LA TROBE
UNIVERSITY

Brand Guidelines

Design and Brand

Our logo
Colours
Typography

LA TROBE
UNIVERSITY

"The true measure of a university's greatness is the total effect it has on human welfare and progress."

Professor David Myers
Founding Vice-Chancellor, La Trobe University

Our logo

Though we encourage creativity, it's important that you don't edit or alter our logo in any way. It features two fixed elements that must never be separated:

- The La Trobe eagle
- The La Trobe University wordmark (including the La Trobe name and the University descriptor)

International Versions

We have two versions of our International logo: vertical and horizontal variations.

Vertical Logo

The vertical logo is the primary version and should be used where possible. It symbolises growth and upward progression.

Horizontal Logo

The horizontal logo is the secondary version and should only be applied in cases where the vertical logo isn't suitable. This will usually be due to restrictions in the height or shape of a space. For instance, long web banners or webpage headers.

Colourways and backgrounds

There are times when our regular logo won't be suited to the background or design you're using. This is where our selection of colourways come in handy.

Choose the option that best serves the logo's clarity and readability.
You won't want to put the black logo on a dark background, for example. Ensure there's adequate contrast. Display it prominently and proudly.

International vertical brandmark

La Trobe eagle

La Trobe wordmark
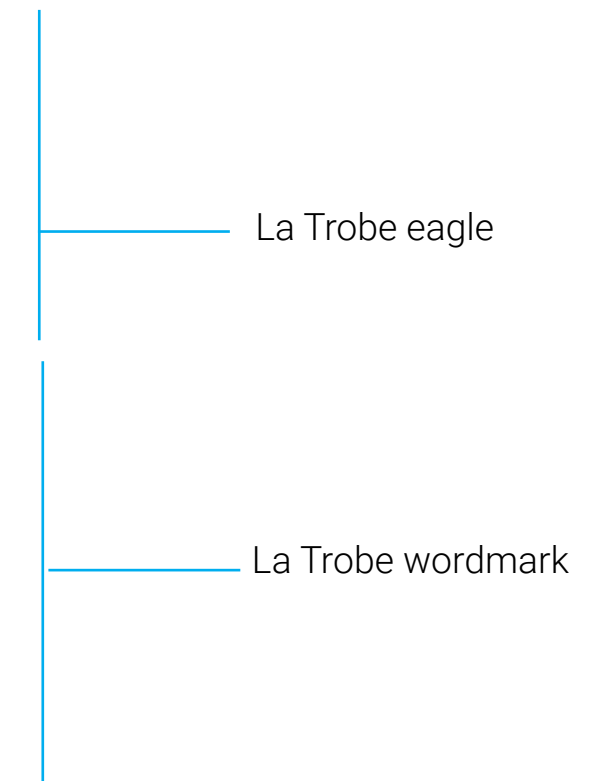
International vertical brandmark

International horizontal brandmark

Doing it correctly

Vertical brandmark
full colour on white

Vertical brandmark
ful colour reversed

Vertical brandmark
one colour reversed

Vertical brandmark
one colour red

Vertical brandmark
one colour black

Our logo

Clear Space and Minimum Size

Clear Space

Our logo has style – don't cramp it. Just like people feel uncomfortable when someone invades their personal space, leave a clear space around the logo and let it breathe. Try to keep distracting graphic elements from encroaching on this area.

Minimum Size (for print and digital)

Size matters. At least where our logo is concerned. For the sake of quality and legibility, it should never appear smaller than these sizes:

• Vertical logo 30mm / 113px

• Horizontal logo 40mm / 130px

Clear space
vertical brandmark

Clear space
horizontal brandmark

30mm / 113px

Minimum size
vertical brandmark

40mm / 130px

Minimum size
horizontal brandmark

Our logo

Incorrect Logo Use

Our logo has integrity. It likes to be seen. Whether you're
applying the logo to print materials, posters or banners,
avoid putting it anywhere awkward or hidden.

The examples opposite show some of the most common
misuses of our logo.

Doing it incorrectly

Do not anchor the brandmark to the
page edge if the holding device is not
visible e.g. on white backgrounds.

Do not compress, extend, distort
or rotate the brandmark.

Do not change the scale of the
icon and the wordmark.

Do not rotate the brandmark.

Do not alter any of the
elements of the brandmark.

Do not alter the colours
of the brandmark.

Do not add a drop shadow or any
other elements to the brandmark.

Do not place the brandmark
within text or introduce other
elements within this clear space.

Do not place the brandmark
on a background that doesn't
provide significant contrast.

Do not place the brandmark on
a busy, high contrast background.

La Trobe University
Brand Guidelines

Design and Brand

Our logo

International versions

Vertical logo

Horizontal logo

Colourways and backgrounds

Clear space and minimum size

Incorrect logo use

Placement

Colours

Typography

La Trobe University
Brand Guidelines v1_2019

Our logo

Placement - Print

Our preferred logo placement is either the top left or bottom right (location 1). Option 2 and 3 may be used when there are layout limitations. For example, if the layout is centered or the logo happens to cover a face or a critical visual element.

For further information, please contact at:
LTICOMM@latrobe.edu.au.

① ② ③

② ①
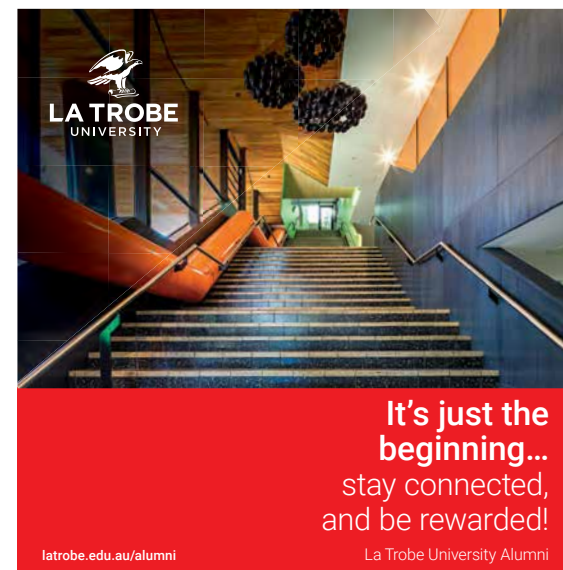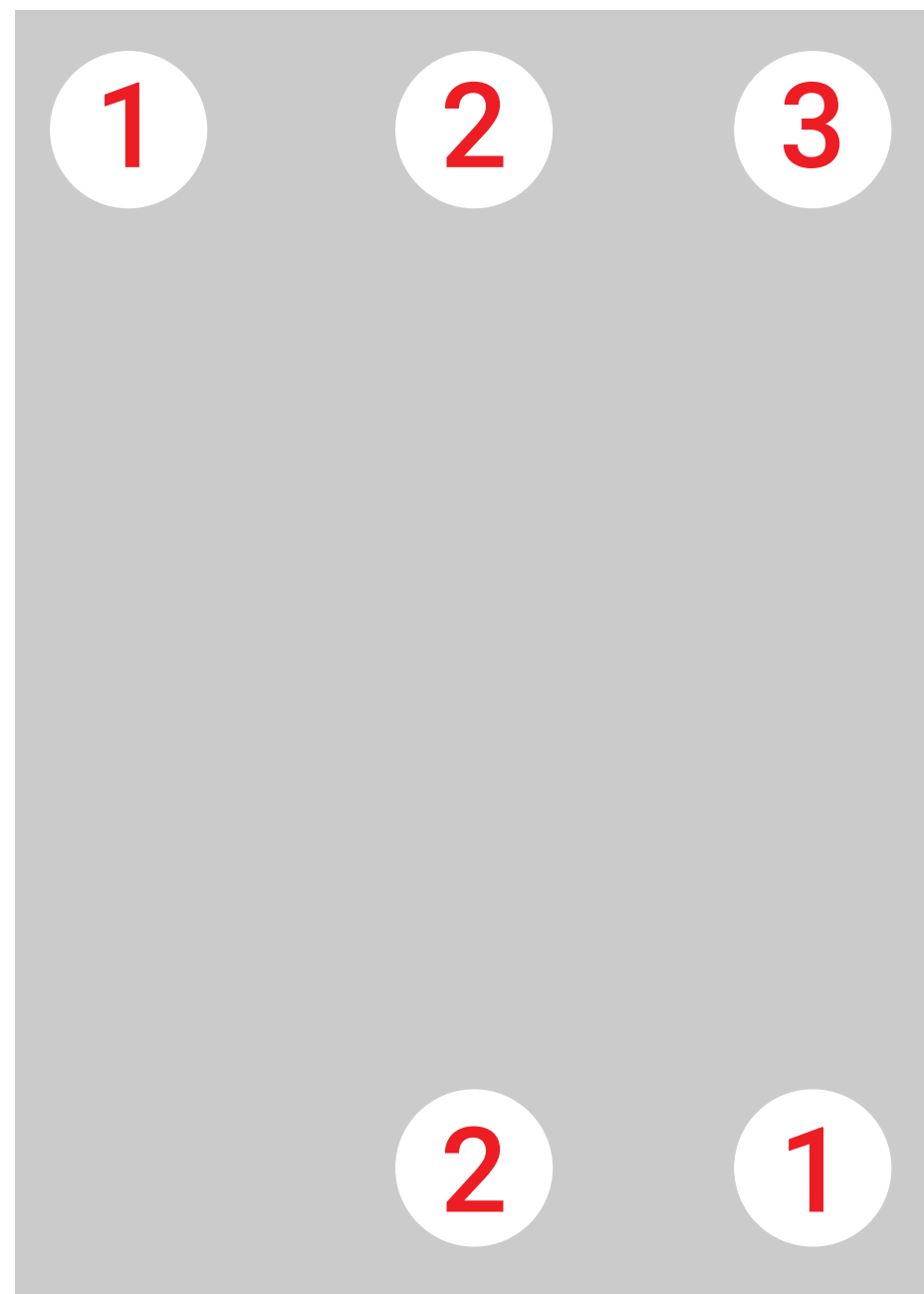
Colours

La Trobe Red

Paint the town red. Just as long as it's La Trobe red. Remember how we discussed how consistency is critical in building trust? Well Red is our corporate colour. It must be used consistently to promote brand recognition. Always use at 100%. It's not a guitar solo – don't improvise.

We also have to ensure that we meet all our technical requirements. This means that we use the appropriate colour mode to match the appropriate channel.

Pantone 485

C 0 **M** 100 **Y** 100 **K** 0

R 226 **G** 35 **B** 51

#E2231B

Primary Brand Colours

Black, grey and white comprise our other primary brand colours. Again, brand recognition is key. This doesn't mean they're the only colours you should apply. Instead, try to use them in harmony with other colours.

Black	Pantone Cool Gray 11	Pantone Cool Gray 9	Pantone Cool Gray 7	White
C 0 **M** 0 **Y** 0 **K** 100	**C** 44 **M** 34 **Y** 22 **K** 77	**C** 30 **M** 22 **Y** 17 **K** 57	C 20 M 14 Y 12 K 40	**C** 0 **M** 0 **Y** 0 **K** 0
R 0 **G** 0 **B** 0	**R** 83 **G** 86 **B** 90	**R** 117 **G** 120 **B** 123	R 151 G 153 B 153	**R** 255 **G** 255 **B** 255
#000000	**#53565A**	**#75787B**	**#97999B**	**#FFFFFF**

Primary typefaces

Do you have a type? We do. Three in fact. They reflect our confidence and integrity. In other words, the essence of our brand.

Roboto

Meet Roboto. It's a clean, friendly and approachable sans-serif font, but not always a casual one. Roboto means business when it needs to.

It can be applied in thin, light, regular, medium, bold and black weights. Even at its lightest or heaviest, Roboto remains readable. Your eyes won't easily tire of it, even when used as body copy. But will Roboto grow tired of your eyes? No. Roboto loves it. What an attention seeker.

It may look like a million bucks, but Roboto is free of cost and accessible across all digital and print platforms. So whether it's print or web… Roboto is your font.

Roboto Slab

What makes Roboto Slab different from Roboto? It can stand on its own two feet. Sometimes more than two feet. The point is – it has feet (the little curved bits on the end of the letters). It's a serif font, unlike Roboto.

Think of it as Roboto's debonair sibling. We use it to represent the human voice. For example, testimonials or quotes in pull out boxes.

Use it to spice up your fontlife and catch the eye when necessary.

Knockout

Beware. Knockout provokes attention. It may be a tall and thin, but it's also tough. It looms large when it needs to.

It has nine widths and four different weights, but you won't apply it casually. Knockout isn't for the faint of heart. It will flex its muscles and draw attention to your words. Use it strictly for placards and headlines. Knockout 30 Junior Welterweight should be used sparingly for smaller subheadings and break-out text. Knockout 50 Welterweight for headlines and large-scale text.

Roboto
thin, light, regular, **medium, bold, black**

Roboto Slab
thin, light, regular, **bold**

KNOCKOUT
30 JUNIOR WELTERWEIGHT, **50 WELTERWEIGHT**

Tips
- remove ligatures
- in print, body copy should be 100% black
- knockout is only used in packards
- the minimum type size to be used is Roboto light at 8pt
- use Roboto regular type when reversing type on a colour or image