Primary logos

The brand logos consist of two parts – the dancer with double helix ribbon and the wordmark.

These two elements always appear in fixed combinations, and may not be altered or supplemented in any way. The purple ribbon appears in front of the blue at the bottom intersection and behind at the top.

The ribbon symbol may be used alone, but under no circumstances should the wordmark be used without the ribbon symbol.

When used in text, the name is used without the ribbon device and is always set in the typeface of the body text.

Applications for primary logos

The set of primary logos (shown left) are the preferred logo versions to use on publications and collateral. Where both logos are used, the line "Garvan Research Foundation is the fundraising and marketing arm of Garvan Institute of Medical Research" must be included.

Garvan Institute of Medical Research (1)

The primary logo for Garvan Institute of Medical Research (1) should be used on all publications released by the Institute.

Garvan Research Foundation (2)

The primary logo for Garvan Research Foundation (2) should be used on all publications and collateral released by the Foundation.

1. Primary logo – Garvan Institute of Medical Research

File names:

GIMR_CMYK.eps
GIMR_PMS.eps
GIMR_MONO.eps
GIMR_REV.eps

GIMR_RGB.jpg
GIMR_REV.png

2: Garvan Research Foundation logo

File names:

GRF_CMYK.eps
GRF_PMS.eps
GRF_MONO.eps
GRF_REV.eps

GRF_RGB.jpg
GRF_REV.png

PMS 2955
C100 M60 Y0 K56
R0 G60 B105

PMS 2603
C69 M 100 Y0 K6
R110 G37 B133

All full colour primary logos use: 100% Garvan purple and 100% Garvan corporate blue or the reverse white version. For greyscale printing the mono version should be used.

Primary logos

Treatments

While the logos preferably appear in the two colours, on a white background, there are variations to this, depending on the design and potential print restrictions.

The reversed one colour version may also be used when printing limitations don't allow for full colour. The reversed version may only feature on one of Garvan's core colours (see page 17 for values). Imagery with colour treatment, using a core colour, can also be used, providing there is enough contrast to ensure legibility.

A mono (black) version of the logo can be used on one-colour publications. This ensures that the logo retains its strength on such publications (e.g. newsprint).

These treatments apply to all primary logos.

Primary two colour version

GARVAN INSTITUTE OF MEDICAL RESEARCH

PMS 2955
C100 M60 Y0 K56
R0 G60 B105

PMS 2603
C69 M 100 Y0 K2
R110 G37 B133

Black version for mono printing only

GARVAN INSTITUTE OF MEDICAL RESEARCH

100% Black

Reversed one colour version

Primary logos

Minimum sizing

To ensure legibility, there is a minimum size requirement for logos.

Garvan Institute of Medical Research logo – 10mm high.

Garvan Research Foundation logo – 10mm high.

Garvan Institute short text logo **with** tagline – 20mm high.

Garvan Institute short text logo **without** tagline – 10mm high.

The logo is measured from the tip of the purple ribbon, to the base of the lower foot of the icon, as shown here.

There is no maximum size set for the logo and the size will be determined by the dimensions of the overall artwork.

Recommended sizing on an A4 piece of artwork is 28mm high.

1. Minimum sizing of Garvan Institute of Medical Research logo

18mm high

GARVAN INSTITUTE
OF MEDICAL RESEARCH

2. Minimum sizing of Garvan Research Foundation logo

10mm high

GARVAN RESEARCH FOUNDATION

3. Minimum sizing of Garvan Institute short text logo with tagline

20mm high

GARVAN INSTITUTE
Breakthrough Medical Research

4. Minimum sizing of Garvan Institute short text logo without tagline

10mm high

GARVAN INSTITUTE

Primary logos

Clear space

Clear space is the minimum amount of 'breathing' room maintained around the logo.

It must be kept free of graphics, text and other marks. Clear space also defines the minimum distance from the logo to the edge of a printed piece.

Always maintain the clear space area to maximise the visual impact of the identity. The measurement of the clear space for the logo is always proportional to the height of the 'GARVAN INSTITUTE' or 'GARVAN RESEARCH' section of the brand type (i.e the first two lines of the logo text) as demonstrated here.