SWINBURNE CLUB BRAND GUIDELINES

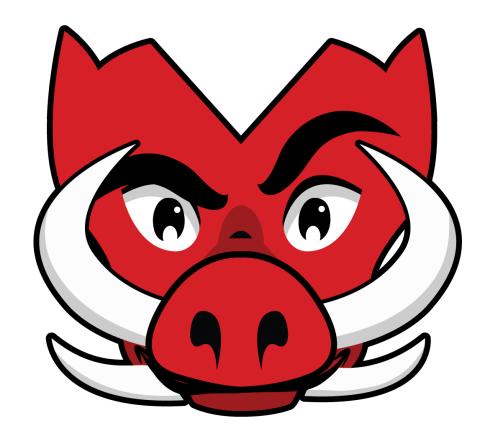
SWINBURNE STUDENT LIFE





WHY?

When setting up a new club, you'll need to consider designing a logo as it's essential for re-registering next year.



SOME GROUND RULES

(LIGHTS AND DARKS)

Make sure your logo can be used on both dark and light background colours.













SOME MORE GROUND RULES

(SWINBURNE AND SWINES)

If the Club logo includes "Swinburne" it must be spelt out fully. It cannot be abbreviated to "Swin", "Swinburne University", or "SUT".

NOTE: all new Clubs must include "Swinburne" at the start of their Club name.

If your Club wishes to use the following in your logo design the artwork must be completed by a Student Life graphic designer:

- The Swinburne Montserrat font;
- the Swinburne Crest or;
- the Razor logo or any references to it in the logo design

NOTE: The logo can reference a generic boar without being created by Swinburne Student Life.

Examples of these are:







SPORTS CLUB? GO RAZORBACKS

SPORTS CLUB?

We highly recommend Razor is included in all Sport Club logos. Note that a Student Life graphic designer must complete this artwork. See examples below:









PROMOTING YOUR CLUB

If you want to use elements of the Swinburne or Swinburne Student Life brand on collateral, including logos or references to logos, you must seek approval from Swinburne Student Life before you begin designing these.

The logo must fit within an image (1280 x 720) for the Student Life Portal thumbnail and Club's page header.

When referring to the Student Life Portal, please ensure it is referenced as such (i.e. not UniOne).

This is the URL format for your Club. Please use this when promoting the link:

www.studentlife.swinburne.edu.au/Clubs/[CLUBNAMEHERE]





PROMOTING YOUR CLUB

(NOW IN COLOUR)

While you are not bound to use specific colours in logos and collateral, if you are considering using some of the Swinburne colours, we encourage using the following:

SWINBURNE YELLOW

CMYK

COATED 0 6 95 0 UNCOATED 0 2 100 0 RGB 255 236 0 PMS 102 U 115 C

HEX FFEC00

SWINBURNE CHARCOAL

CMYK

COATED 44 34 22 77 UNCOATED 44 34 22 77 RGB 52 54 66

PMS 433 U 7540 C

HEX 343642

CORE BRAND





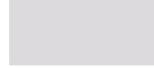
BLACK

CMYK 20 20 20 100

RGB 0 0 0

PMS BLACK6 U
BLACK6 C

HEX 000000



SWINBURNE CHARCOAL 10% TINT CMYK 44 34 22 7

RGB 75 79 84 PMS 433 U 7540 C

HEX 4BF54



WHITE

CMYK 0 0 0 0

RGB 255 255 255

HEX FFFFFF





APPROVAL PROCESS.

All new logo designs must be sent through to Swinburne Student Life for approval.

All merchandise or collateral designs must be approved by Swinburne Student Life.

Please send everything to clubs@swin.edu.au





QUESTIONS?

Feel free to contact the Student Life Clubs & Sport team for assistance. We're here to help!

E-mail: clubs@swin.edu.au

Phone: +61 3 9214 5445

Club Hub: Tuesday, Wednesday & Thursday

1pm-4pm



