

LA TROBE UNIVERSITY

|

VISUAL IDENTITY GUIDELINES

BRAND IDENTITY ASSETS

This is an abridged version of the brand guidelines featuring the key brand elements and how to apply them. For the full version, or if you have any questions about the use of the visual identity, please contact the La Trobe Creative & Production team at: design@latrobe.edu.au

Primary Logo



Primary Typeface

**KNOCKOUT 50
WELTERWEIGHT**

Secondary Typeface

DM Sans
Regular
Medium
Bold
Regular Italic
Medium Italic
Bold Italic

Colour Palette

PANTONE 485
RGB: 226, 35, 27
CMYK: 0, 100, 100, 0
HEX: #e2231b

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

Graphic System

EVENT
|
DATE
|
LOCATION

Imagery & Art Direction



LOGO SUITE

There are two master versions of the La Trobe logo — primary and international. Both exist in left aligned and centred format. Use of the left aligned logo is generally preferred across most formats, where the centred may be preferred when used alone or in certain other contexts.

The international logo should only be used when dealing with international audiences.

If you need access to any of the logos below please contact the La Trobe Creative & Production Team at: design@latrobe.edu.au

Primary Logo



Left Aligned



Centre Aligned

International Logo



Left Aligned



Centre Aligned

Sub-Branded

La Trobe also has a suite of logo marques for sub-branded arms of the institution. These should be used in place of the primary marque for communications specific to these arms. All subsequent clear space and usage rules should also apply to these marques.



CLEAR SPACE & MINIMUM SIZE

Clear space equal to the height of the La Trobe logo E should always be given to avoid legibility issues or visual cramping.

Clear Space



Minimum Size



Minimum size:
40mm/113px Width



Minimum size:
25mm/71px Width

LOGO COLOUR

When using the La Trobe Logo it may be necessary to change its colour to ensure legibility and clarity. The following logo colour ways are generally acceptable, however, care should be taken to ensure accessibility when deciding whether red should be used over a given image [1].



Black and red on white



White on red



White on image



Black on red



White and red on black



White on black



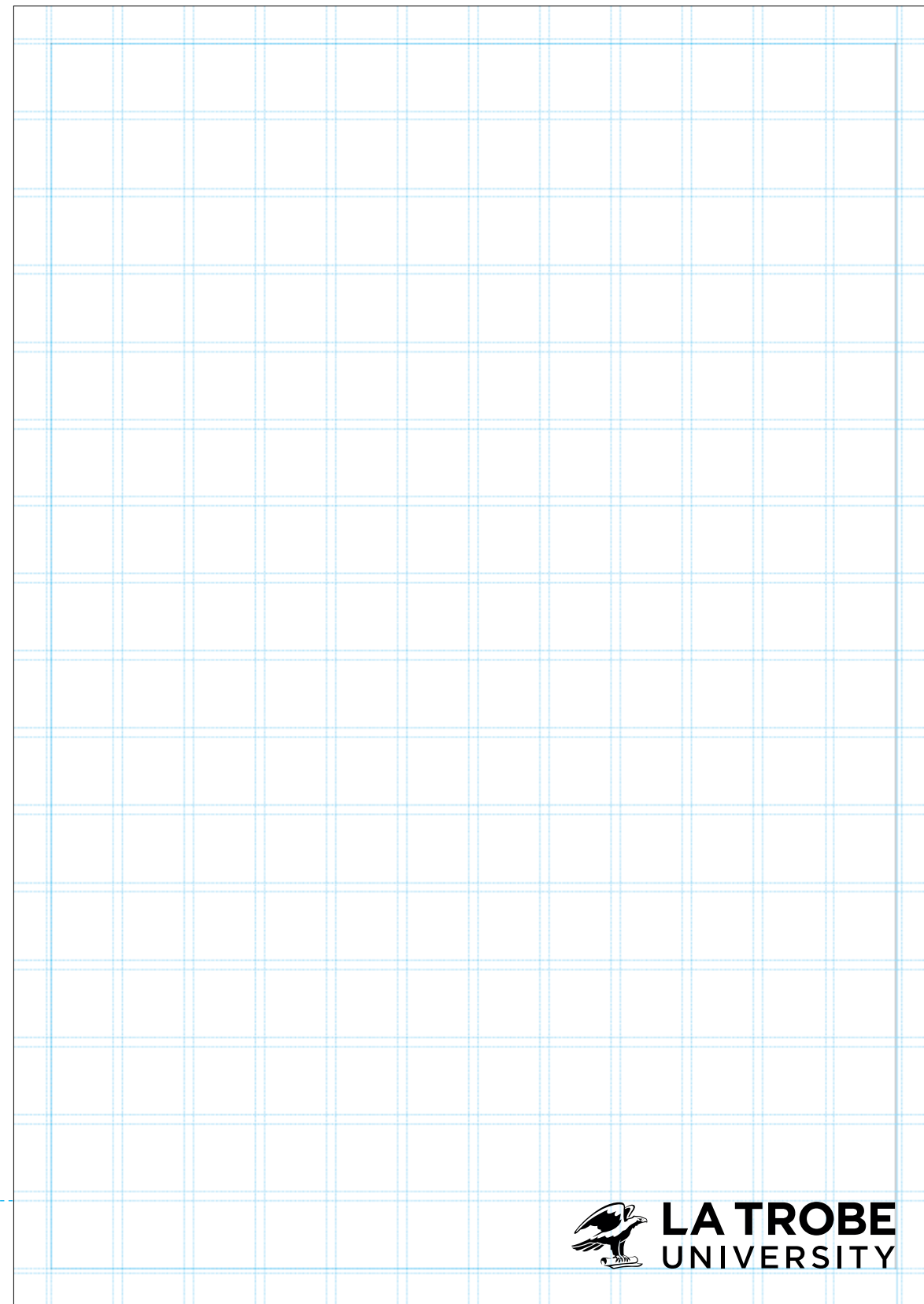
[1] White and red on image

FORMAT CONSTRUCTION

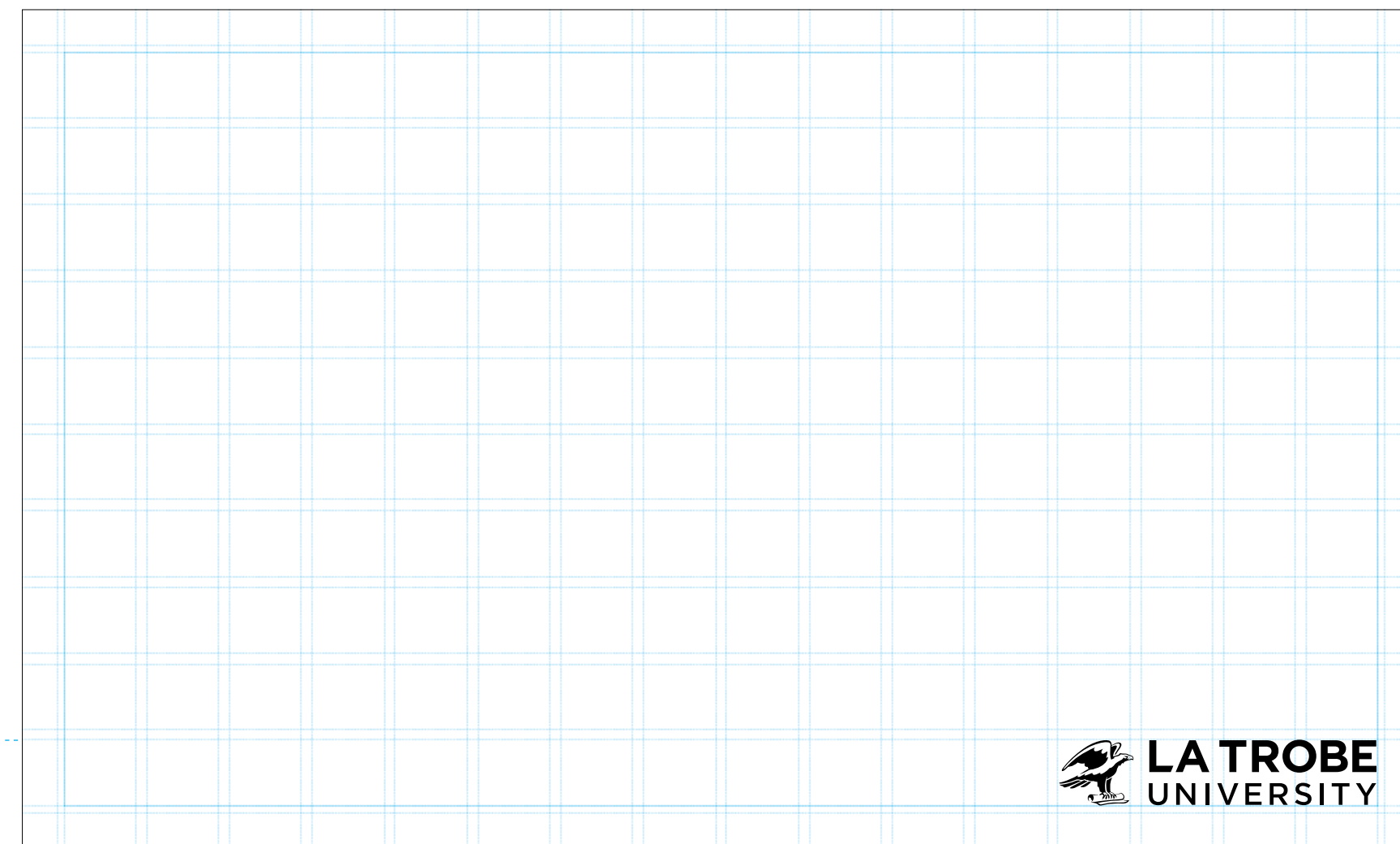
LOGO SCALE

When deciding the appropriate logo scale for a piece of communication, the format size and context should be considered. For A size formats a minimum height of 100% of the grid row height is required.

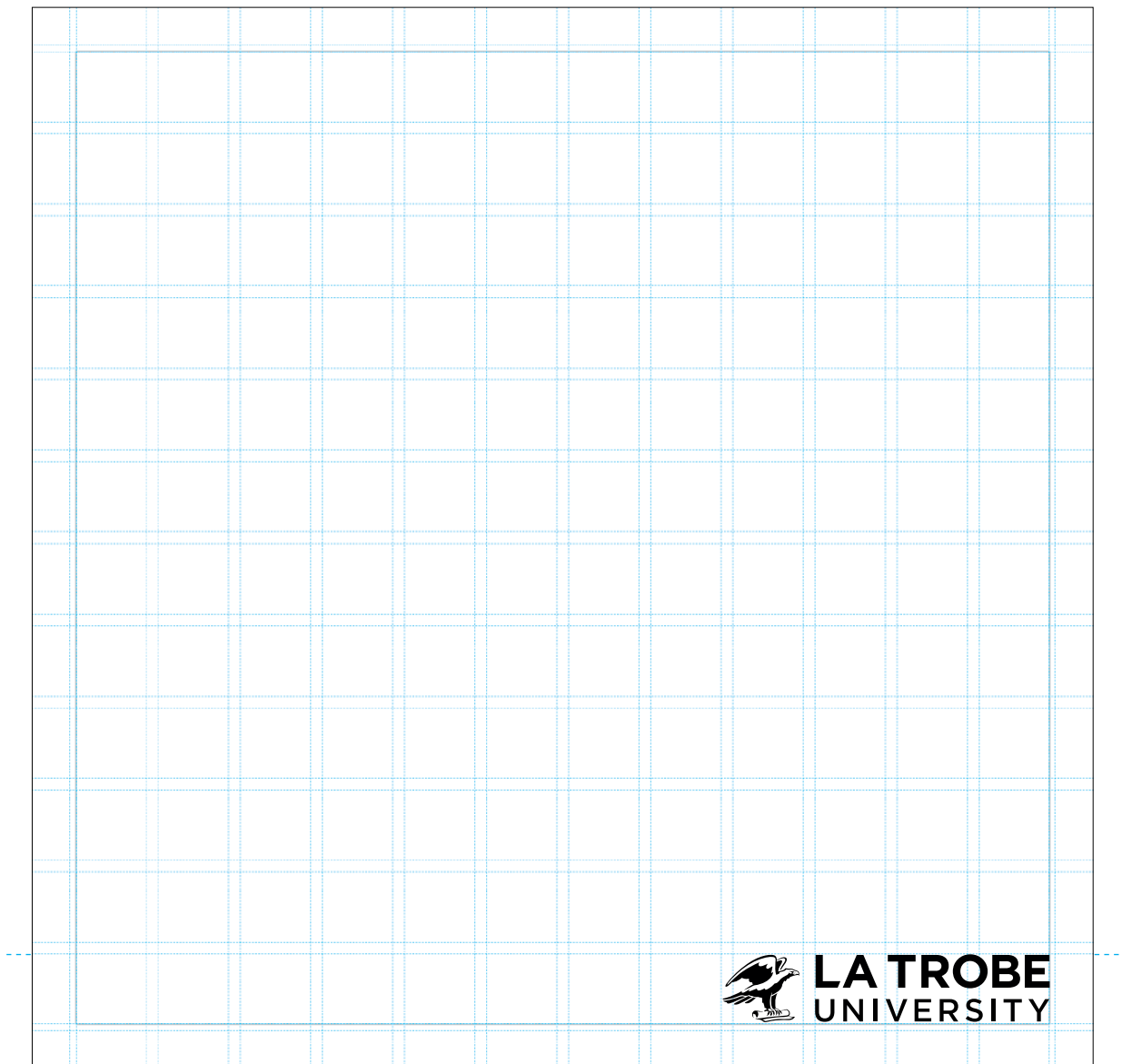
Likewise, larger formats like billboards or small formats like social posts may require larger logo sizes in which cases a maximum height of 100% of the grid row height is recommended for horizontal logos. Requests for variations on this should be directed to the Creative and Production Team at: design@latrobe.edu.au



A5, A4, A3, A2, A1



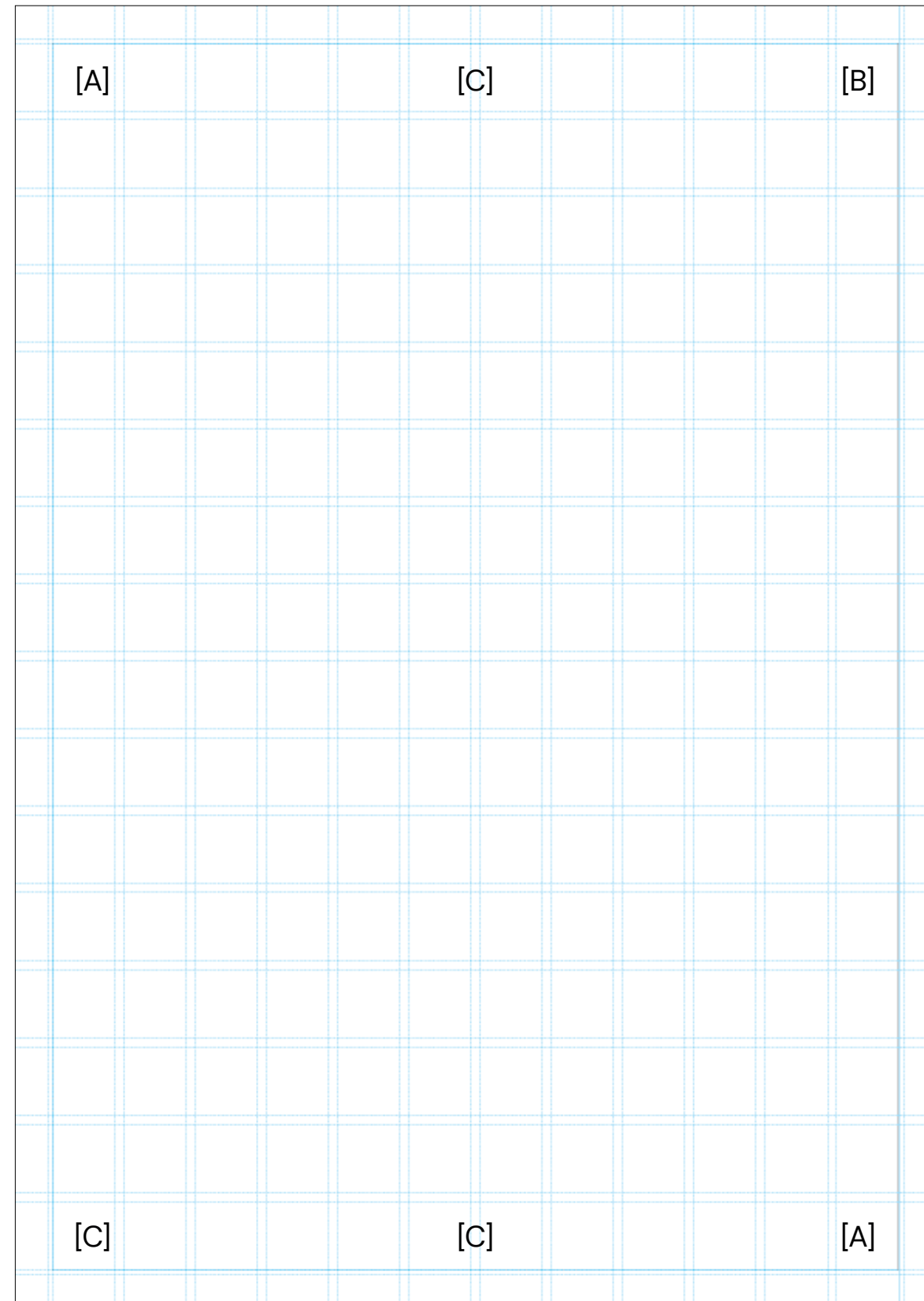
Horizontal Billboard; 1000 X 600px



Social Media Post; 1080 x 1080px

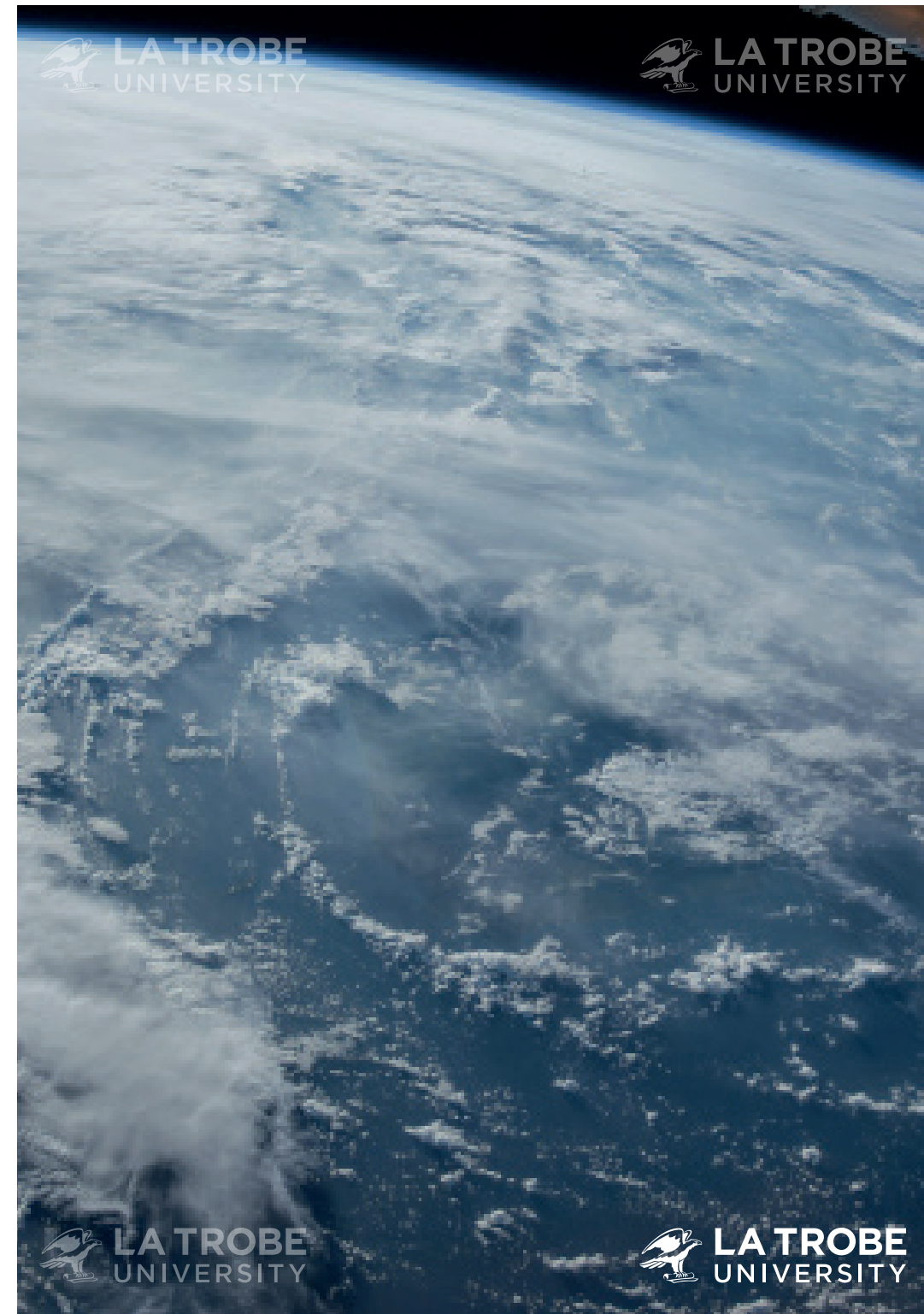
Min
Grid
Row
Height

FORMAT CONSTRUCTION

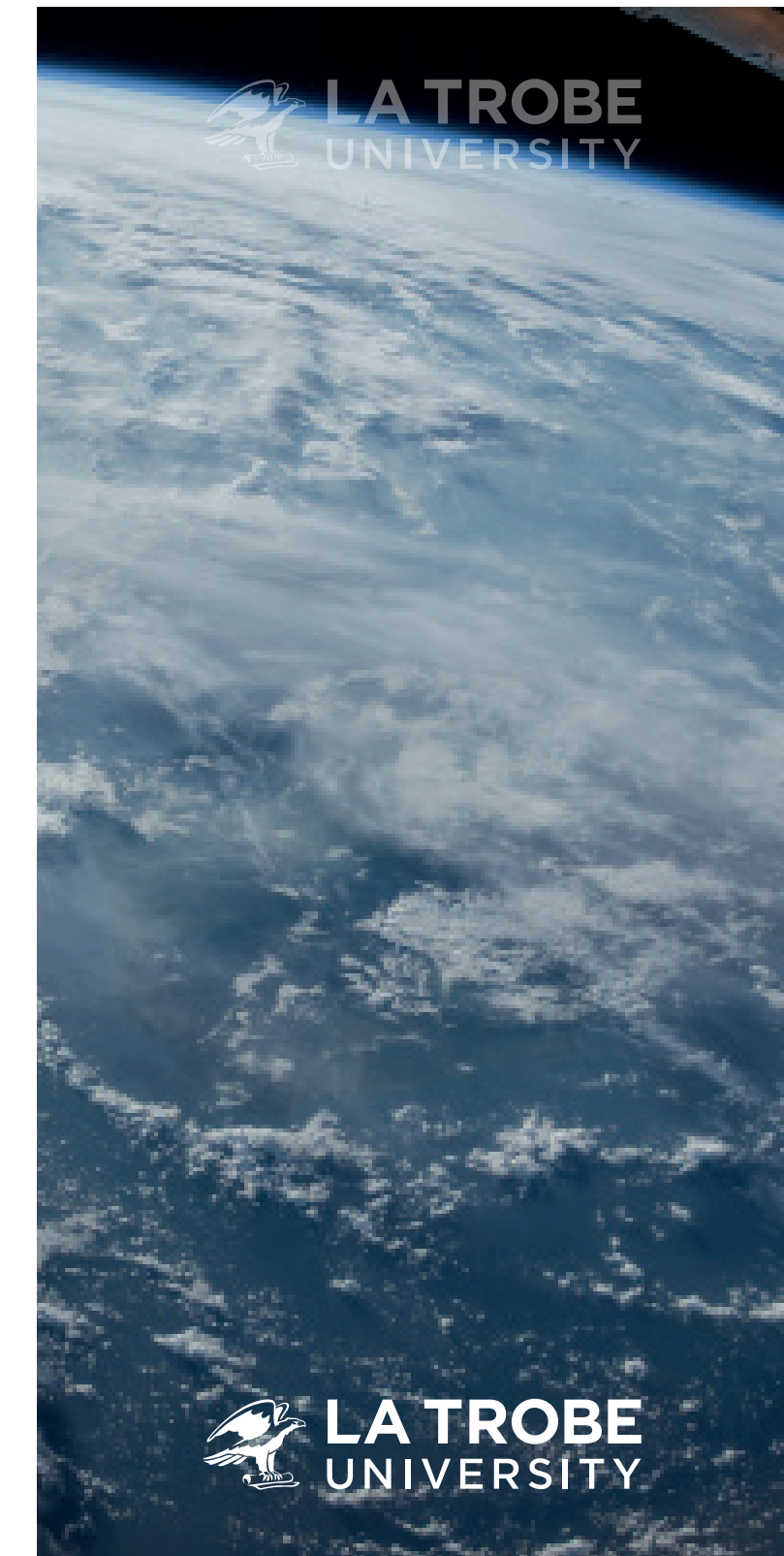


LOGO PLACEMENT

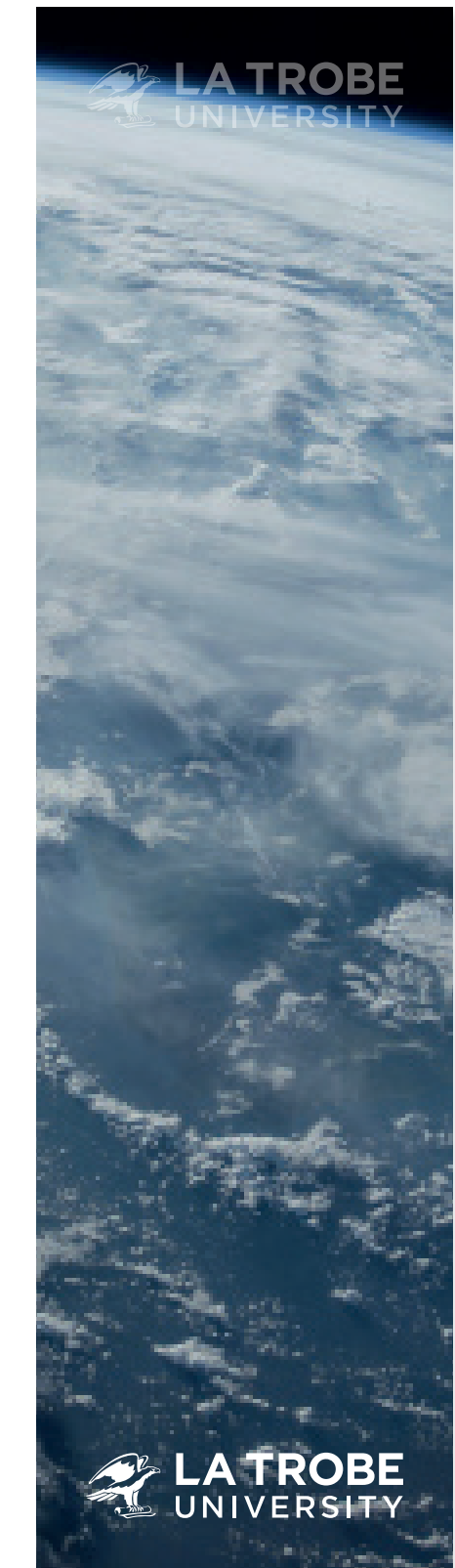
Logo placement is generally preferred in position [A], aligned to the left or right of the baseline of a given format. In certain cases, dependant on format and content, positions [B] and [C] may be preferable. Below are some examples of formats where other positions may be needed with general preference given to baseline positioning.



A5, A4, A3, A2, A1



300 x 600px



160 x 600px

CO-BRANDED & INTERNAL LOGOS

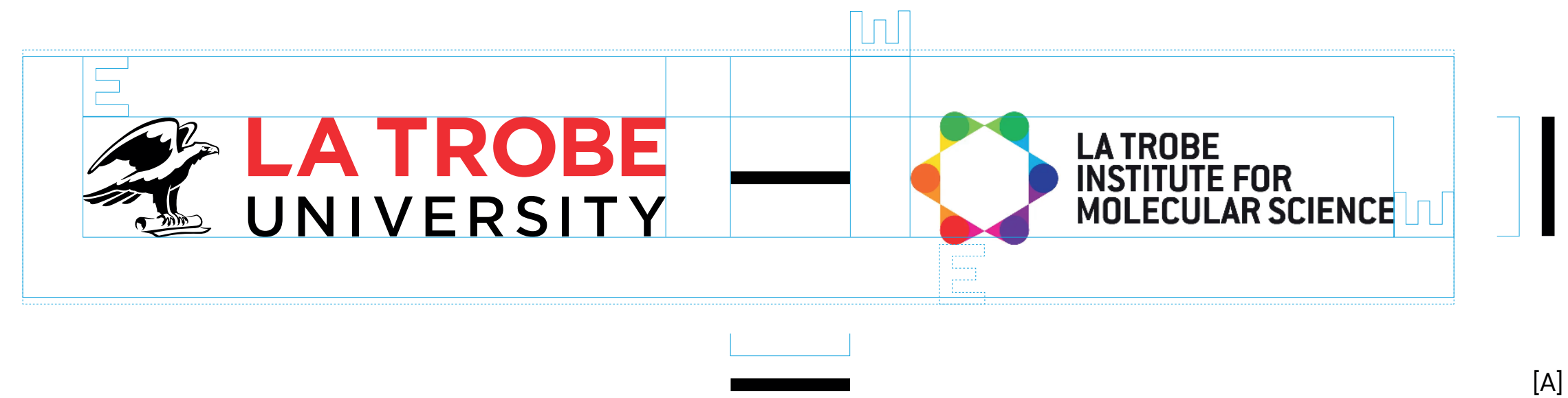
In certain cases the La Trobe logo may need to be paired along side other logos. When doing so the following rules should be applied.

For internal departments a horizontal link device should connect logos.

For external co-branded relationships a vertical link device should separate logos.

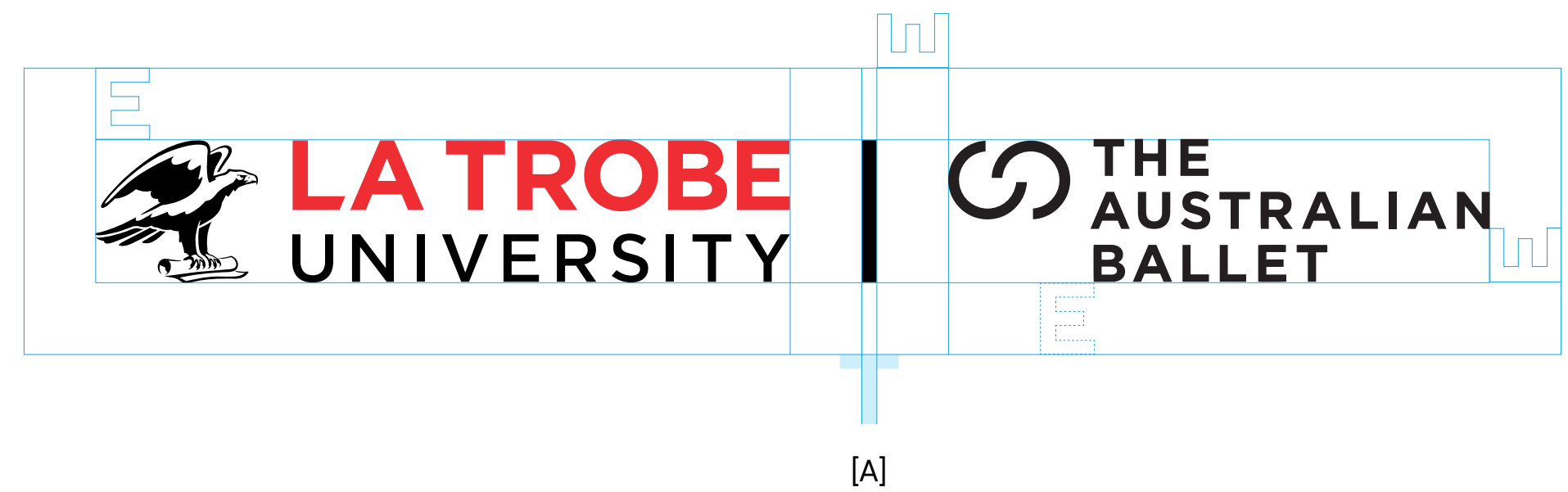
[A] In this scenario the link width should be determined by the La Trobe logo T stem width and length of the link should be equal to the logo height.

Internal departments



[A]

Co-branded



[A]

Primary Typeface

**KNOCKOUT 50
WELTERWEIGHT
KERNING: OPTICAL
TRACKING: 0**

Knockout 50 Welterweight is a bold woodcut display font ideal for punchy graphic headlines.

Secondary Typeface

**DM Sans
Kerning: Optical
Tracking: 5**

DM Sans is a contemporary humanist typeface with classic forms and accessible curves, it provides a counter balance to the force of Knockout.

TYPOGRAPHIC HIERARCHY

This page outlines the recommended use of Knockout and DM Sans in relation to the hierarchy of information for optimum legibility and clarity. Knockout should be used for headlines (Ideally in shorter text blocks, 8 words or less) and DM Sans for supporting and subsequent copy.

Knockout Primary

Headlines (Up to 6 – 8 words per block)

**HEADLINE TEXT
KNOCKOUT 50
WELTERWEIGHT**

Dm Sans Secondary

Supporting Copy

DM Sans Regular, Medium, Bold

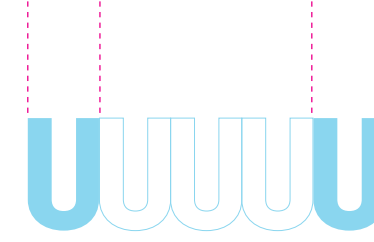
Body Copy

DM Sans Regular soluptatur sequi sam quas
illoratquid es expe aut facepud itatibearum
quam excea nos id que sequi aut etur? Qui
dent lab inctior erferep erepratem re comnastia
nissunt et dis reicien dandandis audam, qui
int volendem se dit, id quid et as voluptaturis
a dolupta eosae perum faccatatibus
dolutemquam experci llorere runtus am, que
nus dis et est as et ut venduciistia voluptias
ulluptionum voloreris venisit militas

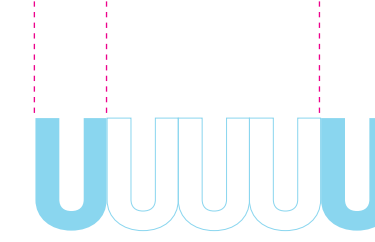
HEADLINE SYSTEM CONSTRUCTION

The graphic link system is designed to be highly flexible and fit content to different format types, however there are some considerations to keep in mind. Link graphics should never be used in lengths shorter than 3 U's in width and ideally should be longer. Similarly, link lines should ideally not be longer than 12 U's in width (some exceptions for specific formats may apply).

ACTION — OVER — TIME

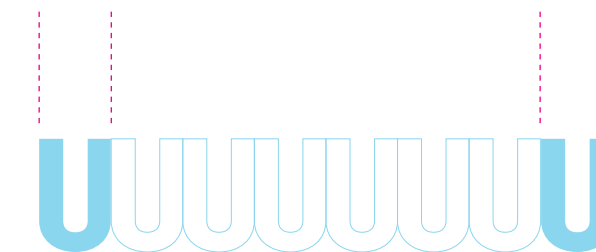
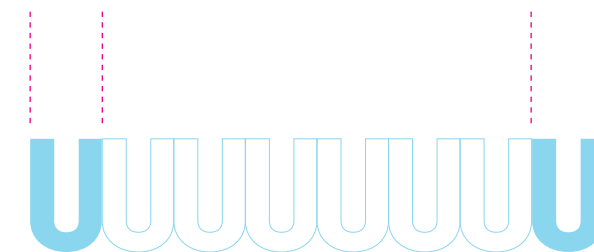


Min. 3 x U



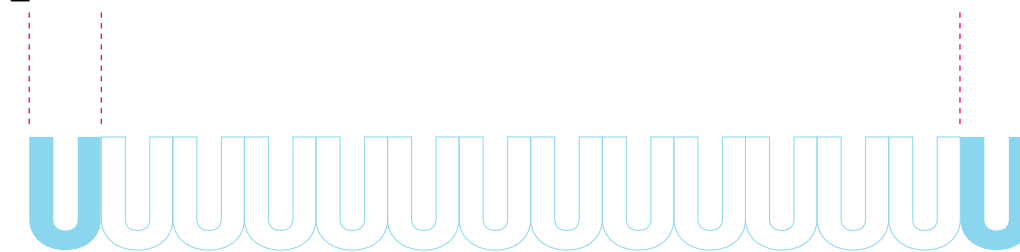
Min. 3 x U

ACTION ——— OVER ——— TIME

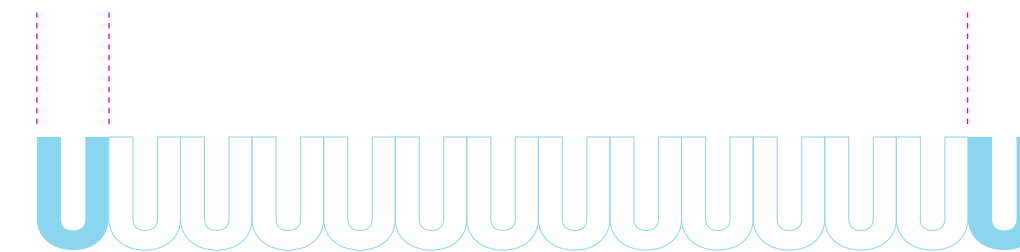


Links should connect to the centre line of a word block in the appropriate orientation

ACTION ————— OVER ————— TIME



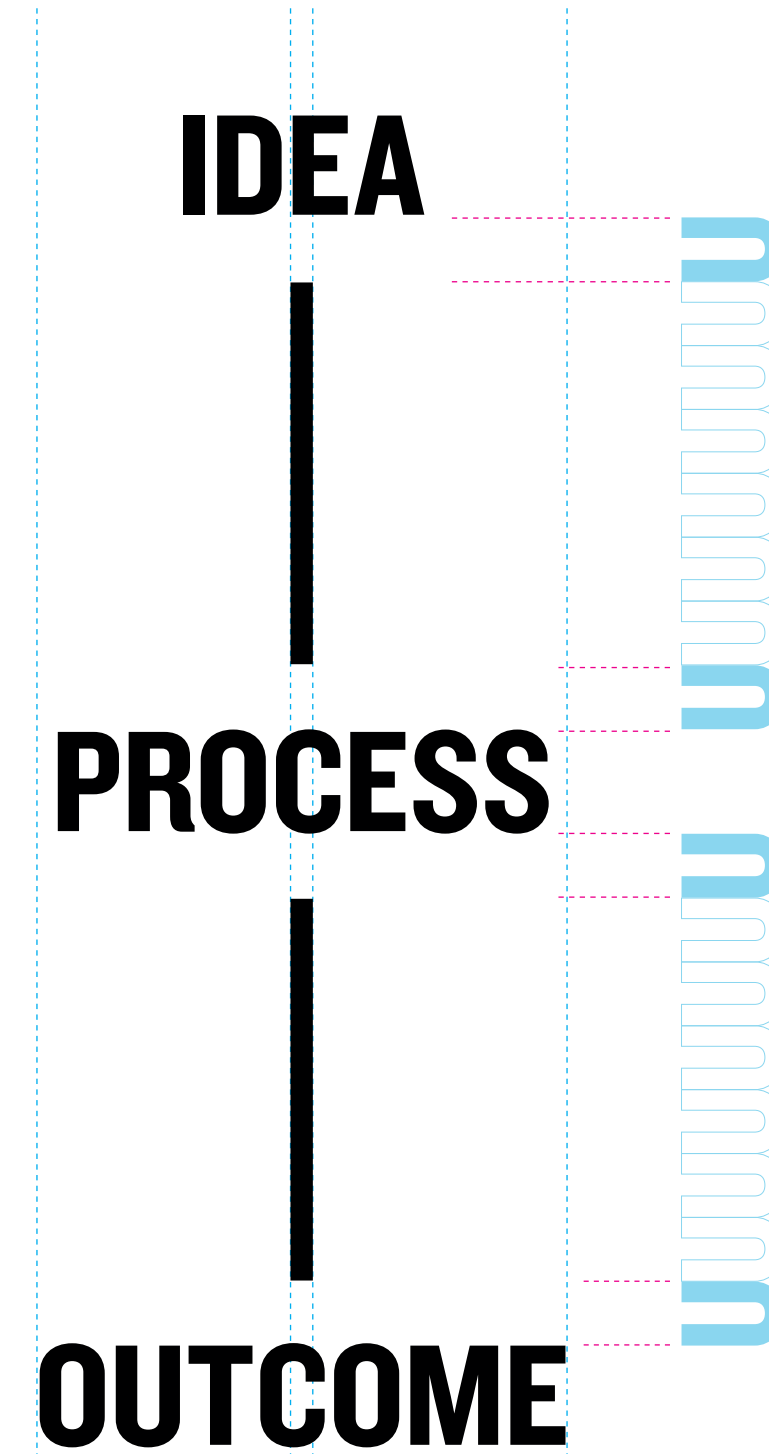
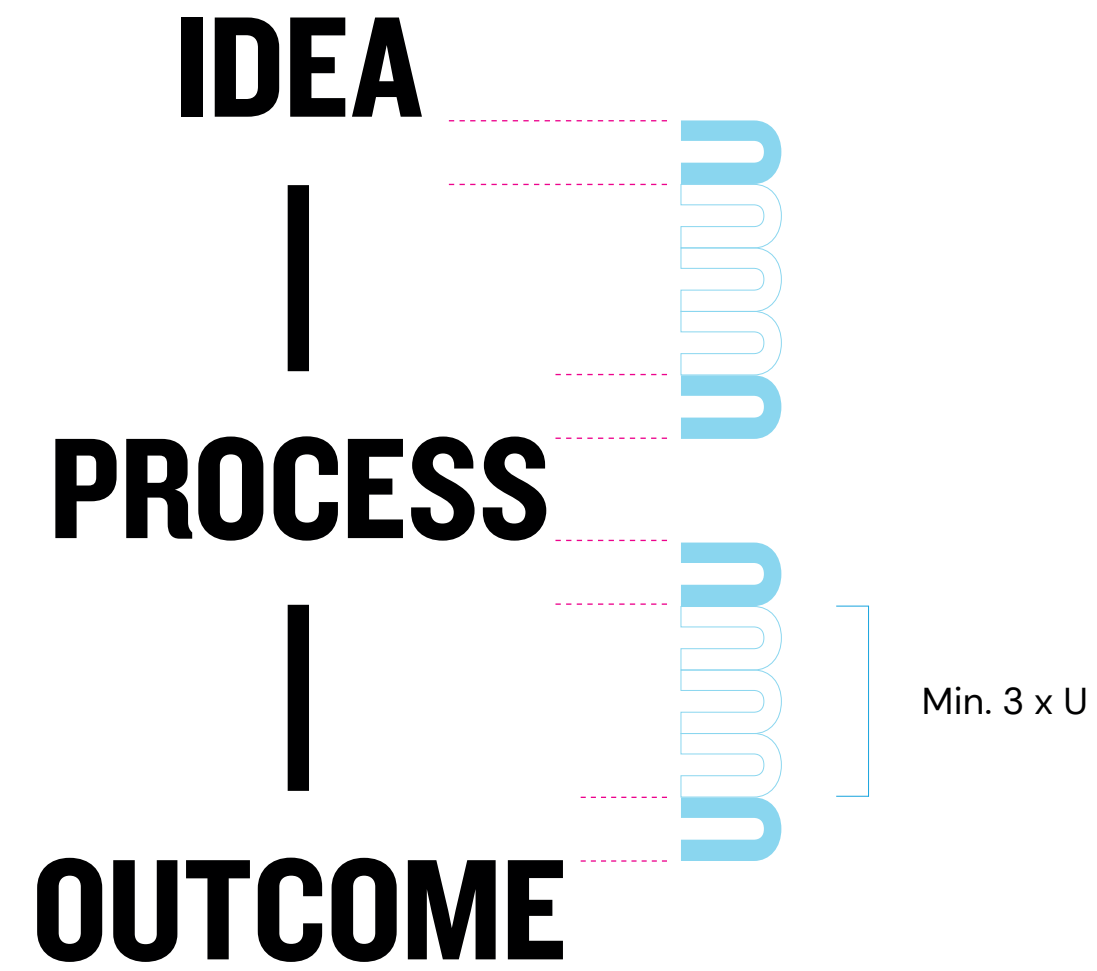
Max. 12 x U



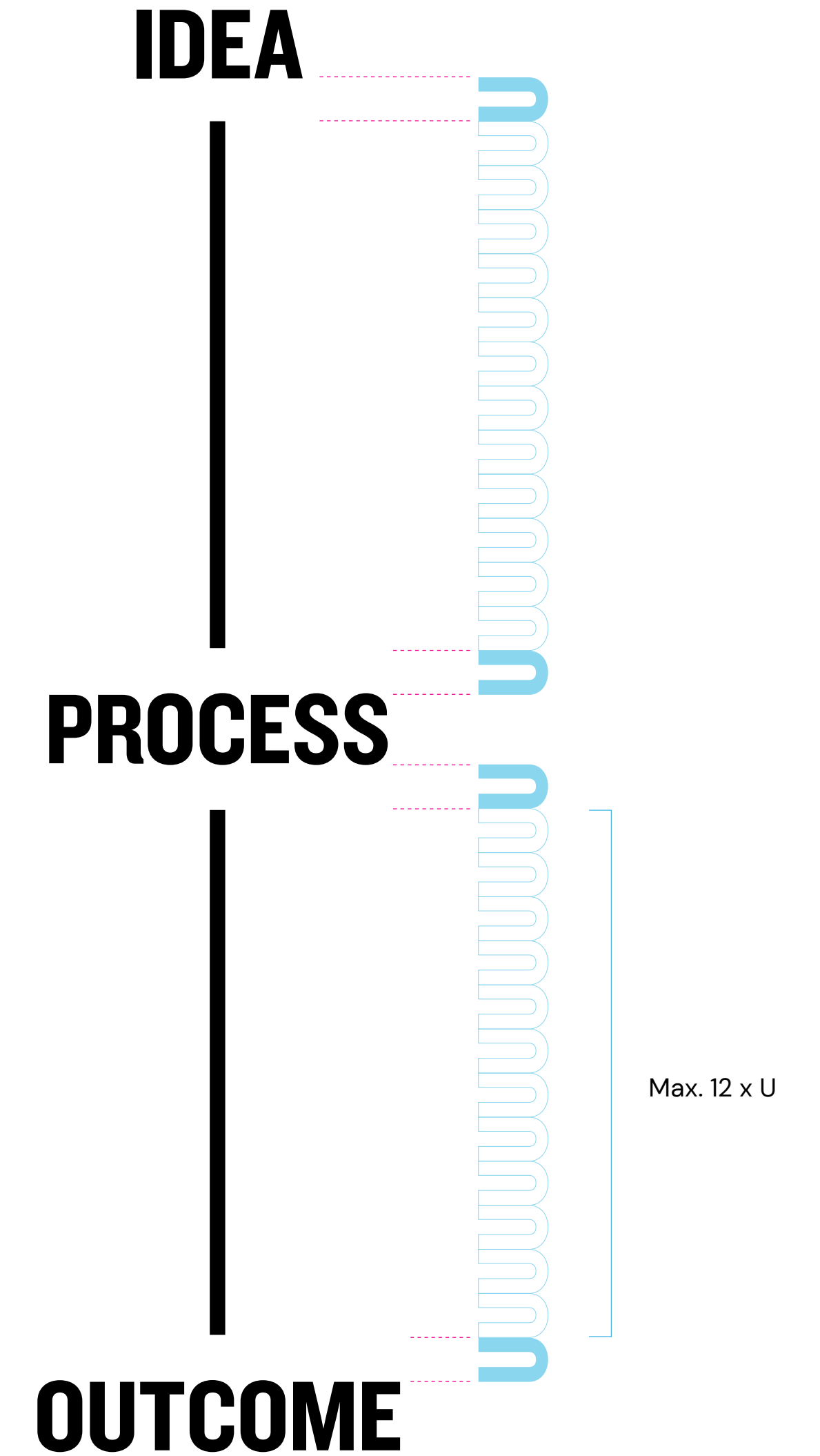
Max. 12 x U

HEADLINE SYSTEM CONSTRUCTION

The graphic link system is designed to be highly flexible and fit content to different format types, however there are some considerations to keep in mind. Link graphics should never be used in lengths shorter than 3 U's in width and ideally should be longer. Similarly, link lines should ideally not be longer than 12 U's in width (some exceptions for specific formats may apply).



Links should connect to the centre line of a word block in the appropriate orientation



FORMAT CONSTRUCTION

MESSAGING: LENGTH

When using the visual identity system, hero/headline copy should generally not exceed 8 words in length per block. In cases where blocks exceed 8 words, avoid using text with graphic links. In general, it is recommended that the headline word count is reduced by keeping language as succinct and direct as possible, and avoiding slogans or repeating information unnecessarily.

Existing copy

WIN YOUR WAY AT OPEN DAY WITH A \$10,000 VOUCHER PRIZE PACK

Register and attend La Trobe Open Day for your chance to enter the draw and win a \$10,000 prize pack*

Register Now

Suggested edit

WIN \$10,000 PRIZE PACK

Register and attend Open Day for your chance to win a \$10,000 prize pack*

Register Now

FORMAT CONSTRUCTION

MESSAGING: ALIGNMENT

Hero/headline copy should not exceed 8 words per block and preference should be given to centre-alignment with some exceptions. In special circumstances where the format requires it, headlines may be left-aligned. When using left aligned text the number of text blocks should be kept to a minimum (ideally 2).

Hero Headline Text Blocks. Preference for centered type blocks.

**IDEAL BLOCKS
ARE CENTRED**



**LESS THAN EIGHT
WORDS PER BLOCK**

In special circumstances where the format requires it, left aligned type may be used.

**WIN \$10,000
PRIZE PACK**



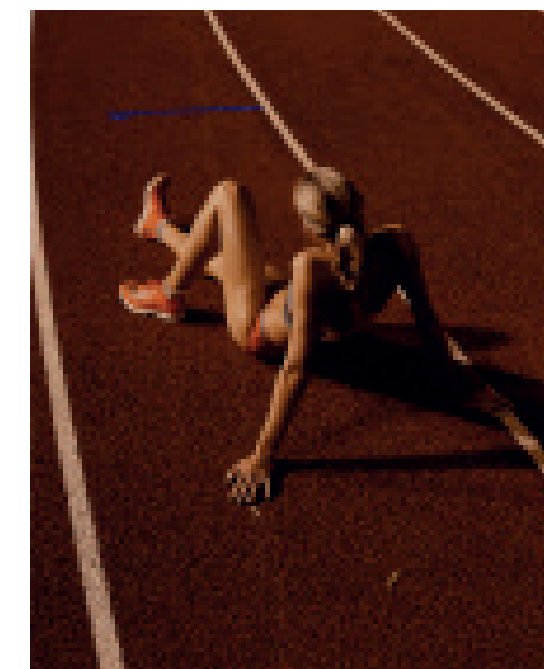
**OPEN DAY
07.08.22**

ART DIRECTION

The following examples and points outline a contemporary journalistic, editorial, style of photography which, with a variety of distinct features and the intermittent use of raw, camera mounted flash, result in an appropriate, distinct, and ownable photographic style for La Trobe.

Features include:

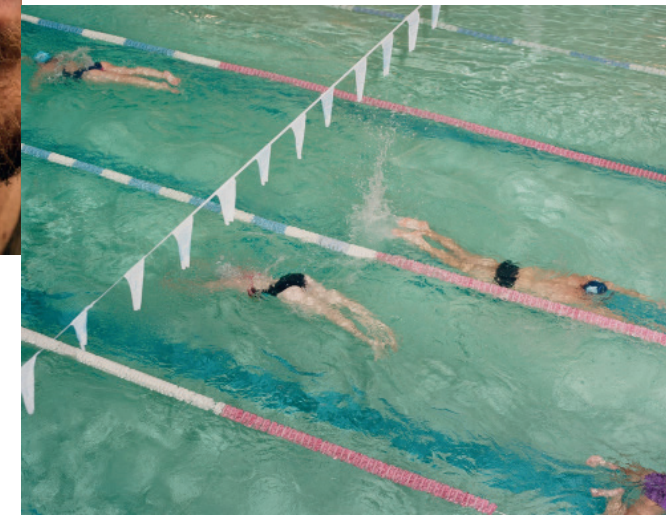
- Dynamic, impact, attention grabbing, emotive
- Interesting crops, angles, mix of scales
- Using mounted flash in some instances can have the effect of making images feel immediately natural/unstaged, add contrast, striking, and candid
- Otherwise using natural light where possible giving the images natural tones and avoiding feeling over produced/staged
- Credibility in speaking to journalistic photography, incl. Science & tech
- Ability to be both serious and playful
- Distinct in the education space



ART DIRECTION

This page outlines some techniques & considerations that can add impact, intrigue, and a sense of realism to imagery to ensure engaging communication.

- Angles
- Crops
- Scale
- Movement
- Composition or obscuration of subjects

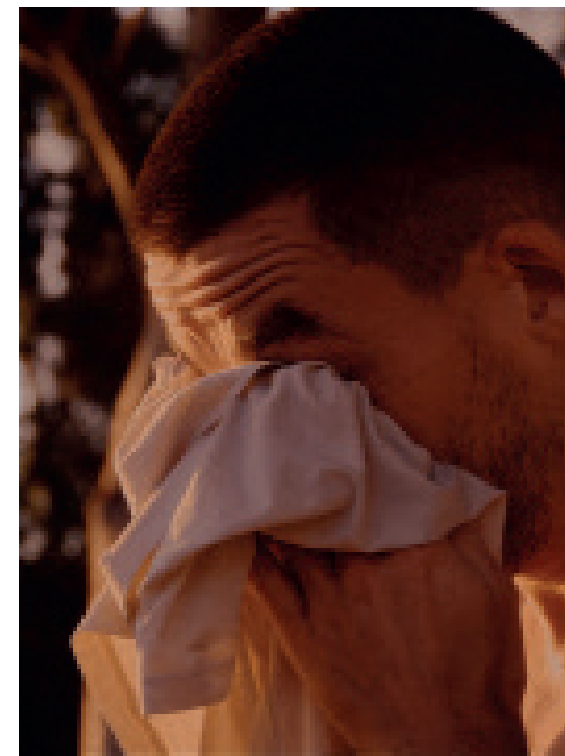


Dynamic angles & crops

Cropping or obscuring subjects

Scale: Micro to Macro

Movement in the frame



ART DIRECTION

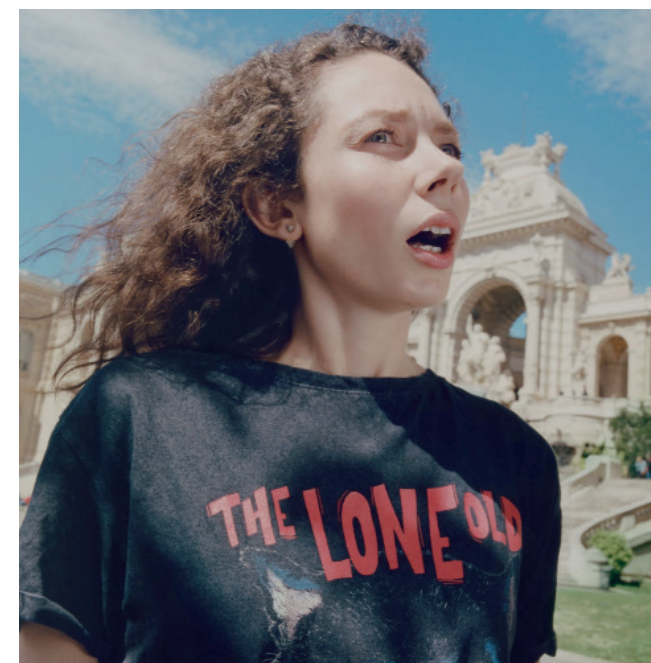
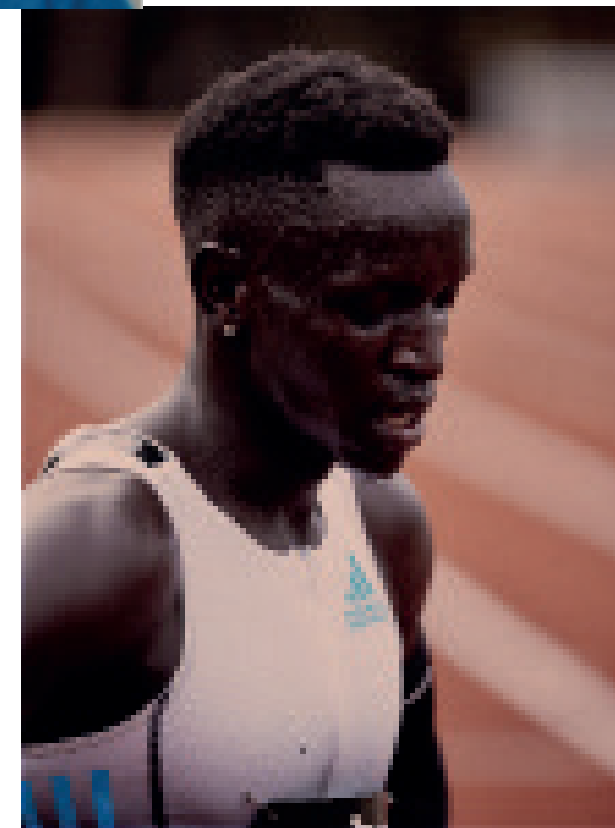
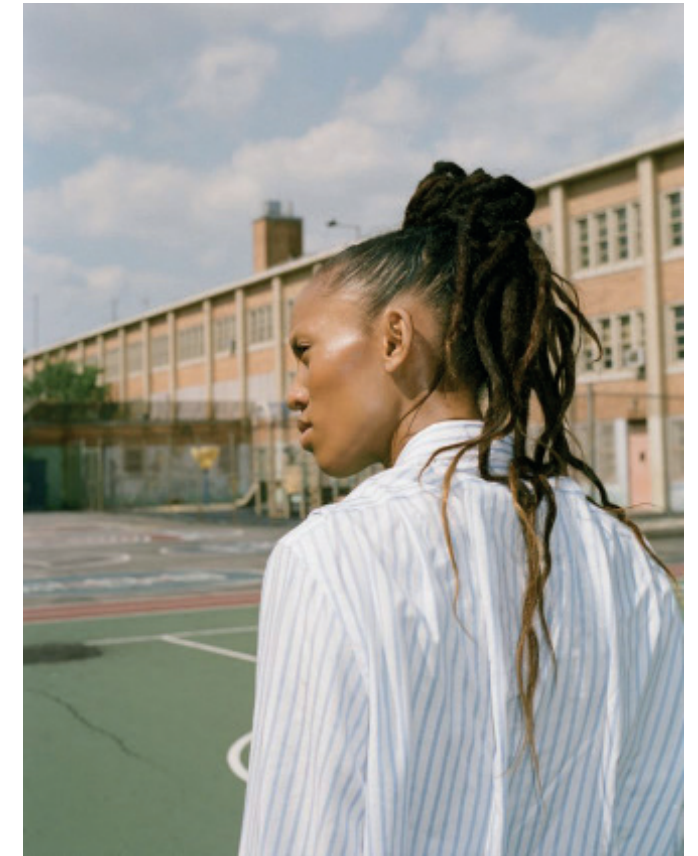


SUBJECT: PORTRAITS

Images depicting real people in an earnest and revealing manner have much greater cut-through in an industry dominated by overly staged and unrealistic photography. When shooting or selecting portraiture the following should be considered.

Images should depict:

- Real people
- Candid/natural photographic style
- Revealing/earnest/intimate
- Eye contact can be impactful while wandering eye direction can be more candid & real (mix of both recommended)
- Natural environments/real environments
- Natural light or raw single flash — not overly produced



ART DIRECTION

SUBJECT: IN SITU

Imagery shot or selected for use in La Trobe communication should try to reflect a sense of the outcome and impact of study, rather than just the study or study environments. Therefore, dynamic and candid real world environments should be depicted in relation to the message being conveyed.

Images should be:

- Real world environments
- Education in practice (lectures/teaching)
- Practical/industry application
- Candid/natural



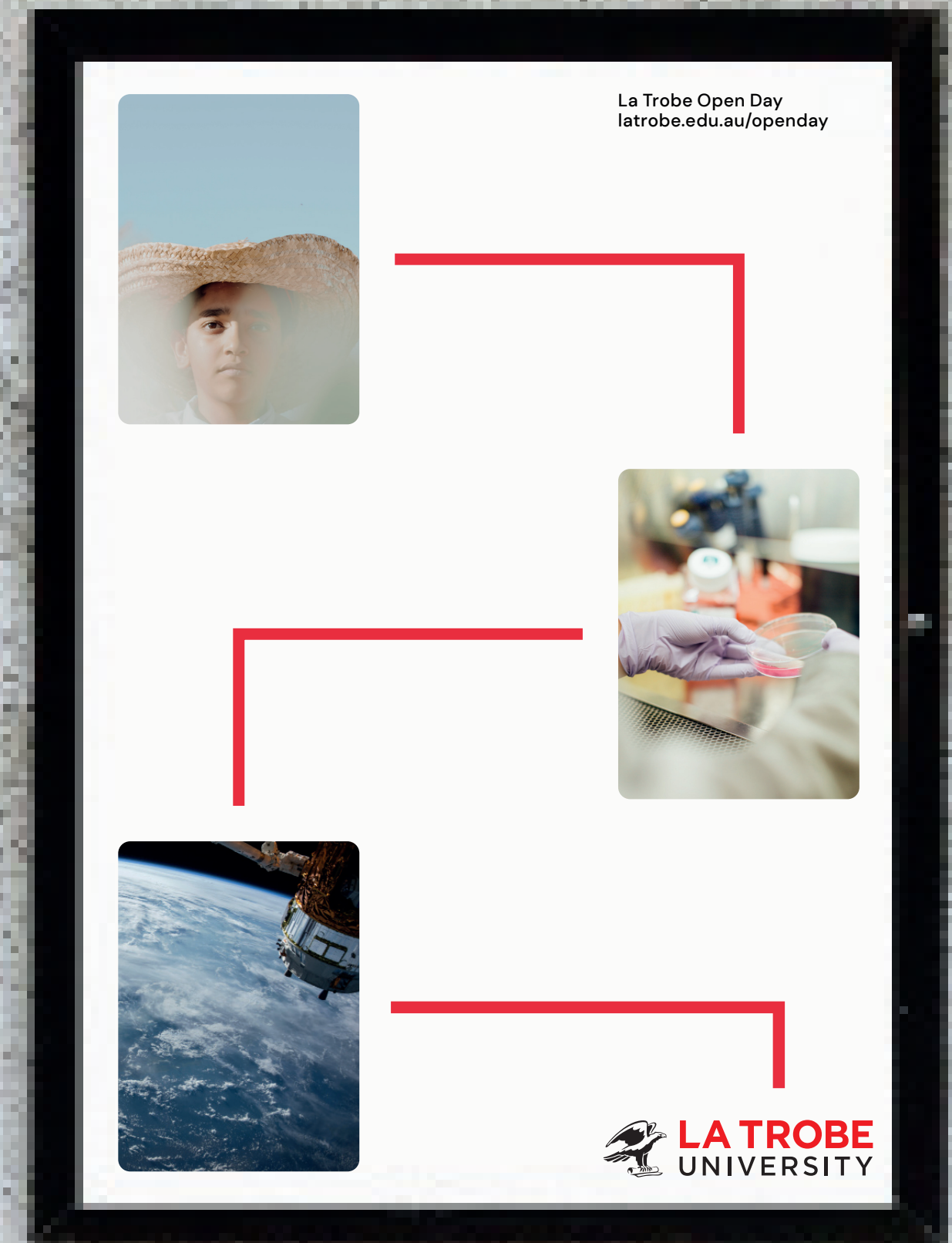
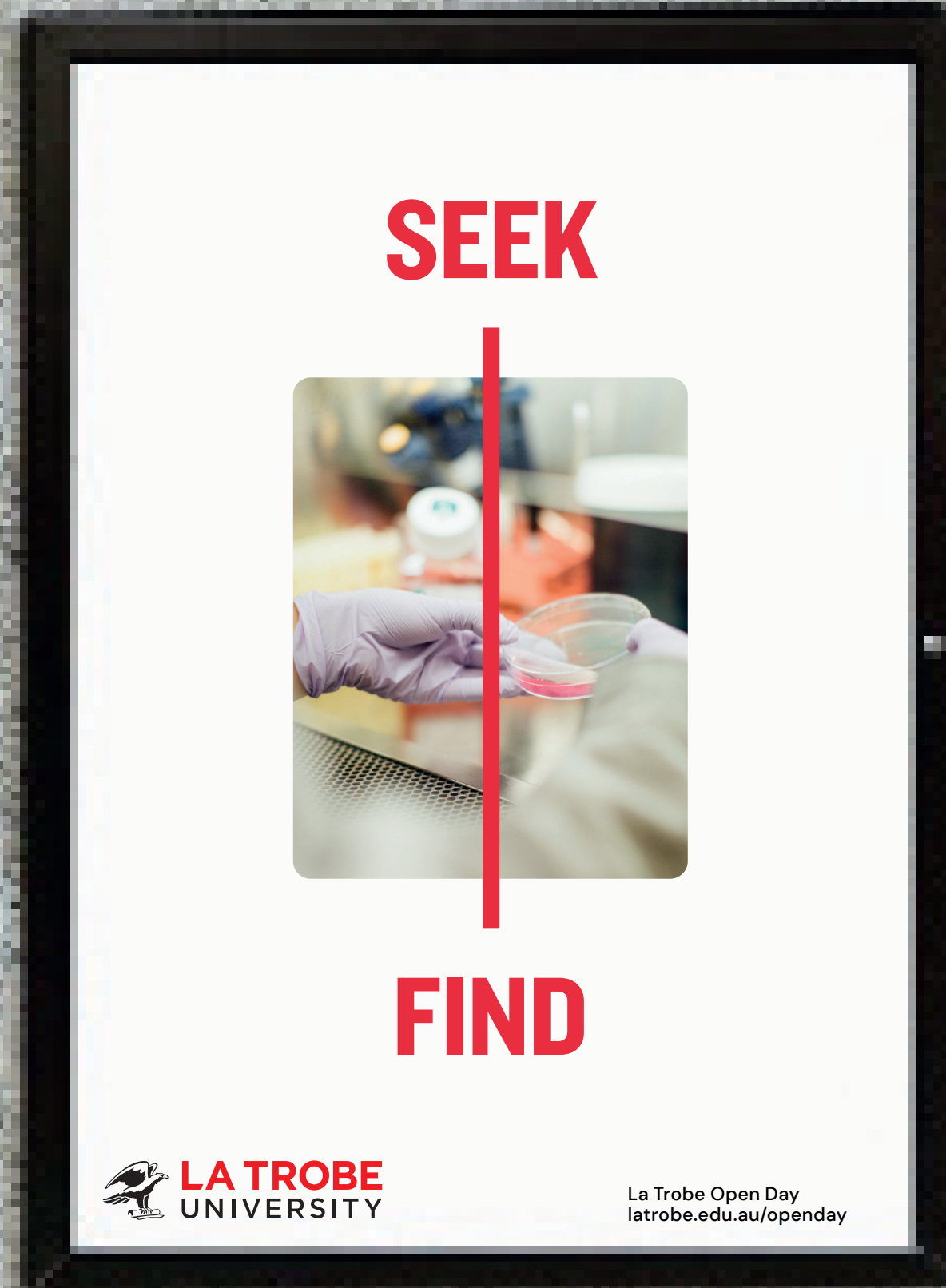
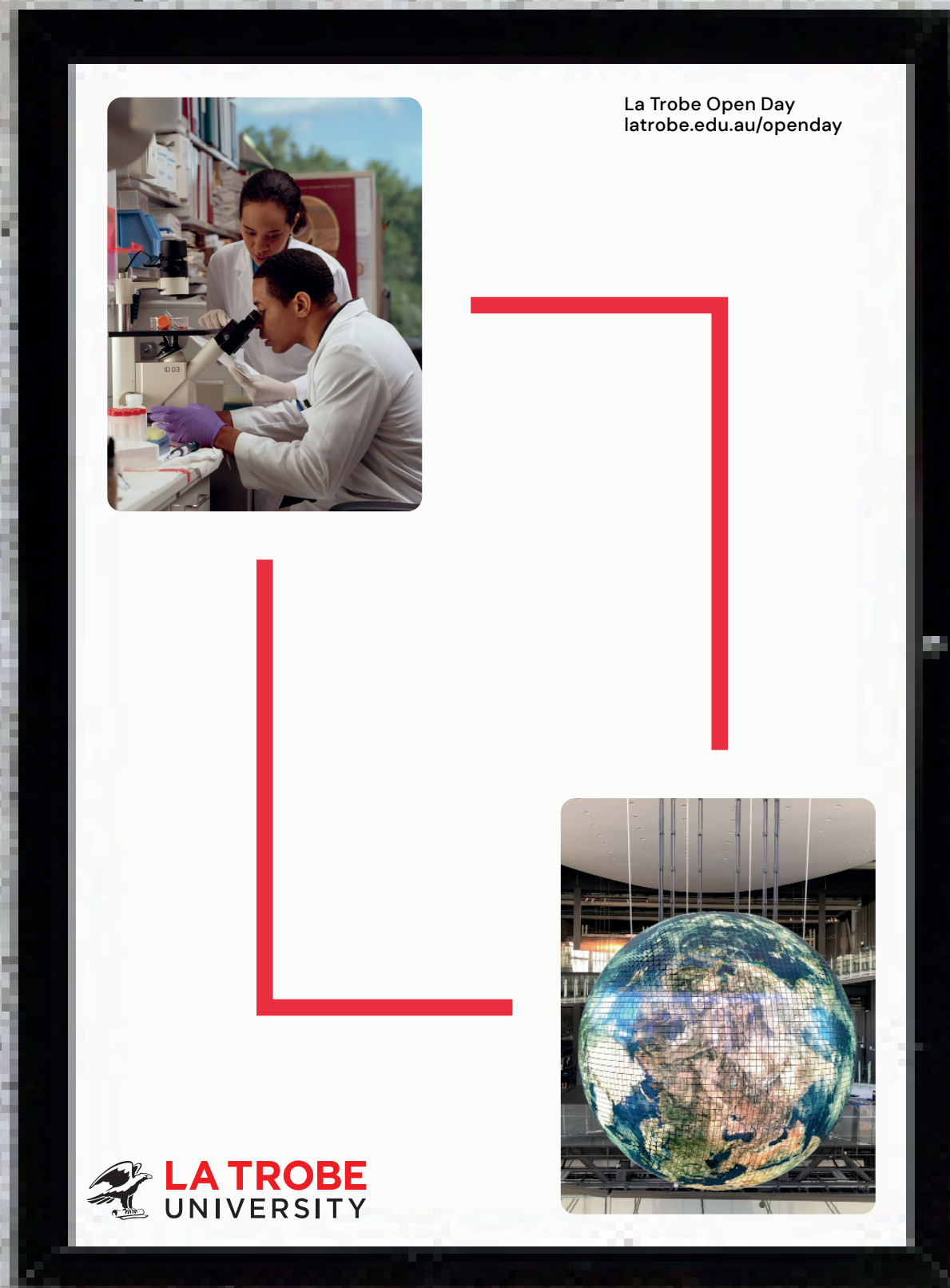
IMAGE TREATMENT

IMAGE FRAME

A rounded edge can be introduced to image styles in some instances. This would be drawn from the curvature of the Knockout hero typography, link to the forms of digital expression, and add an additional feature to broader forms of imagery in cases where further distinction may be needed. We would however continue to recommend that full bleed imagery be used wherever possible, both with and without visual identity elements, as a powerful visual communication tool.



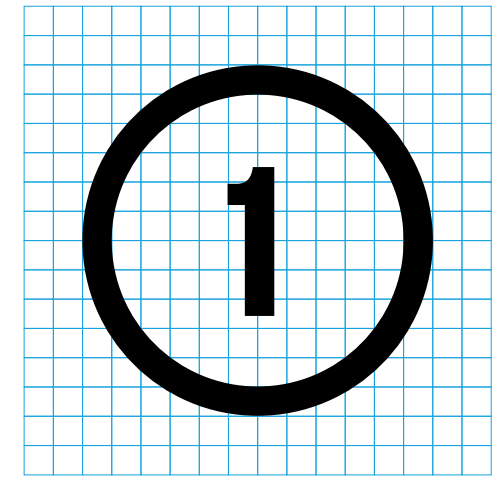
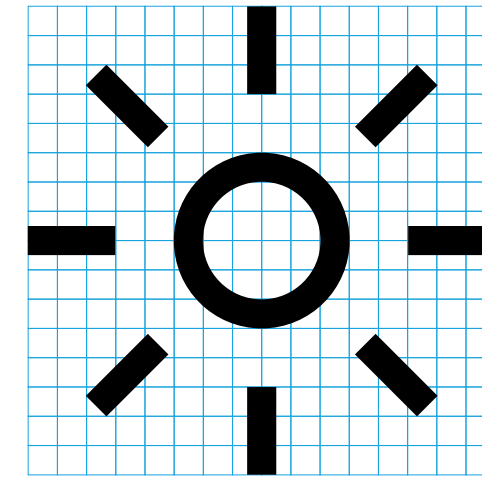
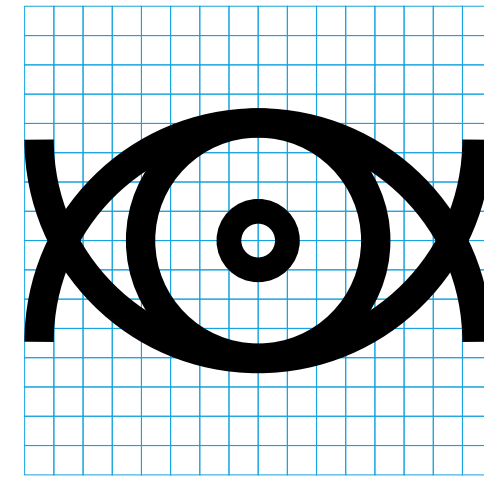
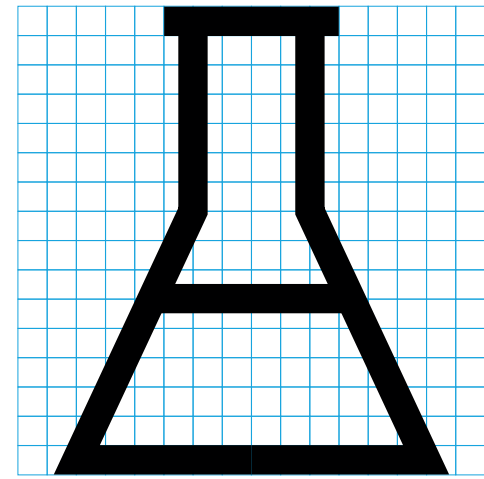
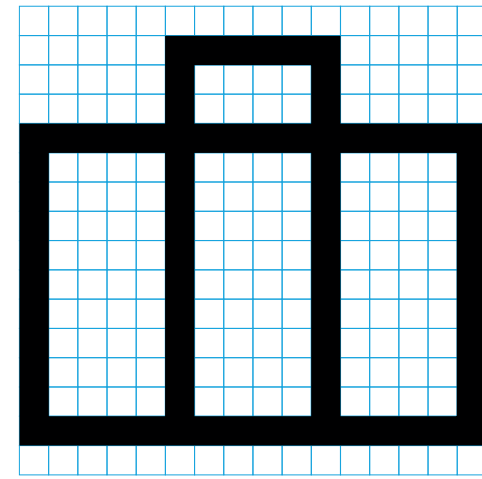
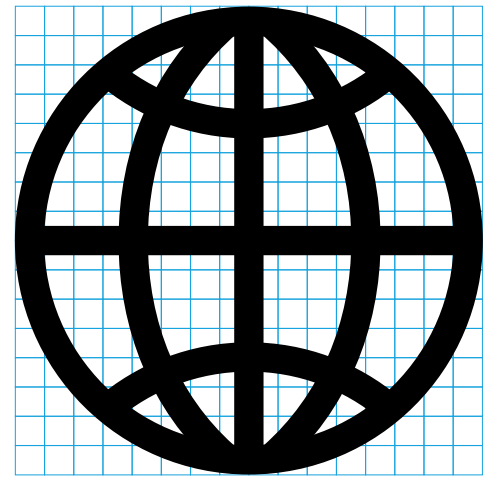
As scales change so will corner sizes. Ideally the corners should mirror the curves of the Knockout capital O at 1/8 the height of the image frame.



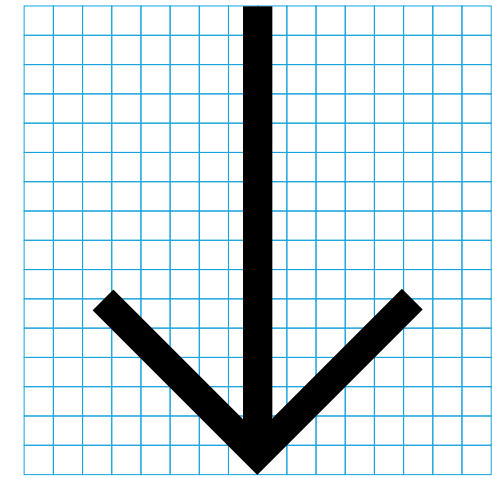
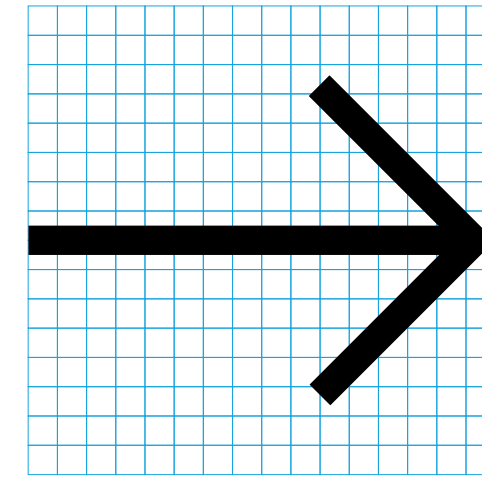
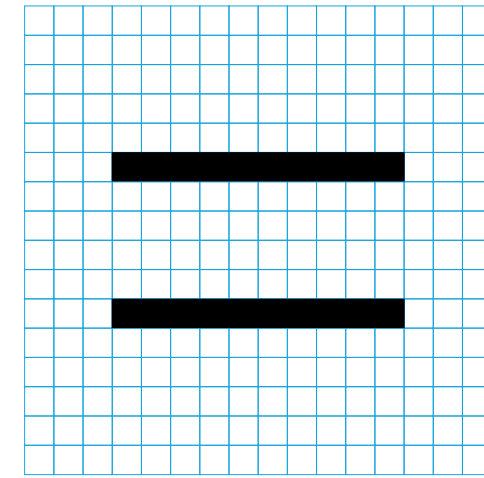
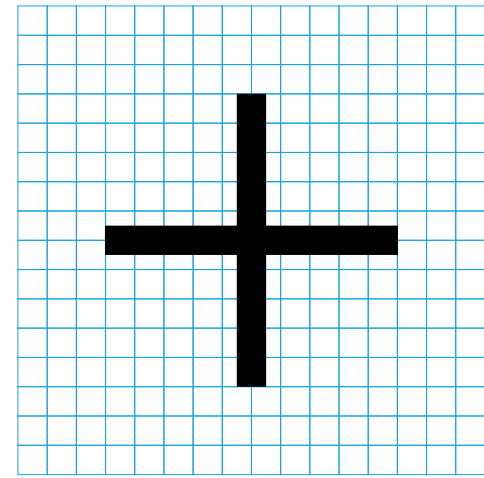
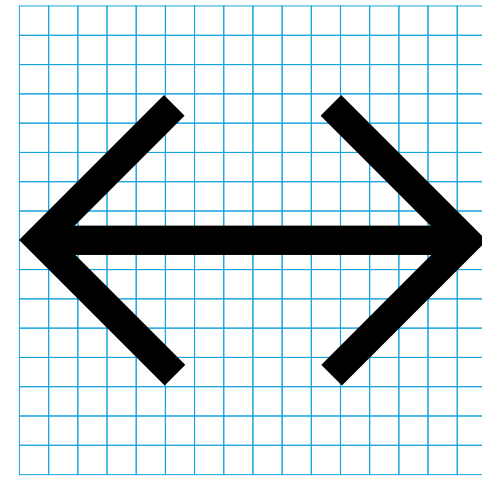
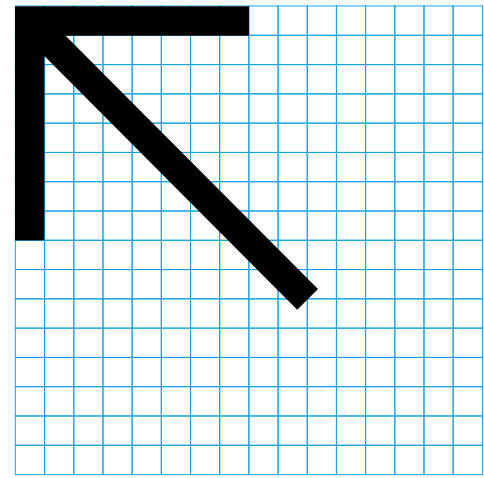
ICONS

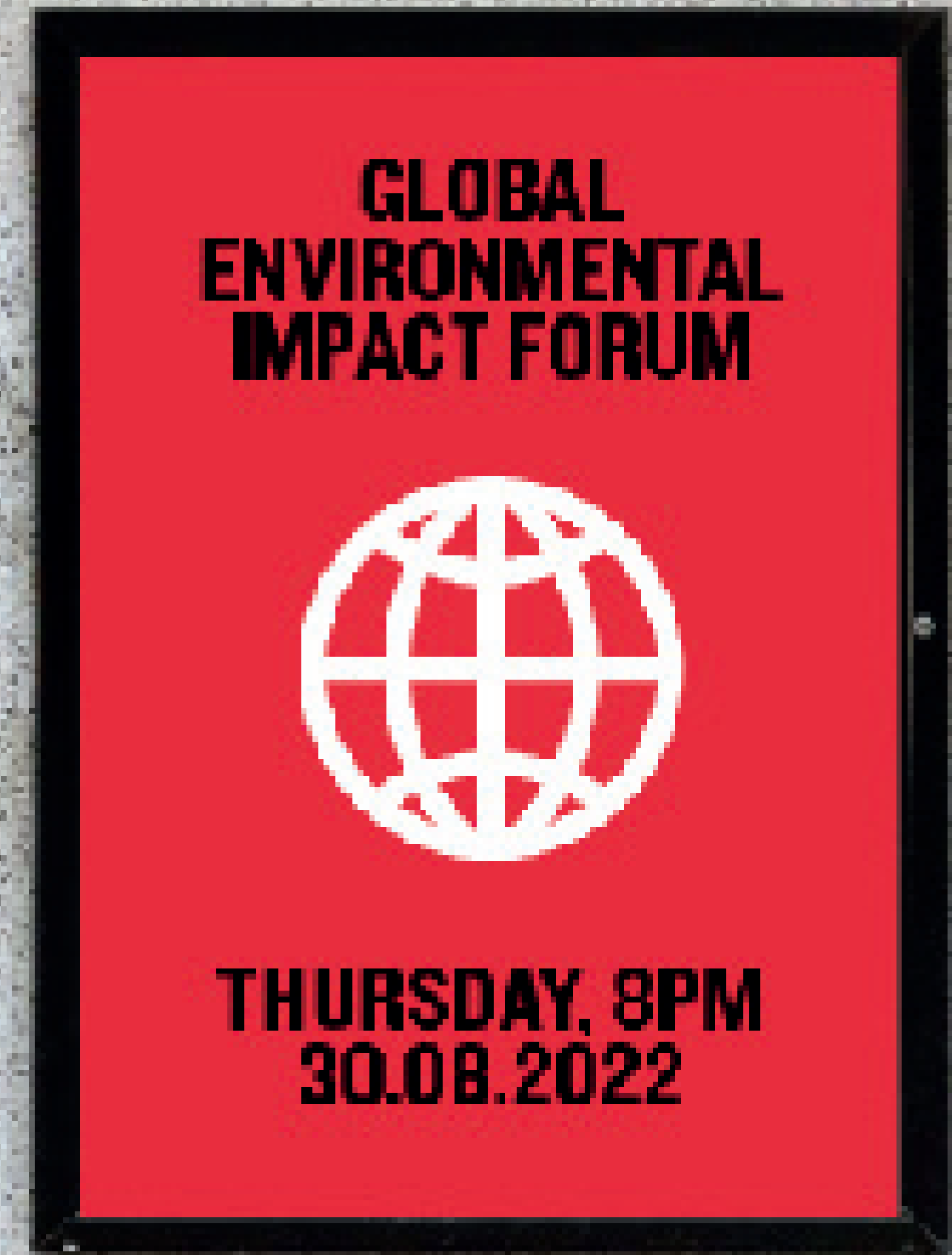
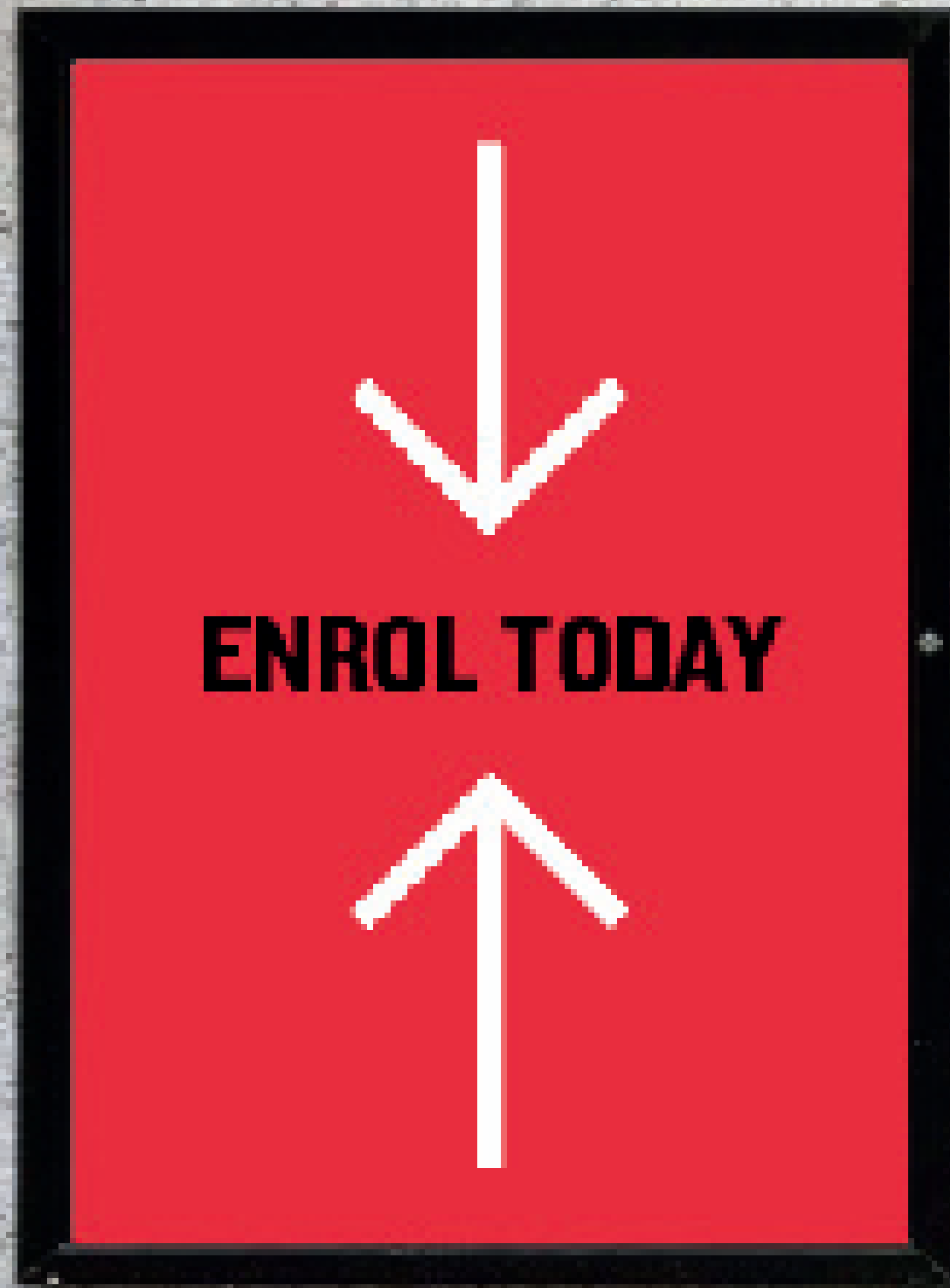
Icons may be used throughout brand communication where applicable and new icons may be created when needed. Icons can be divided into pictographic or symbolic.

Pictographic



Symbolic





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