text too small on the page become unreadable.

Mobile examples

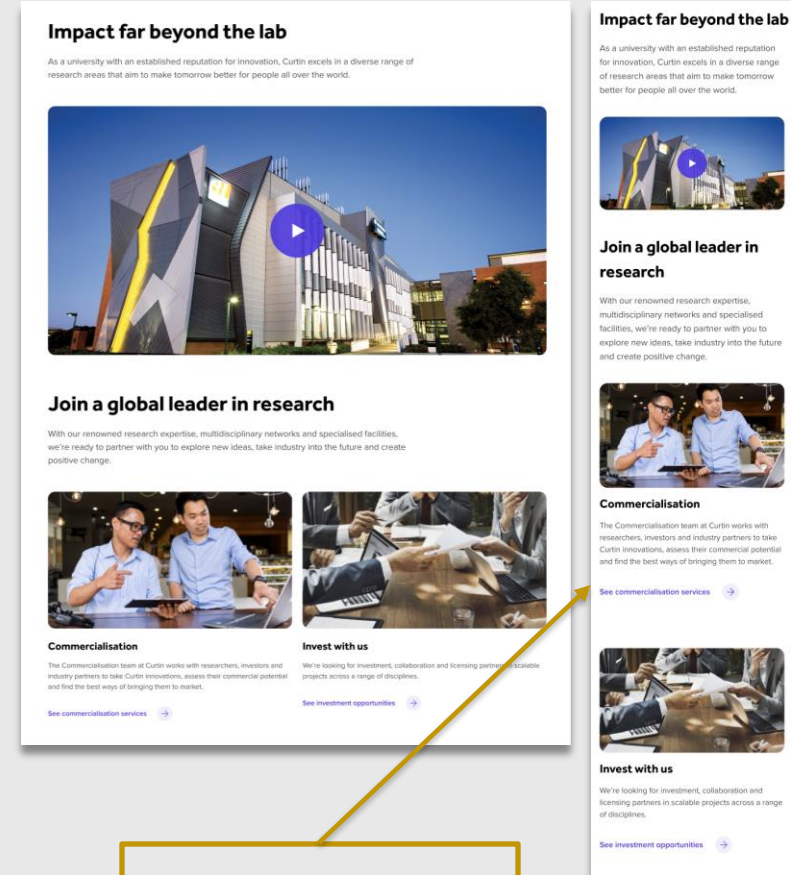
Styling:

- **Simplified:** Some page elements may need to be removed from the mobile design to improve the user experience.
- **Copy:** Text needs to be readable on small screens. Often the font size needs to be increased to achieve this.
- **Images:** When adding images to blocks, consider creating a cropped version for mobile that takes the mobile screen size into account.



Consider what blocks will look like on mobile. Most MIMAS blocks will behave like these examples when converted to mobile.

MIMAS blocks will adjust their font sizes to suit mobile automatically, so avoid changing font size manually.



Groups of blocks such as cards will stack on mobile. Consider the number of cards you place on the page considering this.

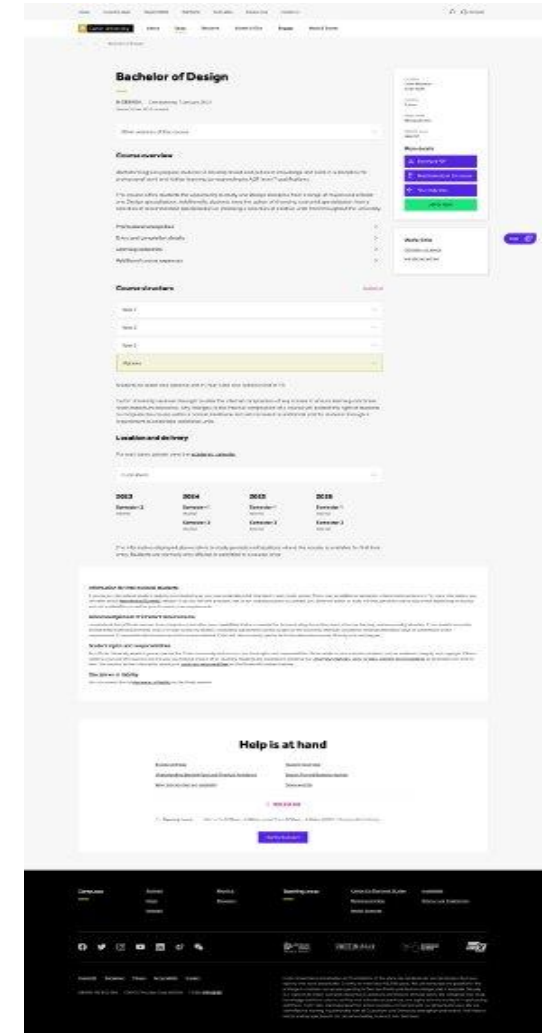
Content integrity

Content Integrity

Content accuracy and compliance sits with the area the content originates from, with the digital team responsible for surfacing this information on the website in the most effective way possible. Assuming that the essence of the information doesn't change, it may be necessary to rephrase copy text to ensure tone and voice is on brand. Placement of the information will also be guided by the design so that it flows in a logical and digestible way – this may also include re-ordering the information as it is presented in blocks down the page.

When it comes to course information, digital content needs to be accurate and concise, according to the Curtin University Handbook (handbook.curtin.edu.au) and be consistent with the brand tone of voice. It should be summarised content from the handbook, not duplicated, and should be easily digestible to make it more accessible to our users.

Questions to ask when evaluating: Does the content need comparing to the original source? Does it contain course content and align to the handbook, and if so, is content duplicated, or summarised? If the information has been reworked from the original source, does it make sense and flow well?



Digital Consistency

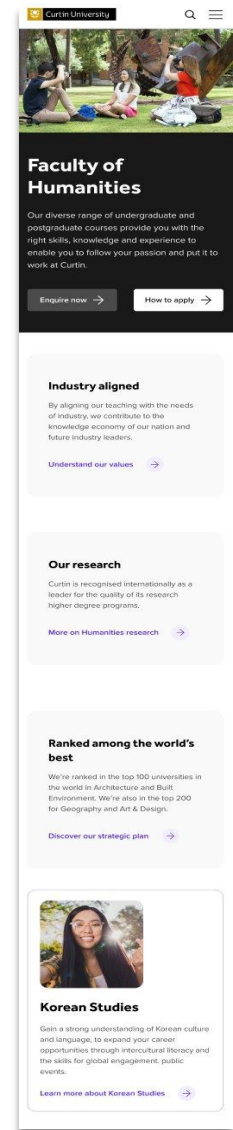
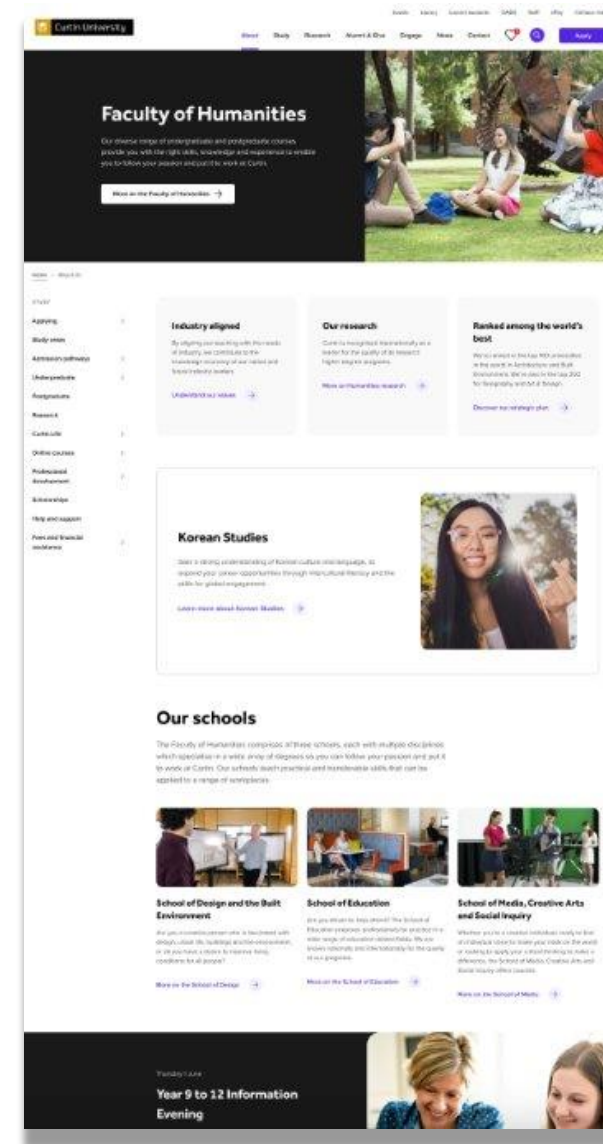
Digital consistency

Digital consistency is crucial across all touchpoints, whether it be a promotional email or a new page on the Study site. Consistency builds a solid online presence and improves SEO ranking. It requires delivering high-quality content that is both relevant and valuable to our various audiences.

To promote consistency across our digital platforms, work must adhere to the Digital Style Guidelines. Page layouts that adopt these guidelines will inherently look more uniform. When digital products look uniform, they promote brand faith and brand loyalty.

Consistency should also be addressed cross platform. A page on a desktop screen should have the same look and feel on a mobile screen.

Questions to ask when evaluating: Is the design uniform and consistent with other Curtin pages? Sometimes it is useful to zoom out, or step back, and look at the page from a distance so you can see the whole page rather than the details to check uniformity. Is the mobile version of the whole page consistent with the desktop version?



Digital consistency examples

To ensure all page look consistent, adhere to these guidelines:

Purpose:

- **Objective:** Consistent elements and pages should carry across all devices and digital products.
- **Layout:** Though the layout of page elements may change for the screen size, there still needs to be uniformity across different devices.

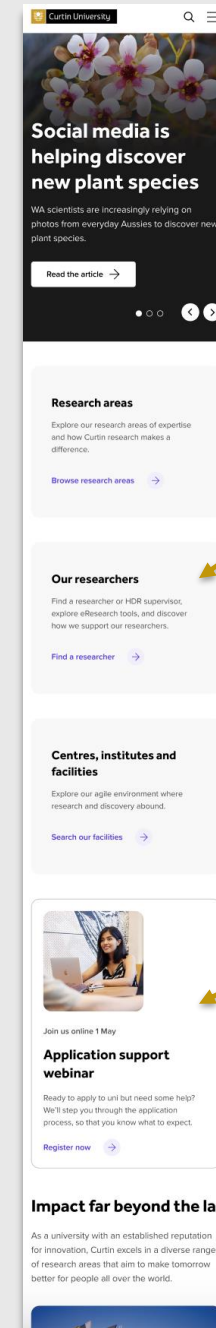
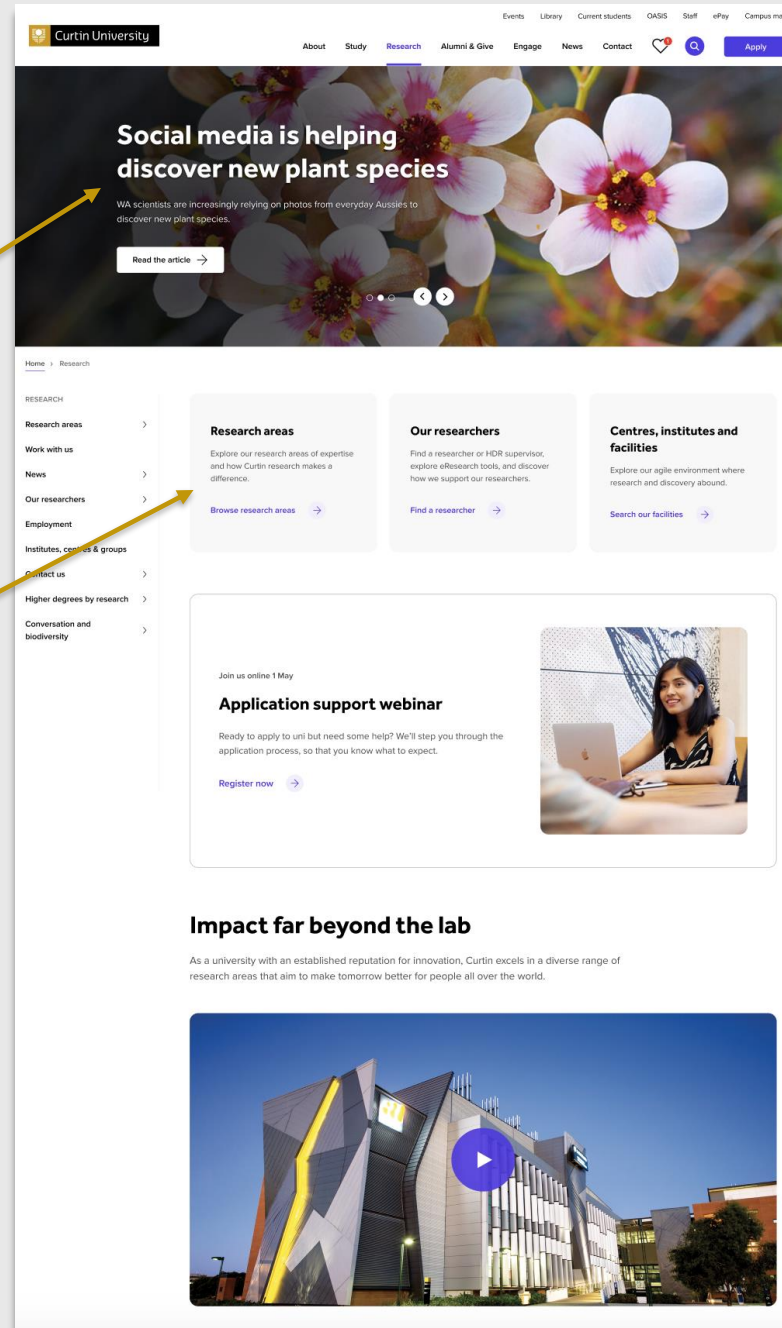
Styling:

- **Fonts:** Though font sizes will change depending on screen size, font family or weight should not.
- **Imagery:** Make sure images are consistent. Images should align with our Curtin brand across all pages, only use imagery provided in our library. Avoid using stock images.
- **Colour:** Only use MIMAS themed colours on web elements.



Although different sizes, fonts on both platforms are the same.

Having similar lengths of content in an array of blocks creates uniformity.



Order of blocks on mobile has not changed.

Blocks are adjusted to fit mobile but still resemble their desktop counterpart.

Digital consistency examples

IA: Menus should follow MIMAS standards and shouldn't include more than the standard two navigation menus in the header section of the page.

Images: There are plenty of image resources provided by the Brand and Marketing (BAM) team and more are being created all the time. There is no need to use stock photos.

Styling: Avoid using inconsistent font weights and sizing.

Page background: In most cases, keep the page background white in colour so it is consistent with other Curtin digital products.

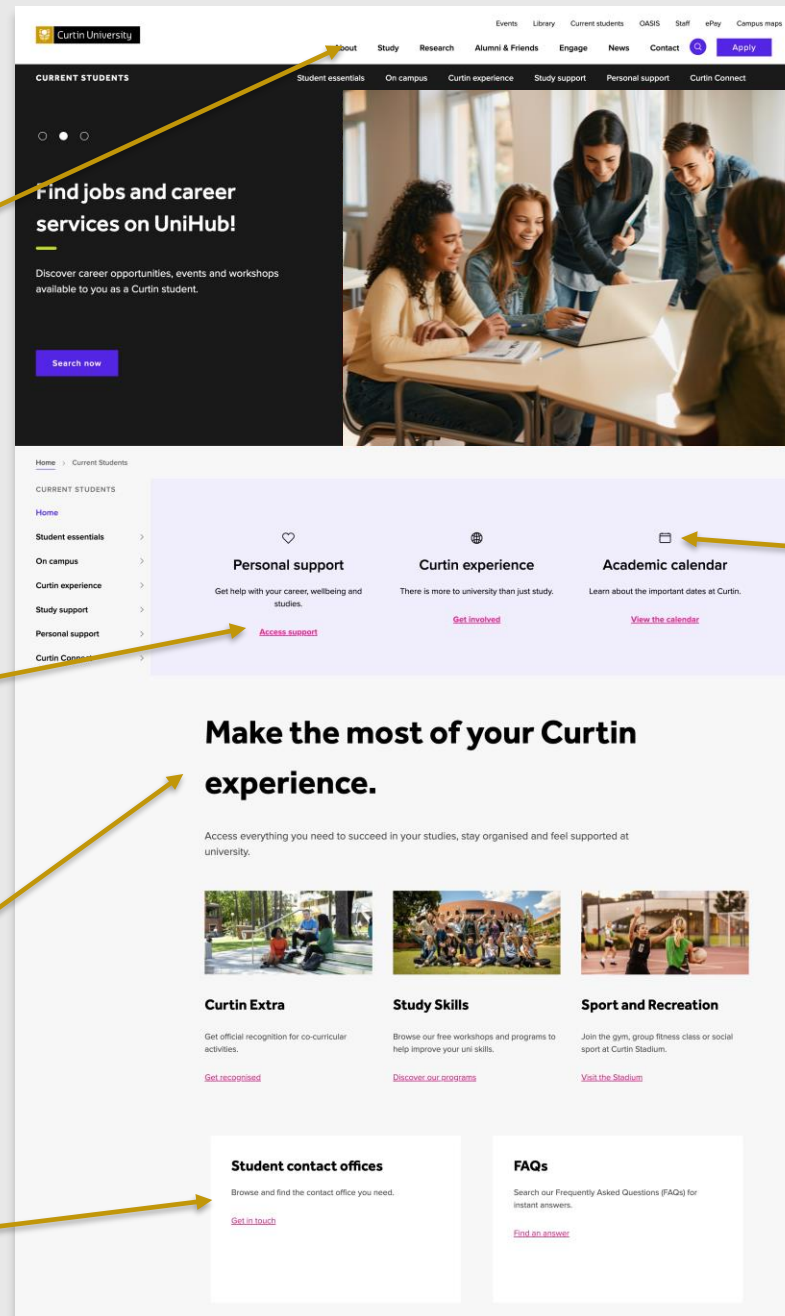


The use of four menus clutters and overcomplicates the page.

CTA elements are different from our current ones.

Heading sizes and weight are inconsistent.

Rounded corners on blocks are missing.



This page is using an old version of MIMAS.

Avoid using stock images, utilise our photography library.

Icons that look out of proportion.

Inconsistent heading weights.

Email Guidelines

Email guidelines

Block balance is a major factor in designing emails. Users may become overwhelmed if there are too many heavy coloured blocks or blocks of the same colour together.

Some bespoke blocks will have recommended colour options to help bring emphasis to the email. These colours should be used in moderation and spread evenly in-between white blocks. Avoid using two of the same-coloured block one after the other. This will create variety through the email design.

Content limits also apply to each email template block. Like the examples for MIMAS blocks, consider how much text is used in these.

Questions to ask when evaluating: Are there too many coloured blocks placed together? Does the email content look evenly spaced out? What is this email trying to portray? Is the email too long? Is there too much content in the email?



Digital Templates

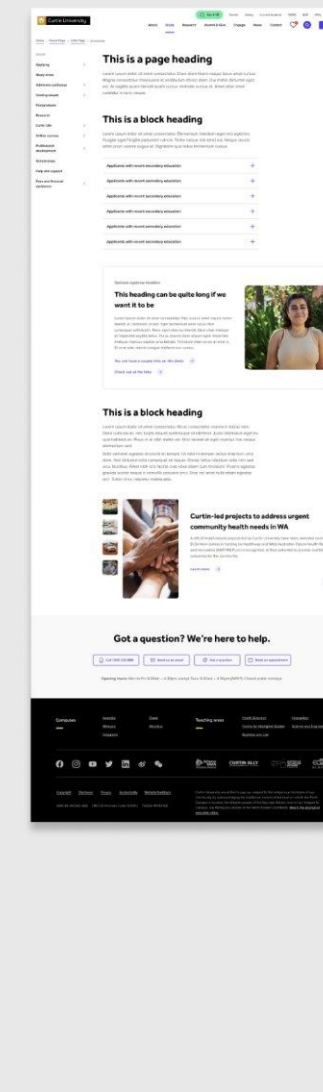
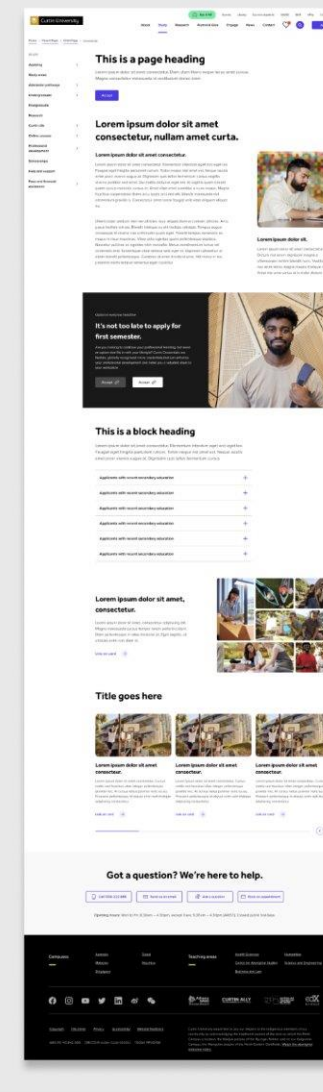
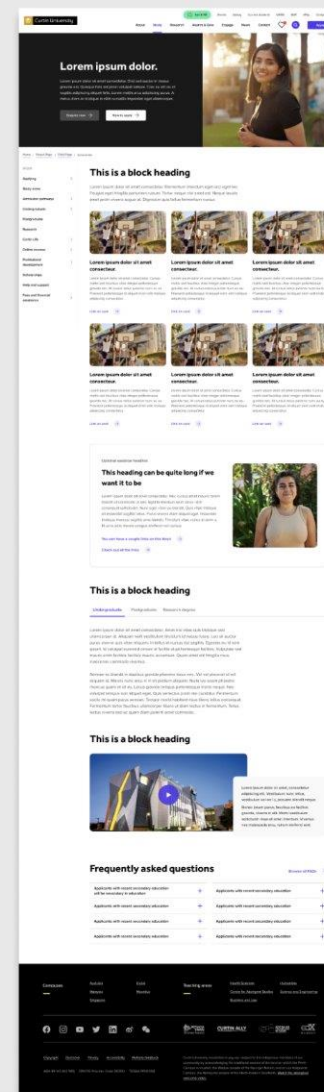
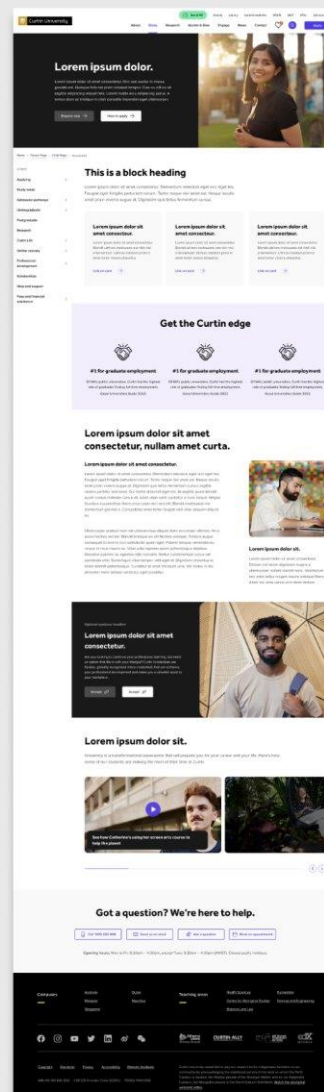
MIMAS templates

MIMAS templates

If you are unsure how to start creating your own page, MIMAS offers several page templates that adhere to the digital style guide.

Templates can be modified and adjusted to your needs. These templates are continually evolving, and new ones will be added in the future.

You can access this template library here:
<https://mimas.curtin.edu.au/example-layouts/>

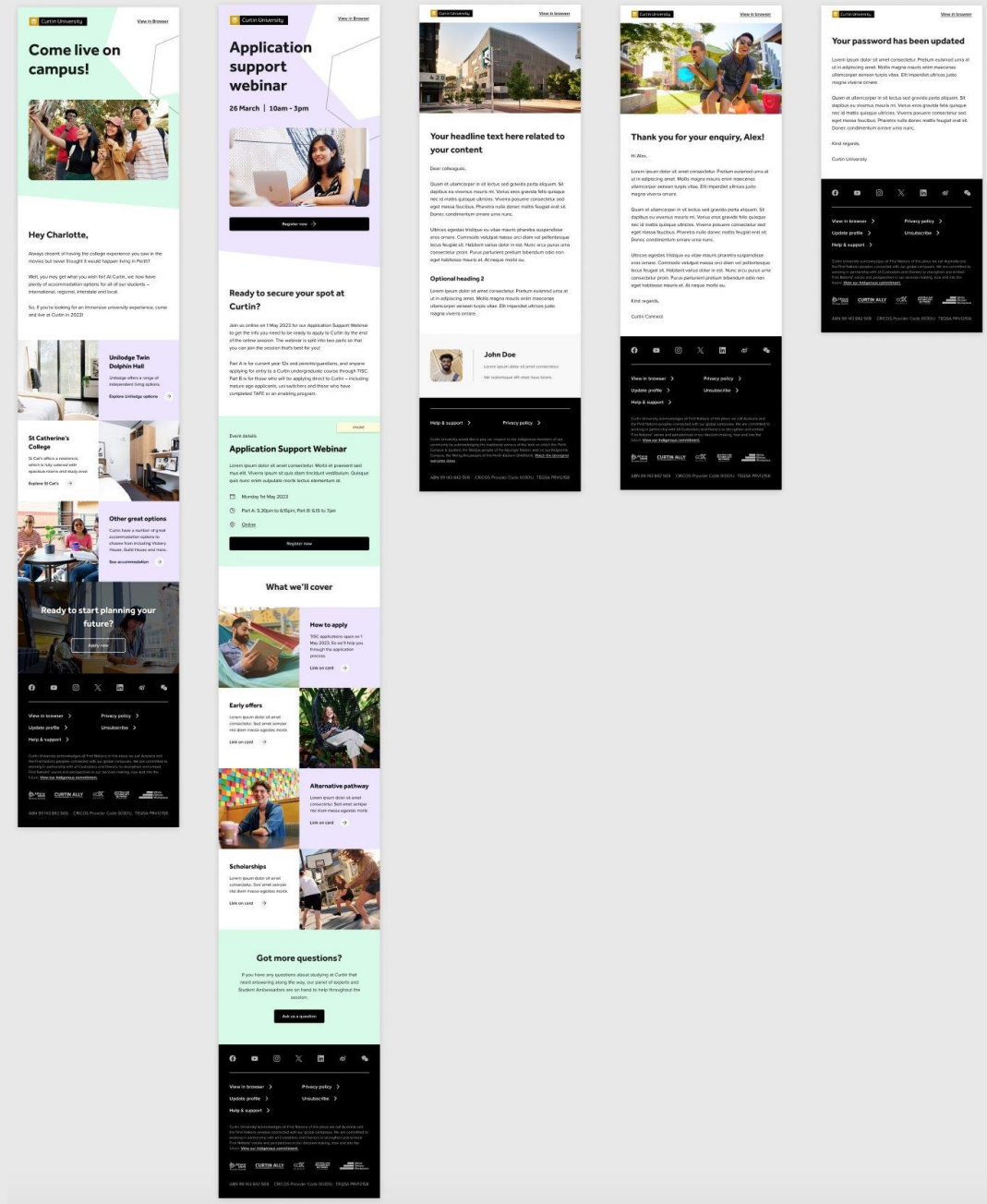


Email templates

Email templates

University Marketing have designed new, bespoke emails for our internal and external communications. These emails are made using design styles that are in line with MIMAS. Rules and guidelines from MIMAS will also apply to the email templates.

When building new templates, one should consider the length of the email. As most users tend to view emails on mobile having more content can result in a very long scroll, potentially losing viewer attention. Keep in mind the initial subject being portrayed in this email, content should be related to said subject and not stray too far.



Summary

Summary

The Brand, Digital Style and Digital Experience Guidelines provide an overview of key considerations to support Curtin stakeholders when creating digital assets in line with the Curtin brand.

The aim of this pack is to provide direction and tips for the ease of creating digital assets, taking into account important contemporary standards of best practice, as well as best practices defined here at Curtin University. This pack also provides a reference for evaluating committees such as University Marketing's Creative Council when required to review and approve new work to be published through Curtin website.

It is suggested that the consideration of new work follow;

1. Brand Guidelines
2. Digital Experience Guidelines
3. The order of information in this pack

When looking at the Digital Style Guidelines, the scope of presented work will dictate what information should be used to assess. But it is the pack's objective to cover all scenarios to ensure stakeholders are equipped with all options and the Creative Council committee is fully prepared for the evaluation process.

Please also note, this pack will be continually updated as the scope of work and types of submissions increases.

Support and Resources

Key contacts

Should you have queries regarding the contents of this guide, please reach out to the appropriate contacts.

For queries relating to Brand Guidelines:

- kate.jennings@curtin.edu.au
- caroline.howard@curtin.edu.au

For queries relating to UX and Digital Style Guidelines:

- dee.franjicevic@curtin.edu.au
- jack.kellett@curtin.edu.au

For queries relating to Technical Performance Guidelines:

- alyona.petrenko@curtin.edu.au

Resources

Access the following links to find out more information regarding Brand and Digital Guidelines:

Brand guidelines

To see Curtin's full brand guidelines, please visit:

- <https://brand.curtin.edu.au/>

MIMAS Library

For more information on MIMAS blocks and example layouts, please visit:

- <https://mimas.curtin.edu.au/>

Appendix of questions

Below is a summary of all “**Questions to ask when evaluating**” included in all slides, just for reference.

Is text visible and readable behind the current background? Does it comply with (WCAG) 2.0 AA? **[Slide No 12]**

Do the blocks on the page look evenly spread out? Are there any areas on the page that look visually heavy? **[Slide No 14]**

Does the content inside the block fit the description of the block’s use case? Does the block layout look the same as the MIMAS examples? **[Slide No 16]**

Is there too much text inside of the block? Are the headings too long? Is there more than one main subject? Is there more than one call to action button/link? Does this need more than one link? Is the design a scholarly article that requires a large amount of text, and if so, does the design accommodate for this? **[Slide No 18]**

Where does the CTA go to? Does the CTA text accurately specify what the destination page is? Is the CTA too long? Can this CTA text be shortened? How many CTAs are in the block? Are there too many CTAs? **[Slide No 20]**

How many fields does the form have? Is the form too long? Who are we targeting? What data do we want from them? What specific questions do we really need? **[Slide No 22]**
Is the campaign subject(s) adequately summarised in the design? Have you considered the user journey before visiting the page and after? Is there an “extension” to the journey that can loop the user back to the rest of the Study site? **[Slide No 22]**

Is the page too long, due to mandatory text? If so, perhaps reconsider the page layout by using accordions or tabs to arrange the text into sections. **[Slide No 30]**

Is the unique design necessary, where the MIMAS theme is not adequate? If unique, is the design focused on future students? If unique, how does the design support the user returning to the Curtin site? For example, are there elements on the page that are exclusively MIMAS so there is a smooth transition from the page back to the Study site? Does the new look and feel still align with the Curtin brand? Is the design too much a standalone, or separate site, and feels isolated or disjointed from other Curtin sites? **[Slide No 32]**

Appendix of questions cont.

Are there differences between the mobile and desktop versions of the design? Does there need to be more than just the two versions? Do images need to be changed to cropped and resized versions to accommodate mobile screens? **[Slide No 34]**

Does the content need comparing to the original source? Does it contain course content and align to the handbook, and if so, is content duplicated, or summarised? If the information has been reworked from the original source, does it make sense and flow well? **[Slide No 38]**

Is the design uniform and consistent with other Curtin pages? Sometimes it is useful to zoom out, or step back, and look at the page from a distance so you can see the whole page rather than the details to check uniformity. Is the mobile version of the whole page consistent with the desktop version? **[Slide No 40]**

Are there too many coloured blocks placed together? Does the email content look evenly spaced out? What is this email trying to portray? Is the email too long? Is there too much content in the email? **[Slide No 44]**

Is there research or analytics that we can refer to in validating the design? Is there any content that stands out as possibly not being centric to the prospective student and needs supporting documentation for review? **[Slide No 49]**