UQ LOGO GUIDELINE SHEET

UQ LOGO

The UQ logo is made up of a Shield (A), Namestyle (B) and Tagline (C).

The default logo should always be the UQ lockup. It includes our 'Create change' tagline which reinforces what the University stands for. The tagline always appears directly underneath or to the right of the line divider.

REVERSE LOGO

All UQ logos are available in three colour variations: purple, reverse, and mono. Purple is the preferred version as this is the University's identifying colour.

The white UQ logo can be reversed out of dark purple, black or the purple gradient.

LOGO ON GRADIENT

When placing the UQ logo on the purple gradient, ensure it is always reversed out of the darkest part of the gradient, as shown above.

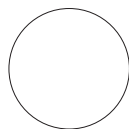Never position the UQ logo on the light purple section of the gradient.

MONO LOGO

In certain circumstances, when it is absolutely not possible to use the colour version (e.g. newspaper advertisements), a mono version of the UQ logo is permitted.

UQ purple
PMS 268
C82 M98 Y0 K12
R81 G36 B122
#51247A

White
PMS NA
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Black
PMS NA
C0 M0 Y0 K100
R0 G0 B0
#000000

COLOURS

UQ's primary colour palette consists of purple, white and black. Purple is our identifying colour and should be the default colour for the UQ logo wherever possible.

To ensure the UQ logo is applied and reproduced consistently across all channels and campaigns, use the colour breakdowns above.

MINIMUM CLEAR SPACE & SIZE

The minimum clear space for all variations of the UQ logo is calculated by using half the width of our shield (shown here as 'x') at any given size. Where possible, a greater clear space is preferred.

To ensure legibility, adhere to the minimum sizes as shown above. Please note these are the minimum sizes, not the desired sizes.

20mm/75px

15mm/56px

UQ lockup (preferred)

UQ logo

UQ lockup stacked

UQ logo stacked

UQ lockup landscape

PRIMARY LOGOS

UQ primary logos come in stacked and landscape variations. The same basic rules apply to all logo variations as outlined on this guideline sheet.