The University Logo

Colour: Spot colour reproduction using Black, PMS Blue 294, PMS Gold 873 and PMS Red 485 is the preferred method for most applications. When spot colour printing is not possible, four colour (CMYK) reproduction is acceptable. However, PMS Gold 873 can only be printed as a spot colour, therefore when printing in CMYK, it must be printed as an additional spot colour or substituted with PMS Yellow 1255. For either the spot colour or CMYK version of the identity, the shield must never appear without the typography.

Monochrome: When full colour reproduction is not possible, monochrome printing of the logo in solid black is acceptable. The monochrome version of the logo must be sourced from master digital artwork. It is unacceptable to reproduce the logo in a percentage shade of any colour.

Reversed: The logo may also be reproduced reversed white out of solid black or a background colour of sufficient contrast. It is unacceptable to reproduce the logo reversed out of a percentage shade of black or any other background colour.

The Adelaide University Logo consists of two elements: the shield symbol and the name typography. The relationship between the symbol and the typography must never be altered, and the shield must never appear without the typography.

Instances may arise where material is printed in one or two colours where black is not included. In this case, it is acceptable to reproduce the logo in one of the colours being used. The colours must be from the University’s colour scheme.
The University Logo Part 2

Clearance space and scale are two factors which greatly influence the legibility of the logo.

Clearance space: The logo has been designed to stand alone. Therefore a minimum clearance space as illustrated here must be maintained around the logo at all times.

The clearance space is defined by the height of the name typography, from the baseline of the word ‘University’ to the cap height of the word ‘Adelaide.’

This formula provides a simple method for calculating the minimum clearance area to be maintained around the logo regardless of its reproduction scale.

Scale: The legibility of the logo is critical to its recognition. Therefore a minimum reproduction scale has been established.

The minimum width of the shield symbol, not including the name typography is 10mm.

Where insufficient space is available to reproduce the logo, an alternative option is available with the typography left aligned underneath the symbol.

This variation of the logo may not be used in any other instance.
Colour
Primary, secondary and tertiary

Colour is a key component of the Adelaide University corporate identity program.

Through consistent application to all marketing and communications materials, the colours in the three tiered system will become associated with the University.

The system is designed to offer a broad range of colours with the flexibility to suit a wide range of applications.

All colours should be reproduced at 100% intensity. Percentage shades of the individual colours should be avoided.

The system below indicates the preferred reproduction method for printing. Note the primary system can only be reproduced using spot colour printing.

The colours you are viewing on screen are only an approximation of their Pantone equivalents. For an accurate representation of the colours, please refer to the Pantone Matching System (PMS).

Primary system: This tier of the system should be applied to all formal communications.

Colours in the primary system are best reproduced as spot colours. PMS Gold 873 or PMS Silver 877 must be printed as additional spot colours when combined with four colour process printing. If this is not possible, they may be substituted with PMS Yellow 1255 and PMS Grey 423 respectively.

Secondary system: This tier of the system may be used when the brighter colours of the secondary system are not appropriate. It offers a more subdued selection. The colours can be printed as an additional spot colour however they may also be reproduced using four colour printing methods.

Tertiary system: This tier of the system may only be used when the brighter colours of the secondary system are not appropriate.
The logo has been developed for reproduction on a white background. Five alternative versions have been developed for reproduction on coloured backgrounds. This matrix illustrates each version aligned horizontally with its approved background colours. These examples show acceptable variations to the logo for each of the colours in the corporate colour scheme.
An organisation's identity can also be strongly influenced by typography. Zurich and ITC Century have been selected for use in all Adelaide University marketing and communications materials. Note: Arial Narrow and Times New Roman are acceptable substitutes for inhouse use only.

**Zurich** is the primary type face. Zurich is a modern type face which reflects technological values. It is highly legible which makes it suitable for a wide variety of applications. It has a broad range of weights – from light through to extra black – and is available in both condensed and non-condensed versions.

It is these attributes which make Zurich ideal for reading size text but also for technical diagrams, charts, type setting financial or numeric information and tables. It is also particularly suitable for on screen applications and signage.

**ITC Century** is the alternate type face.

ITC Century is a traditional type face with classical values that complement Zurich. It is best employed at reading sizes however its elegance makes it suitable for display sizes too.

Century is also available in a broad range of weights in both condensed and non-condensed versions.

No other version of Century may be substituted for ITC Century.