



BRAND GUIDELINES

YOUR LOGOS

Every Sporting Club at RMIT has their own unique version of Rupert!

These logos are specific and unique to your club.

If you are a competitive club you MUST use one of these as your social media handle (see you branding pack in your logos folder).

If you choose to add club name under the logo it MUST be written in Museo 900 font!

To get access to your club logo please contact Sofia. Details on ending page.



PRIMARY LOGO - RED & WHITE VERSION AVAILABLE



SECONDARY LOGOS



REDBACKS LOGOS

These are the universal Redback logos that you will also be able to use if you prefer to.

Museo 900

Aa

aBbCcDdEeFfGgHhIiJjKkL

MmNnOoPpQqRrSsTtUuV

vWwXxYyZz

Secondary Typeface: Helvetica LT Pro

Helvetica LT Pro

Aa

aBbCcDdEeFfGgHhIiJjKkL

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz

TYPOGRAPHY

**You must use our
typography on all content.
E.g. Social Media graphics,
Posters**

#E3E5DE

WARM GREY

#FFFFFF

WHITE

#E61E2A

RMIT RED

#000000

BLACK

SECONDARY COLOUR

***Please only use this
when it is necessary
as this is NOT a main
Redback colour.***

PRIMARY COLOURS

COLOURS

***These are the colours you
must use in Uniforms, Social
media graphic posters, etc.***

***Please ensure you are using
the correct red.***



Examples

These are examples of graphic designs that ARE ON brand and WOULD get accepted for collaboration with RMIT Actives account.

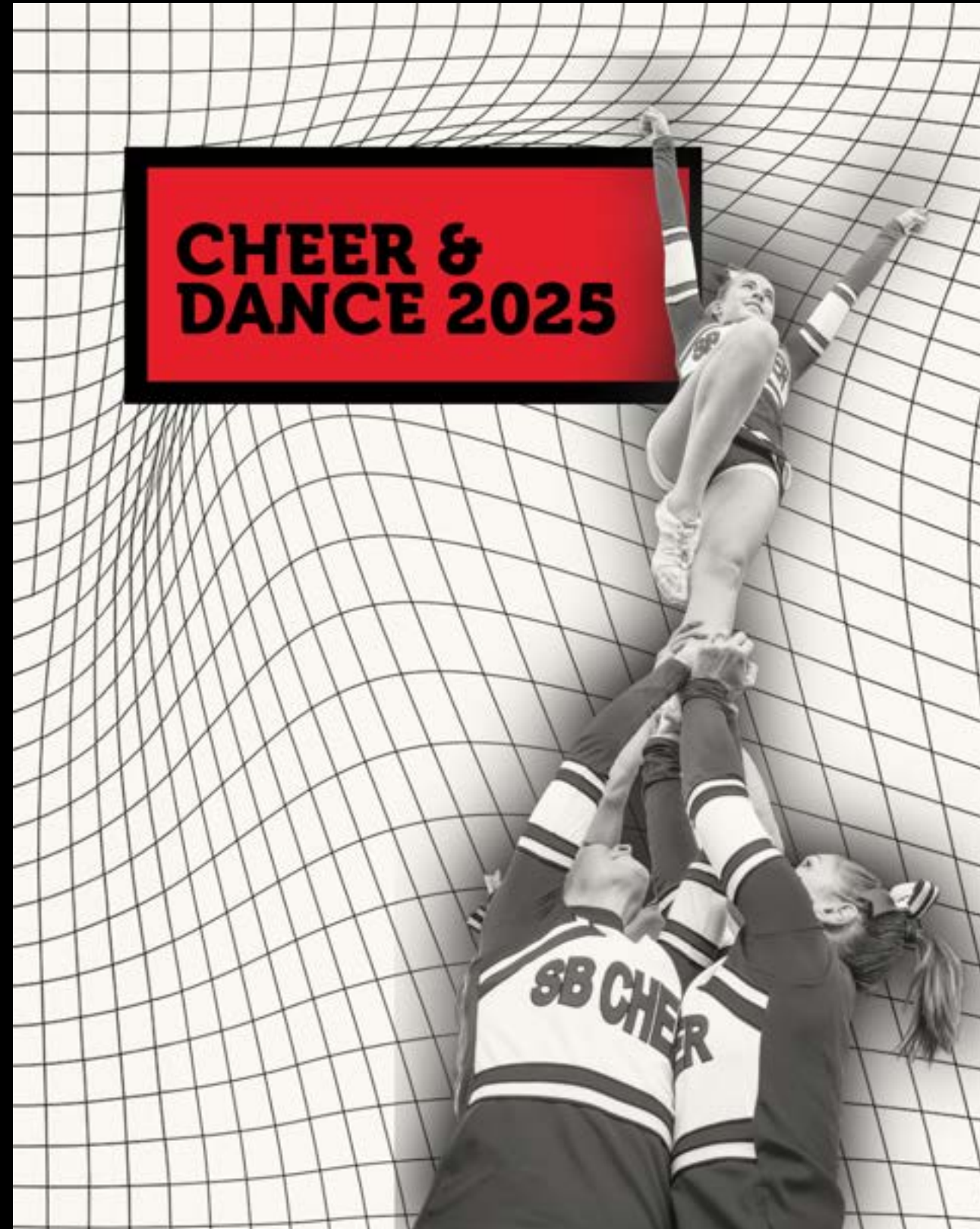
These are also examples of how you must present your social media profile icon.

CONTRIBUTION TO SPORT



JAMES HENDERSON
SURF CLUB

CHEER & DANCE 2025



Christmas Hours

Dec 20th - reopening Jan 2nd



SOFIA RUGGIERO

**Head of Digital Engagement for
RMIT Active**

**For all branding, social media or
digital engagement enquiries
please contact me!**

Email:
Sofia.delia-ruggiero@rmit.edu.au
PH: 0422 158 717
Insta: @rmitactive OR
@sofia.alessandra._



RMIT ACTIVE

**Someone from the Active team
will be able to help.**

Email: active@rmit.edu.au
Insta: @rmitactive



STEVEN HARRISON

Manager of Sport & Fitness

Email: steven.harrison@rmit.edu.au



JACK ARNOLD

**Clubs and Societies Program
Coordinator**

Email: jack.arnold@rmit.edu.au