Logo Usage Guidelines
Why do we need Guidelines?

The UMSU Inc logo is the foundation upon which our image is built. It is the icon by which we are recognised and remembered. The logo is most powerful when applied consistently. For this reason it must be integrated through all levels of communication for the organisation. It is critical that the visual identity is always presented correctly, whether used in printed material, signage or online. This document is designed to help you protect our visual identity. It provides detailed guidelines for its use and outlines errors to avoid. The successful impact of the visual identity depends upon everyone taking responsibility for ensuring that these guidelines are adhered to.

Organisational Logo Components

The UMSU logo consists of two main elements; the ‘UMSU’ visual element and the ‘University of Melbourne Student Union’ logotype. These elements must always be reproduced from master artwork.

The ‘University of Melbourne Student Union’ logotype must always appear in the logo configuration and is not to be re-drawn or recreated in any other form.

The logo must always be sourced from master artwork available for you on the Intranet (aka Wiki).

http://staff.umsu.org.au

Should you have any questions regarding the file format or correct application of the logo, you may contact the Comms office to discuss your specific needs.
Acceptable uses

The UMSU Inc logo can be used in the following ways.

- Use logo on colour documents where the logo sits on a white background area

- Use black and white logo variant on black and white documents

- Use reversed (white) logo variant on coloured and image backgrounds

- Use the standard logo at a minimum size of 15mm

- Between 10mm and 15mm, use the small variant of the logo

- 10mm is the absolute minimum size for the logo

- Ensure there is a clear space around the logo that is equivalent to the ‘U’ in the logo
Incorrect Use of the Logo

Below are examples of incorrect combinations that must never be applied to the UMSU Inc logo under any circumstance.
If at all unsure, please contact the Comms office x 48869.

Do not outline the logo

Do not stretch the logo

Do not place the logo in an unauthorised shape

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

Do not add text or rearrange elements in the logo

Do not use unauthorised colours
UMSU Inc logo association with the University of Melbourne logo

Clearspace of the UMSU Inc logo is the width and depth of the ‘U’.

Clearspace of the University of Melbourne horizontal logo is one quarter of its depth and one sixteenth of its width.

Clearspace of the University of Melbourne stacked logo is one sixth of its depth and width.

Clearspace of the UMSU Inc logo is the width and depth of the ‘U’.

Equal Height
UMSU Inc logo association with other logos

The UMSU Inc visual identity when placed with other organisations’ logos are to have the following visual relationship.
Other logos should not compete or overshadow the UMSU Inc organisational logo and appropriate clear space is to be given.

Associations with other companies logos are to be sighted and approved by the Marketing and Communications Officer.
How the logo has been used