

# brand GUIDELINES



## name

When included in text, our name must be either ABBREVIATED IN ALL CAPS (**SU QLD**) or WRITTEN IN FULL (**Scripture Union Queensland**). Please DO NOT use any other variations.

## logo

### COLOUR VARIATIONS

Our logo may ONLY be used in the following colour variations:



Full colour



Greyscale or black



Reversed out of solid colour

### MINIMUM SIZE

Our logo MUST NOT be reproduced with a height less than 10mm.



### UNACCEPTABLE USAGE

Our logo should NEVER be reproduced in any of the following ways:



Squashed or stretched



Placed over complex images



Placed in a white box with no clear space

## colours

Our brand colour values are as follows:

	PANTONE®	CMYK	RGB	WEB
<b>Red</b>	PMS 186 C	C:11, M:100, Y:82, K:3	R:177, G:19, B:47	#B1132F
<b>Orange</b>	PMS 151 C	C:0, M:59, Y:94, K:0	R:236, G:130, B:19	#EC8213
<b>Yellow</b>	PMS 123 C	C:0, M:25, Y:86, K:0	R:244, G:197, B:61	#F4C53D
<b>Grey</b>	Cool Grey 11 C	C:62, M:52, Y:46, K:40	R:86, G:86, B:90	#56565A

## photos & videos

We have a library of photos and videos that can be used for promotional purposes.

Contact our Partnerships and Communications Team at [pandc@suqld.org.au](mailto:pandc@suqld.org.au) for more info.

## approval

All uses of our brand MUST be submitted for approval before publication.

Please email artwork proofs as low-resolution PDF files to [pandc@suqld.org.au](mailto:pandc@suqld.org.au)

**scripture union QUEENSLAND** is a member of the Scripture Union International community.

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