Graphic Standards Guide
About the Logo

Southern Cross University is a highly acclaimed college in Northern New South Whales, Australia. The previous logo was the Southern Cross constellation, but it was lacking in concept and design. The new logo takes the previous one and adds it to the continent of Australia, with the middle star showing where the school is located. It is in a circular seal with global coordinate lines to give it a three-dimensional effect. This new logo adds sophistication, while keeping the casual feeling associated with the university.

Logo Colors

The three logos below are the only acceptable ones. It must be all red, all black, or a combination with Australia and the outer ring in red, while everything else is black. Never use any other colors besides the ones listed below.
Typography

Logo Type: Baker Signet
Tagline: Baker Signet

The only typeface that is acceptable is Baker Signet. The seal must have the name of the university in upper case, while the location is in lower case. The tagline is also in Baker Signet.

Staging

Never separate any of the elements. They all must stay together and in the correct proportion to each other. Never place the emblem less than one quarter of an inch from the edge of any other elements, text, and pages. The logo can never be smaller than an inch wide. It can go on any background, but use the black version if putting on a colored background, and use the red version or a reversed version if putting onto a black background. No part can be cut off unless it is in the form of a watermark.
Acceptable Usage of Logo With Tagline

The tagline must be center aligned directly underneath the logo. The only time it does not go there is when it is on the envelope or letterhead, when it goes under the name of the school. The tagline must always be black, never colored. The tagline must always be accompanied by the logo, never by itself. There are only two acceptable formats for the tagline as indicated below. The tagline must never overpower the logo either.

Leading Australia In Academic Excellence

Black and White Usage

The black logo is best to use for black and white purposes because it has the best reproduction quality. You can use the reversed version as well.
Reverse Usage

Only do this in black and white. Do not incorporate any color. Basically the logo will be all white, and this is the only acceptable time to make the tagline white. Do not place the reversed logo on any other colors besides the black and red indicated on page 2.

Stationary

The letterhead, business card, and envelope all have the same theme running through them. The logo is in the background as a watermark, in the red color. The black logo is also present, with the tag line somewhere near by, whether it is under the logo itself or under the school name. All the text is in Baker Signet and in the black color. The paper color used should be a soft creme color.

Letterhead: Page 6 (shown at 90% of actual size)

Business Card:  Page 7 (shown at 100% of actual size)

Envelope:  Page 8 (shown at 100% of actual size)
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