14.0 | Artwork
Our digital assets.

File Naming Convention

A comprehensive library of RMIT digital artwork files is available. To work out which file to use, simply follow the naming convention described on this page.

To assist in locating the appropriate file types, a logical file naming convention has been developed to catalogue the full collection of RMIT Brandmark and supporting element artwork. Each file has a name that consists of an identifier, element, version, colour and file type.

This file naming convention removes the need to open files to understand their content. The matrices that appear on the following pages give a thumbnail image and code for each Brandmark and supporting element artwork file. If you require further assistance, please contact Engagement, Creative Services.

Identifier
RMIT

RMIT_SHIELD_POS_CMYK.eps

Element
Core Wedge (CORE_WEDGE)
Official Wedge (OFFICIAL_WEDGE)
Coat of Arms (COAT_OF_ARMS)
Shield (SHIELD)
Student Initiative Device (STUDENT_DEVICE)

Version
Positive (POS)
Reverse (REV)

Colour
4 colour process (CMYK)
Full colour (RGB)
2 spot colour (2COL)
1 spot colour (1COL)
Black (BLACK)
White (WHITE)

File type
.ai
.eps
.tif
.jpg
.png

RMIT Brandmark

Full colour positive Brandmark — CMYK

File name	Description	Format
RMIT_POS_CMYK	**Four colour process**	**ai, EPS, TIF**

Full colour reverse Brandmark — CMYK

File name	Description	Format
RMIT_REV_CMYK	**Four colour process**	**ai, EPS, TIF**

Full colour positive Brandmark — RGB

File name	Description	Format
RMIT_POS_RGB	**Full colour**	**ai, EPS, JPG, TIF, PNG**

Full colour reverse Brandmark — RGB

File name	Description	Format
RMIT_REV_RGB	**Full colour**	**ai, EPS, JPG, TIF, PNG**

Full colour positive Brandmark — Spot colour

File name	Description	Format
RMIT_POS_2COL	**2 spot colour**	**ai, EPS**

Full colour reverse Brandmark — Spot colour

File name	Description	Format
RMIT_REV_2COL	**2 spot colour**	**ai, EPS**

One colour reverse Brandmark — Spot colour

File name	Description	Format
RMIT_REV_1COL	**1 spot colour**	**ai, EPS**

One colour positive Brandmark — Black

File name	Description	Format
RMIT_POS_BLACK	**Black**	**ai, EPS**

* Red background for demonstration purposes only.

Please note: the supplied CMYK and Spot colour red artwork is for coated print only. Adjust the red colour values for uncoated print (please refer to the Mandatory Brand Elements section for the uncoated red print specification).

RMIT Wedge

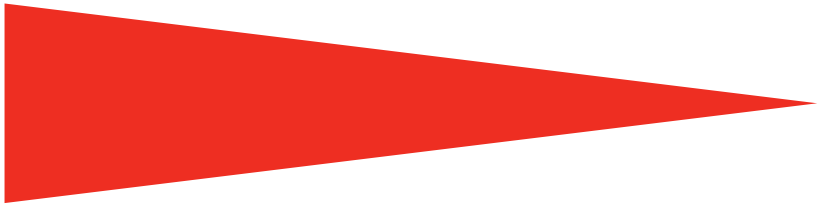
Full colour Core Look Wedge — CMYK

File name	Description	Format
RMIT_CORE_WEDGE_CMYK	**Four colour process**	**ai, EPS, JPG, TIF**

One colour Official Look Wedge — Black

File name	Description	Format
RMIT_OFFICIAL_WEDGE_BLACK	**Black**	**ai, EPS, JPG, TIF, PNG**

Full colour Core Look Wedge — RGB

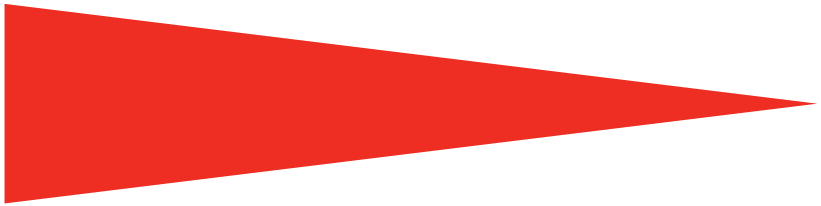


File name	Description	Format
RMIT_CORE_WEDGE_RGB	**Full colour**	**ai, EPS, JPG, TIF, PNG**

One colour Official Look Wedge — White

File name	Description	Format
RMIT_OFFICIAL_WEDGE_WHITE	**White**	**ai, EPS, PNG**

One colour Core Look Wedge — Spot colour



File name	Description	Format
RMIT_CORE_WEDGE_1COL	**1 spot colour**	**ai, EPS**

Please note: the supplied CMYK and Spot colour red artwork is for coated print only. Adjust the red colour values for uncoated print (please refer to the Mandatory Brand Elements section for the uncoated red print specification).

RMIT Coat of Arms and Shield

One colour Coat of Arms — Black

File name	Description	Format
RMIT_COAT_OF_ARMS_BLACK	**Black**	**TIF**

One colour Shield — Black

File name	Description	Format
RMIT_SHIELD_BLACK	**Black**	**TIF**

Please note: approval must be sought from the Deputy Vice-Chancellor International and Development prior to any application or reproduction for marketing purposes.

RMIT Student Initiative Device

Full colour positive Student Initiative Device — CMYK

File name	Description	Format
RMIT_STUDENT_DEVICE_CMYK	**Four colour process**	**ai, EPS, TIF**

One colour positive Student Initiative Device — Black

File name	Description	Format
RMIT_STUDENT_DEVICE_BLACK	**Black**	**ai, EPS, TIF, PNG**

Full colour positive Student Initiative Device — RGB

File name	Description	Format
RMIT_STUDENT_DEVICE_RGB	**Full colour**	**ai, EPS, JPG, TIF, PNG**

One colour reverse Student Initiative Device — White

File name	Description	Format
RMIT_STUDENT_DEVICE_WHITE	**White**	**ai, EPS, PNG**

One colour positive Student Initiative Device — Spot colour

File name	Description	Format
RMIT_STUDENT_DEVICE_1COL	**1 spot colour**	**ai, EPS**

Please note: the supplied CMYK and Spot colour red artwork is for coated print only. Adjust the red colour values for uncoated print (please refer to the Mandatory Brand Elements section for the uncoated red print specification).