



# Alumni Network

## 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. This will be consistent with the official USQ logo but with your chapter name alongside it. It will look similar to the following:



## Brisbane Business Alumni Chapter

### 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 minimum recommended print sizes are based on the width of the 27mm
- no boxes are to be included around the logo and the colours cannot be changed in any way
- keep a minimum clear space of 'X' surrounding the logos, free from typography, illustrations or any other graphic
- use the JPG version for all electronic applications and the EPS version for all printed items.



**Each use of the logo must be approved by the Alumni & Advancement Office.**

## 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. The secondary colour palette, made up of PMS 144C and PMS 130C, are used for headings and pull quotes in printed collateral and PMS 430C is used predominantly for USQ sub-brands and co-brands and endorsed brands.



When the Visual Identity is used in electronic media such as internet, television or electronic advertising, ensure RGB colours are used. RGB colours will vary depending on individual screen calibration. PMS Warm Gray 7C and PMS Warm Gray 1C are used in instances where reduced amounts of yellow are required.

## Use of USQ fonts

The general font is Verdana Regular and can be used in word documents and email communications. Verdana Bold can be used when extra emphasis is required. It is acceptable to use Verdana at 11pt size.

## 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. Please download the full Chapter Visual Identity Guidelines from the USQ Alumni website. The document will provide you with additional information about how to best use your chapter logo.

If you require any further information or any assistance, contact the Alumni & Advancement Office via email **[alumni@usq.edu.au](mailto:alumni@usq.edu.au)**.