

Application of the Murdoch University Logo



1 Logo formats

The Murdoch University logo can be applied in a portrait or landscape format – in either a colour or mono application.

The logo must always be used as a complete entity. Using parts of the logo in isolation is not acceptable.

Size

The minimum logo size is: - Portrait – 20mm height
- Landscape – 10mm height.

Using a smaller size will compromise the reproduction of the logo.



2 Application on colour backgrounds

The colour logo can only be applied on a white or cream background (Pantone 4535).

When applying the logo to a colour or photographic background, you should use the logo in the protection box.



3 Off-brand logo treatments

The logo should never be reproduced in colours such as:



4 Downloading the logos

The downloadable logos are Illustrator EPS files (for printing). Unless you have graphic software you won't be able to open them. However you will be able to **place** them or **insert** them into other software, once you have downloaded them and saved them to your hard drive.

www.ccpr.murdoch.edu.au/design/corporate_identity.html

For further information please contact Helen Moorhead, Brand Marketing Manager at Murdoch University on h.moorhead@murdoch.edu or by telephone on 08 9360 6113 or 0409 108 978