10.0 Official Look RMIT at it's most formal.

The RMIT Official Look is the most formal representation of the RMIT Brand.

With an audience of government, industry, alumni and philanthropy it's imperative that the Official Look communicates an appropriate sense of gravitas befitting of a leading University, whilst staying true to the RMIT Brand personality.

Introduction to the Elements

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

These Official Look elements express a more formal tone for RMIT, whilst keeping in mind RMIT's Brand personality that is collaborative, fearless, ingenious, with an urban edge and enterprising.

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

The Official Look consists of the following elements:

- RMIT Brandmark
- Colour palette
- Typography
- RMIT Wedge
- RMIT Coat of Arms
- Photography (texture, people, place).

The Official Look is the formal look for all communication activities targeting a broad array of audiences at the same time (e.g. Government, Industry, Alumni).

Please note: the best practice examples shown throughout this manual are for the purpose of demonstrating design principles and are indicative only.



UNIVERSITY

RMIT Brandmark

Colour palette

SAMPLE HEADLINE

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890

Typography



RMIT Wedge



RMIT Coat of Arms (limited use only)



Photography - texture, people, place

The Official Look is the formal visual identity system used to express the RMIT Brand.

Overview of the Elements



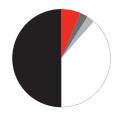
RMIT Brandmark

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.



RMIT Coat of Arms

The Official Look also allows for the selective inclusion of the RMIT Coat of Arms, which adds further weight to RMIT's messages. Use of the Coat of Arms is only with approval of the VC.



Colour palette

Black is the hero colour of RMIT's Official Look supported by red, grey and white throughout all Official Look communications.



F

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.



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 300 and one supporting secondary typeface, Helvetica Neue in a range of specified weights.





Photography - People

The Official Look has a diverse range of photographic styles to ensure stretch across a myriad of touchpoints and audiences. Intensely rich black and white portraiture features throughout the Official Look, with colour photography reserved for Alumni and Development communications only.



RMIT Official Look 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 - Place

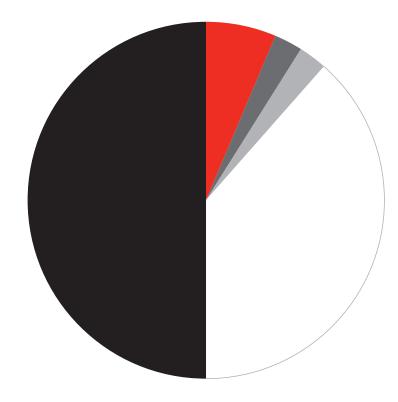
Location-based photography aims to capture more of a story and greater sense of place by pulling back on the detail and showing the bigger picture, reflecting the diversity, liveliness and vibrancy of RMIT's built environment.

Using Colour

Using the RMIT colour palette

- The basic principle behind the use of colour, is Official Look applications carry a large proportion of black in all instances to ensure a consistent representation of the RMIT identity system
- Black may be tinted to any value of grey to create further colour diversity in layouts when designing
- 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 black background
- Red type must always appear in 100% solid colour
- Red must never be tinted

In the Official Look we use a predominance of **black**.



OFFICIAL HEADLINES IN ALL CAPS

Font weight is Museo 300, with Museo 700 used for selective highlights (as shown with the "O" above).

Using Typography

Here are some handy hints on how to use typography.

Principles of Typography Use

- 1. Use Museo for headlines and single line statements
- 2. Set all headings, sub headings and body copy ranged left
- 3. Set Museo headlines and sub headings in all Caps
- 4. 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
- 5. Headlines and pull out text may be tinted to any value of grey to create further diversity in layouts when designing
- 6. Type may be used as a design element. Play with scale. Using letterforms in large graphic ways on front covers and predominantly on internal spreads is encouraged. When setting headlines on internal spreads, type may be staggered or ranged right in limited circumstances to create added interest to layouts
- 7. Use em dashes (— a long dash), not bullets, in body copy.

Creativity in Headlines Examples





TURNS **Jajt** A NEW LEAF





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.



Do not set headlines or sub headings in title case or sentence case for Official Look communications



Do not set headlines in outline



Do not use Museo in italics



Do not use Museo in camel case for headlines



Do not use a drop shadow on text



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



Do not break the use of Museo 700 in headlines on front covers. Highlighted words in Museo 700 should follow each other

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)

BUILT FOR KNOWLEDGE

SWANSTON ACADEMIC BUILDING

2013GRADUATION

YOUR OFFICIAL PROGRAM

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 HEADI

INDUSTRY FORUM PROGRAM

EMOT! HEAD!

INDUSTRY FORUM PROGRAM

FRIDAY 20TH MAY 2012 RMIT STOREY HALL

EMOTI HEADL

INDUSTRY FORUM PROGRAM

FRIDAY 20TH MAY 2012 RMIT STOREY HALL

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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.

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

RMIT Official 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 black throughout all Official 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 (black 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 Official 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.



RMIT Coat of Arms and Shield

The RMIT Coat of Arms and Shield has limited use in the RMIT identity system. It is used in specific instances only.

RMIT Coat of Arms

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

The RMIT Coat of Arms can be used in the following ways:

- Metal or carved timber plaques for displays or presentations where approved by the Vice-Chancellor
- As a background, watermark, embossed or printed
- Invitations and programs for Official University functions
- Business cards for VCE members
- Certificates presented to staff on retirement or resignation after significant service to the University
- To support RMIT's visual identity and image within the international arena — either as a graphic element or design feature, in conjunction with the words 'Royal Melbourne Institute of Technology'
- Other purposes as approved from time to time by the Vice-Chancellor.

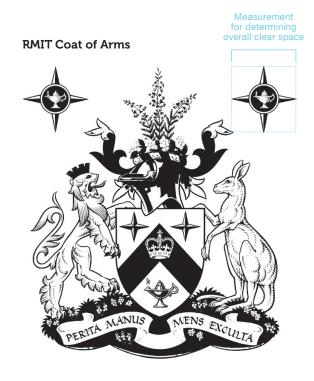
The clear space surrounding the RMIT Coat of Arms must be equal to at least the width of the top right star (refer right for RMIT Coat of Arms clear space measurement specification).

The artwork must not be redrawn, modified, separated, re-coloured or altered in any way.

RMIT Shield

The RMIT Shield forms part of the RMIT Coat of Arms and consists of an argent (stripes meeting at a 45° angle) between two four-pointed stars and a St Edward's Crown positioned in the centre of the argent with an ancient lamp at the base.

The RMIT Shield is used on metal or carved timber plaques, invitations and programs for Official functions, approved memorabilia and other purposes as approved by the Vice-Chancellor. The RMIT Shield may also be embossed on academic testamurs.



RMIT Shield

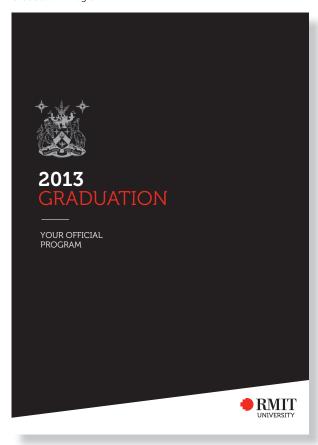


Best Practice Examples

OverarchingOfficial Program



Overarching
Graduation Program



Best Practice Examples

Overarching

Certificate



The School of Computer Science and Information Technology recognises qualified graduates of the

APTECH Certified Computer Professional (ACCP) Program

for advanced standing into select undergraduate degrees. Precise details of this recognition are described in the "letter of recognition of advanced standing" which is freely available.

The recognition is currently valid until December 1, 2013 whereupon it will be reviewed.

Signed

Professor Heiko Schroder

Head, School of Computer Science and IT









Development

A4 'Giving' Letterhead



8 August 2013

RMIT00001 XXXX XXXXX 2000-120000-2012 AADD

Miss Sarah Person 10/40 Education Stree Melbourne VIC 3000



OFFICE OF THE VICE-CHANCELLOR AND PRESIDENT

GPO Box 2476 Melbourne VIC 3001 Australia

Tel. +61 3 9925 5220 www.rmit.edu.au/giving

Dear Miss Perso

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www.rmit.edu.au/giving

Best Practice Examples

Industry A4 Flyer

> RMIT BUILT ENVIRONMENT, CONSTRUCTION AND INFRASTRUCTURE INDUSTRY FORUM

SHAPING URBAN FUTURES

INDUSTRY FORUM PROGRAM

11 MAY 2013

Statement of purpose

The aim of this Forum is to bring together leaders from across the built environment, construction and infrastructure sectors to discuss the issues critical to industry and provide advice to the University.

Issues to be considered prior to the forum

Australia's urban population is projected to increase by 60 per cent in the next 40 years, driven by a mix of migration and natural population growth. Such population expansion has a host of implications for Australia and it raises a number of issues for organisations involved in the urban built environment, construction and infrastructure sectors. What and how can we shape urban futures to deal with increased population, climate change, depleting energy resources, transportation and a range of other issues?

In this industry forum we invite industry partners to share opinions and advice on the opportunities and challenges associated with Australia's urban development and to discuss the vital role which education, research, industry and university collaboration will play in shaping urban futures.

Venue RMIT University The Old Magistrates Court Building 20 124 La Trobe Street Melbourne Victoria (enter via Russell Street)

Timetable

12 pm Arrival and networking 12.30 pm Lunch served 1.15 pm Round table discussion 2.30 pm Forum concludes



Alumni

A5 Notepad

ALUMNI	• RMIT UNIVERSITY
CONNECT COMMUNICATE CULTIVATE	
	For further information about alumni activities in the College of Business visit rmit.edu.au/bus/alumni

Best Practice Examples

OverarchingPromotional Pack



AlumniPowerPoint Presentation Template



