

7.0

Motion and Movement

Giving our Brand sight and sound.

Motion/Digital is a significant portion of our communications, and growing.

The digital space allows greater dynamism and creative expression through rich visual experiences.

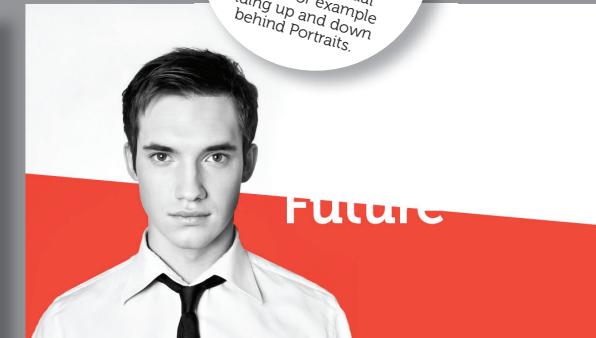
When using the RMIT Core Look in digital environments, the same identity elements and principles apply, however there are some freedoms that allow the elements to be interpreted in new and exciting ways.

Over the following pages is a taste of what's possible.

Best Practice Examples

7.3

Student Attraction
Digital Campaign Storyboard



Did you know?

In motion, the Wedge can move in dynamic ways to add visual interest; for example sliding up and down behind Portraits.

Best Practice Examples

7.4

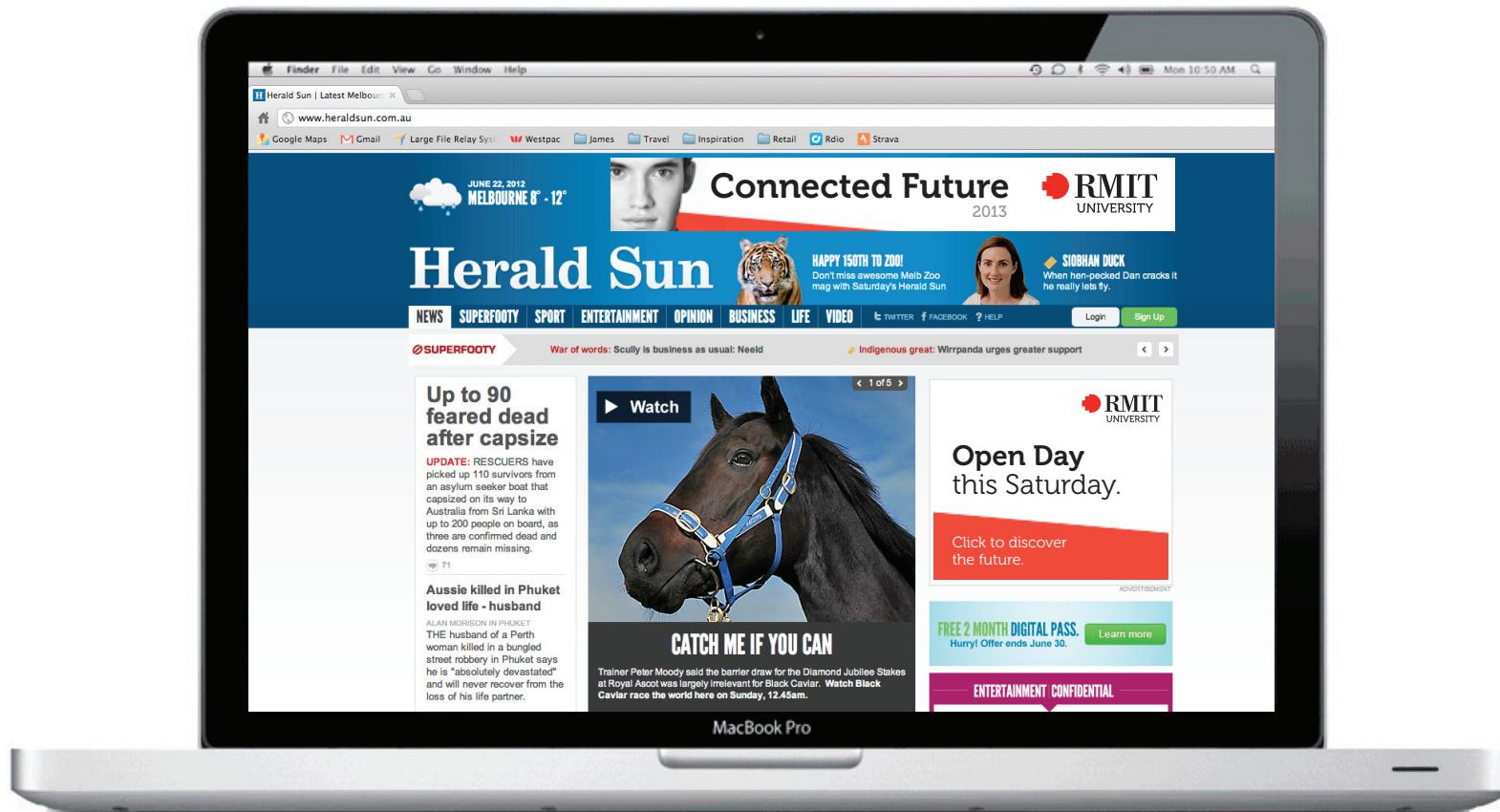
Student Attraction
Digital Campaign Storyboard



Best Practice Examples

7.5

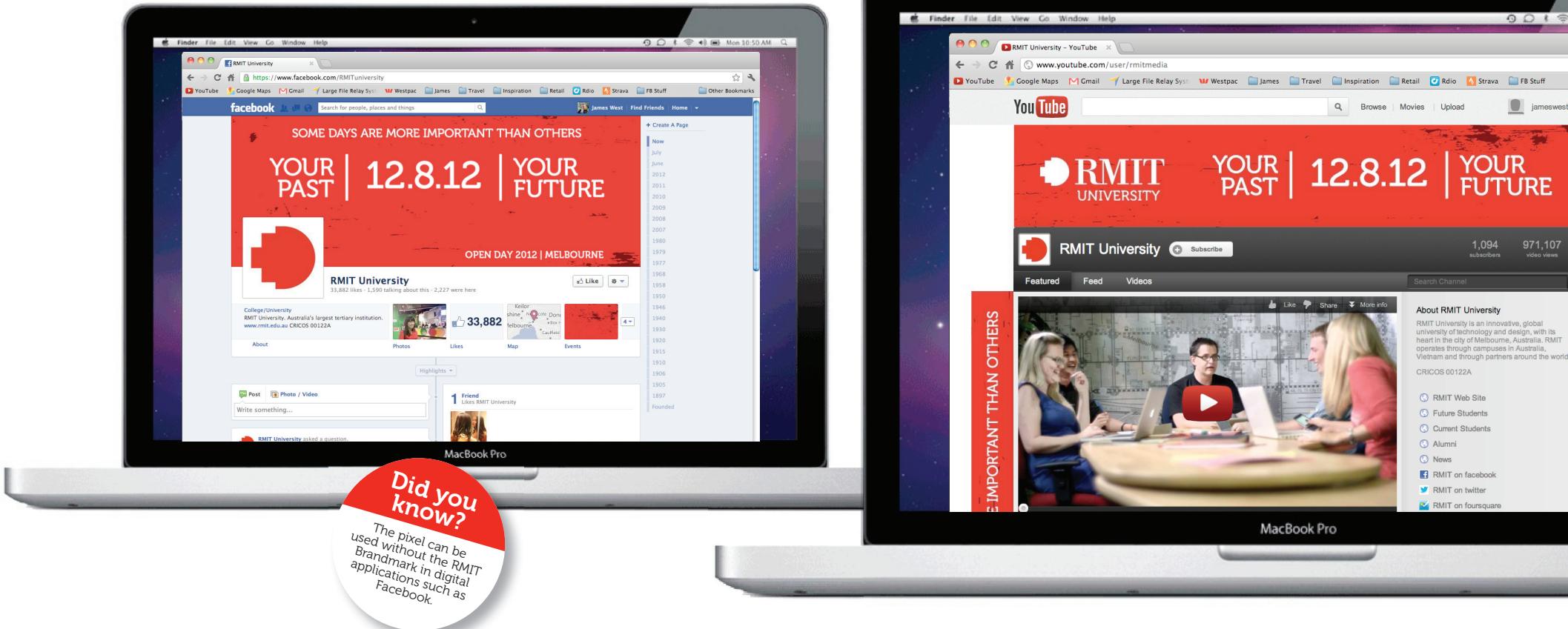
Student Attraction Digital Campaign



Best Practice Examples

7.6

Student Attraction Digital Campaign



Best Practice Examples

7.7

Student Attraction Digital Campaign

