AUSTRALIAN CENTRE FOR FIELD ROBOTICS   Graphic Standard Summary

Please follow this summary of the ACFR Graphic Standard for standard applications of the ACFR 'corporate' identity for use outside the University.
Logos and document templates are held at **\\Redwood\public\General Information\ACFR\Publications Info\Graphics Standard**

Primary Logo   Permissible Variations

| Greyscale | Colour Reversed | Greyscale Reversed |

ACFR Colours

	PMS	4C (CMYK)	RGB	Greyscale	Greyscale Rev
ACFR Dk Blue	——	92, 82, 00, 00	051, 076, 160	100% Black	0% Black
ACFR Md Blue	——	73, 57, 00, 00	085, 112, 182	75% Black	60% Black
ACFR Lt Blue	——	73, 35, 00, 00	063, 141, 204	50% Black	30% Black
ACFR Red	——	00, 98, 80, 00	238, 036, 059	100% Black	0% Black

Choosing the Right Logo Format for a Traditionally-Printed Item

PMS

Since the ACFR logo will always be printed using CMYK printing a PMS (Pantone Matching System) version has not been produced.

Note!

If 'double-clicking' an image icon does not 'open' a file to see what it looks like, you simply may not have the program in which the file was originally created.

To see files like these you should INSERT them in a word processing or page layout document from programs like *Word* or *InDesign*.

On a PC, Word may not 'see' a _4C.tif file.

CMYK - Print

Four colour process (or CMYK) printing simulates realistic colour by overlaying four 'screens' of cyan, magenta, yellow and black dots.

Files that can separate into these four screens are called: **ACFR_4C.eps, ACFR_4C.tif, ACFR_4C.jpg**

Greyscale - Print

Greyscale or single colour printing is used when 2 colour or CMYK printing cannot be used. The ACFR logo does not have a solid black option, because it uses a 'tone' of black in certain elements.

Files for Greyscale are called: **ACFR_GS.eps, ACFR_GS.tif, ACFR_GS.jpg**

Reversals - Print

When the logo must be seen over a solid dark background a 'reversed' logo is used. Given the colour breakdown of the logo, the reversed version uses 'white' (the colour of the paper it's printed on) where Dk Blue normally appears.

Please be sensitive to the background colour!

Files that reverse are: **ACFR_Rev_4C.eps, ACFR_Rev_GS.eps, ACFR_Rev_RGB.emf ACFR_Rev_GS.emf**

RGB – Electronic Files

Used for the Internet, video and all electronic presentations. The CMYK, Greyscale and Reversed formats described above cannot be used for electronic files.

Although they may LOOK the same, their colour MODE is different. Only use RGB files for these applications.

Files in RGB format are called: **ACFR_RGB.emf, ACFR_RGB.jpg, ACFR_RGB.png, ACFR_RGB.wmf**

Vector vs. Bitmapped

All .eps files are vector based, resolution-independent files which allow the user to enlarge the logo to any size. Vector based formats should always be preferred to bitmapped formats.

Use .emf (Enhanced Metafile) format in MS Office and similar applications.

All other files are 'bitmapped' and limited to a maximum physical size which must not be exceeded (i.e. do not enlarge beyond 100%).

Maintaining the Integrity of the Logo

Minimum Size In Print
(includes logotype)

— 30mm —

Minimum Clear Space

Fonts

The ACFR corporate font is a subset of the DIN family: DIN Regular, DIN Medium, DIN Light and DIN Bold – a sample of DIN Bold is given below.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ({[!@#$%^&*_+-=|\:;"'←,→.?/~`]})

For everyday use, Arial is used.

NEVER attempt to redraw or re-colour the ACFR logo. **NEVER** use the logo taken from this document or from a web page.