

UQ LOGO CONDITIONS OF USE

What are the requirements of using the UQ logo?

Approval for use

Approval is given to use The University of Queensland logo **only** for the purpose requested. The UQ logo is not to be used to advertise, or to imply the University's endorsement of, an external organisation, company, product or service, or for any purpose other than outlined in your request.

These conditions of use must be included if forwarding the UQ logo to an external party.

File formats

Requested files may include standard or stacked versions of the UQ logo, or standard or stacked versions of the UQ lockup (examples pictured).

The logo files are available in:

- **png format** – rgb-colour raster format with transparent background recommended for web and screen-based applications
- **eps format** – cmyk-colour vector format with transparent background recommended for print applications.

If alternate formats of the logo are required – such as reverse (white) or mono (black), or another digital file type such as jpeg – email **brand@uq.edu.au** with details of your request.

Application guidance

The shield and the words 'The University of Queensland' and 'Australia' (together with the words 'Create change' in the UQ lockup) in the supplied configuration and colours comprise the UQ logo. None of these elements should be moved, amended or recoloured. The logo should only be resized in proportion – do not squash or stretch it.

The logo must stand alone in a clear area, free of any other material. Use a measure equal to half the width of the shield in the logo to determine the minimum area that must be left clear around the entire logo.

Files should not be opened directly in programs such as Word, Publisher, InDesign, PowerPoint etc, use the place/insert/get picture/get graphic commands. However, where required to suit layout and space requirements of collateral such as web pages, png files may be resized in Photoshop and smaller versions saved for placement. Note that eps files are not supported by Microsoft Word and PowerPoint and should not be used in these applications.

More information

If you have any questions or require advice, email **brand@uq.edu.au**.



UQ lockup
standard



UQ lockup
stacked



UQ logo
standard



UQ logo
stacked