4.0 | Core Look
RMIT at it's most iconic.

The **RMIT Core Look** is the most iconic representation of the RMIT Brand.

It's also the most prolific expression of our Brand and as such it must be instantly recognisable and infinitely flexible.

Introduction to the Elements

Each individual element of the 'Core' Look has been carefully selected to encapsulate aspects of RMIT's personality.

These Core Look elements deliberately express a tone for RMIT that is collaborative, fearless, ingenious, with an urban edge and enterprising.

When applied correctly, the Core Look is powerfully distinct from other universities and will greatly assist all audiences to recognise and relate to RMIT communications.

The Core Look consists of the following elements:

– RMIT Brandmark

– Colour palette

– Typography

– RMIT Wedge

– Photography (texture, people, place, objects).

The Core Look is the default look for all communication activities targeting a broad array of audiences at the same time (e.g. through the website or Brand building advertising campaigns).
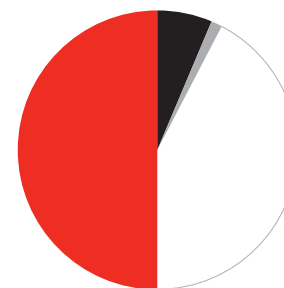
Please note: the best practice examples shown throughout this manual are for the purpose of demonstrating design principles and are indicative only.

The Core Look is the primary visual identity system used to express the RMIT Brand.

RMIT Brandmark

Colour palette

Sample Headline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Typography

RMIT Wedge

Photography — texture

Photography — people, place, objects

RMIT Brandmark

The RMIT Brandmark is the most important Brand element at the heart of the Brand identity system. As the key identifier of the University, the Brandmark represents RMIT's heritage as a University of technology and design.

Photography – Texture

Textures give our communications vitality and interest. They reference the local environment and capture the spirit of the urban environment with an eclectic mix of the old and new.

Colour palette

Red is the hero colour of the RMIT Brand. It is a colour that RMIT is known for and will continue to be recognised through its strong graphic use, supported by black, grey and white throughout all Core Look communications.

Photography – People

The graphic black and white iconic photography look is what RMIT is known for. This style of photography will continue to be used throughout all external communications. Colour people photography is the warmer more involving expression of the RMIT Brand, only used internally.

Title Case Headlines

Sub-heads

Body copy appears in Helvetica Neue. Optas adit et idestiam et enisciissa.

Typography

Typography is a key Brand element within the visual identity system and sets the tone of RMIT communications. We have just one Brand typeface, Museo and one supporting secondary typeface, Helvetica Neue in a range of specified weights.

Photography – Place

Location-based photography aims to capture more of a story and greater sense of place by pulling back on the detail and showing the bigger picture, reflecting the gritty city environment and softer "local nature".

RMIT Wedge

The RMIT Wedge plays a powerful role within the visual identity system and is inspired by our Brand essence. By using this shape within all communications, a unified and consistent identity for RMIT is established.

Photography – Objects

This is the expression of the tangible output of RMIT, demonstrating the vast array of creations that are concepted by students (and staff). This is RMIT at its most productive.

Using Colour

Using the RMIT colour palette

— The basic principle behind the use of colour, is Core Look applications carry a large proportion of red in all instances to ensure a consistent representation of the RMIT identity system

— Large areas of red may appear in 100% solid colour or 100% solid multiplied colour over photographic imagery

— Red type must always appear in 100% solid colour

— Red must never be tinted

— Don't be afraid to use white as a colour – it gives communications room to breathe

— White can also be used regularly as a text colour, particularly against a red background

— Black may be tinted to any value of grey to create further colour diversity in layouts when designing.

In the Core Look we use a predominance of **red**.

Colour Breakdowns
inc. Index Colours

In addition to the RMIT primary brand colours, there is also a suite of Index colours. However, these colours are for very specific (limited) use.

Index colours are predominantly used in guides to delineate the various sections and categories. These colours can only be used with explicit approval.

Primary colours

	Pantone® solid	Pantone® colour bridge™		Four colour process (CMYK)					RGB			HTML
Black		Coated Uncoated	Black Black	Coated Uncoated	C 0 C 0	M 0 M 0	Y 0 Y 0	K 100 K 100	R 0	G 0	B 0	000000
PMS 485		Coated Uncoated	PMS 485 PC PMS 485 UP	Coated Uncoated	C 0 C 0	M 93 M 73	Y 95 Y 92	K 0 K 0	R 238	G 50	B 36	EE3224
PMS 414		Coated Uncoated	PMS 414 PC PMS 414 UP	Coated Uncoated	C 13 C 26	M 8 M 17	Y 16 Y 24	K 26 K 3	R 190	G 189	B 176	BEBDB0

Index colours

	Pantone® solid	Pantone® colour bridge™		Four colour process (CMYK)					RGB			HTML
PMS Yellow		Coated Uncoated	PMS Yellow PC PMS Yellow UP	Coated Uncoated	C 0 C 0	M 0 M 0	Y 100 Y 100	K 0 K 0	R 255	G 238	B 0	FFEE00
PMS 151		Coated Uncoated	PMS 151 PC PMS 151 UP	Coated Uncoated	C 0 C 0	M 55 M 45	Y 100 Y 90	K 0 K 0	R 248	G 152	B 40	F89828
PMS 226		Coated Uncoated	PMS 226 PC PMS 226 UP	Coated Uncoated	C 0 C 2	M 100 M 94	Y 2 Y 2	K 0 K 0	R 236	G 11	B 141	EC0B8D
PMS 390		Coated Uncoated	PMS 390 PC PMS 390 UP	Coated Uncoated	C 24 C 27	M 0 M 0	Y 98 Y 97	K 8 K 13	R 194	G 205	B 35	C2CD23
PMS 117		Coated Uncoated	PMS 117 PC PMS 117 UP	Coated Uncoated	C 2 C 2	M 22 M 18	Y 100 Y 100	K 15 K 19	R 222	G 180	B 8	DEB408
PMS 167		Coated Uncoated	PMS 167 PC PMS 167 UP	Coated Uncoated	C 3 C 5	M 78 M 58	Y 100 Y 97	K 15 K 14	R 208	G 111	B 26	D06F1A
PMS 228		Coated Uncoated	PMS 228 PC PMS 228 UP	Coated Uncoated	C 15 C 22	M 100 M 93	Y 11 Y 0	K 41 K 20	R 156	G 0	B 88	9C0058
PMS 2602		Coated Uncoated	PMS 2602 PC PMS 2602 UP	Coated Uncoated	C 68 C 46	M 100 M 74	Y 0 Y 0	K 0 K 0	R 119	G 39	B 139	77278B
PMS Process Blue		Coated Uncoated	PMS Process Blue PC PMS Process Blue UP	Coated Uncoated	C 100 C 100	M 13 M 4	Y 1 Y 1	K 3 K 9	R 0	G 147	B 209	0093D1
PMS 7469		Coated Uncoated	PMS 7469 PC PMS 7469 UP	Coated Uncoated	C 100 C 100	M 31 M 12	Y 8 Y 10	K 38 K 38	R 0	G 101	B 149	006595
PMS 321		Coated Uncoated	PMS 321 PC PMS 321 UP	Coated Uncoated	C 100 C 100	M 2 M 1	Y 32 Y 40	K 12 K 7	R 0	G 140	B 153	008C99
PMS 7496		Coated Uncoated	PMS 7496 PC PMS 7496 UP	Coated Uncoated	C 44 C 35	M 4 M 5	Y 98 Y 95	K 40 K 34	R 109	G 141	B 36	6D8D24

Core Headlines in Title Case and Left Aligned

But longer headlines can be written in sentence case (with a full stop).

Here are some handy hints on how to use typography.

Did you know?

Set all headings, sub headings and body copy ranged left

Principles of Typography Use

1. Use Museo for headlines and single line statements

2. Set all headings, sub headings and body copy left aligned

3. Set Museo headlines in Title Case

4. Set longer headlines and sub headings in sentence case

5. Red type must always appear in 100% solid colour, it must not be multiplied or treated with an opacity when used over photography. Red type must never be tinted

6. Pull out text (but not headlines) may be tinted to any value of grey to create further diversity in layouts when designing

7. Type may be used as a design element. Play with scale. Using letterforms in large graphic ways is encouraged. When setting headlines on internal spreads, type may be staggered or ranged right in limited circumstances to create added interest to layouts

8. Use em dashes (— a long dash), not bullets, no >> or > in body copy.

It's important we understand the rules about how to use Title Case headlines to ensure consistency and clarity.

Principles of Title Case Capitalisation

1. Capitalise the first and last words in titles and subtitles, and capitalise all other major words (nouns, pronouns, verbs, adjectives, adverbs, and some conjunctions – but see rule 4)

2. Lowercase the articles; the, a, and an

3. Lowercase prepositions, regardless of length, except when they are used adverbially or adjectivally (up in Look Up, down in Turn Down, on in The On Button, to in Come To, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (De Facto, In Vitro, etc.)

4. Lowercase the conjunctions; and, but, for, or, and nor

5. Lowercase to not only as a preposition (rule 3) but also as part of an infinitive (to Run, to Hide), and lowercase as in any grammatical function

6. Lowercase the part of a proper name that would be lowercased in text, such as de or von.

Source: Chicago Manual of Style

Discover it All

Exploring New Worlds

Transform Performance

Library Map

Give Your CV a Safety Overhaul

Delivering Knowledge to the World

Typography Incorrect Use

Typography is a key component of the RMIT identity system. It helps RMIT to visually stand apart from its competitors.

Care must be taken to avoid incorrect use of RMIT's typefaces.

The examples shown opposite demonstrate ways in which typography should not be used. Such use will weaken or damage the integrity, impact and consistency of the identity system.

Unlock potential

Do not set shorter headlines in sentence case

World Of Potential

Do not set short words in headlines i.e. 'a', 'at', 'of', 'the' in title case

Unlock potential

Do not set headlines in outline

UNLOCK POTENTIAL

Do not set headlines in all caps for Core Look communications

uNloCk poteNtial

Do not use Museo in a playful way i.e. camel case in headlines

Unlock Potential

Do not use Museo in italics

Unlock Potential

Do not use a drop shadow on text

Unlock potential

Do not angle headlines, 90° angled headlines may be used

World of Potential

Do not use black text on red or dark coloured backgrounds

Information Hierarchy

In order to create consistency in the messages RMIT delivers, a hierarchy of information has been developed to provide clarity and focus to all communications.

Promotional
(emotive headline with rational sub-heading)

Informational
(rational headline with emotive sub-heading)

Explore Worlds

English
Language
Studies

Library Map

Find Your Way

Information Hierarchy

In order to create consistency in the messages RMIT delivers, a hierarchy of information has been developed to provide clarity and focus to all communications.

Emotive Headline

Emoti Head

Degree and Diploma Guide

Emoti Head

Architecture and Building
Degree and Diploma Guide

Emoti Head

Architecture and Building
Degree and Diploma Guide

Nus im ad ipsuntium quunt lacea luptatumet lati vendero et edolupti quamendae noametu.

Level 01 Hierarchy

— Headline is the primary message

Level 02 Hierarchy

— Headline is the primary message

— Keyline (5 characters long) separates headline from the sub-heading. Keyline colour should match the colour of the sub-heading.

Level 03 Hierarchy

— Headline is the primary message

— Keyline (5 characters long) separates headline from the sub-heading. Keyline colour should match the colour of the sub-heading

— Use RMIT red to separate levels of information in the sub heading.

Level 04 Hierarchy

— Headline is the primary message

— Keyline (5 characters long) separates headline from the sub-heading. Keyline colour should match the colour of the sub-heading

— Use RMIT red to separate levels of information in the sub heading

— Body copy sits under the sub-heading in a smaller point size.

RMIT Core Look Wedge

The RMIT Wedge plays a powerful role within the visual identity system and is inspired by and symbolises our Brand essence. By using this shape in red throughout all Core Look communications, a unified and consistent identity for RMIT is established.

The Wedge converges (or narrows) from left to right at a 7° angle. The Wedge may be cropped in a variety of ways to suit a wide range of applications.

In limited circumstances there are a couple of exceptions where the 7° angle may be modified to suit specific applications i.e. use of the Wedge in extreme horizontal web banners.

To maintain consistency across RMIT's applications, please ensure Wedge artwork is used.

7° angle

For consistency the RMIT Wedge is always created using a 7° angle above and below a central horizontal.

Using the RMIT Wedge

The RMIT Wedge allows for an infinite number of layout possibilities. Here are some handy hints on how to use the Wedge in RMIT communications.

— Colour (red or white), photographic images or photographic textures may be incorporated into the Wedge device. Use in combination with typography, photography and/or photographic textures to create a distinctive look to RMIT Core Look communications

— The Wedge is a truly flexible element and can be applied and cropped in variety of ways

— Please refer to the best practice examples for further guidance on its flexibility and use.

Emotive appeal

Rational Headline

Rational Headline

Emotive appeal

RMIT
UNIVERSITY

Rational Information Here

Emotive Headline

Rational Information Here

Emotive Headline

RMIT
UNIVERSITY

RMIT
UNIVERSITY

Best Practice Examples

Student Attraction
Pull-up Banner

www.rmit.edu.au

RMIT
UNIVERSITY

Design TAFE

Building Design

Furniture Design

Product Design

Graphic Design

Printing & Graphic Art

Interior Design
& Decoration

Visual Merchandising

Did you know?
When designing banners, placing the RMIT Brandmark at the top can maximise Brand prominence and legibility.

RMIT English Worldwide
eDM

Exploring New Worlds
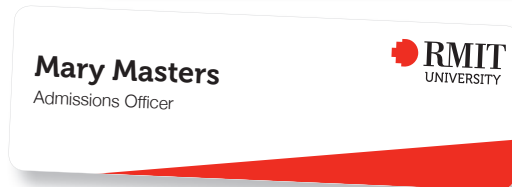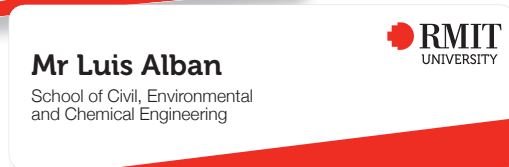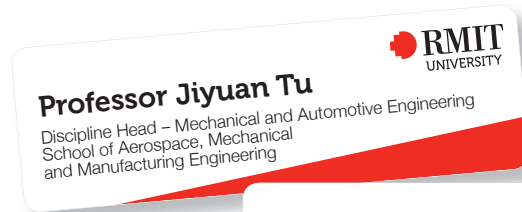
RMIT
ENGLISH
WORLDWIDE

Issue 2, June 2012

- Patrick Hurley, Business Development Manager for Offshore Partners
- New IELTS Preparation full-time program
- Concurrent English Program (CEP) redevelopment

Patrick Hurley - your contact at REW
Please contact me for any commercial queries.
P: +61 3 9925 8131 | M: +61 400 637 530
E: patrick.hurley@rmit.edu.au

You should continue to liaise with Sibastian Malouf, Academic Manager and Stephanie Grayston, Academic Project Specialist for specific curriculum activities.

Regards, Patrick

New IELTS Preparation full-time program

REW has officially launched its new full-time IELTS Preparation course, 'IELTS Fundamentals' and 'IELTS Focused'. Including 200 hours of in-class tuition across two 5-week modules, the full-time IELTS preparation program provides

Concurrent English Program (CEP) redevelopment

REW commenced a review of its CEP product (also know as Higher Education Success) during 2011 in response to feedback from students and teachers, and commitment to producing and maintaining high quality English

Student Services
DL Brochure

Discover

Folio Preparation and Career Discovery Courses

www.rmit.edu.au

RMIT
UNIVERSITY

Best Practice Examples

Whole of RMIT
Name Tags

Professor Jiyuan Tu
Discipline Head – Mechanical and Automotive Engineering
School of Aerospace, Mechanical
and Manufacturing Engineering

RMIT UNIVERSITY

Mr Luis Alban
School of Civil, Environmental
and Chemical Engineering

RMIT UNIVERSITY

Mary Masters
Admissions Officer

RMIT UNIVERSITY

Business College
Press Ad

Listen to the Right Advice

Study tip:
Get your employer on board

Juggling the demands of work with an RMIT business program isn't easy. However, things are a lot more manageable if you have the support of your employer. If you're lucky, your company might pay all or part of your tuition. They may also make your work hours more flexible so you've got time to attend classes and swat

for exams. Most employers are genuinely delighted when staff choose to develop their skills. There's every chance that if you keep your boss up-to-date with your progress, you'll be given the opportunity to demonstrate your new skills. And remember, even if you don't have a job, doing further study is the best way to impress prospective employers.

www.rmit.edu.au/bus/studytips

RMIT UNIVERSITY

Listen to the **Right** Advice

Study tip:
Get your employer on board

Juggling the demands of work with an RMIT business program isn't easy. However, things are a lot more manageable if you have the support of your employer. If you're lucky, your company might pay all or part of your tuition. They may also make your work hours more flexible so you've got time to attend classes and swat for exams. Most employers are genuinely delighted when staff choose to develop their skills.

There's every chance that if you keep your boss up-to-date with your progress, you'll be given the opportunity to demonstrate your new skills. And remember, even if you don't have a job, doing further study is the best way to impress prospective employers.

www.rmit.edu.au/bus/studytips

RMIT UNIVERSITY

Did you know?
The flexibility within the system means there are lots of different ways to approach the same job, like these examples here.

Business College
Digital Banner

Listen to the
Right Advice

Study tip:
Get your employer on board

Juggling the demands of work with an RMIT business program isn't easy.
However, things are a lot more manageable if you have the support of
your employer. To find out more, visit **www.rmit.edu.au**

RMIT
UNIVERSITY

**Did you
know?**
In digital applications
ONLY, the RMIT URL can
be replaced with the
relevant social media
icons if required.