

# UC Life! Club Logo Policy

The following guidelines have been developed by UC Life! for affiliated clubs to refer to when designing club uniforms, marketing material and merchandise.

The guidelines are not an attempt to impose on clubs. They have been developed to encourage the promotion of UC Life! clubs whilst bringing each club under a unified image.

The design of clubs uniforms, marketing tools and merchandise should comply with the standards set out below.

## **Time Frame**

Clubs are encouraged to follow these guidelines when designing new uniforms, marketing tools and/or merchandise. This is to occur over the next three years 2012- 2015. In this time the use of the old "UCU" logo is to be removed from club uniforms, marketing material and/or merchandise.

## **Logos**

Use of logos on club uniforms, marketing and/or merchandise must be approved by UC life! (Refer to the approval process). For clubs, all uniforms, marketing and/or merchandise should include one of the UC Life! logos.

Generally Clubs are discouraged from using the logos on alcohol related event merchandise (i.e. pub crawl t-shirts or posters) however we encourage each club to discuss this with the clubs and community office.

## **UC Life! logo:**



## **Logo Colour Requirements**

The correct colours should be used for all applications of the UC Life! corporate logo on uniforms, merchandise and marketing items. Colours are not to be changed on the logo.



RGB  
Red: 30  
Blue: 181  
Green: 58



RGB  
Red: 127  
Blue: 186  
Green: 0



RGB  
Red: 136  
Blue: 148  
Green: 140

## **Sizing requirements**

The UC Life! logo may be reduced to no less than 10mm in height. Legibility must always be considered when reducing the logo.

**Good:**



**Bad:**



## **Logo Positioning**

Placement of the UC Life! logo and individual club logos are at the discretion of the club during the design process. Clubs may be asked to change the placement during logo approval if the location is not deemed appropriate.

## **Minimum spacing around the UC Life! logo**

The minimum clear space around the UC Life! logo is no less than 50% of each logo's height and width. To ensure that the logo stands clear on the item of clothing or merchandise, no other graphic or typographic element should appear within this space.

## **Incorrect Usage of Logos**

Do not:

- Delete or alter the words of the logos
- Cut up, change or squash the logo out of proportion
- Add graphics to the logo
- Distort the logo when rescaling
- Set the logo smaller than 10mm (legibility must always be considered when reducing the logo)
- Tilt the design of the logo
- Rearrange the design of the logo
- Scan the logo (always use master digital artwork obtained from UC Life!)

## **Use of the University of Canberra Logo**

The University of Canberra logo may be used on uniforms, marketing and merchandise, pending approval from the University of Canberra Marketing and International unit. Please contact UC Life! if you wish to use the UC logo.

## **Club Logos**

It is up to the discretion of each club as to how the club logo is utilised on the uniform, marketing and/or merchandise.

## **Logo approval Process**

Use of any UC Life! logo must be approved by the UC Life! clubs and community office. Clubs should allow up to one week for logo approval from the office.

Any use of the UC logo must be approved by the UC Marketing and International unit, through UC Life! clubs and community staff. Please allow up to two weeks for logo approval from UC.

To gain approval of your use of the UC Life! or University of Canberra logo's please send your designs to:

UC Life!  
uclifeclubs@canberra.edu.au  
Ph 0458 712 214