

ACUR

Australasian Council for Undergraduate Research

hosts of the Australasian Conference of Undergraduate Research

LOGO GUIDELINES

Why do we need logo guidelines?

The logo guidelines have been developed to provide a comprehensive understanding of the ACUR identity.

It shows how to correctly implement the logo on and off-line.

The logo can only make a positive impact if it is used consistently and correctly.

PRIMARY LOGO

ACUR

Australasian Council for Undergraduate Research

hosts of the Australasian Conference of Undergraduate Research

ACUR Logo

The primary logo should be used at all times. It is our most recognisable brand.

We have a number of versions of the logo available for use:

- Primary logo version (above)
- Vertical version
- Alternate version (without reference to conference)
- Social Media version (square)

The preferred version is the primary full colour logo, but the vertical version is acceptable when space is at a premium. Remember the logo's cumulative impact is stronger when it is used consistently.

Who is ACUR (Positioning Statement)

The Australasian Council for Undergraduate Research is a non-profit organisation dedicated to the promotion and support of undergraduate research. ACUR's primary event is the Australasian Conference of Undergraduate Research. The Conference promotes and supports current and recent undergraduate students (including honours) to disseminate their research activities.

LOGO VARIATIONS

Vertical Logo



Alternate Logo



Square Logo (for social media)



MISUSE OF LOGO

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

Examples of misuse

The ACUR logo must not be beveled or embossed or display any effects eg. drop shadow

The ACUR logo must not be placed on a busy pattern

The ACUR text inside the symbol must not be filled with any colour

The ACUR logo must not be cropped

The ACUR logo must not be skewed or distorted

The ACUR logo must not be outlined in any colour

MINIMUM SIZES

When using the ACUR Primary logo, *due to the readability of the text*, it must not be reduced in size to less than:

Primary Logo

- 110mm wide | 15mm high



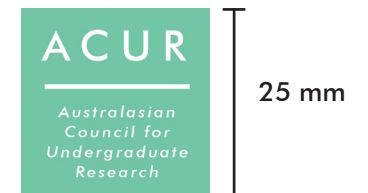
Alternate Logo

- 70mm wide | 15mm high



Vertical Logo

- 25mm wide | 25mm high



There is no maximum reproduction size of the logo.

CLEAR SPACE

The proportions, spacing and relative positioning of the logo must remain consistent to preserve the integrity of the ACUR logo.

To ensure visual clarity the logo should always be surrounded by a minimum area of clear space.

This minimum clear space is based on the height of the line.

The area of clear space ensures that headlines, text or other visual elements do not encroach on the logo.

Clear space is either white or conforms to the ACUR colour used.

No graphic or text elements should appear within the clear space area.

The minimum space should be maintained as the logo is proportionately enlarged or reduced.

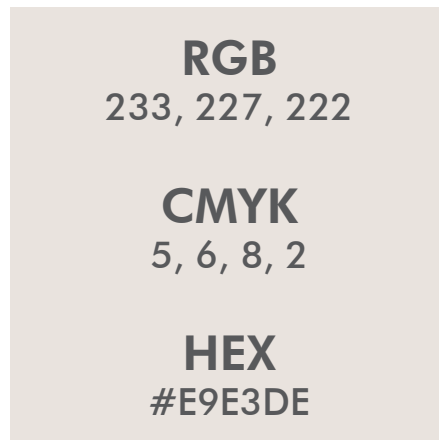
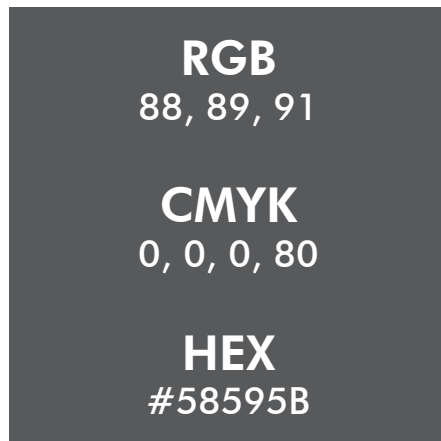
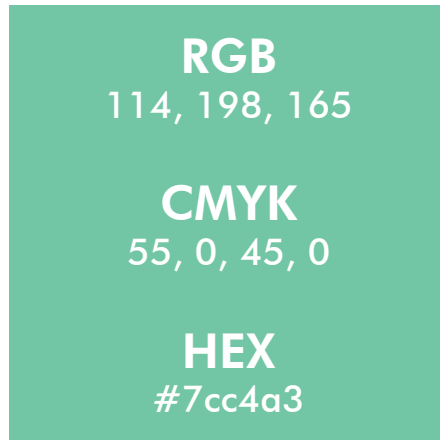
Never recreate the ACUR logo.

Only use the electronic artwork provided.

HEIGHT OF LINE



ACUR COLOURS



FONTS

Futura font family is used for the ACUR branding.

Type should never appear below 7pt.

There is no maximum limit to type size.

Futura HV BT - Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Futura Md BT - Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Futura Md BT - Medium Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
01234567890

CO-BRANDING

We have a special relationship with our members, partners and sponsors. There is a mutual respect which should be expressed in how we display their logos in relation to our own.

The ACUR brand look and feel is to be applied to all partnership collateral.

They should always be visually proportional in size. Never noticeably larger or smaller.

The ACUR logo normally appears first on the left, except in exceptional circumstances where this conflicts with our institutional members' branding requirements.

The partnership brand mark appears in equal proportionate scale on the right. With a division line, the height of the ACUR logo placed equally between.

Spacing and positioning follow the ACUR logo minimum spacing guidelines.

