UniClubs Logo Policy

Date approved:	January 2024	**Date Policy will take effect:**	January 2024	**Date of Next Review:**	January 2026
Approved by:	Chief Executive Officer				
Custodian title:	Head of Student Engagement & Marketing				
Author:	Head of Student Engagement & Marketing				
Responsible Unit:	Student Engagement & Marketing				
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 (Cth)* *Trade Marks Act 1995 (Cth)* *Competition and Consumer Act 2010 (Cth)*				
Audience:	External				
Expiry Date of Policy (if applicable):	Not Applicable				

Contents

1 Purpose

1.1. This policy is designed to:

1.1.1. Provide UOW Pulse affiliated Clubs & Societies with guidelines when applying UniClubs logos to uniforms, marketing material and merchandise.

1.1.2. Support effective and consistent promotion of UOW Pulse affiliate Clubs & Societies.

2 Policy Application & Scope

2.1. This policy applies to the use of logos by affiliated Clubs & Societies.

2.2. All branded items produced by affiliated Clubs & 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).

2.3. All branded items and promotional content, produced by Users must comply with the Student Engagement Code of Conduct, UniClubs Social Media Policy, UniClubs Sexual Harassment Policy, UniClubs Drug and Alcohol Policy and UniClubs Bullying and Prevention Policy.

2.4. 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 Definitions

Word/Term	Definition
UOW	University of Wollongong
UniClubs	UniClubs is the brand associated with clubs or societies who are affiliated through UOW Pulse.
Faculty Club	Clubs or societies associated with an academic area of study.
Non-Faculty Club	Non-Academic clubs or societies. Categories include: • 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.

4 Application of Logos

4.1. Use of logos on club uniforms, marketing and/or merchandise must be approved by UOW Pulse (Refer to Approval Process).

4.2. All club uniforms, marketing and/or merchandise should include the UniClubs logo with the exception of alcohol focused related events or merchandise (i.e. a pub crawl). Events with an alcohol focus need to be discussed with UOW Pulse and prior approval sought before incorporating the UniClubs logo in promotions.

4.3. UniClubs Logo

4.3.1. The logo can also be used as a reverse monotone (white). Only use logo files provided by UOW Pulse. Do not source logos from other sources such as websites or social media.

4.4. Logo requirements

4.4.1. The correct colours should be used for applications of the UniClubs logo for uniforms,

marketing and/or merchandise 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

    4.5.1. 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

    4.6.1. 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 the space. The UniClubs logo is not to be locked up with any other logo.

5 Incorrect Use of Logos

5.1. UOW Pulse staff may ask clubs or societies to alter the promotional design and/or reprint material that does not meet UOW Pulse, or the University of Wollongong's Brand Guidelines.

5.2. Examples of incorrect use of logos

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

    5.2.2. Do not lock the logo with another logo:

    5.2.3. Do not alter any words of the logo:

    5.2.4. Do not distort the logo when rescaling:

    5.2.5. Do not add graphics to the logo:

    5.2.6. Do not set the logo smaller than 10mm:

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

5.2.8. Do not use the UniClubs "UC" monogram. This monogram is for use by UOW Pulse only, unless otherwise stipulated.

6 Use of the University of Wollongong Logo

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

7 Use of other UOW Pulse Logos

7.1. UOW Pulse business logos, such as UniActive, UniShop, UniBar, Aspire and Village Grocer should not be used without prior approval by the UOW Pulse Marketing Team. Requests for approval are to be forwarded to the Clubs Coordinator.

8 Non-Faculty Clubs

8.1. If clubs or societies 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 UOW Pulse prior to printing.

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

9 Faculty Clubs

9.1. If UOW Pulse 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 UOW Pulse.

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

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 Clubs Coordinator. 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 UOW Strategic Marketing and Communications Division. Please contact the Clubs Coordinator to arrange approval. Allow a minimum of 10 business days for approval.

10.3. Use of other UOW Pulse business logos (e.g. UniActive, UniShop, UniBar, Aspire and Village Grocer) must be approved. Please contact the Clubs Coordinator to request 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 Clubs Coordinator or include on the funding application form. If applying for funding, the proposed design file needs to be attached for approval.

11 Version Control Table

Version Control	Date Released	Approved By	Amendment
1	December 2018	Head of Student Engagement & Marketing	New Policy created.
2	December 2020	Head of Student Engagement & Marketing	Updated "UniLife' references to "UOW Pulse".
3	March 2022	Head of Student Engagement & Marketing	Minor updates to change of titles and references.
4	January 2024	April Alexander Head of Student Engagement & Marketing	Removal of "Rush", change of "IGA" to "Village Grocer". Improved consistency of terminology throughout.