

6.0

**RMIT Gallery**

Some additional flexibility.

**RMIT Gallery** features a great deal of original artwork and for this reason is allowed to promote itself using images beyond those that form the RMIT Core Look.

Some special allowances have been made to ensure the RMIT Brand has enough flexibility to adapt to the changing needs of the Gallery, including the ability to not only use different fonts, but also use of the RMIT Wedge (preferred). This special exception is only for use by the Gallery.

# Best Practice Examples


6.2

RMIT Gallery  
DL Flyers

**RMIT UNIVERSITY**  
Gallery

## TATE ADAMS

1 June – 31 June



**RMIT UNIVERSITY**  
Gallery

on dates: 2 September to 5 November 2013  
tion: 6pm to 8pm Wednesday 28 September

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iston Street Melbourne 3000.  
+61 3 9925 1717 Email [rmit.gallery@rmit.edu.au](mailto:rmit.gallery@rmit.edu.au)  
Gallery hours: Mon to Fri 11am to 5pm, Sat 12pm to 5pm.  
Closed Sundays and public holidays. Lift access. Free entry.  
Check website for Public Programs. Become a Fan of RMIT Gallery  
on Facebook. Follow RMIT Gallery on twitter.

[www.rmit.edu.au/rmitgallery](http://www.rmit.edu.au/rmitgallery)

**RMIT UNIVERSITY**  
Gallery

Did you  
know?

Find ways to  
incorporate the RMIT  
Wedge into Gallery  
communications  
(where possible).

**RMIT UNIVERSITY**  
Gallery

## Gioielli d' Autore

Italian Contemporary Jewellery

## Padova e la Scuola dell'oro

Padua and its Jewellery School

17 June – 14 August

Did you  
know?

Due to the nature of RMIT  
Gallery communications, as  
an exception, dates used in  
primary sub headings may  
be written without the year  
and with an em dash.

**RMIT UNIVERSITY**  
Gallery

## SPEAK TO ME

5TH INTERNATIONAL  
BIENNIAL OF MEDIA ART

14 September – 17 November

# Best Practice Examples

RMIT Gallery  
Press Ad

## Italian Contemporary Jewellery

### Padua and its Jewellery School

For the first and only time in Australia. The famed goldsmithing masters of Padua. Exemplary design and technique. 170 stunning works.

- Last week, closes on RMIT Open Day August 14
- Open 12pm to 4pm
- Guided tours at 1pm and 3pm

**RMIT Gallery**  
344 Swanston St,  
Melbourne VIC  
Tel. (03) 9925 1717

Gallery hours  
Monday to Friday: 11am to 5pm  
Saturday: 12pm to 5pm

[www.rmit.edu.au/rmitgallery](http://www.rmit.edu.au/rmitgallery)




RMIT Gallery  
Press Ad

## ONLY FROM THE HEART CAN YOU TOUCH THE SKY

12 April – 9 June

— Celebration: 6pm to 8pm Wednesday 11 April 2013

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**Public Program Events at RMIT Gallery**  
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**Thursday 12 April 12pm to 1pm Artists Talk**  
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**Thursday 10 May 5.30pm to 7pm Panel Discussion**  
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**Thursday 17 May 5.30pm RMIT Gallery, Gabbett: an analysis**  
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**Thursday 7 June 12pm to 1pm. Weaving Words: the relationship between poetry and carpets in the Persian world**  
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Telephone +61 3 9925 1717 Email [gallery@rmit.edu.au](mailto:gallery@rmit.edu.au)  
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Artwork Ali Baba Awrang.

[www.rmit.edu.au/rmitgallery](http://www.rmit.edu.au/rmitgallery)




THE CROSS ART PROJECTS

Did you know?

As the RMIT Gallery will often promote travelling exhibitions, the gallery has the flexibility to use fonts other than Museo.

# Best Practice Examples

RMIT Gallery  
Promotional Street Banners



**Exception to the Brand placement rule**  
Due to the extreme vertical nature of banners, the Brandmark in these instances may be centered.



**Did you know?**  
You don't have to use the Wedge or the Museo font to promote Gallery exhibitions.