



LOGO USAGE GUIDE FOR AFFILIATED CLUBS

This Guide is Policy of the Clubs and Societies Committee.
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THE 'AFFILIATED TO UMSU' LOGO

The logo is the visual identity of the University of Melbourne Student Union. As an affiliated club or society, you must use the logo to indicate your affiliation to our organisation and the support we provide to your club.

LOGO 1 – HORIZONTAL PRIMARY



Logo components:

- The UMSU visual element of co-branding comprising of the 'U' and UMSU logo
- The divisional line
- The penguin icon
- The 'Affiliated Club' text

All of these elements must always appear in the above configuration and may not be re-drawn or recreated in any other form.

Colour

Pantone 526C
CMYK: 67,98,6,1
RGB: 117,47,138
#752f8a

LOGO 2 – STACKED SECONDARY

A secondary version of the logo where horizontal space designated for logo presence is minimal.



Logo components:

- The UMSU visual element of co-branding comprising of the 'U' and UMSU logo
- The divisional line
- The penguin icon
- The 'Affiliated Club' text underneath the visual components

All of these elements must always appear in the above configuration and may not be re-drawn or recreated in any other form.

Colour

Pantone 526C
CMYK: 67,98,6,1
RGB: 117,47,138
#752f8a

WHICH LOGO VARIANT SHOULD I USE?

LOGO TYPE 1 – HORIZONTAL PRIMARY

Full Colour Logo



Use on:

Colour documents where logo sits on a white or light background area.

TYPE TO DOWNLOAD	USES
<ul style="list-style-type: none">• UMSU CLUBS Affiliated colour.ai• UMSU CLUBS Affiliated colour.eps	Vector base files suitable for files made in Adobe Creative Suite. Supply these to production of merchandise and print.
<ul style="list-style-type: none">• UMSU CLUBS Affiliated colour.jpg• UMSU CLUBS Affiliated colour.png	Suitable for files made in Microsoft Office Suite and web application

Back and White Logo



Use on:

Black and white documents where logo sits on a white or light background.

TYPE TO DOWNLOAD	USES
<ul style="list-style-type: none">• UMSU CLUBS Affiliated Black.ai• UMSU CLUBS Affiliated Black.eps	Vector base files suitable for files made in Adobe Creative Suite. Supply these to production of merchandise and print.
<ul style="list-style-type: none">• UMSU CLUBS Affiliated Black.jpg• UMSU CLUBS Affiliated Black.png	Suitable for files made in Microsoft Office Suite and web application

Reversed Logo



Use on:

Colour documents where logo sits on a dark or black background area.

TYPE TO DOWNLOAD	USES
<ul style="list-style-type: none">• UMSU CLUBS Affiliated Reversed.ai• UMSU CLUBS Affiliated Reversed.eps	Vector base files suitable for files made in Adobe Creative Suite. Supply these to production of merchandise and print.
<ul style="list-style-type: none">• UMSU CLUBS Affiliated Reversed.jpg• UMSU CLUBS Affiliated Reversed.png	Suitable for files made in Microsoft Office Suite and web application

WHICH LOGO VARIANT SHOULD I USE?

LOGO TYPE 2 – STACKED SECONDARY

Full Colour Logo



Use on:

Colour documents where logo sits on a white or light background area.

TYPE TO DOWNLOAD	USES
<ul style="list-style-type: none">• UMSU CLUBS Affiliated colour 2.ai• UMSU CLUBS Affiliated colour 2.eps	Vector base files suitable for files made in Adobe Creative Suite. Supply these to production of merchandise and print.
<ul style="list-style-type: none">• UMSU CLUBS Affiliated colour 2.jpg• UMSU CLUBS Affiliated colour 2.png	Suitable for files made in Microsoft Office Suite and web application

Back and White Logo



Use on:

Black and white documents where logo sits on a white or light background.

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Reversed Logo



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INCORRECT USE OF THE LOGO

Below are examples on how **NOT** to use the logo.

INCORRECT USE



Do not use coloured or solid black versions when the background is dark coloured.

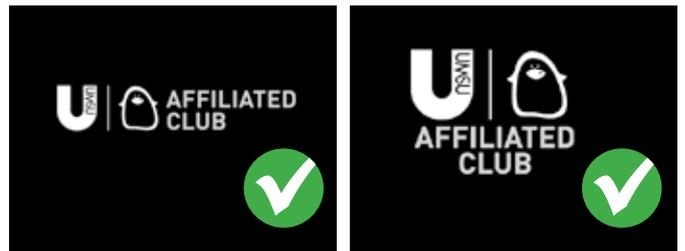


Below are examples on **HOW** to use the logo.

CORRECT USE



Use reversed white logo when the background is dark coloured.



Do not stretch the logo



Use it at correct ratio



Do not print the logo as a percentage tint background image or watermark.



Do not change the colours of the logo.



Use correct logo variant with original colours.



MINIMUM LOGO SIZE

The Primary Logo must not be smaller than 13mm in height, to protect the visibility of UMSU positioned on the “U”

X-height = area free from images or text around the logo



The Secondary Logo must not be smaller than 23 mm in height, to protect the visibility of UMSU positioned on the “U”



LOGO APPEARANCE IN RELATION TO OTHERS

Below are examples of how the 'Affiliated to UMSU' logo should appear in the presence of other logos.



Other logos should not compete or overshadow the 'Affiliated to UMSU' logo. Clear space must be given from one logo to another.