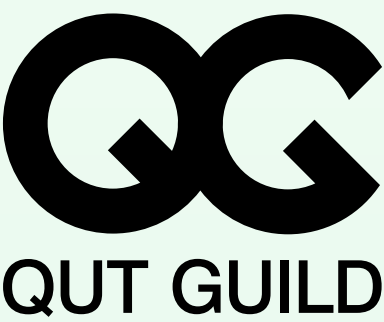




Design Guide 2024

This guide provides logos, typography & colour themes to use in QUT Guild documents, graphics and all other visual material.

Fonts

Headings

Outfit
Bold

Use Outfit Bold for headings on documents, presentations. Recommended letter spacing -20

[Download this font](#)

Body

Spline Sans

Use Spline Sans for body text, descriptions, captions and long paragraphs.

[Download this font](#)

Fallback Fonts

Arial
Helvetica

These default fonts can be used when brand fonts are not available. For example, web docs, word docs etc.

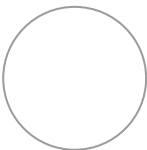
Colours

Primary

Secondary

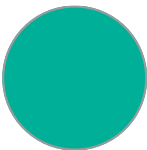
Gradients

WHITE



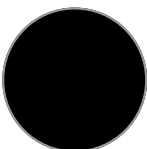
Hex #FFFFFF
CMYK 0 0 0 0
RGB 255 255 255

TEAL



Hex #00AF98
CMYK 78 5 51 0
RGB 0 175 152

BLACK



Hex #000000
CMYK 75 68 67 90
RGB 0 0 0

MINT



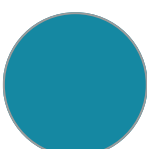
Hex #E0FAE4
CMYK 11 0 13 0
RGB 224 250 228

OCEAN



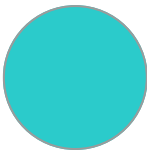
Hex #ABDDD6
CMYK 32 0 18 0
RGB 171 221 214

DEEP TEAL



Hex #1588A2
CMYK 83 33 29 1
RGB 21 136 162

AQUA



Hex #2BCBCB
CMYK 65 0 27 0
RGB 43 203 203

TEAL - AQUA



Hex #00AF98
CMYK 78 5 51 0
RGB 0 175 152

Hex #2BCBCB
CMYK 65 0 27 0
RGB 43 203 203

TEAL - DEEP TEAL



Hex #00AF98
CMYK 78 5 51 0
RGB 0 175 152

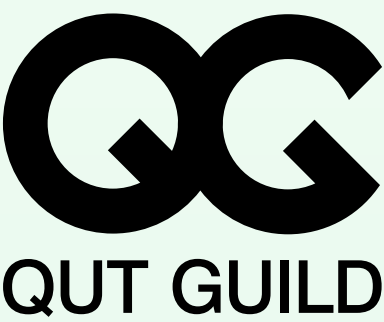
Hex #1588A2
CMYK 83 33 29 1
RGB 21 136 162

MINT - OCEAN



Hex #E0FAE4
CMYK 11 0 13 0
RGB 224 250 228

Hex #ABDDD6
CMYK 32 0 18 0
RGB 171 221 214

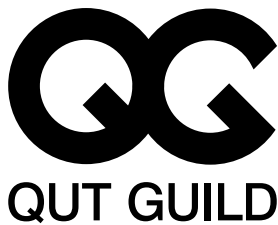


Design Guide 2024

Guidelines for the use of QUT Guild Logo, taglines and SSAF stamp.

LOGO

STACKED

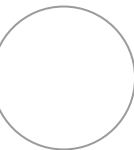


HORIZONTAL

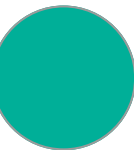


LOGO COLOURS

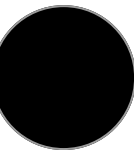
Logo can only be used in one of these colours



#FFFFFF



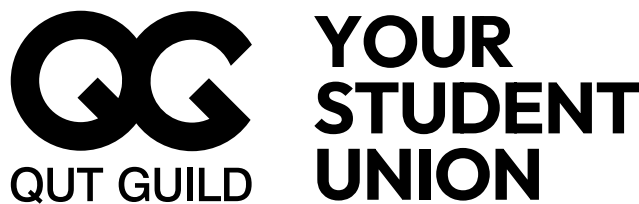
#00AF98



#000000

TAGLINE

YOUR STUDENT UNION TAGLINE



Your Student Union tagline should be used alongside the logo when appropriate.

SSAF STAMP



Used on initiatives funded by SSAF

LOGO FILE FORMATS

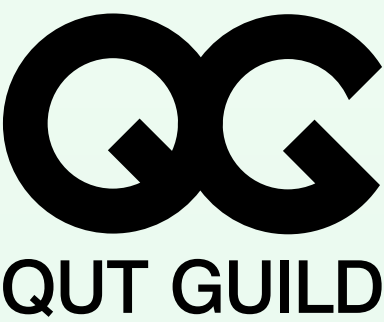
[Download high-res logos](#)

SVG: Vector image for canva and web.

EPS: Vector image, used for printing and large format designs.

PNG: High-quality image, supports transparent backgrounds, preferable image file for graphic design.

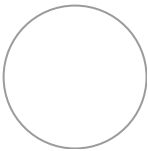
JPG: Compressed image. For email or web use where images need to be loaded quickly.



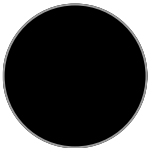
Design Guide 2024

Logos of QUT Guild’s commercial services and guidelines for use.

BAR LOGOS



Hex #FFFFFF
CMYK 0 0 0 0
RGB 255 255 255



Hex #000000
CMYK 75 68 67 90
RGB 0 0 0

LOGO FILE FORMATS

[Download high-res logos](#)

SVG: Vector image for canva and web.

EPS: Vector image, used for printing and large format designs.

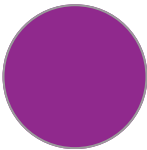
PNG: High-quality image, supports transparent backgrounds, preferable image file for graphic design.

JPG: Compressed image. For email or web use where images need to be loaded quickly.

OTHER COMMERCIAL SERVICES LOGOS



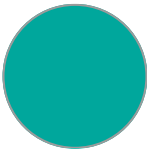
GOWNS PURPLE



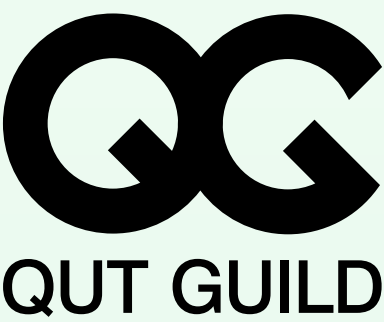
Hex #90298D
CMYK 51 99 2 0
RGB 144 41 141



STORE TEAL



Hex #00A79C
CMYK 79 11 45 0
RGB 0 167 156



Design Guide 2024

Guidelines to follow when using logos for visual consistency. Ensure that the logo is high-res, clearly legible and keeps to its original form.

DO'S



Logo is high-res, words are clearly visible and the logo used is in one of the primary brand colours.

DON'TS



Colour contrast is too low, logo is difficult to read.



This colour is not in the brand guide.



Logo is low-res and distorted or stretched out.



The background of this image affects the logo's visibility.



The orientation of the logo makes it difficult to read. Ensure logo is oriented upwards in all designs.



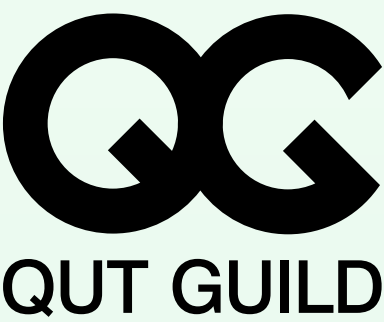
Parts of the logo cannot be altered or excluded.



Logo is too small. Recommended minimum printed size: 8mm



The logo must be displayed in one colour only.



Design Guide 2024

Ensure that text and background contrasts are web-accessible.

Here are some tools that you can use to check if your colour combination meets WCAG accessibility standards.

CONTRAST GRID

The boxes marked **AAA** and **AA** on this grid shows text and background colours that pass accessibility guidelines.

AA18 can be used but is recommended for large texts.

[Eight Shapes Contrast Grid](#)

ACCESSIBILITY DESIGN TOOLS

[WebAIM: Contrast Checker](#)

Check if text, links and background colours pass WCAG guidelines

[WAVE Website Evaluation Tool](#)

Analyses webpages for accessibility

DESIGN RESOURCES

[WebAIM: Web Accessibility for Designers](#)

More accessibility resources for designers.

	Text	#FFFFFF	#00AF98	#000000	#E0FAE4	#ABDDD6	#1588A2	#2BCBCB
Background								
#FFFFFF		Text	Text	Text	Text	Text	Text	Text
		DNP 2.7	AAA 21	DNP 1.1	DNP 1.5	AA18 4.1	DNP 2	
#00AF98	Text		Text	Text	Text	Text	Text	Text
	DNP 2.7		AAA 7.5	DNP 2.5	DNP 1.8	DNP 1.4	DNP 1.3	
#000000	Text	Text		Text	Text	Text	Text	Text
	AAA 21	AAA 7.5		AAA 18.9	AAA 14	AA 5	AAA 10	
#E0FAE4	Text	Text	Text		Text	Text	Text	Text
	DNP 1.1	DNP 2.5	AAA 18.9		DNP 1.3	AA18 3.7	DNP 1.8	
#ABDDD6	Text	Text	Text	Text		Text	Text	Text
	DNP 1.5	DNP 1.8	AAA 14	DNP 1.3		DNP 2.7	DNP 1.3	
#1588A2	Text	Text	Text	Text	Text		Text	Text
	AA18 4.1	DNP 1.4	AA 5	AA18 3.7	DNP 2.7		DNP 2	
#2BCBCB	Text	Text	Text	Text	Text	Text		
	DNP 2	DNP 1.3	AAA 10	DNP 1.8	DNP 1.3	DNP 2		

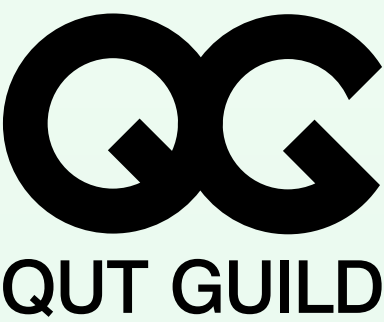
AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)



Design Guide 2024

This is a guide to the style of icons used for QUT Guild’s brand. Use these icons or pick icons that are similar to this style.

ICON LIBRARY



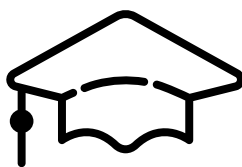
Social Media



Contact



Wellbeing / Mental Health



Gowns



General Store



Clubs & Societies



Glass Mag



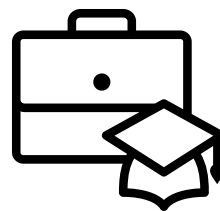
Councillors/Collectives



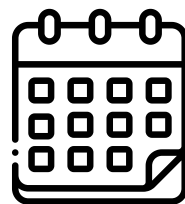
Bars



Advocacy



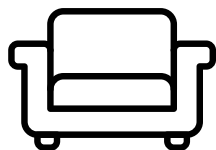
Internships



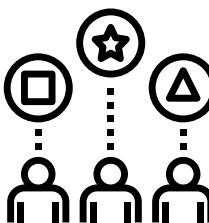
Events



Health



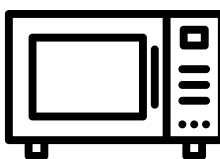
Queer & Women's Lounges



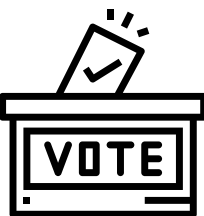
Diversity



Volunteer



Microwave rooms



Elections



Foodbank