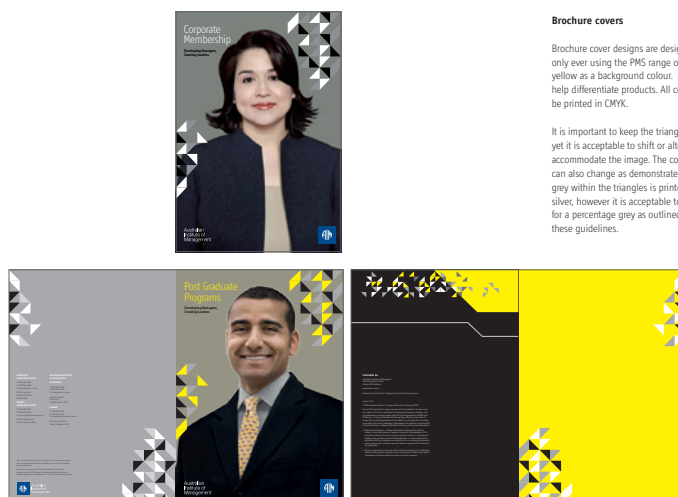


### 3.8 Brochure covers

- 3.1 Visual Identity Overview
- 3.2 Colour
- 3.3 Paper and binding
- 3.4 Typography
- 3.5 Graphic device
- 3.6 Photography
- 3.7 Layout: Business cards, l'head
- 3.8 Layout: Brochure covers**
- 3.9 Layout: Typical text pages
- 3.10 Layout: Course Material
- 3.11 Layout: Course Material templates
- 3.12 Layout: Course Material elements
- 3.13 Layout: Grids
- 3.14 Layout: Agenda
- 3.15 layout: Signage
- 3.16 Layout: Advertising
- 3.17 Layout: Posters
- 3.18 Layout: Website
- 3.19 Layout: Web banners



ABOVE: Back cover design is to be consistent across all products. When silver is used on the front cover, silver is also used as a feature covering the back cover. When silver is unavailable use a percentage grey. Addresses, signoff and logo to be consistent across product suite.

ABOVE: Typical inside front and back cover design, however this approach is not the rule. Colours may change, and these pages can be used as text pages if extra space is required

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V1.0 Dec 2010

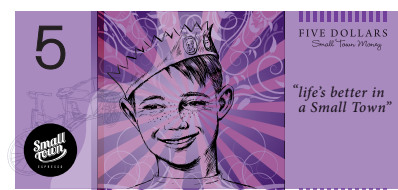
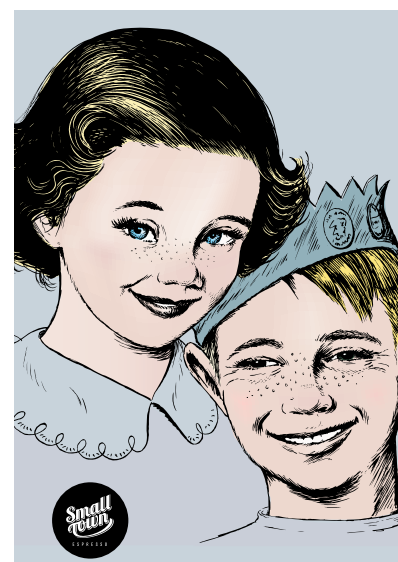
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*Above: Style guide and publication design for AIM – Australian Institute of Management.*

**Right:** Branding and illustration for malltown cafe.





**2** *Lennox Bridge central to Parramatta's growth – a mosaic tile design with durable plaques set into coloured mosaic tiles.*



**WHEN TO USE LEVEL 2 SIGN TYPES –**  
These sign ‘clusters’ are designed to be used on handrails or fixed to LEVEL 1 sign types. The number of panels used is determined by the story/text. As demonstrated below, single images are recommended to keep signs uncluttered, creating a sense of space.

Informative  
Pictorial  
Organic



The interpretive signage for tier two reflects the shapes and forms of the 3D sculptural elements. It can be fixed to a flat surface, can float on balustrades and can wrap handrails. It is designed to feature text and/o text and image. Only one image is to be used per panel but as demonstrated here, multiple images can be used by building the quantity of text panels. A square finish sign type will be made available for more formal settings.

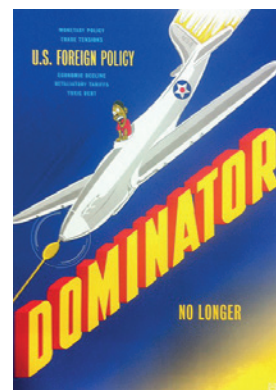
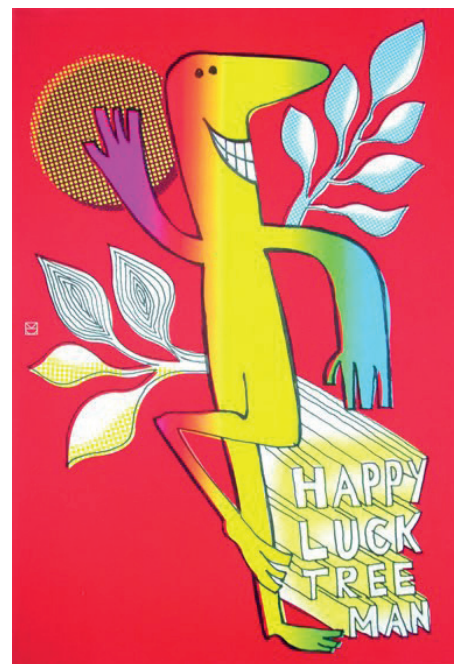
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*Above: Illustration and signage design for Parramatta City Council, NSW.*

**Right:** Collection of illustrations, produced as limited edition screen prints.



## Typeface design



Sporting Nation showcases photo art products from many of Australia's most popular past times from the 1960's - '90's.

Under the banners of **Fabric of Football, Slow Cricket, Wooden Tennis and Best of the Rest**, the products combine fine art and contemporary design aesthetics with Australian sporting heritage, celebrating specific aspects of each sport from this golden era.

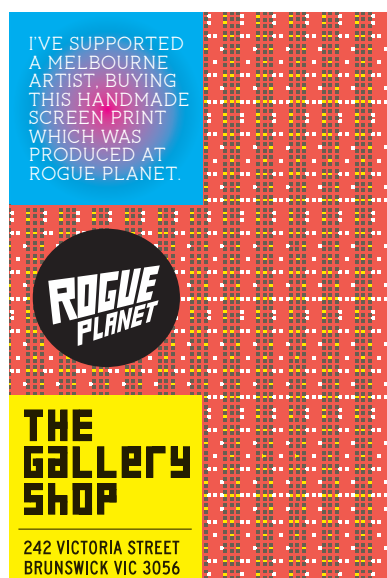


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.

Mauhaus were commissioned to design a suite of logos for Sporting nation.

As the project grew we designed the typeface shown above which is based on the hand-painted type used on the historic scoreboard at Adelaide Oval.



The Gallery Shop was a Rogue Planet/Mauhaus retail outlet in Brunswick Melbourne selling Melbourne-based artists work.

A very successful product, Brikbag was designed for parents to keep their kids Lego in one place. Mauhaus designed the logo, packaging, textile patterns and marketing material over a 3 year period.

Hungry birds café commissioned Mauhaus to design a logo for their Mexican inspired hole in the wall and garden eatery in Brunswick, Melbourne. The typography was handpainted to mirror signage styles in Mexico City.



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