

## 2 ANU logo

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# ABOUT THE ANU LOGO

The ANU logo is the most fundamentally important component of our visual identity. It is the preferred logo for all applications and must be reproduced only in the forms shown in these Standards. It is comprised of our name, our crest and our motto.

## **First, to learn the nature of things.**

The ANU logo appears right, shown here in the corporate colours. It is made up of the crest and the logotype.

There are rules that govern how our logo is used to protect the authenticity of our brand identity.

The logotype and the crest are symbiotic and must remain in the same relationship at all times. The logotype is always locked up with the crest and should never be re-created and used in isolation.

Always use the master artwork available from the Design Studio.

E [brand@anu.edu.au](mailto:brand@anu.edu.au)



# Australian National University

# LOGO FORMATS

## Two official logo formats

### 1. Primary logo (horizontal)

The primary ANU logo displays the crest and logotype in a side-by-side relationship.

This is the preferred logo for use when space or size is unrestricted. The preferred and recommended colour choice is the two-colour option.

### 2. Secondary logo (stacked)

The secondary logo displays the crest above the logotype in a stacked relationship.

The secondary logo is reserved for use in special circumstances where using the primary logo would reduce impact, for example, in very narrow or small spaces such as digital banners.

You must get permission to use the secondary logo from the Marketing Office.

E [brand@anu.edu.au](mailto:brand@anu.edu.au)

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Primary logo: horizontal



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Secondary logo: stacked (limited use only)



# LOGO VERSIONS & COLOURS

## Colour rules

Follow these colour rules to ensure the logo is legible and accurately represented:

- > Use the colour logo on a white background
- > Use the white or 'reversed' logo on a black background
- > When printing is limited to black and white, depending on the background, use the black or white logo
- > Never place the logo on a coloured background.

## Colour breakdowns

### Deep Gold

C30 M50 Y70 K40  
PMS Metallic 8620  
R122 G 90 B 64

### Black

C0 M0 Y0 K100  
PMS Process black

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Colour logo:  
For use on white backgrounds



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White or 'reversed' logo:  
For use on black backgrounds



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Black logo:  
For limited use due to printing restrictions



# USING THE LOGO CORRECTLY

## Clearspace

The non-print area around our logo is called 'clearspace'.

Clearspace helps our logo stand out, ensuring that its impact is not diminished by being crowded by other logos or design elements.

No other design elements, including photography or text, should appear within the clearspace zone. Whenever possible, apply more clearspace than the minimum specified here.

Only in very special circumstances can you use less clearspace. For example, when reproducing our logo on a pen where the required clearspace is unavailable.

### Print clearspace

In print, the minimum uninterrupted clearspace is defined by the width of the shield.

### Web and digital

In web and digital, the minimum uninterrupted clearspace is half the width of the shield.

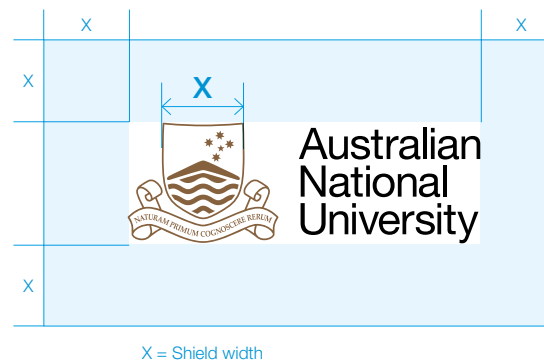
## Minimum size

To avoid reproduction problems, the logo should not be reproduced smaller than the minimum specified width:

**Print** 21mm wide

**Digital** 130px wide

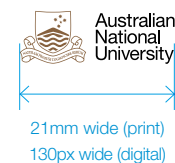
### Print clearspace



### Web and digital clearspace



### Minimum size



# USING THE LOGO CORRECTLY

Using our logo correctly is paramount to the integrity of our brand. Never alter, recreate or distort the logo in any way.

If you are having difficulties applying our logo correctly, please contact the Design Studio. The logotype should never be re-created.

If you are having difficulty applying our logo correctly, contact the Design Studio for help.

E [brand@anu.edu.au](mailto:brand@anu.edu.au)

## Correct use



✓ **Do** use colour logo on white

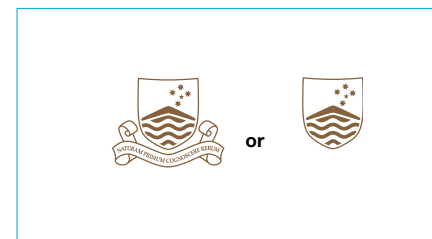


✓ **Do** use reversed (white) logo on black

## Incorrect use



✗ **Do not** rotate or crop the logo



✗ **Do not** separate the elements of the logo



✗ **Do not** compress, stretch or distort the logo



✗ **Do not** use any other typefaces in the logo



✗ **Do not** use any other colours than those specified in these guidelines



✗ **Do not** place the logo on a pattern, image or coloured background

# LOGO FILE FORMATS

## Matching the file format to the context

When you request our logo, tell us how you plan to use it, including the size, so we can send you the right version.

The various file formats appear at right.

### File types

Files are supplied in different formats to best suit different applications, for example: email, PDFs and high-resolution printing.

EPS	Encapsulated postscript file. This is a file made of vector lines based on equations that draw lines, rather than pixels, to create the image. This process allows for scaling, ensuring optimum resolution at any size. If you want to preview an eps file but don't have a program that can open the file, you can place it in Word like you would an image.
JPEG	Joint Photographic Experts Group. Originally designed for the web to send high quality images at relatively small sizes, JPEG is now one of the most common image file types. This file can be ideal for the web or for high-resolution printing. The resolution is critical in a JPEG, TIFF, or any other pixel-based image because if the resolution is not high enough for the printed size, pixilation can occur. A common mistake is to take a JPEG from the Internet, place it in a Word document and print it. This will often lead to poor resolution quality, as a much higher resolution is needed for printing than for viewing a file on screen.
PNG	Portable Network Graphics. PNG allows storage of images with greater colour depth and other important information.  PNG supports palette-based images (with palettes of 24-bit RGB or 32-bit RGBA colours), grayscale images (with or without alpha channel), and full-colour non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB colour spaces such as CMYK.

### Colour profiles

Colour profiles are vital to understand to keep colour consistency and brand integrity.

PMS	Pantone Matching System. A way of specifying various spot colours to gain colour consistency when dealing with various printing firms.
CMYK	Cyan, Magenta, Yellow and Black. The colour gamut that is mostly used throughout printed material, from printing firms to standard office printers. The colour output is generated from these four colours.
BLACK	100 per cent black. This logo would be suited to black press ads or office material.
RGB	Red, Green and Blue. The colour profile used for the web and digital files.