

Brand Guide



GRIFFITH COLLEGE

– 50 YEARS OF EXCELLENCE: 1974 TO 2024 –

This logo is only to be used during the calendar year 2024

Logo options & colours

COLOUR OPTIONS



RED

CMYK 0 / 84 / 82 / 9

RGB 233 / 38 / 43

HEX #eb232d



GOLD

CMYK 0 / 17 / 73 / 24

RGB 195 / 161 / 53

HEX #c2a136

BLACK & WHITE OPTIONS

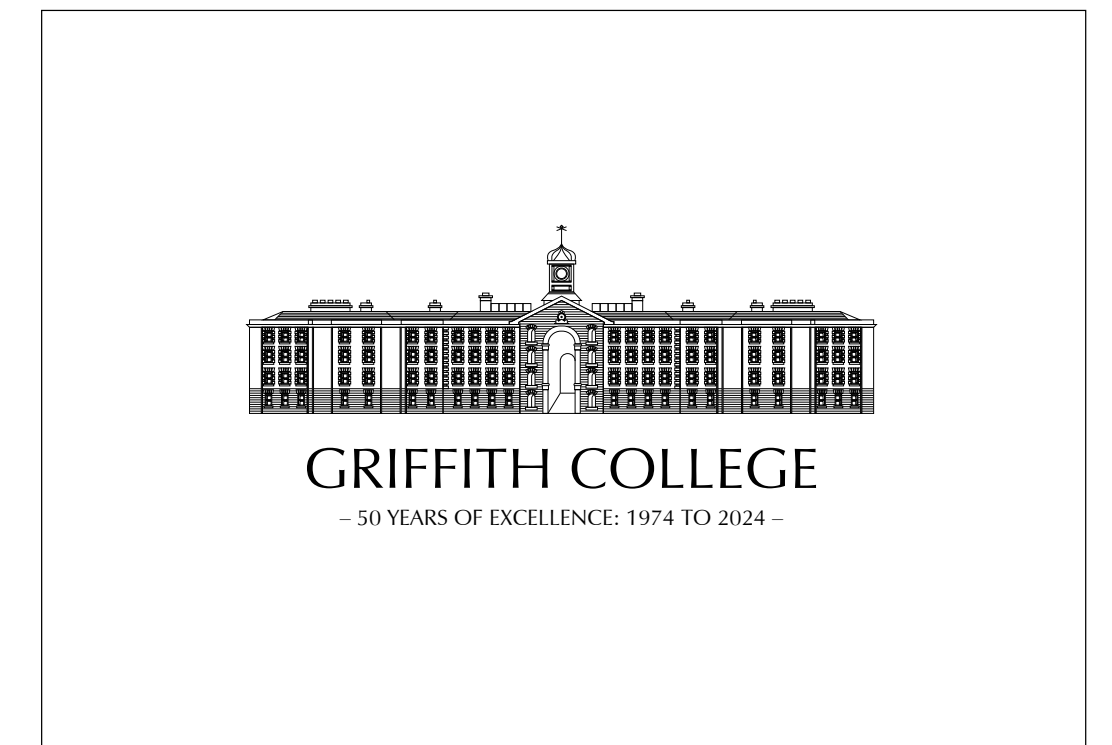


BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #000000



Examples of what not to do with the logo



Don't stretch the logo



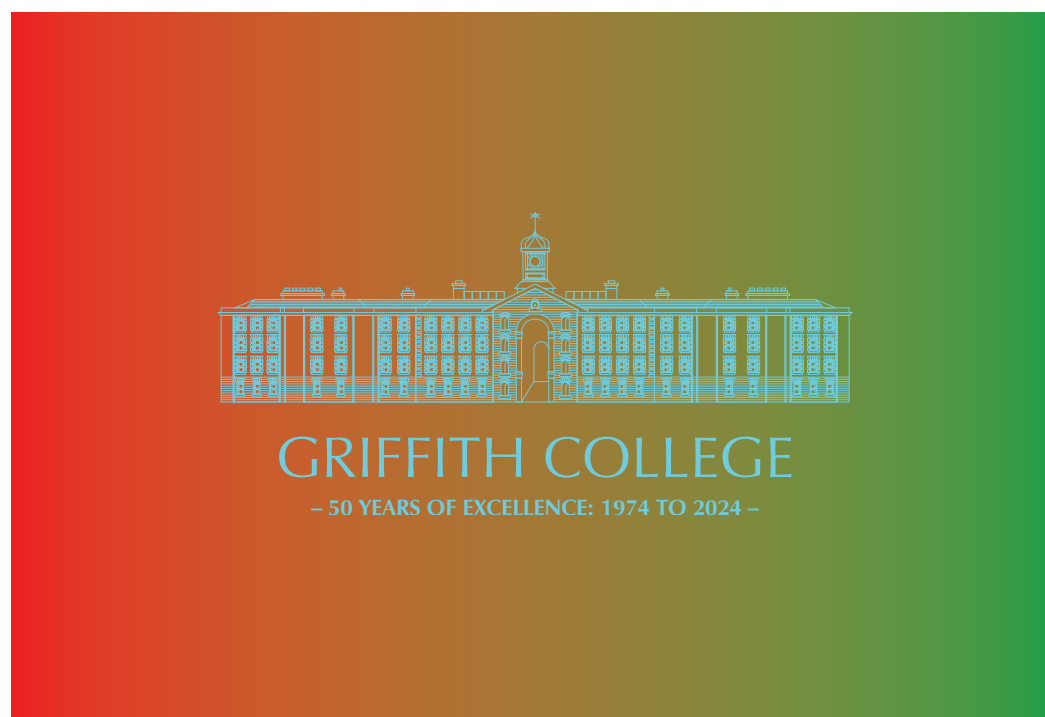
Don't make the logo too small.



Don't change the stroke line weight



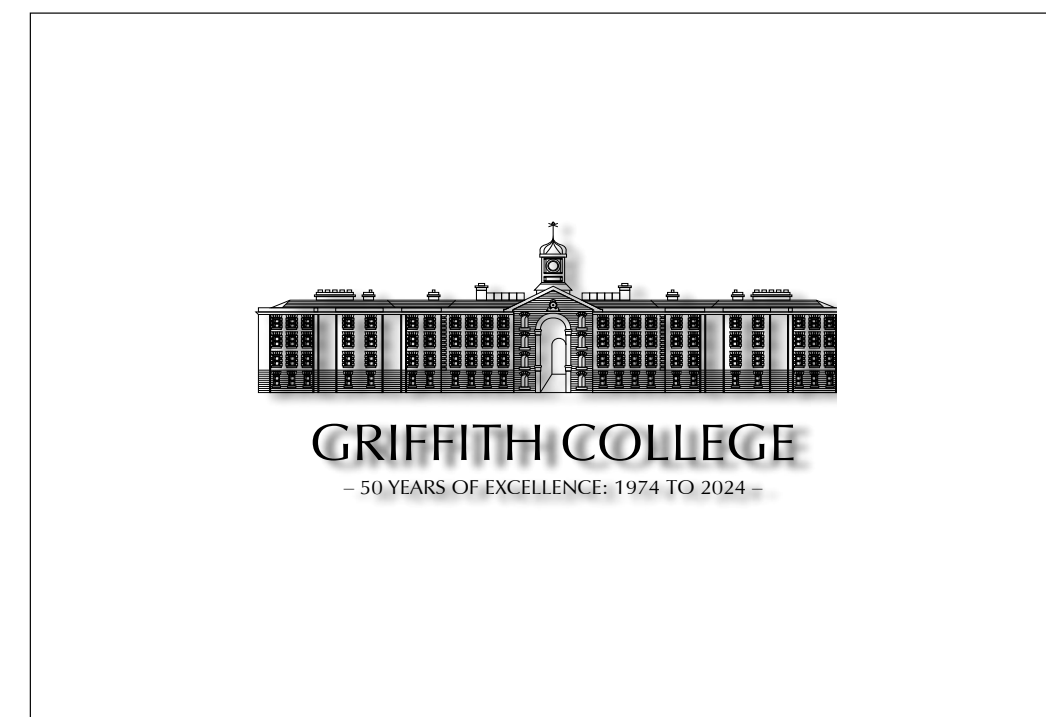
Avoid jarring colours where it's hard to read.



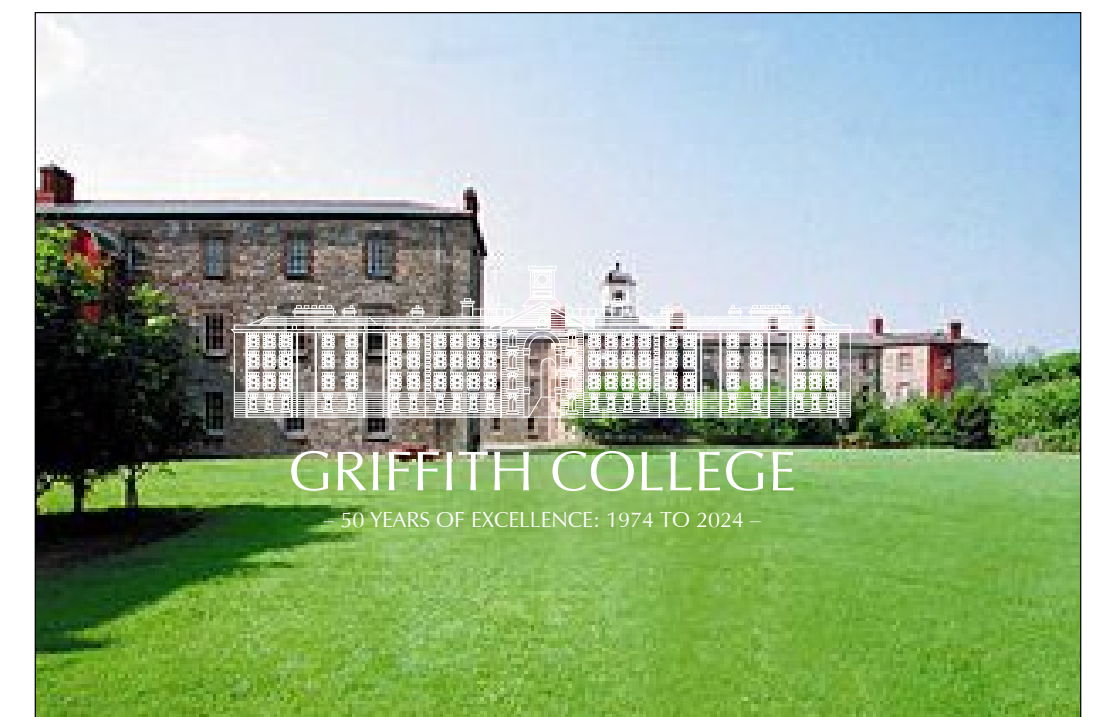
Don't get creative with the logo colours



Avoid logo rotations



Never use a drop shadow.



Don't place the logo over photos where it's hard to see the logo.

Examples of usage

Row of logos

Example of how the logo will look beside other logos.



Co-branding

Separate the logos with a lightweight vertical bar. Logos should be visually balanced with the height and width of the partner brand(s).

