

Alternative Logo Guidelines



1. PURPOSE

These guidelines set out the parameters for the development of additional internal logos and the procedural approval requirements.

2. SCOPE

The University of Melbourne has a strong visual branding identity in the form of the University of Melbourne logo. Faculties and departments leverage off the University of Melbourne logo, which represents the key brand with which faculties and departments are associated.

Inappropriate development of additional logos only serves to fragment the University of Melbourne brand.

These procedures:

- Apply to all units and/or programs of the University seeking to create and use a logo that is not the approved logo of The University of Melbourne.
- Apply to requests from institutions seeking to create and to gain approval to use in association with the approved University logo, a logo not the approved logo of the University
- Do not apply to commercial subsidiaries of the University who seek to use the approved University of Melbourne logo in association with or to create a separate logo.

Negotiation of the use of the University logo are subject to separate licensing arrangements to be negotiated between the commercial entity and the Legal Office of the University and approved by the Vice Principal Marketing Communications.

3. BACKGROUND

The University of Melbourne logo is a registered trademark. The University's claim to this trademark, and against entities trying to 'pass-off' similar trade marks, is weakened to the extent that the University permits unapproved and unregistered variations to operate.

The University of Melbourne logo is the University's visual brand identity. All units of the University are required to use this logo in their official publications/correspondence. Inappropriate development and use of other logos fragments and dilutes the standing of the University of Melbourne brand and may cause reputational damage.

4. REFERENCES

4.1 <http://www.marcom.unimelb.edu.au>

4.2 Brand Guidelines System

4.3 Logo Style Guide

5. DEFINITIONS:

The University of Melbourne logo is described as follows:

The logo is comprised of a winged Victory figure, with outstretched hands, set against a shield of blue (PMS294). The left hand holds a laurel wreath. The Southern Cross is in the lower left quadrant together with the motto, 'POSTERA CRESCAM LAUDE' on a banner, and the words 'The University of Melbourne' in Trajan font beneath the banner.

Additional logos are those logos or visual devices which seek to identify separately a sub-unit or program of the University of Melbourne which include research institutes, centres and departments within the University of Melbourne.

6. PROCESS

Faculties and departments, which form part of the University of Melbourne brand, are not encouraged to develop additional logos as this contributes to brand fragmentation. Where business requirements indicate the need for additional logos a written proposal must:

- Be supported by a business case
- Be consistent with University logo design principles.

All proposals must first be discussed with the Marketing and Communications Division.

6.1 Reproduction size

Additional logos must appear at the same size or smaller than the University of Melbourne logo, as per the *Logo Guidelines*.

6.2 Use in conjunction with the University of Melbourne logo

Additional logos appearing in conjunction with the University of Melbourne logo must comply with the University of Melbourne *Logo Guidelines* which stipulate that:

The additional logo, where it appears with the University logo, should be placed at a sufficient distance to permit separate visual identification of each logo. Multiply the length of the University of Melbourne logo base-line by 1.58. This figure will then provide the minimum distance by which the logos should be separated.

The creative design must also be sympathetic to the University of Melbourne logo.

For additional logos appearing on University stationery separate guidelines apply. Please refer to the *Stationery Style Guide* or contact Marketing and Communications Division.

6.3 Authorisation

Additional logos must be endorsed by the Dean or Head of Academic or Administrative Department, and should be forwarded through the Marketing and Communications Division, for approval by the Vice-Principal Marketing and Communications.

Applications should include the following:

- A sound business case for developing an additional logo
- The market requirements to be met that justify the development of an additional logo
- The circumstances in which the additional logo will be used
- A visual representation of the proposed additional logo
- Where it is to be used in conjunction with the University of Melbourne logo a visual representation of the two logo demonstrating compliance with the University of Melbourne Logo Guidelines.



6.4 Assessment criteria

In assessing applications, the following will be considered:

- Whether the proposed additional logo is congruent with the University's teaching, research and community development objectives
- Whether there is sufficient business justification for an additional logo, which may include considerations of specific target markets, and consequent branding requirements not served by use of the University of Melbourne logo alone
- Whether the additional logo is of a suitable design standard
- Whether the additional logo protects and contributes to the University's academic, community and commercial reputation and interests
- Whether the visual design of the additional logo will compromise the University of Melbourne brand
- Whether the proposed additional logo is endorsed by a Dean or Head of Academic or Administrative department

6.5 Response

Applications containing all the necessary information will receive a reply within ten working days of receipt by the Vice-Principal Marketing and Communications.

6.6 Advice

Advice in the development of additional logos may be sought from the Marketing and Communications Division.

6.7 Contact details

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