

La Trobe Financial logo guidelines



La Trobe logo files

The three logos are available within two file types.

fig 1



La Trobe Logo white keyline SPOT.eps
(black background, not part of the logo)

fig 2



La Trobe Logo blue keyline SPOT.eps

fig 3



La Trobe Logo.jpg

The La Trobe logo(s) usage must adhere to the following specifications:

Background

If the logo is to be positioned on a dark background, the white keyline logo should be used (fig 1). If the logo is to be placed on a light background, the blue keyline logo is used (figs 2 and 3).

Clearspace

When placing the logo, a clearspace of one half of the height (y) should surround it at all times (fig 4).

Size

When used on print materials, the La Trobe logos must not have a width of less than 30mm, and must follow the rules of clearspacing. When used on the web, sizing is open to design, but the keyline must be clearly visible.

Variations

No versions of the logo other than represented on this page can be used. No part(s) of the logo may be altered – colour, font, positioning of individual items etc.

At no time can the logo appear in greyscale.

Previous versions of the La Trobe logo must not be used (fig 5).

Contact

For further guidance, please contact the La Trobe Financial Design Department on 1800 707 707.

fig 4



If y = 20mm, 1/2 y = 10mm

fig 5

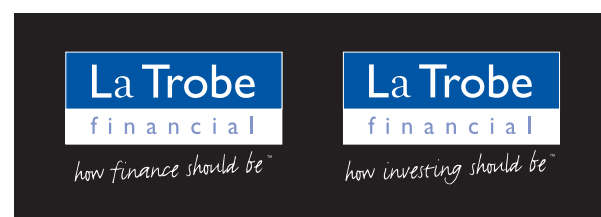


how finance should be

X

how investing should be

X



X

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