

## HOW TO USE OUR LOGO

While the versatility of the UUSU brand is one of its key strengths, it is important that communications establish a consistent style across all platforms and uses.

It is important therefore, as affiliates of UUSU, that our societies use the UUSU logo correctly, in line with the organisations own branding guidelines. Please read through the following section carefully and, should you have any questions contact our Digital Media Assistant - Hannah - via email [h.goodall@ulster.ac.uk](mailto:h.goodall@ulster.ac.uk)



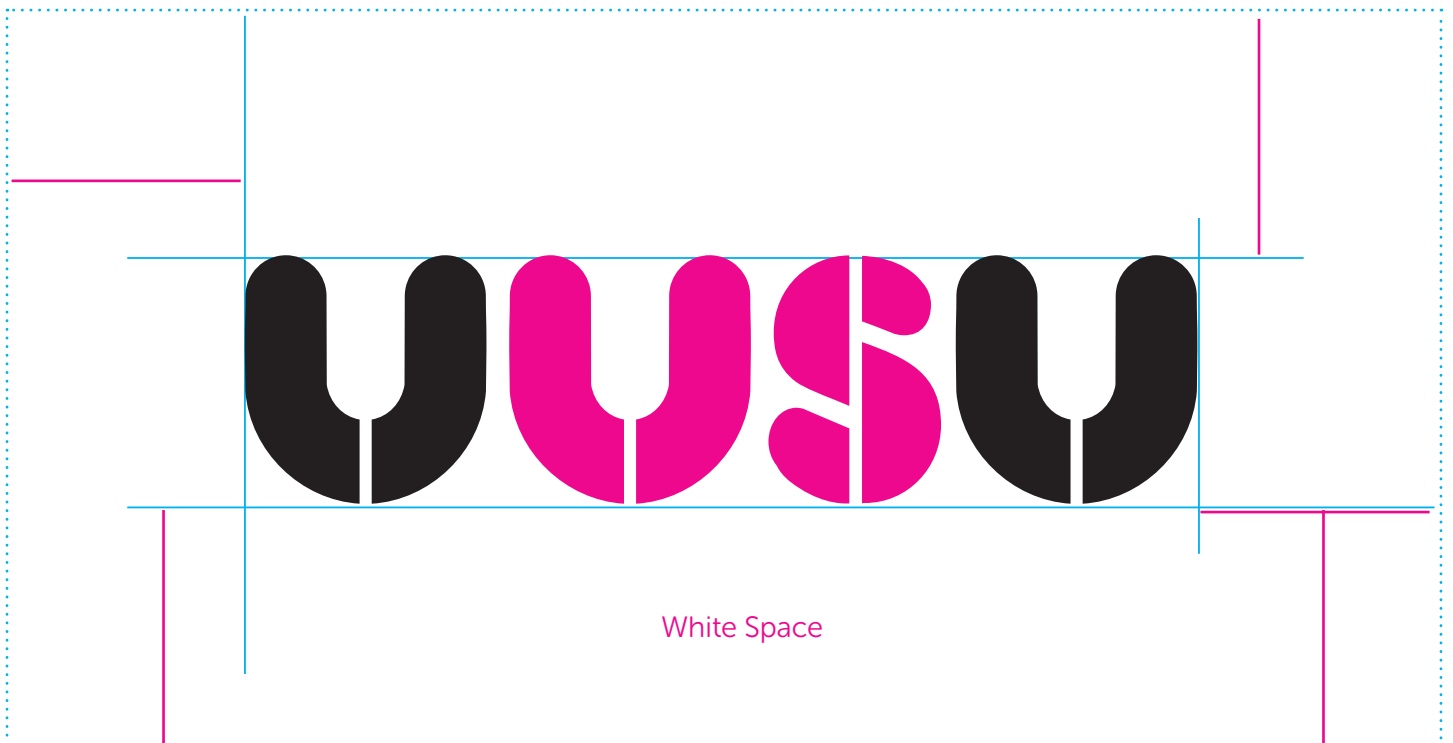
### CORRECT

The logo should be properly scaled in proportion with no distortion of the Brand.

This version of the logo is to be used internally on each Campus, and by our societies on their promotional materials. This is the only version of our logo that should be use.

The UUSU logo should **always be placed in the top left corner** with the appropriate space around it, on any promotional materials.

If in doubt about placement or usage, or if you need the logo, contact our Digital Media Assistant.



## INCORRECT

The logo must be kept in perfect proportion and must never be stretched, distorted, re-coloured, duplicated in another font or altered in anyway. See examples listed below.

### EXAMPLES:



### DIGITAL

If used in digital material, the UUSU logo should be a quarter of the width of the post.

### WHEN WILL I USE EACH LOGO VERSION

#### JPG:

- No transparency
- Best for web/digital
- Works best for images with smooth transitions between colours.
- Low compression format it's a poor choice for graphics with sharp contrast between pixels
- You shouldn't try to edit a JPG because you'll lose quality every time you decompress and re-compress the file. JPGs are useful when a small file size is crucial, like in your email signature

#### PNG:

- Transparency
- Best for web/digital
- Larger file size than a JPG, it can compress further when storing images containing text, line art, and areas of solid colour
- Transparency useful in web applications and the lossless data compression results in cleaner, sharper images
- PNGs are raster files so you'll see pixels if you try to increase the image size.

#### EPS:

- Vector
- Transparency
- Best for print
- Scalable - EPS keeps the logo file from dictating the layout of the print piece due to its size and background

#### AI

- Vector
- Transparent
- Best for print
- Unless the file is saved with PDF compatibility, you can only view an AI with the appropriate Adobe software
- Editable
- Scalable
- Transparent



**Logo file types  
can be downloaded  
from here**