The Next Chapter

RMIT Brand Identity Manual

Version 3.0

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RMIT UNIVERSITY

Welcome

A message from the Vice-Chancellor

As we strengthen RMIT as a global university of technology and design, we need to regularly audit and refresh our Brand to maintain our competitive edge in the marketplace.

It is important that the University's identity, through its Branding, artistic representation and symbolism, is appropriate and protected, so that we can deliver a consistent message to our various audiences.

In 2008, the Brand refresh project provided us with the tools for consistency of the RMIT Brand across all communication touch points. This refreshed look and feel positioned RMIT as a highly recognisable Brand with coherent messaging. The 2008 Brand project defined what RMIT was and RMIT's unique way of doing things.

With the Brand extension project 2012-13 we undertook a rigorous and collaborative review of RMIT's Branding. The outcomes are captured in this updated manual, an evolved and expanded framework that allows us to visually express all RMIT's nuances.

The Brand extension project was informed by the Strategic Plan 2015 - Transforming the Future. Our goal is to be global, urban and connected, and I am confident that the RMIT Brand has evolved to sharpen and fine-tune our proposition. It provides the visual expression to support RMIT's bold plans. It will be the platform for RMIT's success internationally as we expand our global footprint.

The RMIT Brand helps to define this shared purpose and to encompass all areas of the university as we convey our cultural values more clearly to students, partners and communities – as well as to each other.

Our Brand reputation is one of our most valuable global resources. By following this manual and the Brand policy you will be contributing to making RMIT all the more successful.

I encourage you to respect, support and use the Brand identity as we work together to ensure the reputation of RMIT University continues to grow.

Professor Margaret Gardner AO
Vice-Chancellor and President
RMIT University

Contents

Your Brand Manual

The RMIT Brand identity manual has been created to assist and inspire you when communicating the RMIT Brand.

When combined as shown in the best practice pages, these elements are used to create consistent interpretations of the RMIT Brand. While it's important that these specifications are adhered to at all times, it's not intended to restrict creativity. Rather, the aim is to encourage creativity within the parameters of the defined brand identity system.

Here is what you can expect to find within the different sections of this document:

Brand Strategy

An overview of the RMIT Brand strategy and introduction to RMIT's Looks within the one system.

Brand Architecture

Understanding the framework that underpins the RMIT Brand.

RMIT's Looks

Specification of the Brand identity elements, usage principles and best practice examples for RMIT's Core Look, Official Look, Avant–Garde Look, RMIT Gallery, Motion/digital, Brand building and Fringe.

More Information

Helpful information regarding contact points for additional information, technical specification on creating consistent black and white portrait images, paper stock recommendations, glossary of terms and legal notes for reference.

Artwork

A matrix of available artwork and supporting technical specifications.

'Preferred' Option

'Preferred' tick symbols appear throughout this manual. This symbol indicates the preferred option to use when creating applications (eg. the preferred RMIT Brandmark colourway, etc.). By correctly using 'preferred' options, applications will maximise the RMIT Look.