

# Using the chapter logo

## What is our chapter logo?

Once your new chapter has been approved, you will be sent an official logo designed by the University's Graphics department. The will be consistent with the official USQ logo but with your chapter name along the bottom. It will look similar to the following:



## How can we use the logo?

This is the logo that should be used on all leaflets, letters, merchandise, website, etc produced by the chapter. However there are certain guidelines stipulated by the University that must be followed when using this logo:

- the logo must remain in its entirety at all times and in the correct proportions when resizing
- the logo can be made smaller, but not less than 13.5mm in height
- no boxes are to be included around the logo, and the colours cannot be changed in any way
- allow even space around the logo so that it does not appear to be joined with other text or another logo
- use the JPG version for all electronic applications and the EPS version for all printed items

You must send a proof of each print, online or other use of the logo to the USQ Alumni Office for approval.

## Use of USQ's colour

USQ's primary promotional colour is yellow, and this should be incorporated into your promotional material and merchandise. Yellow has long been associated with USQ and is used to help to distinguish USQ from other universities. It reflects our roots in sunny Queensland but also has associations with optimism, enlightenment, happiness, energy, and carries the promise of a positive future.

The specific colour for USQ is PMS 116, which is a warm yellow. Secondary colours are black (100%), white (100%), light grey (CMYK 30-0-0-80), and dark grey (CMYK 18-0-0-92).

## We can help

Let us know if you need any advice in preparing your promotional material or if you have any specific questions about the use of the logo and colours. We can also organise official merchandise with your chapter logo on.

## Contact us

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