LOGO PRINTING GUIDE

THE UNIVERSITY OF MELBOURNE

This printing guide has been compiled to facilitate consistency in printing The University of Melbourne logos and colours with various printing processes. If a situation arises where there is confusion about the correct use of a logo or colour, then advice should be sought from The University of Melbourne Brand Manager.

HIGH-QUALITY PRINTING LOGO SUITE

LOGOS FOR USE IN HIGH-QUALITY PRINT APPLICATIONS ARE AVAILABLE AS EPS & TIFF FILES.

PRINTING WITH PMS COLOURS

PMS is an acronym for "Pantone Matching System". The system is an international colour language which provides an accurate method for colour matching, selection and specification of colour for printing, publishing and packaging. PMS colours are not used for work with colour photographs, but when a special or exact colour is required, such as in The University of Melbourne logo or as a solid background colour on a poster, brochure or sign. **Logos required in PMS are only available as EPS files. PMS colours are printed as a single ink, and as such, can be used in situations where the budget does not allow for full colour printing.**

YOU WILL NEED TO SPECIFY The University of Melbourne PMS ON ALL ARTWORK FOR PRINTING.

PMS 294

PRINTING WITH CMYK (4 COLOUR PROCESS)

CMYK is an acronym for "Cyan, Magenta, Yellow and Black" (K stands for black). CMYK is full colour (photographic style) printing, it's also referred to as 4 Colour Process printing. In 4 Colour Process printing the combination of minute CMYK dots create the colour photograph effect. This is the printing colour system used by printers worldwide to achieve full colour results especially where colour photographs are printed. In 4 Colour Process printing it is important to note that the printed colour results you will achieve with CMYK inks may vary to those achieved using the PMS system. **The 3D Primary & 3D Secondary logos are available in CMYK only as TIFF files. The 3D logo is required for all CMYK printing. To ensure correct colour matching to the 3D Primary logo strict adherence to the CMYK breakdown must be made. The Primary & Seconday logos are available in CMYK as EPS & TIFF files.**

THE UNIVERSITY OF MELBOURNE CMYK COLOUR

The University of Melbourne has developed special CMYK percentage breakdowns for The University of Melbourne Blue to give better printed results.

IMPORTANT: Programs such as QuarkXPress, InDesign, Illustrator, Freehand & Photoshop have automatic CMYK percentage conversions for all PMS colours. RESULTS MAY VARY. YOU WILL NEED TO SPECIFY The University of Melbourne Blue CMYK PERCENTAGES ON ALL ARTWORK FOR PRINTING.

C:100 M:57 Y:0 K:40

WORD, POWERPOINT & WEB LOGO SUITE

LOGOS FOR USE IN WORD, POWERPOINT AND WEB APPLICATIONS ARE ONLY AVAILABLE AS 'PNG' FILES.

USING RGB COLOURS

The University of Melbourne has developed special RGB percentage breakdowns for The University of Melbourne Blue to give better reproduction results. **RGB colour is used in all Microsoft Office applications, CMYK palettes should be used for all professionally printed work, using applications such as InDesign, Quark Xpress or Illustrator. Logos required in RGB are only available as PNG files.**

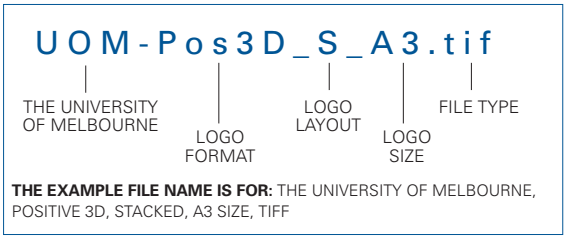
YOU WILL NEED TO SPECIFY The University of Melbourne RGB PERCENTAGES ON ALL ARTWORK FOR REPRODUCTION.

R:0 G:41 B:82

FILE NAMING CONVENTION

TO DISTINGUISH BETWEEN THE RANGE OF LOGOS AVAILABLE FOR THE UNIVERSITY OF MELBOURNE A NAMING CONVENTION HAS BEEN CREATED.

NAMING CONVENTION



THE EXAMPLE FILE NAME IS FOR: THE UNIVERSITY OF MELBOURNE, POSITIVE 3D, STACKED, A3 SIZE, TIFF

3D LOGOS
Rev3D = Reverse 3D (3D Primary Logo)
Pos3D = Positive 3D (3D Secondary Logo)

LINEART LOGOS
Rev = Reverse (Primary Logo)
Pos = Positive (Secondary Logo)

ALL LOGOS
H = Horizontal Format
S = Stacked Format
V = Vertical Format
PMS = (Pantone Matching System) Specific PMS colour version
CMYK = Cyan-Magenta-Yellow-Black - Specific CMYK colour version
RGB = Red-Green-Blue - Specific RGB version
Black = 1 colour version
A3 = Suitable for printing up to an A3 page size
A4 = Suitable for printing up to an A4 page size
Lg = (Large) Suitable for large scale printing e.g. signage
Sm = (Small) Suitable for printing at a 10cm x 10cm size