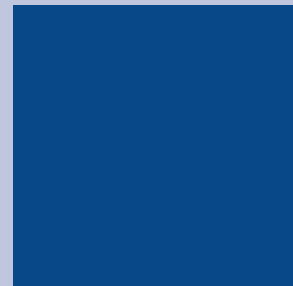# 5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos: University of Melbourne preferred logo

**The UoM brand colour has been updated as of 2017.
This is a different shade of blue than previously used.**

Primary brand colour: UoM Blue

PANTONE: 7687

CMYK: 100 / 75 / 2 / 18

RGB: 9 / 65 / 131

Which version of the logo should I use?

The preferred logo is the "Primary: Vertical Housed" logo.
This should be used wherever possible. Several different versions of the University of Melbourne logo are available for special use upon request where the "Primary: Vertical Housed" logo would not be suitable. These exist to suit specific purposes, rather than offering choices based on individual users' preferences. View the Special Use section for details.

PRIMARY:
Vertical Housed

This is the preferred logo version and should be used wherever possible.

The "Primary: Vertical Housed" logo only ever appears in its full UoM Blue housed box. When the entire background or a large section of your document is UoM Blue, you can place the Vertical Housed logo on top, ensuring the entire logo and document background are both UoM Blue, so you have a seamless design.

The University of Melbourne logo is a formally registered trademark and must be used correctly. Never separate the elements of the logo. The crest should always be used in combination with the words 'The University of Melbourne' and the University of Melbourne's blue colour to create a distinctive brand mark.

Minimum size

Do not use any of the UoM logo versions smaller than the minimum sizes indicated as the quality of the reproduction will be compromised.

15mm

Clear space requirement

It is important that other design elements do not encroach on the space around the University of Melbourne logo. This clearance maintains the legibility and clarity of the mark and establishes its importance in the communication hierarchy.
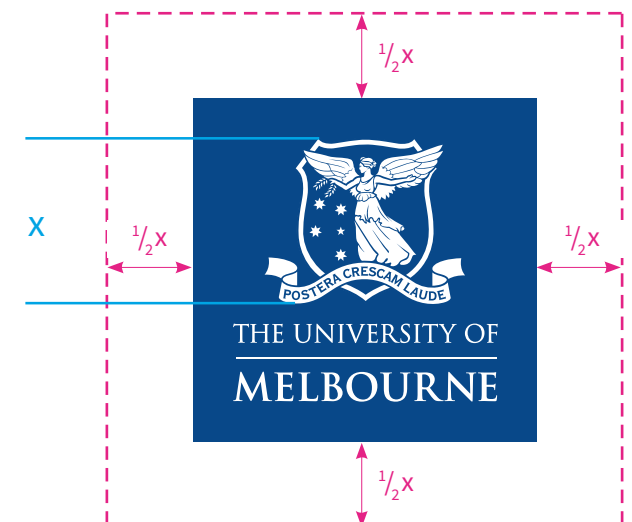
This blue area indicates a full-bleed UoM blue background.

Do not change the size of the housing around the UoM logo.

5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos:
Preferred
logo placement

Logo placement

When deciding where to place the UoM logo on your application, you need to consider what will make the most sense to your audience.

If the identity of the University and all of the equity that it holds is important to your audience, then it makes sense to place the logo in the top left corner of the page.

For example: in a communication for an academic audience, the University's reputation may lend more weight to the information being presented.

If the information itself is the drawcard for your audience, then it makes sense to place the UoM logo in the bottom right corner of the piece, where it acts more as a "presented by" sign-off.

For example: if you are advertising a stage show to an external audience, they are more interested in what the production is than who is presenting it.

The primary placement for the UoM logo is in the top left or bottom right corner.

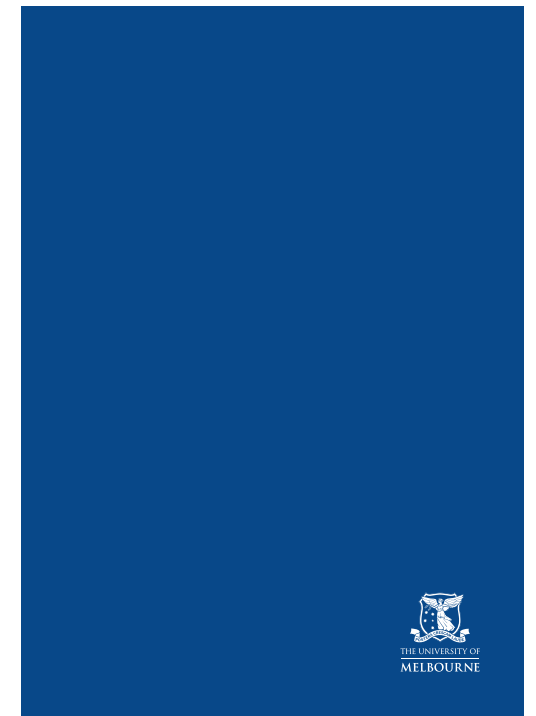For very narrow page sizes, the logo may be centred either at the top or the bottom.

5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos:
Preferred
logo placement

Logo placement

The same placement principles apply if your logo is on a UoM blue background.

The primary placement for the UoM logo is in the top left or bottom right corner.

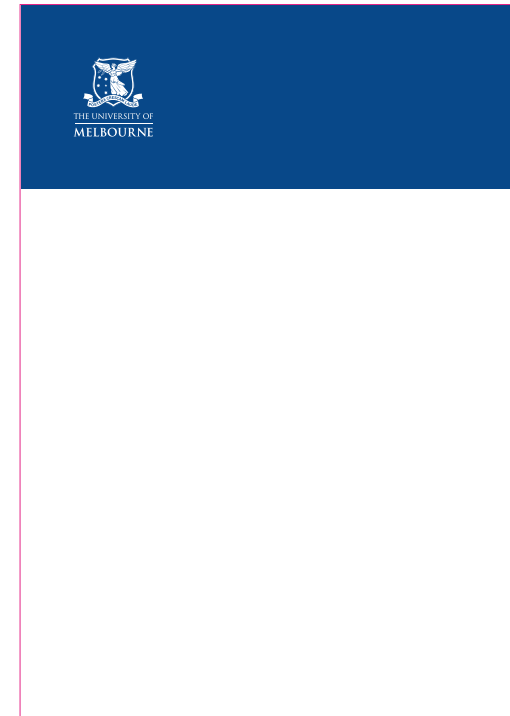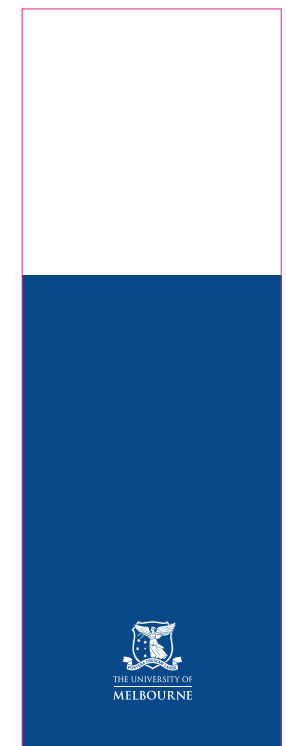For very narrow page sizes, the logo may be centred either at the top or the bottom.

5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos:
What not to do

Never use the UoM crest
or type separately.

Do not use special
production techniques
such as metallic inks,
foil stamping or blind
embossing for ordinary
communications.

Do not alter parts of the
logo (e.g. reversing the
ribbon colour).

Do not distort logos
(stretching, compressing,
skewing etc).

5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos:
What not to do

Inappropriate usage (zoomed in on logo)

Do not use the logo in different colours (the exception to this would be in select sponsorship situations – please read the section on sponsorship for details).

The clear space rules for the UoM logo apply to all content, including identifiers. This identifier is too close.

Do not separate the crest and text from the logo housing.

The positive/blue version of the UoM logo may not be used. The housed version should be used here instead.

5.3

A CONSISTENT LOOK
AND FEEL IN OUR
COMMUNICATION

Logos:
What not to do

Inappropriate usage (zoomed in on logo)

The mono (black and white) version of the UoM logo must not be used unless the item being created is restricted to black and white printing only (e.g. to reduce production costs).

When designing pieces with a UoM blue background, make sure you use the correct background colour, otherwise it will not match the logo background.

Faculty of Business and Economics

Do not change the size of the logo housing.

Faculty of Arts

Do not create housed lock-ups of the logo and the identifier.

Victorian College of the Arts