

# Guidelines for logo use



The University logo is one of the most important identifiers of our brand. Consisting of a shield, scroll and logo type, our logo is a complete unit, with these elements always appearing together.

The logo is also a registered trademark and fines may apply for misuse. All material containing the University logo must be approved before production. Email material to: [brandandrep@adelaide.edu.au](mailto:brandandrep@adelaide.edu.au)

When used on third party materials, the University logo should always appear secondary to that organisations logo (and branding). This avoids potential confusion in the marketplace - partner materials must not appear as formal University communications.

The standard position for the logo on third party materials is at bottom of page or end of the communication.

## The University logo

The logo is available in both vertical and horizontal formats. The vertical version being the preferred execution. Both logos are available in full colour, mono and a reversed format. No other variations are allowed.



Requests for the logo can be emailed to [brandandrep@adelaide.edu.au](mailto:brandandrep@adelaide.edu.au) or obtained from the university representative in your region. Please include an explanation of where you intend to use the logo.

## Minimum size

The logo has a minimum reproduction size to ensure its legibility. The minimum width of the shield symbol, not including the typography, is 8mm (or 30 pixels).



## Clear space

To ensure the University logo is clearly reproduced and represented, clear space must surround the logo. This clear space is measured by half the width of the shield around the edge of the logo (see below).



## Incorrect usage

To maintain design integrity and maximise its effectiveness, the logo must be used as indicated in these guidelines, without modification.

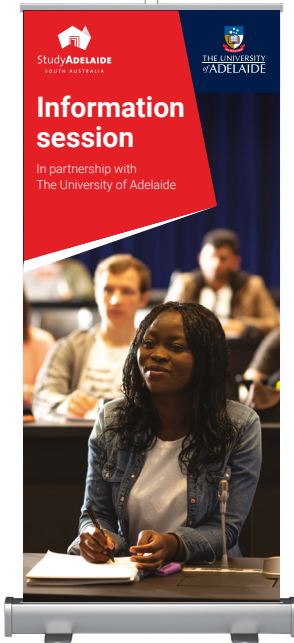

### Do not:

- delete, alter or add to the logo
- alter position or proportion of elements
- alter logo colours
- use a scanned or photocopied logo
- (always use master digital artwork)
- separate the logo elements (shield and title)
- lock-up the University logo with any other logo or text.

# Examples of logo use on third party materials

In these StudyAdelaide examples, you will see the correct ways to use the University of Adelaide logo on various collateral materials.

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### 1. Master Logo

The master logo is our preferred choice and should always be displayed on a UoA Navy background. We encourage its use whenever possible to maintain brand consistency.



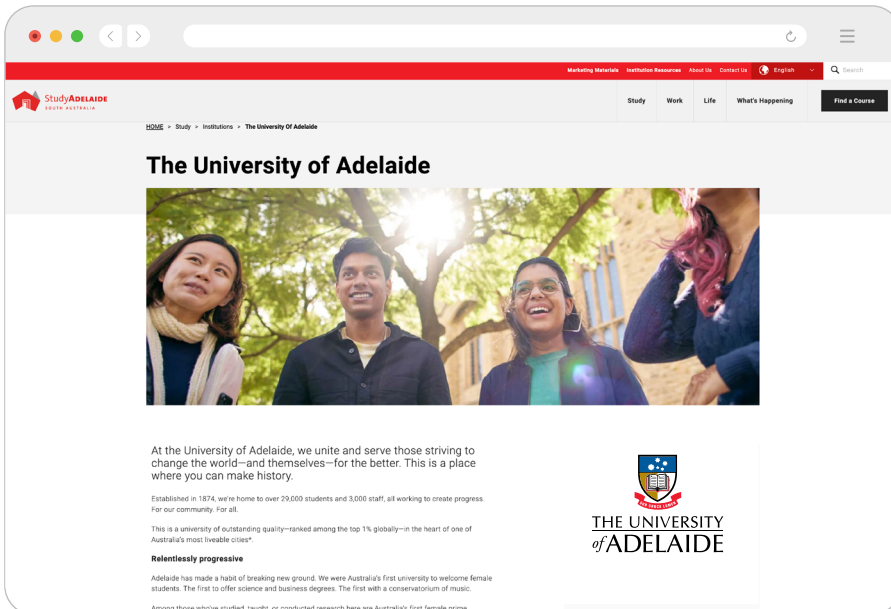
### 2. Mono Logo

The mono logo is exclusively black and should be used when the standard coloured logo cannot be applied, such as on light-coloured backgrounds that are not plain white. Note that the top of the shield is black to ensure the stars are always shining.

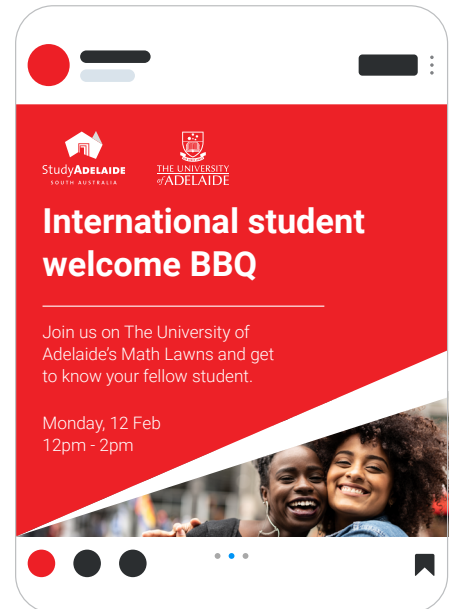

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### 3. Standard Logo

Following the Master logo, the standard logo is our next preferred option. It should be used on white backgrounds. Note the black title and outline around the shield, which enhance legibility on the light background.



### 4. Reverse Mono Logo

The Reverse Mono logo is always white and should be used on backgrounds where white is more legible than black. Note that in this version, the stars are also white, ensuring they stand out on mid to dark backgrounds.