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# 2.0

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# Brandmark

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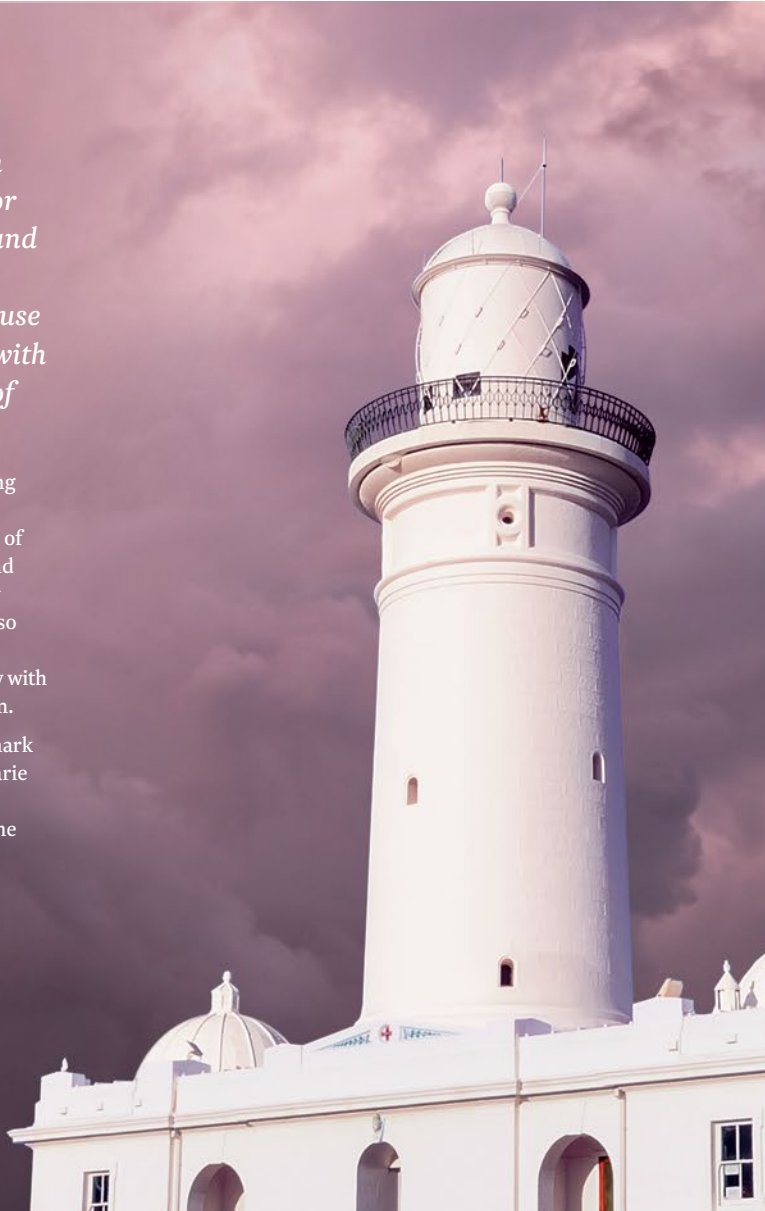
**DR JAYE MCKENZIE-CLARK**  
Early Career Fellow  
Director Australian Carsulae Archaeological Project  
Department of Ancient History

# Introduction

*Named after Lachlan Macquarie, the fifth Governor of New South Wales – a man noted for his humanitarianism and interest in education – the Macquarie Lighthouse has a long association with the University as part of the University Arms.*

The lighthouse serves as a strong metaphor for the University's future ambitions. It is a symbol of the support, encouragement and reassurance that the University provides to students and staff, so they can venture into unknown territories of intellectual enquiry with great confidence and conviction.

Macquarie University's brandmark acknowledges both the Macquarie Lighthouse and the Sirius star, the guide-star and flagship of the First Fleet.



**MACQUARIE**  
University

# Versions



**MACQUARIE**  
University

*Masterbrand – Horizontal configuration*



**MACQUARIE**  
University

*Masterbrand – Vertical configuration*

*The horizontal configuration is the preferred version of the masterbrand and should be used wherever possible.*



**MACQUARIE**  
University  
SYDNEY • AUSTRALIA

*International brandmark – Horizontal configuration*



**MACQUARIE**  
University  
SYDNEY • AUSTRALIA

*International brandmark – Vertical configuration*

*The international brandmark should be used in applications with significant exposure to international audiences.*

# Colour reproduction



MACQUARIE  
University



MACQUARIE  
University  
SYDNEY · AUSTRALIA



MACQUARIE  
University  
SYDNEY · AUSTRALIA

The masterbrand should, where possible, be reproduced on a 60% tint of Sand.



MACQUARIE  
University



MACQUARIE  
University  
SYDNEY · AUSTRALIA



MACQUARIE  
University  
SYDNEY · AUSTRALIA

CMYK and RGB are the preferred reproduction methods and should be used for all full colour printing (CMYK) and screen viewing (RGB). Spot colour should be used where full colour printing is not available e.g. screen printing.



MACQUARIE  
University



MACQUARIE  
University  
SYDNEY · AUSTRALIA



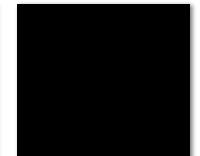
MACQUARIE  
University  
SYDNEY · AUSTRALIA



**Pantone® 188 CP**  
**Dark Red**  
C16 M100 Y65 K58  
R118 G35 B47  
HTML 76232F



**Pantone® 2035 CP**  
**Bright Red**  
C0 M97 Y100 K3  
R214 G0 B28  
HTML D6001C



**Process Black CP**  
C0 M0 Y0 K100  
R0 G0 B0  
HTML 000000

Horizontal configuration  
Masterbrand  
CMYK, RGB, Spot

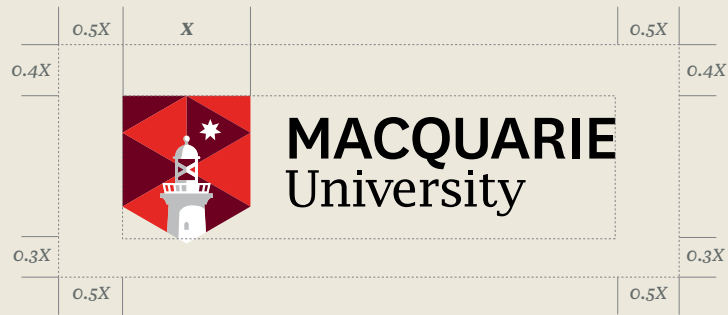
Vertical configuration

Horizontal configuration  
International brandmark

Vertical configuration

In all methods of reproduction, colour must be matched to these Pantone® references. The CMYK breakdowns must match to the Pantone Plus Series® Color Bridge™ system.

# Minimum size and clear space



Horizontal configuration  
**Masterbrand**



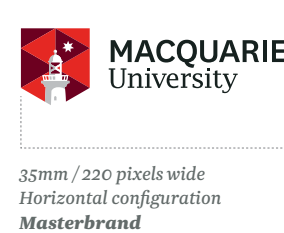
Vertical configuration



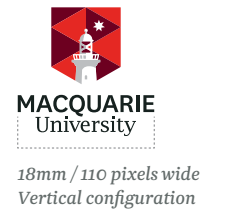
Horizontal configuration  
**International brandmark**



Vertical configuration



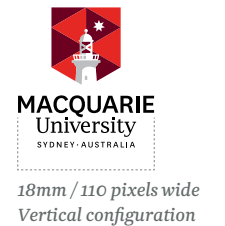
35mm / 220 pixels wide  
Horizontal configuration  
**Masterbrand**



18mm / 110 pixels wide  
Vertical configuration



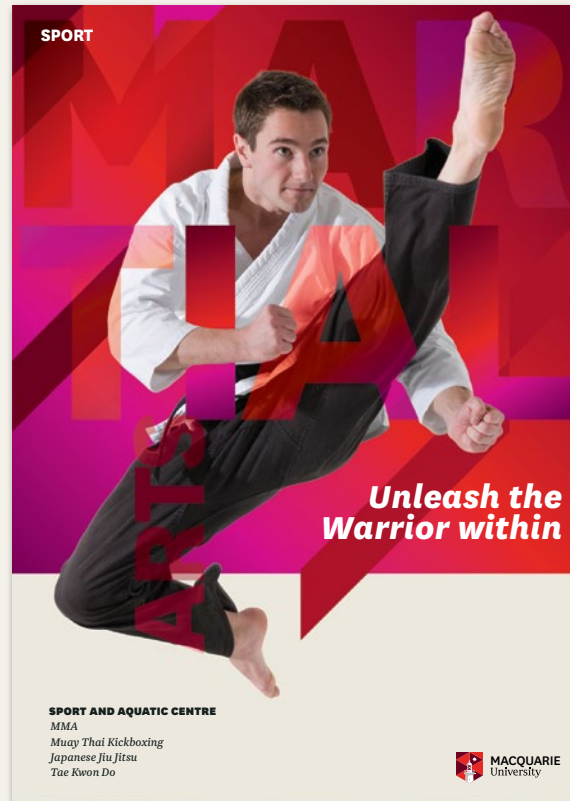
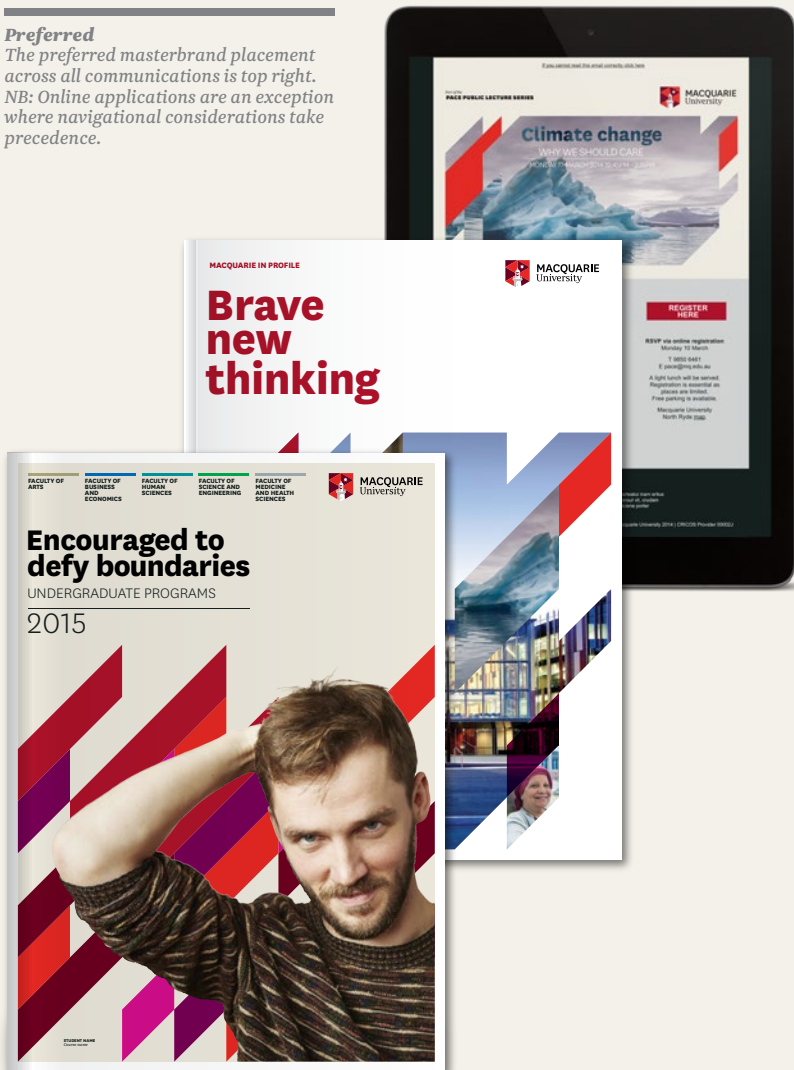
35mm / 220 pixels wide  
Horizontal configuration  
**International brandmark**



18mm / 110 pixels wide  
Vertical configuration



**Preferred**  
The preferred masterbrand placement across all communications is top right. NB: Online applications are an exception where navigational considerations take precedence.



**Alternative**  
In some applications, e.g. posters, where the proposition may lead the communication, a call to action footer creates a natural space for the masterbrand to appear bottom right.

Preferred size on standard formats



A3 size – 55mm  
A4 size – 45mm  
DL and A5 size – 35mm



**MACQUARIE**  
University

A3 size – 28mm  
A4 size – 23mm  
DL and A5 size – 18mm

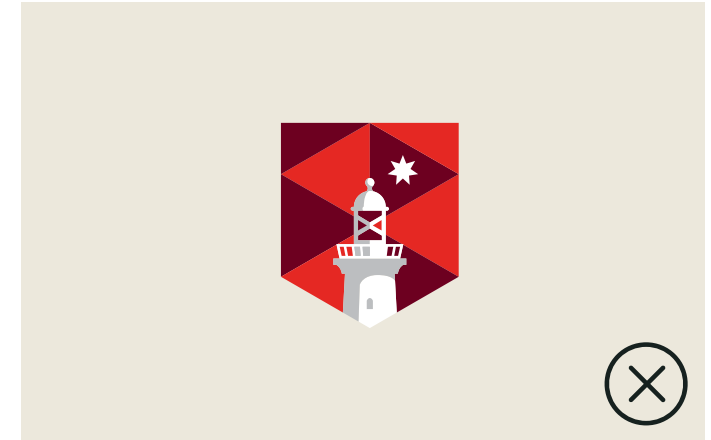
# Incorrect use



*The masterbrand should not be re-coloured.*



*The masterbrand must not be locked up with any descriptors.*



*Permission should be sought from the Marketing unit to reproduce the symbol independent of the masterbrand.*



*The symbol should not be reproduced with a keyline.*



*The masterbrand should not appear on backgrounds that affect its legibility.*



*The masterbrand should not appear on Bright Red, Deep Red, Purple or Magenta.*