

9.0 | **Fringe** RMIT at it's most liberated.

Fringe: free from
rules and constraints
(well, most of them).

Introducing the...

Student Initiative Device

Student Initiative Device

The Student Initiative Device is used on promotional material for events, exhibitions or other activity that is student-led.

This Device has been designed to allow for it's inclusion on a wide variety of applications. The relaxed anti-corporate aesthetic ensures the Device doesn't seem overly imposed or forced.

There are no detailed specifications for it's application, rather it's up to the user to decide how best they wish to incorporate the Device into their communication.

Positive Student Initiative Device



Reverse Student Initiative Device



Student Initiative Device

Shown on this page is an example of how the Student Initiative Device could be incorporated into an existing promotional poster (using the reversed white version of the Device).

Depicted on the following page are additional indicative examples of how the Device (in positive or reverse) can be incorporated into a diverse range of layouts.

When using the Device in application its important to use the Device ranged right in layouts, positioned at the edge of the image area.

Fringe
Promotional Poster



Best Practice Examples

Fringe

Promotional Posters

