

# UQ LOGO USAGE GUIDE

## UQ LOCKUP



CREATE CHANGE



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE

**Marketing communication**  
Advertising campaigns  
Print and digital collateral  
Merchandise and apparel



## UQ LOGO



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

**General use**  
Co-branded collateral  
General signage  
Restricted space items



## UQ LOGO—SPONSORSHIP



**Sponsorship activities**  
Event collateral  
Sponsored websites  
Sporting sponsorships



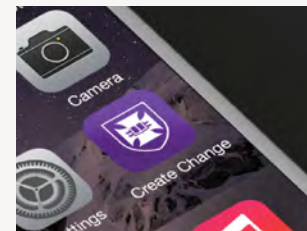
## UQ LOGO—SPECIAL USE



**Formal applications**  
Campus signage  
Graduation certificates  
Legal documents



**Other applications**  
Corporate uniforms  
Apparel for local markets  
Digital applications



## WHICH LOGO SHOULD I USE?

### Primary logos

The UQ lockup and UQ logo are our most frequently used logos.

The default logo should always be the UQ lockup. It includes our 'Create change' tagline which reinforces what the University stands for, and is applicable for all audiences across all communication.

### Sponsorship logos

Sponsorship logos are available for specific and limited use. The default logo should be the purple UQ logo. An alternate version on a gradient background may be used in special instances where our logo needs to be more prominent.

### Special-use logos

Special-use logos are available for specific and limited use within formal applications.

To use any special-use logos contact [brand@uq.edu.au](mailto:brand@uq.edu.au) for guidance and permission.

For more information on using the UQ logo see section 3.0 of the [UQ Brand Guidelines](#).