



Branding and Merchandise Guidelines



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1. Introduction

The following is a guide to branding and co-branding clubs and societies with JCUSA and SSAF logos. JCUSA requires a unified and consistent brand across all facets of its operation - including affiliated SSAF grant funded items for clubs and societies, facilities and events.

These guidelines have been created to assist your club or society when developing, designing and updating merchandise, uniforms and promotional materials that have been funded by JCUSA or SSAF.

All merchandise, uniforms and promotional materials that include these logos must be approved by JCUSA prior to production. Failure to comply with these guidelines may result in a club or society not receiving their grant money and/or being disaffiliated with JCUSA.

1.1 Definitions

Affiliated Club or Society	An affiliated Club or Society is a body whose affiliation application has been approved by the Association Council.
Club	A Club is a group of like-minded individuals, the majority of whom are currently enrolled JCU, who gather to hold events and engage in activities for the mutual benefit of members and the wider JCU student cohort.
JCUSA	Refers to the James Cook University Student Association.
Logo	Refers to the official identifying symbol or wording that is used for advertising.
Merchandise	Refers to any clothing, accessories or items that the clubs offers.
Proof	A copy of something that is examined and corrected before the final copies are printed.
Promotional material	Refers to any collateral that is used to promote the club or society, including but not limited to: poster, flyer, postcard, signage, website, social media, booklet, banners etc.
SSAF	Refers to the Student Services and Amenities Fee (SSAF)
Society	Refer to club.
Uniform	Refers to all items of the club or societies playing/competition/training branded clothing.

1.2 Acronyms

JCUSA	James Cook University Student Association
SSAF	Student Services and Amenities Fee

2. Logos

The elements of the JCU Student Association logo can never be changed. Position, size, and colour, along with the spatial and proportional relationships of the JCU Student Association logo elements, are predetermined and can not be altered.

JCUSA has a logo suite (including SSAF logo) available on request in either PNG, JPG or EPS format.

2.1 Selection of JCUSA and SSAF logos

For clubs and societies, any merchandise and/or uniforms purchased through JCUSA with SSAF money, including JCUSA grants, must include at least one of the below options.

Inline Logo

Option 1 - JCUSA inline colour / SSAF logo colour



Option 2 - JCUSA inline colour / SSAF logo black



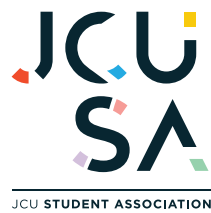
Option 3 - JCUSA inline reverse / SSAF logo white



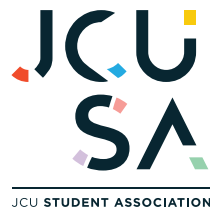
Logos

Stacked Logo

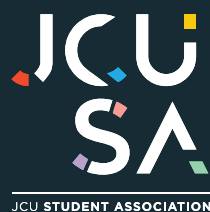
Option 4 - JCUSA stacked colour / SSAF logo colour



Option 2 - JCUSA inline colour / SSAF logo black



Option 3 - JCUSA inline reverse / SSAF logo white

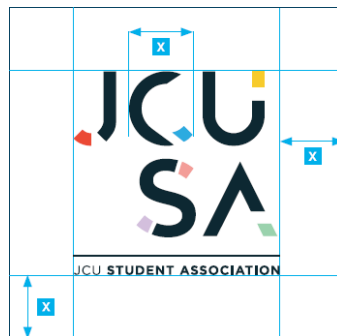


2. Logos

2.2 Logo Design Requirements

2.2.1 Spacing

The JCUSA and SSAF logos require separation from the other elements around them. Whenever you use the logos, it should be surrounded with clear space to ensure its visibility. The logos must always fit into the clear space area and they cannot be encroached upon by other graphical elements which could hinder legibility of the brand.



2.2.2 Minimum logo sizes

There are no predetermined sizes for the JCUSA and SSAF logo. Scale and proportion should be determined by the available space, function and visibility. In print, the minimum size is 30 mm width for the JCUSA stacked logo and 40 mm width for the JCUSA inline and SSAF logo.

2.2.3 Incorrect use

The logos must not be changed. Although creativity is appreciated please do not alter the logos in any way.

Examples.



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T stretch the logo



DON'T use different colours



DON'T outline the logo



DON'T add gradients

2. Logos

2.2.4 Colour requirements

The correct logo colours must be used at all times when branding merchandise or promotional materials. The colours should not be changed or altered in any way. If the merchandise or promotional material cannot facilitate the coloured logos as outlined in section 2.1 then the use of black or white logos may only be used (with written permission from JCUSA Marketing, Media and Administration Officer).

If the logos are reproduced in black or white they must be solely produced in that colour.

Full colour logo reference is as follows:

JCUSA

CMKY 0/85/94/0 RGB 231/65/29 HEX #E7401D PMS 2347 C	CMKY 3/19/100/0 RGB 250/204/0 HEX #FACB00 PMS 7549 C	CMKY 70/15/0/0 RGB 54/169/225 HEX #36A9E0 PMS 299 C	CMKY 92/69/56/62 RGB 23/43/52 HEX #172A33 PMS 5395 C
CMKY 42/0/41/0 RGB 163/209/173 HEX #A2D1AC PMS 345 C	CMKY 0/47/31/0 RGB 244/162/157 HEX #F3A19C PMS 2339 C	CMKY 15/24/0/0 RGB 220/202/228 HEX #DCCAE4 PMS 264 C	

SSAF

CMKY 97/79/3/1 RGB 23/78/160 HEX #1A4E9C PMS 2728 C	CMKY 69/19/0/0 RGB 55/165/221 HEX #37A5DD PMS 2985 C
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2. Logos

2.2.5 Use of JCUSA and SSAF logo on backgrounds

Non-solid background

Using any JCUSA or SSAF logo across non-solid backgrounds should be avoided. In cases where it cannot be, the logo must be produced within a solid colour background element.



Solid background within an image

A JCUSA or SSAF logo can be used without the solid colour background element if the image contains a solid colour. The JCUSA and SSAF logo must have high visibility and readability when using this option.



2. Logos

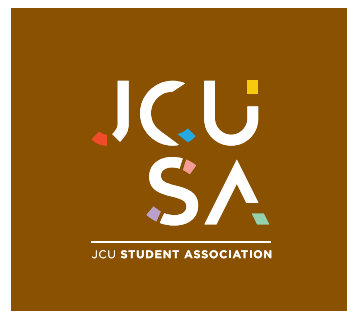
Solid colour background

The JCUSA or SSAF logo can be used on solid colour backgrounds, with the exception of the colours contained within the logo (or closely related shades). All elements of the logo must be visible on a coloured background.

Incorrect



Correct



3. Merchandise and Promotional Materials

JCUSA acknowledges that each club and society should have the right to design their own merchandise, uniforms and promotional materials, as long as all the requirements and rules set out in this document are adhered to. Each club and society will be required to send through final designs in the form of a proof for written approval prior to production.

For JCUSA affiliated clubs and societies the adoption of these guidelines is non-negotiable.

Clubs and societies may produce promotional materials for use during the year and for events. If these promotional materials contain the logos or any reference to JCUSA, the rules for logo use detailed in this document still apply. The guidelines for logo use apply across any form of publication and/or promotional materials.

It is important to remember that any promotional material produced with the JCUSA or SSAF logos represents JCUSA. Any material that is deemed offensive or inappropriate, doesn't comply with the JCUSA brand positioning and ethos or puts JCUSA in disrepute will be removed from circulation. Clubs/societies breaching the guidelines risk their affiliation with JCUSA.

3.1 Merchandise approval time

JCUSA requires a minimum of one week to approve any merchandise and promotional items before they are sent to production. If JCUSA believes that the designs do not meet the standards as set out in the guidelines they will work with the club or society to ensure the designs comply.

Clubs and societies who do not follow this process and produce merchandise or promotional materials that breaches these guidelines may risk their affiliation with JCUSA and withholding of any grant funds.

4. Contacts

When using the JCUSA or SSAF logo in any promotional material or merchandise, if at any time you require clarification or approvals below are the appropriate contacts.

If in doubt at any time please feel free to send questions or designs to any of the below before proceeding.

All affiliated clubs and societies MUST receive approval for all use of the JCUSA or SSAF logo.

Townsville Campus Officer

Email: jcusa.townsvillecampus@jcu.edu.au

Cairns Campus Officer

Email: jcusa.cairnscampus@jcu.edu.au

JCUSA Media and Marketing Officer

Amanda Carter

Email: amanda.carter4@jcu.edu.au

Phone: (07) 4781 5495

Reference documents

POL048 Clubs and Societies Policy

POL092 Clubs and Societies JCUSA SSAF Grant Policy

