The patterns offer an alternative to using two-tone images in the secondary layer. These patterns have been designed to reflect physical and spiritual values that are part of the University of Melbourne.
Patternwork: Usage

Appropriate usage of patterns

Linework patterns can be used within a coloured aperture.

Linework patterns can be used as a textural fill (at a lower opacity) in headline and information panels.

Linework patterns can be used within a transparent aperture, with the transparency turned down so they are less prominent.

Crossroads to better rural health care

**Events Guide Guidelines**

**Visual Art 2017**
Inappropriate pattern usage

Do not isolate elements from a pattern to use as graphic elements.

Patternwork may only be used as a white pattern over a coloured background, never as a coloured pattern.

When used as a background texture of an information panel or headline panel, the opacity of the patternwork must be adjusted so as not to interfere with the legibility of the text.

Patternwork may not be used to fill focus marks.
Custom patterns may be created, which your faculty, school, or department can then use exclusively to give your communications a unique visual feature.

The design of these patterns must follow a few simple rules and the final design must be approved by the brand panel.

- The direction of the lines within a pattern may only be on angles of 45°, 90°, 135°, or 180°.
- Patterns must be linework, not filled shapes.
- Patterns must be repeating, not random.
- Patterns must consist of straight lines only.