ANU Logo Use Guidelines

The ANU logo is a contemporary reflection of our heritage. It clearly presents our name, our shield and our motto: First, to learn the nature of things.

The ANU logo remains property of the University. To preserve the authenticity of our brand identity, there are rules that govern how our logo is used.

Preferred logo

The preferred logo should be used on a white background. This version includes black text with the crest in Deep Gold in either PMS or CMYK.

Black

Where colour is not available, the black logo can be used on a white background.

Reverse

The logo can be used white reversed out of a black background, or occasionally a neutral dark background.

Logo and approvals can be obtained from brand@anu.edu.au

Preferred logo

Black version

Reversed version

Deep Gold
C30 M50 Y70 K40
R78 G53 B35
PMS Metallic 8620
PMS 463

Black
C0 M0 Y0 K100
R00 G00 B00
PMS Process Black

Any application of the ANU logo on a coloured background is subject to approval by the Marketing Office. Please send to brand@anu.edu.au

THE ANU LOGO

Secondary logo – stacked

A secondary logo is available for use in small spaces only.

The same rules for the preferred logo apply regarding colour and background.

Logo and approvals can be obtained from brand@anu.edu.au

Preferred logo

Black version

Deep Gold
C30 M50 Y70 K40
R78 G53 B35
PMS Metallic 8620
PMS 463

Black
C0 M0 Y0 K100
R00 G00 B00
PMS Process Black

Any application of the ANU logo on a coloured background is subject to approval by the Marketing Office. Please send to brand@anu.edu.au

Reversed version

THE ANU LOGO

Clear space

A defined area of clear space must be maintained around the ANU logo. In print it is the width of the shield in the crest and online it is half the width of the shield in the crest. No other element should appear within this area for both the horizontal logo and the stacked logo.

Minimum size

The ANU logo cannot be reproduced smaller than the specified minimum size, as the legibility of the crest and name may be compromised.

Print standards for logo usage

Brochures   DL   39mm wide

Brochures   A4   56mm wide

Specific layouts

For standard applications such as covers of A4 and DL publications, the logo should appear in the top left corner. In large format applications, such as event banners, the logo should be centred no less than 190mm from the top.

Logo and approvals can be obtained from brand@anu.edu.au

Defined clear space for print environment

Shield width

Horizontal logo

minimum width 21mm, 0.8 inches or 100px

Stacked logo

minimum height 15mm, 0.6 inches or 51px

LOGO FILE FORMATS

The logo comes in different formats for different uses.

When you make a logo request to brand@anu.edu.au please indicate size and usage so we can send the correct version.

File Type	Colour	Usage
PNG*	RGB	Web and on screen application
JPG*	CMYK	Printed materials in general programs such as Word
EPS	CMYK	High quality print jobs in specialist programs such as Illustrator or InDesign

All logos come in colour, black or reversed (white). See page 1 for examples.

*Do not resize PNG and JPG files – request the correct size to ensure image quality

Logo and approvals can be obtained from brand@anu.edu.au

A professional image is maintained by using the ANU logo correctly.

These examples illustrate **incorrect** usage of the ANU logo.

Do not copy logo from the website. Request a version specific to your needs

Do not place the logo on an angle

Do not separate the elements of the logo

Do not compress, stretch or otherwise distort the logo

Do not use any other typefaces in the logo

Do not use any other colours than those specified in these guidelines

Do not place the logo on a pattern, image or coloured background.

Logo and approvals can be obtained from brand@anu.edu.au

FONTS

Our brand uses Helvetica Neue for all elements.

Helvetica Neue is a clean and contemporary font with a timeless quality. We will be using it in a refined way with strong, uncluttered typography.

There are three primary Helvetica Neue weights used - light, roman and bold.

Secondary typeface

If Helvetica Neue is unavailable, Arial is the substitute typeface and should always be used online. This may be applicable in some office document applications.

HELVETICA NEUE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Helvetica Neue Light
Helvetica Neue Light Italic

Helvetica Neue Roman
Helvetica Neue Italic

Helvetica Neue Bold
Helvetica Neue Bold Italic

Examples of type hierarchy

HEADING STYLE 1

Helvetica Neue Light - All caps
Tracking 250 optical

Heading style 2

Helvetica Neue Bold - tracking 0

Heading style 3

Helvetica Neue Bold - tracking 0 - platinum

Subheading style 1

Helvetica Neue Bold - tracking 0

Subheading style 2

Helvetica Neue Light - tracking 0

"Quote Style 1"
Helvetica Neue Bold - tracking 10 - platinum

Body copy
Helvetica Neue Light – tracking 0
When possible, body copy should be 9pt font on 12pt leading.
When legibility is an issue, body copy can be in Helvetica
Neue Roman.

Body copy Light 9pt on 12pt leading
Body copy Roman 9pt on 12pt leading

Web typography
See web style guide for web rules:
styles.anu.edu.au/guide

Australian
National
University

HEADING STYLE 1

Heading style 2
Heading style 3

Subheading style 1 Subheading style 2

Body Copy
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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> building greater respect for Indigenous peoples within the University
> consolidating ANU as the leader in Indigenous research
> ensuring all students understand Indigenous knowledge and perspectives
> attracting and supporting Indigenous students
> attracting and retaining Indigenous staff
> maintaining accountability and transparency in monitoring and reporting on the progress of the plan.

"Quote style 1
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud."

ANU COLOURS - PRINT

Base colours

All our communications should have either a white or black background.

This is important in maintaining a consistently refined and prestigious visual identity.

Support colours

The University has three support colours. Deep Gold, Charcoal and Platinum have been selected to convey the prestige of the University.

Deep Gold and Platinum can be used selectively, particularly as a finish for high-end applications.

They are also used in text and headlines to highlight key words.

College colours

ANU has eight colleges and each college is represented by a colour. These are used in a subtle way as identifiers, mainly in labelling publications.

These colours should be used sparingly in the college's name and within college communications.

College colours are reserved for individual use by each college, or for use in University-level materials.

Colour on black

Where a colour is too dark on a black background, tints can be used up to 70 per cent to lighten the colour.

RGB on screen

See webstyle guide for screen RGB codes. These RGB codes differ from the listed codes for print.

styles.anu.edu.au/guide

Black

C0 M0 Y0 K100
R00 G00 B00
PMS Process Black

White

C0 M0 Y0 K0
R255 G255 B255

Platinum

C20 M0 Y0 K30
R172 G192 B198
PMS 7542

Charcoal

C0 M0 Y0 K85
R51 G51 B51
PMS Black 85%

Deep Gold

C30 M50 Y70 K40
R108 G77 B35
PMS Metallic 8620
PMS 463

ANU College of Medicine, Biology & Environment

C100 M0 Y19 K23
R0 G124 B146
PMS 3145

ANU College of Business & Economics

C0 M30 Y100 K0
R240 G171 B0
PMS 130

ANU College of Engineering & Computer Science

C0 M91 Y72 K23
R167 G25 B48
PMS 187

ANU College of Arts & Social Sciences

C100 M66 Y0 K2
R0 G57 B166
PMS 286

ANU College of Physical & Mathematical Sciences

C100 M0 Y100 K40
R0 G105 B60
PMS 349

ANU College of Law

C52 M100 Y0 K26
R98 G37 B103
PMS 260

ANU College of Asia & the Pacific

C0 M61 Y97 K0
R227 G114 B34
PMS 158

National Security College

C26 M3 Y97 K17
R162 G173 B0
PMS 383