



**UOW
PULSE**

UNICLUBS LOGO POLICY

Date approved:	6 December 2018	Date Policy will take effect:	6 December 2018	Date of Next Review:	6 December 2020
Approved by:	Monica Millar, Head of Marketing & Communications, UOW Pulse				
Custodian title & e-mail address:	Thomas Quinn , Manager Clubs and Volunteering Programs, UOW Pulse tquinn@uow.edu.au				
Responsible Unit:	UOW Pulse Marketing & Communications UniClubs				
Supporting documents, procedures & forms of this policy:	UniClubs Handbook UniClubs Social Media Policy Student Engagement Code of Conduct UniClubs Sexual Harassment Policy UniClubs Drug and Alcohol Policy UniClubs Bullying and Prevention Policy UOW Pulse Brand Guidelines				
References & Legislation:	Copyright Act 1968 (Commonwealth) Trade Marks Act 1995 (Commonwealth) Competition and Consumer Act 2010 (Commonwealth)				
Audience:	Public – UOW Pulse affiliated Clubs & Societies				
Expiry Date of Policy (if applicable):					



Contents

1	Purpose of Policy.....	3
2	Definitions	3
3	Policy Application & Scope.....	3
4	Application of Logos	4
5	Incorrect Use of Logos (Examples)	5
6	Use of the University of Wollongong (UOW) logo	5
7	Use of other UOW Pulse logos	5
8	Non Faculty Clubs	6
9	Faculty Clubs	6
10	Logo Approval Process	6
11	Version Control and Change History.....	6

1 Purpose of Policy

This policy is designed to:

- 1.1 Provide UOW Pulse affiliated clubs and societies with guidelines when applying UniClubs logos to uniforms, marketing material and merchandise.
- 1.2 Support effective and consistent promotion of UniClubs affiliate clubs and societies.

2 Definitions

Word/Term	Definition (with examples if required)
UOW	University of Wollongong 'University'
UniClubs	UniClubs is the arm of Student Engagement tasked with managing clubs and societies affiliated with UOW Pulse.
Faculty Club	Clubs and societies associated with an academic area of study.
Non Faculty Club	Non-academic clubs and societies. Categories include: <ul style="list-style-type: none">• Community Service• Cultural• Professional Development• Political• Spiritual• Special Interest• Recreational (including sports)
Competitive Sport Club	A club that represents UOW in an external, community based sporting competition as per agreement with the university.

3 Policy Application & Scope

- 3.1 This policy applies to the use of logos by UniClubs.
- 3.2 All branded items produced by affiliated clubs and societies must comply with all relevant common law and legislation, such as the Copyright Act 1968 (Commonwealth), Trade Marks Act 1995 (Commonwealth) and Competition and Consumer Act 2010 (Commonwealth).
- 3.3 All branded items and promotional content, produced by Users must comply with the Student Engagement Code of Conduct, UniClubs Social Media Policy, UniClubs Sexual Harrassment Policy, UniClubs Drug and Alcohol Policy and UniClubs Bullying and Prevention Policy.
- 3.4 Where this policy refers to the title of a position at UOW Pulse, that reference is taken to include any future change in title for that position, provided the position is substantively the same.
- 3.5 This policy does not apply to UOW Competitive Sports Clubs. Such clubs should refer to the Competitive Sports Club Handbook for logo and brand details.

4 Application of Logos

- 4.1 Use of logos on club uniforms, marketing and/or merchandise must be approved by UniClubs (refer to approval process – section 9).
- 4.2 All club uniforms, marketing and/or merchandise should include the UniClubs logo with the exception of alcohol focused related events or merchandise (for example a pub-crawl). Events with an alcohol

focus need to be discussed with UniClubs and prior approval sought before incorporating the UniClubs logo in promotions.

4.3 UniClubs Logo:

UNICLUBS

The logo can also be used as a reverse monotone (white).

Only use logo files provided by UniClubs. Do not source logos from other sources such as websites or social media.

4.4 Logo Colour Requirements:

The correct colours should be used for all applications of UniClubs on uniforms, merchandise and marketing items. The colour is not to be changed.

Colour & RGB

CMYK /0 /0 /0 /100	CMYK /0 /0 /0 /0
RGB /0 /0 /0	RGB /255 /255 /255
HEX #000000	HEX #FFFFFF
PANTONE BLACK C BLACK U	

4.5 Sizing Requirements:

The UniClubs logo may be reduced no less than 10mm in height. Legibility must always be considered when reducing the logo.



4.6 Logo Positioning:

The minimum clear space around the UniClubs logo is no less than 50% of each logo's height and width. To ensure that the logo stands clear on the item of clothing and merchandise, no other graphic or typographic element should appear near this space. The UniClubs logo is not to be locked up with any other logo.

5 Incorrect Use of Logos (Examples)

5.1 UniClubs staff may ask clubs to alter the promotional design and/or reprint material that does not meet UniClubs, or the University of Wollongong's brand guidelines.

- i. Do not change the colour of the logo/use multiple colours:



UNICLUBS

- ii. Do not 'lock' the logo with another logo:



UNICLUBS

- iii. Do not alter any words of the logo:



UCLUB

- iv. Do not distort the logo when rescaling:



UNICLUBS

- v. Do not add graphics to the logo:



UNICLUBS

- vi. Do not set the logo smaller than 10mm:



UNICLUBS

- vii. Do not tilt or re-arrange the design of the logo:



UNICLUBS

- viii. Do not use the UniClubs monogram. This monogram is for use by UniClubs only, unless otherwise stipulated.

6 Use of the University of Wollongong (UOW) logo

6.1 The University of Wollongong logo or brand marks are not to be used without prior approval by the University of Wollongong Strategic Marketing and Communications Unit. Requests for approval to use a UOW or UOW Sport logo are to be forwarded to the UniClubs Coordinators.

7 Use of other UOW Pulse logos

7.1 UOW Pulse business logos, such as UniActive, UniShop, UniBar, Rush, Fuel and IGA should not be used without prior approval by the UOW Pulse Marketing Team. Requests for approval are to be forwarded to the UniClubs Coordinators.

8 Non Faculty Clubs

8.1 If UniClubs have approved funding for uniforms, marketing and/or merchandise, the UniClubs logo is to be included on the item, the final design must be approved by UniClubs.

8.2 There is no stipulation on the placement of logos, however the design needs to be approved by UniClubs prior to funding being signed off.

9 Faculty Clubs

9.1 If UniClubs has approved funding for uniforms, marketing and/or merchandise, the UniClubs logo is to be included on the item. The final design must be approved by UniClubs.

9.2 If SAF Funding has been approved for uniforms, marketing and/or merchandise, the UniClubs logo and the SAF logo is to be included on the item. The final design must be approved by UniClubs.

9.3 There is no stipulation on the placement of logos, however the design needs to be approved by UniClubs prior to funding being signed off.

10 Logo Approval Process

10.1 Use of the UniClubs logo must be approved by the UniClubs Coordinators. Please allow a minimum of 5 business days for approval.

10.2 Use of the University of Wollongong logo or brand marks must be approved by the University of Wollongong Strategic Marketing and Communications Unit. Please contact your UniClubs Coordinator to arrange approval. Allow a minimum of 10 working days for approval.

10.3 Use of other UOW Pulse business logos (examples: UniActive, UniShop, UniBar, IGA) must be approved. Please contact your UniClubs Coordinator to arrange approval. Allow a minimum of 10 working days for approval.

10.4 To gain approval to use the UniClubs logo, or request permission for the University of Wollongong logo or other UOW Pulse business logos, please send your request and proposed design to the relevant UniClubs Coordinator or include on the funding application forms available on the UniClubs website. If applying for funding, the proposed design file needs to be attached for approval.

11 Version Control and Change History

Version Control	Date Effective	Approved By	Amendment
1	6 December 2018	Monica Millar	New Policy Created
2	7 December 2020		Amendment of "UniLife" in policy