



Presenting:

# Our New Identity

2009

Association for Tertiary  
Education Management



First, let us look back:

*ATEM's original logo was designed a lifetime ago in 1979.*

Then, the logo was intended to symbolise “the relationship between postsecondary institutions and those who manage and administer those institutions. The institutions are represented by the figure enclosing the trencher on the left hand side, and the right hand figure represents administrators of the institutions. The relationship between the figures indicates the role of the manager and administrator in nurturing the growth and fostering the interests of the institutions. The unbroken line which creates the logo represents the interdependence between the institutions and their administrators”.

*For many of us, the logo didn't quite do justice to the ATEM that emerged over the ensuing 30 years.*

The connection between us, our work and our institutions didn't seem clear enough. As our roles in institutional management developed and the nature of our contributions became clearer, we needed a new logo that symbolised our connection with our institutions in a more contemporary way.

*We talked about changing the logo on at least three occasions, but never had the momentum to shift.*

This year, after our internal restructure, the development of an Association-wide professional development program and a new view of ATEM's future, we had that momentum...

Now, we present the new face of ATEM:



Association for Tertiary  
Education Management

Primary Logo



## More than just a new logo

For ATEM, our new identity is a visible sign of the internal change that has occurred over the past few years, and positions us in the external environment in which our members now operate.

The new identity brings a breath of fresh air to the ATEM brand, injecting new life and new ideas. It begins with this logo, and will flow through all collateral; from business cards to the website.

The logo itself is a symbol of unity, with diverse colours coming together to form a unique entity greater than the sum of its parts; a clear analogue of the diverse people within ATEM. It appears simple at first, but complexity emerges under closer inspection.



Seven colours for seven regions. The maroon of old has served us well, but it is time now for vibrancy and energy.


The circle is a timeless, perfect shape. In the wise words of ATEM Assistant Secretary Giles Pickford; “it is pure, it is graceful, it is the shape of space-time, and it symbolises unity”. As a logo device, the circle is tried and tested - it is flexible and functional. Our circle is strong, proud; it has meaning and depth.

Typography has been customised to strike a balance between professional and approachable. Lowercase letters are friendlier and less formal than uppercase. The letters are now much more than an acronym (and have been for some time), ATEM is a word in and of itself, free to parent new directions - such as Professional Development.

Over time, our new logo will grow to embody the values of ATEM, and a clear association of quality, energy and professionalism will form.

We are excited about our new identity - and there is much more to come.





**THE 2009 LEADERSHIP MASTERCLASS**

## Leadership Literacies for the Knowledge Era

**November 11-13, 2009**

**Contrary to popular belief**, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

**Program**

**Values, Vision and Valour**  
Led by Deborah Nanschild  
[www.leadershipexcellence.com.au](http://www.leadershipexcellence.com.au)

**Engage, Empower, Enlighten**  
Led by Heather Davis  
[www.waypoint.com.au](http://www.waypoint.com.au)

**Focus, Influence and Futures**  
Led by Maree Conway  
[www.thinkingfutures.com.au](http://www.thinkingfutures.com.au)

**Reflect, Recharge, Renew**  
*Built into the whole program*

**Dates**

November 11-13, 2009  
3 day / 2 night Residential

**Venue**

Deakin Management Centre  
Deakin University,  
Waurm Ponds Campus  
Geelong, Victoria, 3217

**Cost**

ATEM Members: \$2000  
Non Members: \$2500  
(Includes 4-star accommodation 11 & 12 November; meals & refreshments 11, 12 & 13 November)



**NATIONAL UNIVERSITIES FINANCE AND PROCUREMENT CONFERENCE, 2009**

## Weathering the Financial Storm

**October 21-23, 2009**

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**THE 2009 LEADERSHIP MASTERCLASS**

## Walking the Tightrope: Competitive Collaboration

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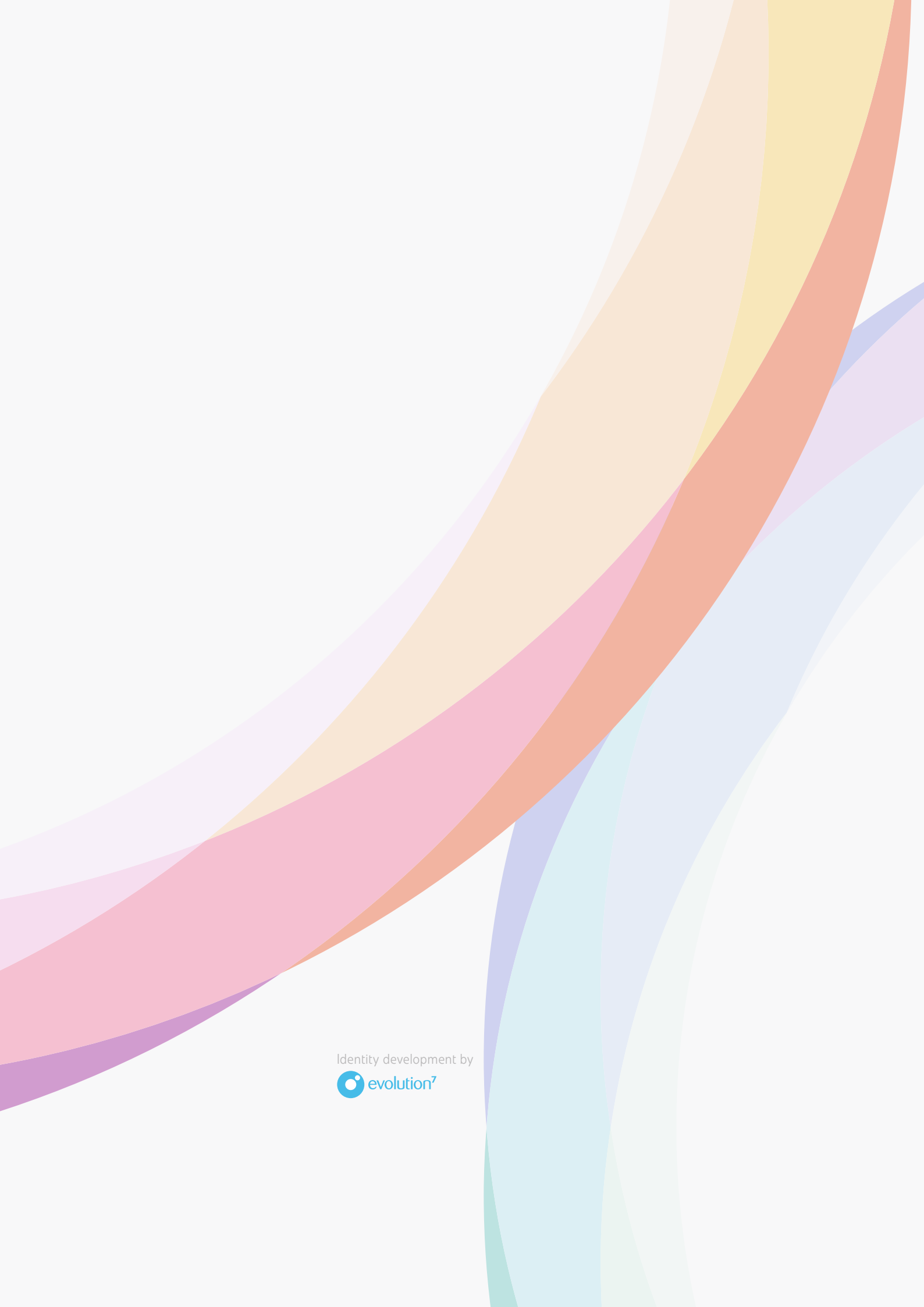
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Identity development by

