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Brand Guidelines

2011

The C&S Office

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UNIVERSITY OF
SYDNEY UNION

Clubs & Societies

University of Sydney Union

Brand Guidelines

These guidelines provide the elements of the University of Sydney Union (USU) brand identity endorsement lockup to be used by Clubs & Societies (C&S). These are the components that form the foundation of the USU brand.

Consistent branding will help your Club or Society:

1. Build awareness of your Club or Society and its affiliation with the University and the University of Sydney Union.
2. Grow your membership.
3. Demonstrate your contribution to the C&S Program and the campus community.
4. Recognition of C&S being part of the USU umbrella.
5. Illustrate differential pricing for Access and non-Access card holders to events etc.
6. Comply with USU C&S Regulations.

It is mandatory to follow the guidelines as stipulated in order to maintain clear, consistent and successful branding for both your Club and the USU.

All C&S marketing, communication and promotional materials will be required to use the 'endorsement logo lockup' (see next page). The endorsement logo is similar to the umbrella 'USU brand mark' (right), but features the element: 'Provided by' to illustrate the USU's support of the C&S Program.



**UNIVERSITY OF
SYDNEY UNION**

The University of Sydney Brand Management Unit have prohibited the use of the University of Sydney logo by USU Clubs & Societies.

Faculty Clubs may apply to the C&S office for associated organisations to use the University of Sydney Logo, in such cases the Provided by USU logo is still required.

Use of the University name

C&S are not permitted to use "USYD", you are permitted to use the full name, Sydney University xx xx club, or the xx xx club of Sydney University. The acronyms for each club are acceptable.

All materials must be provided to C&S for approval.

Detailed questions around the brand can be sent to the Marketing & Communications department – details at the end of this document.

Endorsement logo

The USU provides and hosts (in terms of funding, facilities and logistical management) an abundance of services and events.

To help with brand recognition we have created an 'endorsement' mark.

This helps people understand that the Union is responsible for the delivery of these services and events.

The words 'Provided By' has been added to the University of Sydney Union brand mark to assist in being clear and direct about the Union's participation.

LOCKUP



PROVIDED BY
UNIVERSITY OF
SYDNEY UNION



PROVIDED BY
UNIVERSITY OF
SYDNEY UNION

Black and white usage



PROVIDED BY
UNIVERSITY OF
SYDNEY UNION

Black and white - reverse



Print = 25mm



Online = 120pixels @ 72dpi

MINIMUM SIZE A minimum size detailed above to which the brandmark should be reproduced has been decided to ensure legibility in all applications. There is no maximum reproduction size.

CLEAR SPACE The exclusion zone is the minimum area around the brandmark that must remain clear of any typography or other graphic elements. The way to derive the exclusion zone is demonstrated below (note the magenta lines are for alignment not printing).

If you are not using a graphic program such as Photoshop and cannot use the reverse/white logo for coloured backgrounds it is permissible to put the logo on a solid block, keeping the clear space as below.



Clear space around the brandmark is dictated by the size of the Lion within the University of Sydney Union shield.

Endorsement logo files available for download on the C&S Orion Portal and [here](#)

As with the USU brand mark you cannot alter the endorsement logo, it must always be reproduced from the logo files supplied and never redrawn or modified. Please find some examples of incorrect usage of the brand mark that applies to the endorsement logo.



Do not colour the brandmark in colours not specified within our guidelines.



Do not distort or alter the brandmark in any way.



Do not add a colour effect to the brandmark.



Do not fill the brandmark with an image or illustration.



Do not reproduce the brandmark in outline.



Do not alter the lockup of shield and wording.



Do not typeset the brandmark in other typefaces.



Do not add a drop shadow effect to the brandmark.

LOGO PROPORTIONS Avoid changing the proportions or stretching of logos by always holding down the 'Shift' key while resizing up or down.

The logo files provided for use is of printable quality and format with separate files provided on the portal for web/screen resolution use. Please ensure all elements of the logo replicates

well i.e. the details of the shield and colours are clear. Also, the USU logo must not be used in or near the use of anything that is derogatory or contentious.

Brand Tools Colour Palette

Our colour palette reflects our personality – it has warmth and character with the strength and confidence of a leader. The colour palette identifies the colours used in our logo (primary colour) and the colours that will feature predominantly in USU designs (secondary colours).

PRIMARY

PMS	1235C (coated) / 122U (uncoated)	YELLOW
CMYK	0.25.100.0	
RGB	253.187.48	
PMS	–	WHITE
CMYK	0.0.0.0	
RGB	255.255.255	
PMS	Black 6	BLACK
CMYK	60.20.20.100	
RGB	0.5.10	

Access

Access is a highly recognisable brand mark on campus and is used frequently.

The logo has undergone a slight change to make it more cohesive and dynamic. The e and s are now joined. This updated logo should replace all instances of the previous logo and be the only Access logo used going forward.

The revised Access logo is available for download and use by C&S in both Access PMS/CMYK and reversed for solid colour backgrounds.



Access Orange

PMS 158C (Coated)

CMYK 0.65.100.0

Access logo files available for download on the C&S Orion Portal

Mandatory

C&S must use the Access brand mark in their materials if Access is mentioned i.e. Access price, Access member discount etc.

All materials must be provided to MarComms for approval.

FYI the Access logo is also an example of the use of the endorsement lockup demonstrating that Access is a part of the USU brand and owned by the USU. The USU will use the following lockup when promoting Access.

LOCKUP



Application

Medium	USU Logo/linking Required	Recommended Position
Posters / Flyers and other printed material	USU Endorsement logo Access logo [where Access pricing is detailed]	Bottom strip
Banners – pull up / feather	USU Endorsement logo Access logo [where Access pricing is detailed]	Top/bottom strip
T-Shirts	USU Endorsement logo	Nape or sleeve cuff
Newsletters printed	USU Endorsement logo Access logo [where Access pricing is detailed]	Front page
Websites / eNewsletter	USU Endorsement logo Embedded link to http://www.usuonline.com/ Access logo [where Access pricing is detailed]	
Social Media – Facebook Google pages/docs	Link to www.USUonline.com Facebook Pages to favourite University of Sydney Union (USU) Page http://facebook.com/USUAccess	Info tab on Facebook Pages & Groups
Social Media - Twitter	Follow http://twitter.com/USUAccess	

Note: Print jobs cannot commence without the C&S approval of art work - ***materials printed without artwork approval will not receive funding and may face suspension regardless of the USU logo being displayed.***

Materials produced without the USU logo as outlined above will be removed and funding will be suspended until the C&S Committee has reviewed the situation. If you have an extraordinary circumstance where the logo cannot be displayed, you must consult the USU marketing team for options and recommendations.

MarComms Contact

Submit logo questions and Replacement Banner Funding requests to:

Lucy Robson
Brand Manager
9563 6166
l.robson@usu.usyd.edu.au

If Lucy Robson cannot be reached please send to:

Samantha Bala
Marketing Manager
9563 6026
s.bala@usu.usyd.edu.au

DICTIONARY

a. DEFINITIONS

- i. **USU / Union**
The University of Sydney Union
- ii. **Brand mark**
Aspect or element (such as colour, design, picture, symbol, typeface) of a brand that cannot be expressed in words. Used to identify a product or service and to differentiate it from competitors' products or services.
- iii. **Brand Image**
The feelings, moods, emotions and connotations evoked by a brand. Also referred to as Brand Identity.
- iv. **Lockup**
How the elements (such as colour, design, picture, symbol, typeface) of a brand are assembled. Usually includes additional information to the Brand Mark.