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Core elements
Our logo

The IRU logo is a carefully considered mark which represents the innovative and collaborative nature of the member universities.

The IRU logo lock-up should not be used in any way that is not outlined with these guidelines.

The lock-up must always be reproduced from master artwork.

Preferred use

The stacked version of the IRU logo should be used whenever possible. In certain circumstances, when space does not permit, the horizontal version may need to be used.
Logo colour

Shown here is the IRU lock-up in colour.

Four variations are shown.

One for application to a white background, the other three for application to a red background, a black background and a blue background, consistent with our colour palette.

There must be no other variations of the logo. The lock-up must always be reproduced from master artwork.
Core elements

Logo no colour

Shown here is the IRU lock-up in black and white. There are two variations.

One for application to a white background, the other for application when the lock-up needs to be reversed out of a solid black background.

Mono colour applications are used only when the colour logo cannot be applied (eg, press ads). The lock-up must always be reproduced from master artwork.
Core elements

Logo do’s

Clear space
An area of clear space must be applied to the IRU lock-up at all times. No other element must appear in the area determined by the letter R from Research as outlined in the diagram below.

Minimum size
To ensure clarity a minimum size must be adhered to. Please note this is minimum size, not the desired size.

Position
The preferred position for the IRU lock-up is the top left corner of a page or screen. If this is not possible, or for some reason it works better, it is also possible to position the lock-up in the top right corner.
Logo don’ts

These examples do not represent every type of misuse but are rather examples of common mistakes.

1. Do not change the positional relationship.
2. Do not use logo mark by itself.
3. Do not use logo text by itself.
4. Do not alter colour of logo.
5. Do not place over image.
6. If placing over colour, ensure the logo is clear and use the correct logo as referred to in Page 3.
Core elements

Logo sizes

When using the above common formats ensure that logo sizes are adhered to.

Innovative Research Universities

A3 or larger: variable

Innovative Research Universities

A4: 45mm

Innovative Research Universities

A5 & DL: 40mm

Innovative Research Universities

Minimum size: 35mm
Co-branding

Option 1 – Members Device
The preferred option. The IRU logo should take precedent at the top with the members device housed at the bottom of the page.

Option 2 – Other logos
When it is required to co-brand with one or more other logo (including member universities when not referencing all members), place the logos at the bottom of the page as per the diagram below.

Please note
If another party wishes to use the IRU logo within co-branded material, ensure that the clear space and minimum size guidelines are adhered to.
Core elements

Colour

IRU RED
PMS 485
cmyk 0/100/100/10
rgb 215/25/33
html #71920

IRU GREY
PMS Cool Grey 2
cmyk 0/0/0/25
cmyk 0/200/200/202
html #c7c8ca

BLACK
cmyk 0/0/0/100
rgb 0/0/0
html #000000

IRU BLUE
PMS 7712
cmyk 85/35/35/0
cmyk 0/141/165
html #008da5

WHITE
cmyk 0/0/0/0
rgb 255/255/255
html #ffffff

PRIMARY COLOUR PALETTE

Red and White
IRU red and white play an equally important role in the visual identity.

Black
Black plays an important supporting role and can be used on divider pages, on banners and on communication pieces which require further colour accent.

Gradients
The IRU gradients adopt extra colours (Dark Red and Light Blue) to create depth, and are used with supporting graphic elements. Refer to appropriate guideline pages for correct application.

Reproducing our colours
All necessary specifications have been given for all colour variants for both print (PMS and CMYK) and electronic media applications (RGB).
Photography

IRU frame
All photography is to be housed in a uniquely designed frame as per above. No overlapping or collages.

Entire page image
In certain circumstances a full page image may be required. In such cases photography will be full bleed and not housed in the IRU Frame.
Core elements

Typeface

Primary typeface
Open Sans is the IRU primary typeface and is to be used wherever possible. Refer to the Typography section (pg 17) for guidelines on type usage.

Open Sans
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
($&?!%*–.,;:)

Secondary typeface
In certain circumstances it may not be possible to use the primary typeface (such as word documents, emails or websites). In such circumstances, the secondary typeface, Calibri, is to be used.

Calibri
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
($&?!%*–.,;:)

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Regular Italic
Open Sans Semi-Bold
Open Sans Semi-Bold Italic
Open Sans Bold
Open Sans Bold Italic

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic
Typography

Core elements

Primary typography

Heads:  
- Open Sans Light  
- left aligned  
- title case

Sub Heads:  
- Open Sans Semibold  
- left aligned  
- same size as body copy

Body Copy:  
- Open Sans Light  
- left aligned  
- 2 column grid  
- Open Sans Light Italic for names and body copy highlights

Quotes:  
- Open Sans Light  
- left aligned  
- width = 1 column

Secondary typography

Heads:  
- Calibri Light  
- left aligned  
- title case

Sub Heads:  
- Calibri Regular  
- left aligned  
- same size as body copy

Body Copy:  
- Calibri Regular  
- left aligned  
- 2 column grid  
- Calibri Italic for names and body copy highlights

Quotes:  
- Calibri Light  
- left aligned  
- width = 1 column
Supporting elements
Design elements

**IRU Colour Wedges**
These design elements use the two brand gradients (see colour palette) and can be used as a footer or page divider, or contain text such as page titles, quotes, web address or contact details.
The offset angles can be between 2 and 4 degrees as required.

**IRU Grey Wedge**
The grey wedge can be used underneath the coloured wedges to create depth, while echoing IRU’s primary colours. It uses IRU Grey (see colour palette).
Again, the offset angles can be between 2 and 4 degrees as required.
When used over an image, the Grey Wedge can be use at 50% opacity, to reveal the image underneath.
See Applications for correct use.
Supporting elements

Members Device

Horizontal Members Device

The Horizontal Members Device can be used in the footer of letterheads, report cover pages and flyers.

In certain circumstances it will not be possible to use the Horizontal Members Device. An alternative device (stacked Members Device) is supplied for such circumstances.

James Cook University // Griffith University // Western Sydney University // La Trobe University // Flinders University // Murdoch University // Charles Darwin University

Stacked Members Device

The Stacked Members Device is another supporting element that can be used on covers, websites, banners etc.

James Cook University
Griffith University
Western Sydney University
La Trobe University
Flinders University
Murdoch University
Charles Darwin University

Members Device colours

Both Members Device formats use IRU Red and 70% Black, and White when used over IRU Blue.

IRU Blue Wedge & Members Device

When the IRU Blue Wedge is being used to host the members device, please use no more than 2 degrees offset. See Applications for correct use.
Applications
Applications: A4 report covers
Applications: business card

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James Cook University
Griffith University
Western Sydney University
La Trobe University
Flinders University
Murdoch University
Charles Darwin University

“At the constructive centre of higher education and research policy”
Applications: letterhead

Date

Recipient’s Name

Positions

Company

Address Line 1

Address Line 2

To whom it may concern

Lorem ipsum dolor sit amet, mundi libris eu nam, harum legendos ex vix. Sumo fastidii pertinax qui ei, eu nam facilisi atomorum. Te per oblique volumus conceptam. Diles codicem existere et ea, dictum salutandae mediocritatem ei duo invidunt mediocritatem, ut vita ex usu ex usu. Ut eos soluta concludaturque, at pro omnium perfecto senserit, eros pertinax mediocritatem id vel.

Ad hinc gloriatur pro, cu nostro apeirian duo. Quo causae sanctus admodum ei. Pro mucius eruditi facilisi ne, has ne accumsan pertinax. At pro omnium perfecto senserit, eros pertinax mediocritatem id vel.

Viri aperiri dolores ea has. Unum dolores constituam per an, mel laoreet commune ea. Eu integre tibique urbanitas vis, usu suavitate reformidans ne. Per id volumus concludaturque. Iriure epicuri ne ius, sit postea possit eligendi eu.

Regards

William Summers

Marketing and Media Advisor

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Applications: Word Document Templates

H1 – Calibri Light 20pt
H2 - Calibri Light 15pt
H3 – Calibri 13pt
H4 – Calibri 11pt Bold

1. For numbers in a heading – Calibri 13pt
Normal (body) text Calibri 11pt
1. numbers in text
• Bullet points
− Text under a dot point
− mini dot points

Use this style when you don’t want spacing between paragraphs.

Table title

<table>
<thead>
<tr>
<th>Table heading bold 10pt</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Text 10pt</td>
<td></td>
</tr>
</tbody>
</table>
Applications: email signature
Applications: environment

Building Regional Research Systems Across Australia

Lorem ipsum dolor sit amet, duo quem dictas postulant no. Pri ea feugiat consulatu. Eu eam facete aperiri legendos, everti tritani tractatos ius ea.

Find out more: iru.edu.au
Contact

For help using these guidelines, to seek clarification or to submit a request to use alternative visual elements, please contact the IRU Secretariat at secretariat@iru.edu.au.

iru.edu.au