



Murdoch University logo application

Evolution of the Murdoch University logo

During 2006 the Murdoch University logo was evolved from the old style (top) to the new refined version (bottom).

It is essential that the relationship between logo and logotype remain consistent throughout all applications in the various configurations.

The symbol must never be redrawn, traced or modified in any way by either manual or electronic methods. When reproducing the logo, use only the computer files supplied.



MURDOCH
UNIVERSITY
PERTH, WESTERN AUSTRALIA

Old Logo



Murdoch
UNIVERSITY

New Logo

The shield

To refresh the logo, the shield colours and design have been simplified. The top shield is the old version; the bottom is the new shield.

The shield features a stylised version of a banksia. This recalls the large banksia grandis growing in Bush Court at the time of the University's foundation. In the shield the banksia flower rises from a stylised book symbolising knowledge and understanding.

Please note: The shield must never be used without the Murdoch University name.



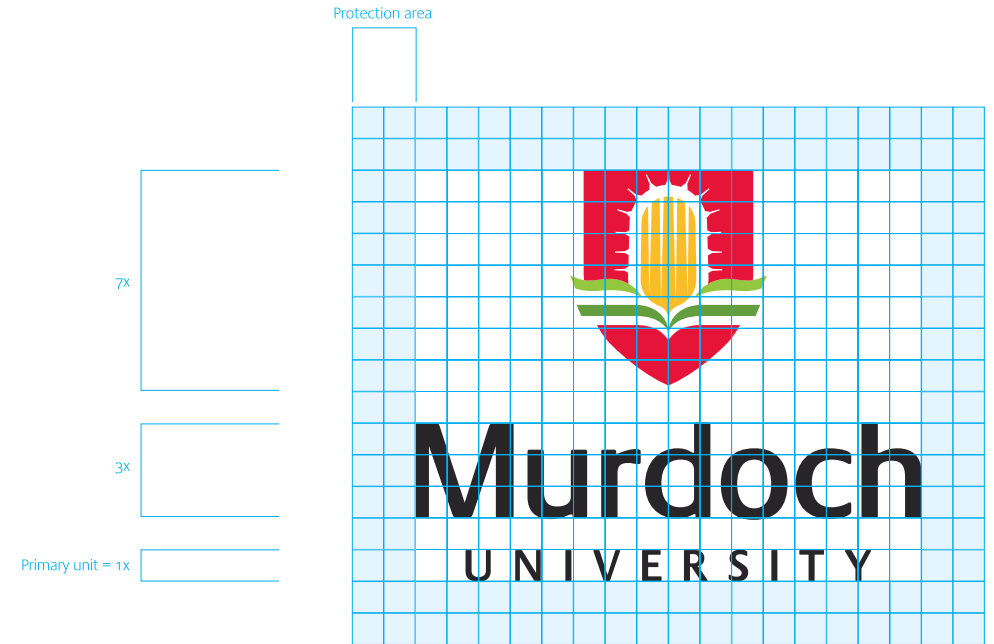
Old Logo



New Logo

Grid of proportion

These grids are construction guides.
The proportions, spacing and relative
positioning of the symbol and logotype
must remain constant.



Logo alignments

The logo can be applied as a portrait or landscape.

Colour Portrait



Colour Landscape



Grayscale Portrait



Grayscale Landscape



Lineart Portrait



Lineart Landscape



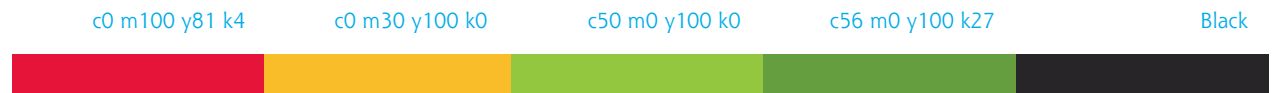
Minimum logo application

When using the Murdoch University logo there are minimum sizes for use. Using the logo at a smaller size will compromise the reproduction of the logo.



Process colour logo

The correct use of corporate colours in the application of the corporate identity is essential to maintain a consistent visual identity. The logo may be produced in either four colour process or PMS. The breakdown provided is for reproduction in four colour process.



PMS logo

The correct use of corporate colours in the application of the corporate identity is essential to maintain a consistent visual identity. The logo may be produced in either four colour process or PMS. The breakdown provided is for reproduction in PMS.



Grayscale applications

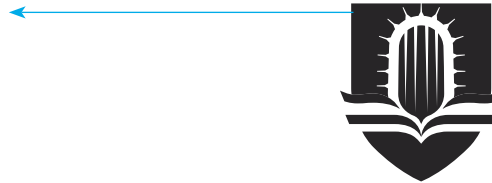
When the corporate colours cannot be used, the following grayscale should be used.



Mono logo

When the corporate colours cannot be used, the following mono version should be used.

Black 100%



Murdoch
UNIVERSITY

Black 100%



Reversed mono logo

When the corporate colours cannot be used, the following mono version should be used.

White



White



Colour reproduction of logos

The logo should never be reproduced in colours other than those listed in pages 9-10.

These logos are examples of incorrect use of the logo.



Logo application on colour backgrounds and pictures

When applying the logo to a photographic background the logo must appear in the following two colour background options.

The protection box can be applied using the brush stroke treatment (bottom left) or in a contained square box (bottom right).



Logo on texture background



Logo on c0 m3 y19 k6



Brush stroke application



Square box application

Colour backgrounds

The following backgrounds should be used for communication materials.

The primary colours should be used predominantly, wherever possible.

The secondary colours make visual communications richer and more dynamic; they can also add contrast.

Special attention must be given to the application of the Murdoch University logo onto these backgrounds.

When applied to the red backgrounds, the logo must appear within the protection box (see previous page).

The logo can only appear without the protection box when applied to the 'primary beige' and 'texture' backgrounds.

PRIMARY RED
PANTONE 186
CO M100 Y 81 K4

SECONDARY RED
PANTONE 187
CO M100 Y79 K20

PRIMARY BEIGE
PANTONE 4545C
CO M3 Y19 B6

SECONDARY BEIGE
PANTONE 4535C
CO M4 Y30 B11

TEXTURE

