

**Positive****Reverse**

**The QUT logo is a registered Trade Mark and its use by any outside organisation is subject to the approval of the Publications Manager.**

**The QUT logo is the only logo to be used to represent the University; sub-centres of the University are not permitted their own logos.**

**It is important that the logo is always used correctly. The method shown in the manual is to be carefully followed.**

The QUT logo is not to be smaller than 7.5mm on printed publications. Other specialist applications that require the logo to be smaller than this must be approved by the Publications Manager.

Wherever practical, the standard colour should be adhered to. See section 3.

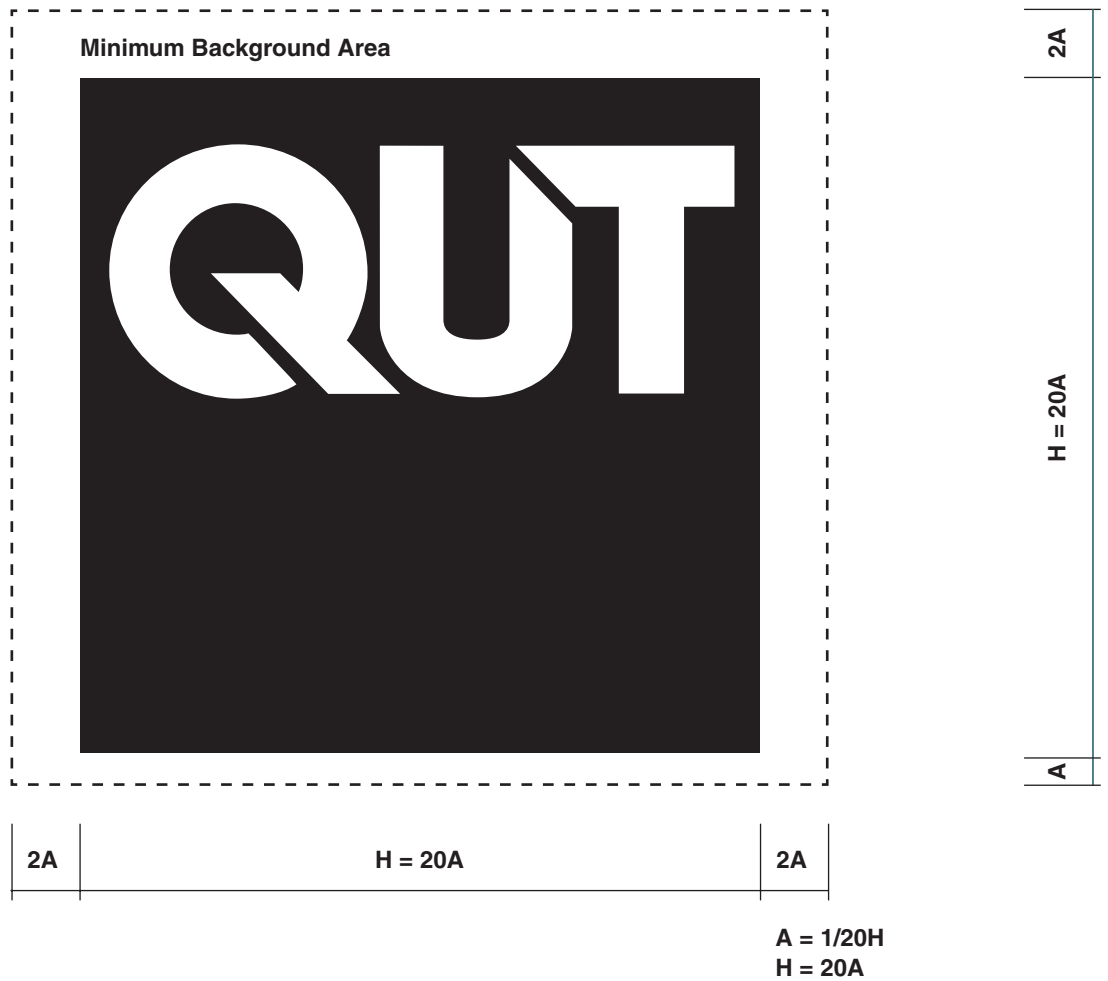
The QUT logo is never to be typeset, drawn manually or using computer graphics. It must be reproduced from an approved computer file printed through a high-quality printer. Only digital files supplied by Publications should be used. Care should be taken not to distort the logo when sizing digital versions.

Wherever possible, the logo and the name of the university should be used as a unit – See section 4.4.

The logo should preferably be used without the University name attached. Where it is used on material for distribution outside South-East Queensland and it is not possible to use the University name in text nearby, the version of the logo with the University name attached should be used – See section 4.4.

The Minimum Background Area is to be left free of any matter.

This area is defined by the broken line. The area to be left free extends to 1/20th of the logo height (A) below the logo. It extends to 1/10th of the logo height (2A) on the other three sides.





The logo is to be embossed only as shown with the background raised.



When the logo is used in relief, the letters are to be set forward 1/20 of the logo height as shown by the dimension 'A'.

$$A = 1/20H$$
$$H = 20A$$

## QUT Logo Standard



**Queensland University of Technology**

QUT Logo Standard  
Reversed

**Queensland University of Technology**

**When used with the logo, the University name must be used in one line only underneath the logo and as a composite graphic with the logo, maintaining its proportion to and spacing from the logo. If design parameters do not permit this, one of the applications shown on the next page may be used.**

The University name should not be typed separately under the logo, and must never appear with the logo in any font other than Helvetica Bold.

For forms and other specialist applications, the University name may be used in Helvetica Bold adjacent to the logo – see section 4.5. These versions of the logo are available only through the Publications Unit and usage should be approved by the Publications Manager.

Digital versions of the logo with and without words are downloadable from the Publications website, [www.pubs.qut.com](http://www.pubs.qut.com)

Care should be taken not to distort the logo when sizing digital versions.

The name of the Faculty, School or Department may be added below 'Queensland University of Technology' in Helvetica Medium, sized to match the University name. Only approved University Centres are permitted to use their name in the same style and size as the University name directly under the logo instead of the University name.

Individual logos for Centres, Schools, Committees etc are not permitted.

A University slogan determined by the Marketing and Communications Department and approved by the Vice-Chancellor may be used under the logo in place of the University name in a style and size determined by Marketing and Communications.

See sections 4.5 – 4.8 for examples of acceptable and unacceptable uses of words with the logo.

**Version 1**

The University name is used in Helvetica Bold on two lines indented underneath the logo.



**Queensland University  
of Technology**

Variations of the logo with the University name may be used for forms and other specialist applications approved by the Publications Manager.

These are not the preferred versions of the logo with University name and should be used only where design restrictions do not permit the University name to be used in one line under the logo.

**Version 2**

The University name is used in Helvetica Bold on two lines and sits to the right of the logo square aligning with the QUT lettering.



**Queensland University  
of Technology**

**Version 3**

The University name is used in Helvetica Bold on two lines and sits to the left of the logo square aligning with the QUT lettering.

**Queensland University  
of Technology**





These applications are acceptable for general use.



Queensland University of Technology



Queensland University of Technology  
Brisbane Australia



Queensland University of Technology  
Faculty of Information Technology



Australian Centre in  
Strategic Management



a university for the **real** world<sup>®</sup>

These applications are acceptable for internal use only.





**Queensland University of Technology**

Spacing incorrect between logo and name.



Queensland University of Technology

Incorrect typeface used for name.



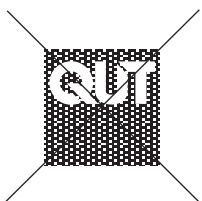
Queensland University of Technology

Name must be in Helvetica Bold.



**Queensland University of Technology**

Logo and name are distorted.



The square should be solid.



The stylised letters must always be within the square.



The minimum background area should be left around the logo, see section 4.2.