

13.0 | **More Information**

The detail we must consider.

Useful Contacts and Resource

Engagement

Engagement leads activity to develop the image, branding, positioning and marketing of the University.

Engagement works closely with RMIT stakeholders and manages activities of the University in the following areas:

1. Corporate Identity and Branding
2. Info Corner
3. Student Recruitment
4. Creative Services
 - Advertising
 - Design
5. Digital

www.rmit.edu.au/id/marketing

Branding web page

The RMIT Brand is the cornerstone for developing a distinctive and consistent graphic identity in all the areas of our visual communications. It is a dynamic environment that is regularly updated.

www.rmit.edu.au/id/brand

Writing style guide

This guide promotes a consistent written style for the diverse range of content produced for RMIT publications and the website.

www.rmit.edu.au/help/publishing-standards/writing

Style for abbreviating/order of academic qualifications

This procedure details the appropriate abbreviation for RMIT awards and the order of qualifications.

www.rmit.edu.au/policies/awardabbreviations

Signage style guide

This link (login required) outlines the RMIT Property Services Signage Policy and implementation.

www.gm.rmit.edu.au/files/signage/signage_guide.pdf

Publishing standards

These online publishing standards describe how staff should present themselves and the university in all forms of communication – in print, on the web and in person. They cover every kind of RMIT University publication, in traditional and digital media, for internal and external audiences.

www.rmit.edu.au/help/publishing-standards

General manual queries and assistance

www.rmit.edu.au/id/brand

Portraits – Treatment and Style

In order to achieve the distinctive black and white RMIT photography style, a process has been created so all imagery remains consistent in style and look.

The process:

1. All imagery is photographed in full colour
2. In Adobe Photoshop convert the RGB image to black and white
3. Adjust the exposure (only if you are technically proficient and knowledgeable in photography retouching and prepress-ink density)
4. Convert the image to CMYK
5. Photofilter (414 grey)

By applying the 414 Photofilter, the image is 'smoothing' out (allowing the tone/contrast to maintain consistency) across images created by different photographers with potentially different lighting techniques

6. Convert the image to greyscale (removes the four colour make up of the image, but retains the 'tone/contrast' of the black and white image)

7. Convert image to colour profile (US Web coated CMYK)

Please note: this results in a CMYK image without the inclusion of too much cyan/magenta/yellow within the mix.

Using this process will ensure all RMIT imagery is consistent and unified in look. As images typically have varying tonal ranges, the values in the charts shown on the right are a guide only.

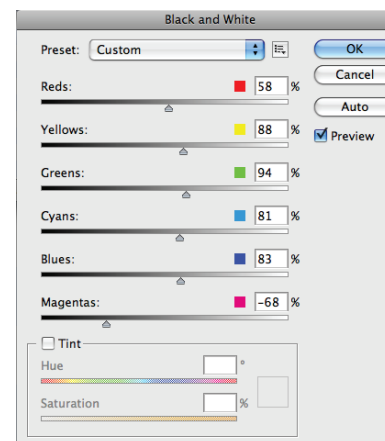
Original Colour Image



Greyscale Adjustment



Use the 'Black and White' adjustment layer (see example below) for control over the greyscale conversion

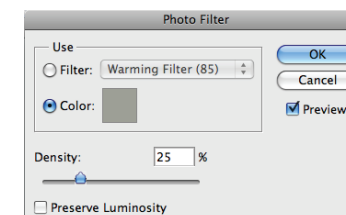


Please note: the above settings are an example only. They must not be taken literally. Each image will need to be adjusted on a case-by-case basis to achieve a similar level of contrast as the preferred option.

Tonal Adjustment



Add a 'Photo Filter' adjustment layer, settings detailed below



Colour is based on PMS 414 PC
C-13 M-8 Y-16 K-26
(example only)

Paper Stock

When printing communications, it is important to create a consistent look. Therefore when choosing paper stocks, it is essential to follow these handy hints.

Coated stocks

Brilliant 'warm' white stocks are preferred. Please refer to KW Doggett Sovereign Silk stock. For more information please contact RMIT Engagement.

Choose stocks that have a smooth finish and are matt or satin in look.

Glossy stocks should always be avoided.

Uncoated stocks

Brilliant 'warm' white stocks are preferred.

Choose stocks that have a smooth finish.

Stock weights

Brochures/flyers: 90 – 150gsm is preferred.

Business cards: 250gsm is preferred.

Invitations: 250 – 300gsm is preferred.

Please note: RMIT University uses sustainable production methods with preference to Forest Stewardship Council (FSC) certified paper and production supply (information can be provided by Engagement).

Ai file (Adobe illustrator® file)	Ai files are used to transfer artwork between various applications. They are supported by most illustration and page layout programs. Ai may contain vector (line) graphics or images and are used for artwork for all print based media.	You will use Ai files if you are using design/illustration software program such as Adobe® illustrator® or Adobe® InDesign®.
Brandmark (logo)	The visual mark and typography that represents the Brand.	
Clear space	The space around a Brandmark that no other elements are permitted to intrude into.	
Coated and uncoated paper	Sometimes colours will vary when printing on coated paper versus uncoated paper. Coated paper can come in a glossy or dull finish, but does not absorb the ink when you are printing on it. If you have selected to print on coated paper.	Please make sure you use the correct colour specifications that are designed for printing on coated or uncoated paper.
Collateral	Term relating to marketing communication applications. Often used to describe print applications such as brochures, publications, stationery etc.	
EPS (Encapsulated Postscript Files)	EPS files are used to transfer artwork between various applications. They are supported by most illustration and page layout programs. EPS contain vector (line) graphics and are used for artwork for all print based media. They can be scaled to any size without losing quality.	All of the RMIT Brandmark and RMIT Wedge artwork files are provided as EPS files. You will use the EPS file if you are using these files in a design/illustration software program such as Adobe® Illustrator® or Adobe® InDesign®.
Favicon	A favicon (short for Favorite icon), also known as a shortcut icon, web site icon, URL icon, or bookmark icon, is a file containing one or more small icons that is associated with a particular web site or web page. Browsers that provide favicon support typically	display a page's favicon in the browser's address bar and next to the page's name in a list of bookmarks. Source – Wikipedia
Identity system	An identity system is a 'tool box' of specified elements that ensures consistency of the RMIT Brand, including the Brandmark, colour palette, typography, shape and photography style.	
JPEG	JPEG files are most commonly used for photographic images. They support 24-bit colour and preserve the broad range of subtle variations in brightness and hues found in photographs.	The JPEG versions of the RMIT Brandmark can be used in almost all applications and can be used in an online environment.

In situ	A Latin phrase that translates literally to 'in position'. In the context of RMIT, 'in situ' relates to the background behind the photographed talent ie. in context of indoor or outdoor environments (the university or local environment).	
PDF file (Portable Document Format)	PDF are files that are compatible with a variety of computer platforms. The digital version of our RMIT Brand Manual is distributed as a PDF file. To make use of a PDF file, the user must	first have the freeware program 'Adobe Acrobat Reader' on their computer. For security reasons, consult your Information Technology manager before downloading files from the internet.
PMS colour (Pantone® Matching System)	PMS is a colour system used for printing inks. Most PMS colours may also be printed using four colour process – Cyan, Magenta, Yellow and Black (CMYK) equivalent breakdowns. Colour consistency can be achieved by specifying colour with the Pantone® matching system (the International colour matching standard). See process colour for more information.	Please use the PMS colour specifications and the spot colour versions of the RMIT Brandmark artwork when reproducing in spot colour for example when printing vinyl signage.
Process colour (CMYK)	Process colour is a term for the international printing standard technique of offset lithography printing. In this process the base ink colours cyan, magenta, yellow and black are mixed together to create the colours of the spectrum.	Please use the CMYK colour specifications and the CMYK versions of the RMIT Brandmark and RMIT Wedge artwork when printing using process colour.
RGB colour	RGB colour refers to the colour process used by computer monitor screens. Red, Green and Blue mix together to form white, black and the tones in between. When using the RMIT colour palette on screen or in computer programs such as Microsoft PowerPoint®, please use the RGB	colour values specified in this document. When using the RMIT Brandmark artwork files in computer programs such as Microsoft PowerPoint® or Microsoft Word®, please use the RGB versions as the colour has been adjusted to display correctly onscreen.
TIFF (Tagged Image File Format)	TIFF is a flexible and adaptable file format, TIFF files are large and of very high quality. The ability to store image data in a loss less format makes TIFF files a useful method for archiving images. Unlike standard JPEGs, TIFF files using loss less compression (or no compression at all) can be edited and resaved without suffering a compression loss.	Other TIFF file options include multiple layers or pages. TIFF files are preferable to JPEG files for Brandmarks in most instances, except online where a JPEG file must be used. See JPEG for more information.
Typography	Typography is a key identity system element and helps set the tone of our communications, reflecting RMIT's Brand personality. RMIT typefaces include Museo and Helvetica Neue for all	externally produced communications and Arial as the system font for all internal communications (memos, letterhead, fax).

Legal Information

CRICOS (Commonwealth Register of International Courses for Overseas Students)

Any course or program promoted to international students who will be attending an Australian campus must be registered on the CRICOS database. Any documents (including advertisements to recruit international onshore students) sent to, or have the potential to reach, international students must include the CRICOS provider number.

The CRICOS provider number for RMIT University should appear as: CRICOS provider number 00122A. Guidelines are available online at www.rmit.edu.au/international/cricos. For additional assistance please e-mail cricos@rmit.edu.au.

ESOS (Education Services for Overseas Students)

All promotional materials intended for international students, such as publications, advertising, presentations, CD ROMs, bookmarks, posters and web pages, should be checked against the relevant sub-sections below. Materials distributed within and outside of Australia for use by international students must comply with the ESOS Act. Sanctions apply for non-conformance. For further information www.rmit.edu.au/international/esoschecklist.

Privacy act

RMIT University carefully protects the privacy of any information volunteered by visitors to its websites, and staff, students and others who have rights to log onto them. RMIT complies with State and Commonwealth privacy legislation through the RMIT Privacy Policy. In accordance with the RMIT Privacy Policy, the University Secretary has been appointed as the Privacy Officer. The Privacy Officer may be contacted for further information and advice, or visit www.rmit.edu.au/privacy.

Advertising codes

The Trade Practices Act deals with misleading and deceptive advertising under sections 52 and 53. Compliance with advertising codes is essential. The Australian Competition and Consumer Commission and the Complaints Commissioner have produced guidelines covering advertising and selling testimonials. These are available on the Advertising Federation of Australia website, www.afa.org.au.

Disclaimer

The inclusion of a disclaimer on all brochures and publications is recommended. For example, "Every effort has been made...etc."

Manual imagery

The photographic images that appear throughout this manual are for the purpose of illustrating design principles only, and have been gathered from Getty Images and other sources.

Copyright clearance must be obtained from Getty Images or other sources for further use, or it is likely to constitute a breach of copyright.

It is important that the following practices are observed to minimise the chance of breaching copyright:

Prior to use of any imagery, rights owners are contacted and permission/ fee for use negotiated on a case-by-case basis.

Each application of the image must be negotiated. Purchase for one purpose or medium does not enable use for other purposes or media.

Time limits for the use of imagery usually apply. Refer to the agreement negotiated with the rights owner.

Distribution of this manual to any third party is strictly limited, and the constraints on the use of imagery are communicated to that third party and acknowledged in writing. FutureBrand will not be held liable for any breach of copyright arising from the use of imagery by any party.

Permission forms

The Copyright Service at RMIT has a range of official permission forms for instances where permission is required.

The permission forms have been developed in conjunction with the RMIT Legal Services Group to ensure they are legally binding and comply with RMIT's requirements under Copyright and Privacy Law.

These include specific marketing and promotion forms for photography, these also include specific forms for indigenous talent.

These are available via www.rmit.edu.au/copyright/permission_forms

If you would like further details on any of the information supplied in this section, please contact university.marketing@rmit.edu.au.