

Allocation of UNE Logo to UNE Associates

Based on explicit confirmation on the nature of any given relationship, and as specified in the relevant agreement or contract, the appropriate branding icon will be allocated to the UNE Associate and monitored by the University of New England (UNE) Brand and Advertising Manager, Marketing and Public Affairs (MPA).

The following are branding, not legal definitions which will determine which UNE Associate logo will be allocated. Any application of UNE content in Associate marketing materials or other promotional activity must clearly define the nature of the UNE Associate's relationship with UNE.

Branding Definitions

UNE Agent	A legal person with which UNE has a current formal agent's agreement.
UNE Course	An approved award of UNE to which students are admitted and enrolled by UNE. This logo can only be used by an authorised UNE Partner.
UNE Courseware	UNE study materials provided to another entity, either through a formal license arrangement or through sale of intellectual property. This does not imply that users of the courseware are enrolled in a UNE award or are students of UNE.
UNE Partner	An entity with which UNE has a current, formal cooperative teaching agreement to deliver either all or a substantial part of a UNE award.
UNE Pathway	A non-UNE course provided by an external institution which has a current formal credit or advanced standing agreement with UNE. Students are not regarded as students of UNE and are not studying a UNE award.
UNE Professional Affiliation	A professional association with which UNE has a current formal contract that expressly permits the external organisation to promote UNE courses.

Allocation of UNE Logo consistent with Associate Branding Definitions

Associate Type



UNE Agent



UNE Course



UNE Courseware



UNE Partner
Logo MUST appear with the statement "*name of UNE Partner*
conducts UNE Courses or Programs on behalf of UNE"



UNE Pathway



UNE Professional Affiliation

Application of UNE Associates Logo

Application of the allocated UNE Associates logo is to comply with UNE Visual Identity Guidelines. Approval from the UNE Brand and Advertising Manager, Marketing and Public Affairs is required prior to any materials going into print or electronic production.

Visual Identity Guidelines

Partner Logo

- Must never be recreated by either hand or computer
- Must be resized in proportion so the height / width ratio remains (ie not stretched vertically or horizontally)
- Must not be used at a size smaller than 20mm wide. The size should be in proportion to the remainder of the material
- Must be surrounded by a perimeter of clear space (10% of the width of the logo on all sides)
- It is not recommended to reverse the logo out of busy images / photographs. If an area of the image is of a solid and consistent tone allowing clear legibility then reversing the logo out of the image is acceptable
- Do not use any watermark / lightened versions of the logo
- Do not copy the logo from the web or scan from existing publications for electronic or print use
- Approved logos are available from the Brand and Advertising Manager, Marketing and Public Affairs, University of New England (brand@une.edu.au)

Partner Logo Colours

- Green and Black – Pantone Matching System (PMS) 340 or CMYK (C-100%, M-0%, Y – 69%, K – 15%)
- Black –solid 100%
- The Black logo should appear on the background colour of green (PMS 340)
- Reversed on green, black

Variations

- Any proposed (variation) use not clearly articulated in the UNE Visual Identity Guides for UNE Associates must be approved by the Director, Marketing and Public Affairs

Partner Logo General

- No part of any UNE Associates logo can be used in isolation
- All symbols, devices, codes and styles used to represent UNE remain the property of UNE
- The UNE Logo and the Coat of Arms is and shall remain the property of UNE