

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
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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

Specific treatments of the UQ logo and the UQ shield and initials have been developed for sponsorship.

Sponsorship logos are available for specific and limited use. Never use these versions of the UQ logo for any other purpose.

Special-use logos

Special-use logos are available for specific and limited use.

To use any special-use logos please contact brand@uq.edu.au for guidance and permission.

For more information on using the UQ logo please see section 3.0 of the UQ Brand Guidelines.