

# Logo

## Primary logo

The preferred and primary logo of the University of Melbourne is the Vertical Housed logo.

This logo consists of the University of Melbourne crest, wordmark and motto housed in a square field of Traditional Heritage Blue.

### When do I use this logo?

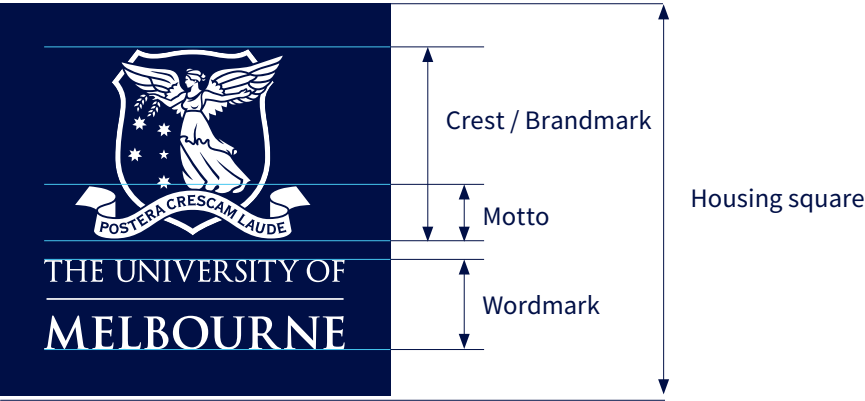
Always use this logo unless otherwise stated.

### Colour

Traditional Heritage Blue  
PMS 2757  
C100 M85 K50  
R0 G15 B70  
#000F46

### Logo elements

The diagram below shows the elements that collectively make up the University of Melbourne logo.



### Artwork availability

Request logo artwork by contacting the Brand Management team ([brand-info@unimelb.edu.au](mailto:brand-info@unimelb.edu.au)) who will provide the most appropriate logo format for your needs.

#### Notes:

- Do not attempt to re-draw master logo artwork
- The elements of the logo should not be used individually or independently of each other



Vertical Housed logo

## Clear space and minimum size

### Optimum size

The logo size is determined by the Fibonacci grid (see page 25). Size on standard printed formats is:

A5: 27mm    A4: 38mm    A3: 54mm

When appearing in the web environment, the logo should be optimised for the pixel height of the digital header.

### Minimum size

These values are set to maintain visibility of the University of Melbourne logo at small sizes across both print and digital applications.

### Clear space

When using the University of Melbourne logo within the Fibonacci grid, no additional clear space is required. When used independently of the Fibonacci grid, or in third party environments, a recommended clear space of 0.5X should be adhered to in order to maintain integrity of the logo.

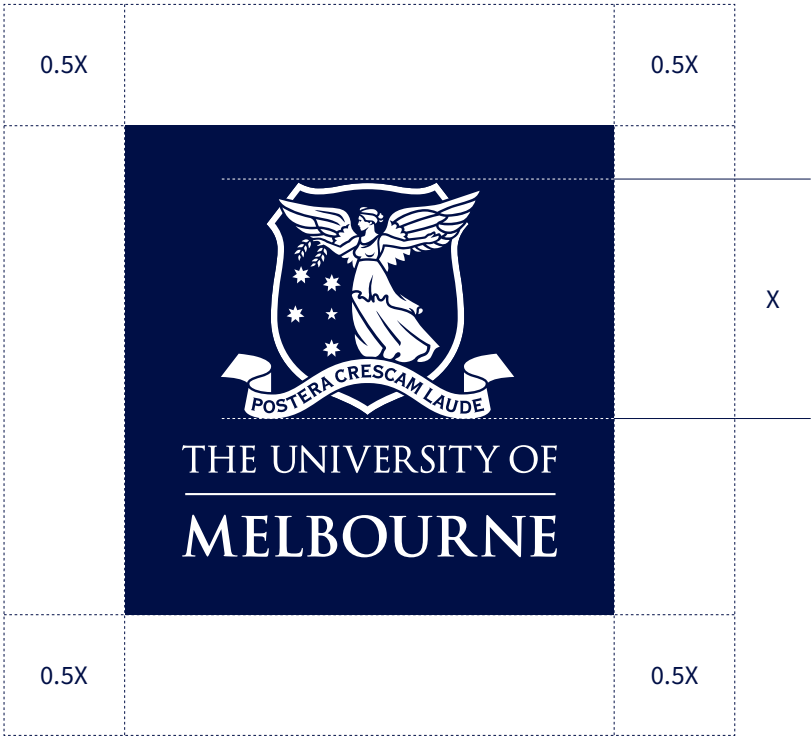
Value 'X' is defined by the height 'X' of the Nike Crest. Defined clear space should not be encroached on by typography, partnership logos or graphic devices.

Value 'X' is the same across both Vertical and Horizontal logos.

## Minimum size Vertical Housed and Unhoused logos

	20mm	
	88px	
		

## Clear space Vertical logo



# Logo

## Things to avoid

When using the University of Melbourne logo, be mindful of the following points for consistency and brand guardianship.



**Do Not**  
Replace Traditional Heritage Blue with another colour.



**Do Not**  
Add extra colours to the logo.



**Do Not**  
Remove, edit or change graphic elements of the logo.



**Do Not**  
Separate the Traditional Heritage Blue box from the crest, motto and wordmark, or replace on an image or picture background.



**Do Not**  
Use shield or wordmark on it's own.



**Do Not**  
Use old versions of the logo, or add gradients or effects to the new logo.



**Do Not**  
Change the scale of individual graphic elements.



**Do Not**  
Create patterns using elements from the logo.



**Do Not**  
Apply an outline or stroke to the logo.



**Do Not**  
Stretch or distort the logo.

For more information please contact the Brand Management team (University Communications and Marketing) ([brand-info@unimelb.edu.au](mailto:brand-info@unimelb.edu.au))

# Contacts

The University of Melbourne acknowledges the Traditional Owners of the uncaded land on which we work, learn and live. We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous Knowledge in the Academy.