

2.0 | **Mandatory Brand Elements**

The things we must include.

The mandatory Brand elements are common to the entire RMIT Brand framework, driving consistency of the Brand identity elements across all of RMIT's Looks.

RMIT Brandmark

The RMIT Brandmark

The RMIT Brandmark is the key identifier of the University, consisting of two key elements: the RMIT pixel and RMIT wordmark.

Representing RMIT's heritage as a university of technology and design, the pixel element symbolises technology, modernisation and forward thinking. Even though the RMIT Brand has evolved over the years, the pixel has remained a testament to its strong design.

The relationship between the pixel and wordmark is fixed and should never be separated or used individually. The only exception to this rule is when the Brandmark is used in digital environments. The pixel element may be used without the wordmark in limited circumstances only i.e. when the pixel is used online on Facebook profiles or as a "favicon" when it appears beside a URL in a browser address bar.

It is essential the RMIT Brandmark is always reproduced from supplied digital artwork.

Clear space

The RMIT Brandmark needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications. Clear space is the non-print area surrounding the Brandmark.

A basic formula has been used to calculate the minimum 'clear space' – this can be used to determine clear space for the Brandmark at any size.

No other graphic elements (such as photography or typography) should appear within this zone. Wherever possible, apply more clear space than the minimum specified.

Minimum size

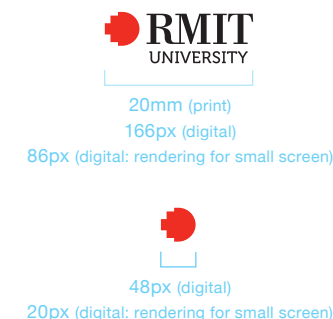
To avoid any possible reproduction problems, the Brandmark must never be reproduced at a size smaller than the minimum specified. Wherever possible, reproduce the Brandmark at a size larger than the minimum, especially when the quality of reproduction e.g. silk screening or embroidery is questionable.



✓ Full colour positive Brandmark on a white background



Clear space



Minimum size

Brandmark Colour

The full colour positive version of the RMIT Brandmark on a white background is the preferred selection and should be used wherever possible.

Two alternative versions of the Brandmark are also available for use in limited applications only.

When reproducing these Brandmarks, it is essential the appropriate digital file format is used. Digital files are supplied in AI, EPS, JPEG, TIFF and PNG formats – please refer to the Artwork section for further information.

Please note: if the Brandmark is used in any other way than specified in this manual, then approval must be sought from Engagement prior to production.

External use of the RMIT Brandmark need to comply with the RMIT University Brand Policy.

Pantone® Plus Series Colour Matching specification







Colours for print

Pantone® PMS
Spot Colour

Pantone® Plus Series Colour Bridge™
4 colour process (CMYK)

Colours for digital

RGB and HTML

Coated		Uncoated		
				
	C 0 M 95 Y 100 K 0	C 0 M 73 Y 92 K 1	R 220 G 41 B 30*	HTML DC291E*
Coated		Uncoated		
				
	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	HTML 000000

* Please note: modified/custom colour references



✓ Full colour positive Brandmark (preferred)

Full colour positive Brandmark

The full colour positive version of the RMIT Brandmark on a white background is the preferred selection and should be used across all RMIT's communications.



Full colour reverse Brandmark (limited use)

Full colour reverse Brandmark

The full colour reverse version of the RMIT Brandmark on a black background may be used in restricted circumstances for executive use only. Approval of use of this Brandmark must be obtained from the Executive Director of Engagement.



One colour white reverse Brandmark (limited use)

One colour reverse Brandmark

The white reversed version of the RMIT Brandmark on a red background may be used in limited circumstances i.e. in web banners when the use of the RMIT red for strong visual cut through and prominence online is required.



One colour black positive Brandmark (limited use)

One colour positive Brandmark

The one colour black version of the RMIT Brandmark may be used when colour printing is restricted or when the quality of colour reproduction cannot be controlled i.e. newspaper print or templated material printed from a PC.

**The RMIT Brandmark
should appear bottom
right or top right.**

There are some exceptions (including specific digital applications) which are clearly documented in this manual or exceptions which should be approved by the Executive Director, Engagement.

Brandmark Placement Principles

Always keep the Brandmark placement consistent.

To ensure a consistent recognition of the RMIT Brand, always position the RMIT Brandmark in the bottom right hand corner or top right hand corner of communications. The preferred placement is bottom right.

In limited circumstances there are a couple of exceptions to this rule where the Brandmark in extreme vertical or horizontal formats may be positioned centered or in digital applications online, the Brandmark may be positioned on the left to increase prominence and legibility of the Brand.

To formalise this positioning principle, we have created a basic formula that is defined by the height of the RMIT Brandmark wordmark as shown in the examples on the right (A4 portrait, DL landscape and Business card landscape proportions). The Brandmark size can vary to suit individual applications, however the positioning formula (where appropriate) should remain the same.

Always ensure the Brandmark sits on a white background and the clear space area of the Brandmark is respected.



Brandmark Placement Examples

2.6

Print applications



Digital applications



Exception to the Brand placement rule

Due to the extreme horizontal nature of online advertising banners or leaderboards, the Brandmark may be vertically centered in these instances.

Brandmark Incorrect Use

The RMIT Brandmark is a key component of the identity system and it is critical that it is used correctly.

Care must be taken to avoid incorrect use of the RMIT Brandmark.

The examples shown opposite demonstrate ways in which the Brandmark should not be used. Such use will weaken or damage the integrity, impact and consistency of RMIT's Brand identity.

The Brandmark may not be redrawn or altered in any way under any circumstances.



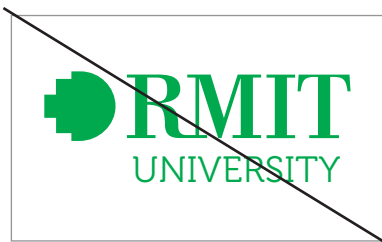
Do not compress, extend, distort or rotate the Brandmark



Do not add drop shadows or any other elements to the Brandmark



Do not alter the elements of the Brandmark



Do not alter the colours of the Brandmark



Do not place the Brandmark on distracting backgrounds



The Brandmark should not be placed on patterned or textured backgrounds



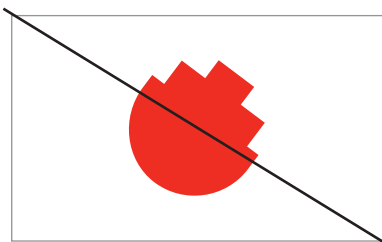
The Brandmark may only be placed on white, red, or black backgrounds



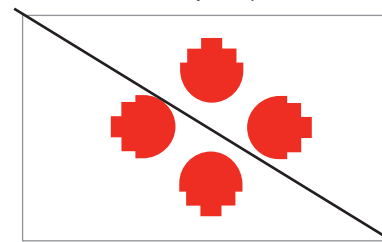
Do not break the Brandmark clear space. Co-branding and sub-branding of the Brandmark is the only exception to this rule



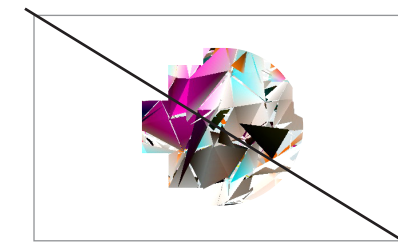
Do not separate any of the Brandmark elements, unless specified



Do not rotate the Brandmark or Brandmark pixel element



Do not use elements of the Brandmark to create patterns or textures



Do not add elements or textures to the Brandmark pixel. Elements or textures may be added to the Brandmark pixel only in animated digital environments

RMIT Colour Palette

Red is the hero colour of the RMIT Brand.

The RMIT Brand will continue to be recognised through the strong use of red, supported by black, grey and white in communications.

Emphasising the red allows the Brand to draw on its significant visual heritage. It is a colour that RMIT is known for and owns in the minds of its audiences. It also allows the Brand to visually stand apart from its competitors.

Accurate colour reproduction is critical to the success of the RMIT visual identity. When printing or manufacturing, colours must remain true to these specifications.

Colour specification

The RMIT colour palette values for Pantone® spot colour, CMYK, RGB and HTML are specified. Please note: the RMIT Brand identity uses the Pantone Plus Series Colour Matching System®. All CMYK, RGB and HTML colours utilise the Pantone Plus Series Colour Bridge® colour specification (except for RMIT red in RGB and HTML which uses custom colour breakdowns created specifically for RMIT). Please use all colour values as specified. Colours should never be converted directly from any program. If using RGB colour, please ensure digital files use the sRGB colour profile.

The Pantone® colours specified are for reproduction on both coated and uncoated paper stocks.

Colour for reproduction methods including printing, vinyl, paint, fabrics, embroidery, cotton, plastic, etc., must be matched as closely as possible to Pantone® coated colours prior to printing or production.

Please note: black may be tinted to any value of grey to create further colour diversity in layouts when designing.

Proofing or testing is highly recommended to ensure that colour reproduction of any communications piece meets the standards set out in this manual.



Pantone® Plus Series Colour Matching specification

Colours for print				Colours for digital			
Pantone® PMS Spot Colour	Pantone® Plus Series Colour Bridge™		4 colour process (CMYK)		RGB	HTML	
<div>PMS 485</div>	Coated	PMS 485 CP	Coated	C 0 M 95 Y 100 K 0	R 220 G 41 B 30*	DC291E*	
	Uncoated	PMS 485 UP	Uncoated	C 0 M 73 Y 92 K 1			
<div>Black</div>	Coated	Black	Coated	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	000000	
	Uncoated	Black	Uncoated	C 0 M 0 Y 0 K 100			

* Please note: modified/custom colour references

We have just one brand typeface, Museo.

A highly legible typeface, Museo is distinctive, confident, and contemporary in style. Using this personality typeface throughout all RMIT communications strengthens the consistency of the visual identity and creates a defining look for the Brand.

Museo is ideal for headlines and single line statements. When using Museo for headlines, Title Case is preferred. For longer headlines and sub headings, Sentence case may be used.

The preferred weights of Museo are:

- Light (Museo 300)
- Medium (Museo 500)
- Bold (Museo 700)

Museo should never be substituted or replaced with alternate styles.

Museo is a free typeface and can be downloaded from www.myfonts.com/fonts/exljbris/museo.

Please refer to the best practice examples throughout this manual for preferred typography use of Museo. For supporting secondary and system typefaces, please refer to the following pages for specifications.

Typography is a key Brand element within the visual identity system and sets the tone of RMIT communications.

Museo

is our Brand typeface

Museo 300

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo 500

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo 700

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

What about other Languages?

Being a truly global university, it's important we give due consideration to how we express ourselves across different languages.

Rather than choosing standardised language-specific fonts, it's important for Brand consistency to select fonts that best reflect the look and character of our Brand typeface, Museo.

When selecting other languages please consider fonts that:

- Reflect the look of Museo
- Are modern and contemporary in feel
- Must not have rounded or flared letterforms
- Are available in a range of weights (if possible) for flexibility.

Typeface recommendation (example)

The recommended typeface for Chinese traditional translation is DF Hei HK Traditional Chinese OT.

The preferred weights of DF Hei HK Traditional Chinese OT are:

- DF Hei Std HK W5 Traditional Chinese OT (Light weight)
- DF Hei Std HK W7 Traditional Chinese OT (Medium weight)
- DF Hei Std HK W9 Traditional Chinese OT (Bold weight)

DF Hei HK Traditional Chinese OT is available for purchase from www.fontshop.com. In this instance, purchase font weights individually, rather than in the full suite, for cost efficiencies.

Translated typeface example:
DF Hei HK Traditional Chinese OT
(correct use)

天夢想

Matched to Museo 700 

天夢想

Matched to Museo 500 

天夢想

Matched to Museo 300 

Translated typeface examples:
(incorrect use)

~~想~~

Do not choose brush style translated fonts

~~想~~

Do not choose brush style translated fonts

~~想~~

Do not choose rounded style translated fonts

~~想~~

Do not choose playful style translated fonts

~~想~~

Do not choose script style translated fonts

Secondary and System Typefaces

Secondary typeface – Helvetica Neue

Helvetica Neue is simple, legible and modern in style. It is a workhorse typeface that supports the personality typeface and is ideal for large slabs of text such as brochure spreads, catalogues and forms. It is also appropriate for subheads, charts and diagrams.

The preferred weights of Helvetica Neue are:

- Light
- Regular
- Medium
- Bold.

The following italic weights are also available but should be used sparingly:

- Light italic
- Regular italic
- Medium italic
- Bold italic.

Helvetica Neue is available for purchase from www.fontshop.com.

Helvetica Neue

is our secondary typeface

Helvetica Neue Light

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Regular

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Medium

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold

AaBbCc

Urendus nobitisquia volore
cum sum Kolless voluptaest,
volum, corpores quid.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

System typeface (Microsoft equivalent typeface)

Arial is our system typeface. It is used for internal documents such as letters, memos and PowerPoint presentations.

Arial is a system font that is available on all operating systems and will display and print text consistently.

Please note: RMIT's specified typefaces should never be substituted or replaced with alternate styles. When purchasing any of the RMIT typefaces in either PC or Macintosh versions from your font supplier, ensure that you refer to the full name and required weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

System typeface – Arial

Writing URLs

Here are some handy hints on how to create URLs for RMIT communications:

- To create added clarity and legibility to RMIT URLs, please set in two weights of Museo in communications
- Set the main website address in Museo 700 in lowercase
- Set the additional levels of the website address in Museo 300 in lowercase.



Note: For a best practice example showing social media icons, refer to Section 4.17

www.rmit.edu.au

Museo 700

www.rmit.edu.au/about

www.rmit.edu.au/programs

www.rmit.edu.au/students/services

Museo 700

Museo 300

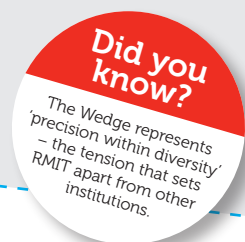
RMIT Wedge

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 within all 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.