



Charles Sturt
University

Student clubs and associations brand guidelines

Version 2: June 2021

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Club name and logo

Key points

- We have many active student clubs, guilds, societies and associations in our Charles Sturt community. The term 'clubs' is used in this document to refer to all of these student groups.
- You should refer to the [Charles Sturt Club Handbook](#) along with these guidelines.
- You need to follow the guidelines and processes in this document when naming a new club or designing a club logo.
- Affiliated clubs can use the Charles Sturt University logo in line with the dual branding requirements in this document.
- If you have any questions or would like further advice on how to apply the guidelines, please contact clubs@csu.edu.au.

Naming a club

New clubs must conform to the university's naming requirements.

- If your club links to an external professional body, include 'Charles Sturt University' in the name.
- If you use a campus name in your club's title, ensure it is correct; Charles Sturt University Wagga Wagga is correct, Charles Sturt University Riverina is incorrect. Charles Sturt University Albury-Wodonga is correct; Charles Sturt University Thurgoona is incorrect.
- Avoid using the 'CSU' acronym. We no longer refer to ourselves as CSU. We are Charles Sturt University, or Charles Sturt when we are being less formal.

Designing a club logo

Affiliated student clubs can use an approved logo to promote themselves.

To be considered for approval, a club logo design should meet these requirements.

- You should include the club or society name within the logo design.
- The Charles Sturt logo, or any part of the Charles Sturt logo, must not be used as part of the student club logo. However, clubs are encouraged to use the [Charles Sturt colour palette](#) wherever possible.
- If the Charles Sturt University name is used in the club's name, it should not be the defining or dominant element of the logo.
- The logo must be appropriate to the purposes of the activities of the club and positively enhance the university's reputation.

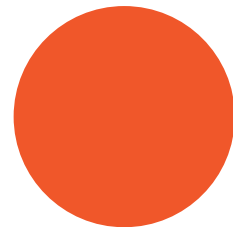
Approval process

1. Decide on a club name or design your logo, based on the guidelines in this document.
2. Apply for approval of your club name/logo by emailing clubs@csu.edu.au. Demonstrate in your application how your club name/logo supports and extends the Charles Sturt University brand.
3. The Division of Student Success will review your application and then refer it to the Division of Strategy, Marketing and Analysis for final approval by emailing brand@csu.edu.au.
4. The brand team in the Division of Strategy, Marketing and Analysis will inform the Division of Student Success if your application receives final approval.
5. You will receive an email from the Division of Student Success advising you of the outcome. If your application is not approved, you will be advised of the reason/s so you can reapply, if appropriate.
6. Finally, you must supply the approved logo as an Illustrator/EPS/editable vector file to clubs@csu.edu.au for archiving.

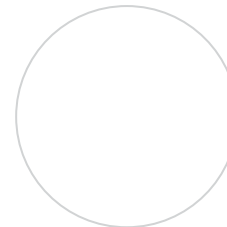
Charles Sturt colour palette

We encourage student clubs to use the Charles Sturt colour palette whenever possible. Colour values should not be altered. The correct values should be used for the corresponding application, for example RGB should only be used on digital applications and not print. You can email brand@csu.edu.au with any queries related to the Charles Sturt colour palette.

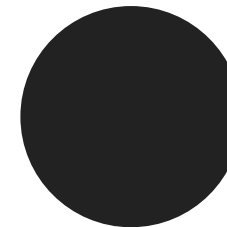
Primary palette



Light orange
R240 G87 B42
#f0572a
CO M73 Y85 KO
PMS 2026C

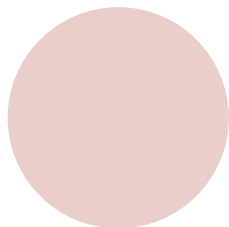


White
R255 G255 B255
#ffffff
CO MO YO KO

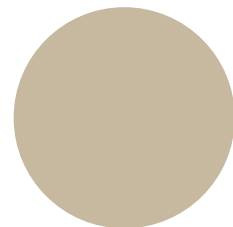


Black
R34 G34 B34
#222222
CO MO YO K95
PMS 419C

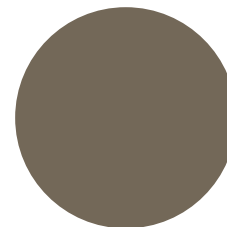
Secondary palette



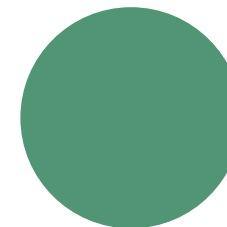
Pink
R233 G206 B202
#e9ceca
C1 M17 Y5 KO
PMS 691C



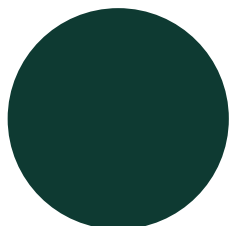
Light brown
R199 G184 B160
#c7b8a0
C3 M16 Y20 K9
PMS 4755C



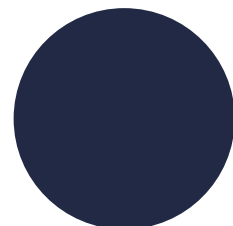
Dark brown
R115 G104 B88
#736858
C16 M29 Y38 K53
PMS 7531C



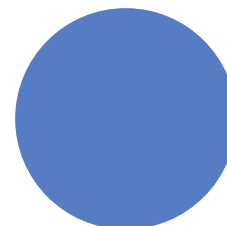
Light green
R81 G150 B116
#519674
C79 M7 Y71 K2
PMS 2417C



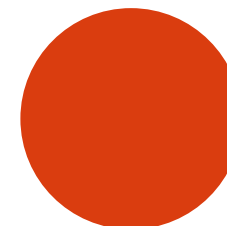
Dark green
R14 G58 B50
#0e3a32
C95 M12 Y56 K64
PMS 3302C



Dark blue
R34 G41 B68
#222944
C100 M85 Y5 K36
PMS 281C



Light blue
R86 G125 B195
#567dc3
C66 M38 YO KO
PMS 2381C



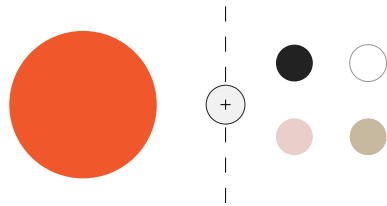
Dark orange
R218 G61 B15
#da3d0f

(Accessible orange - website use only)

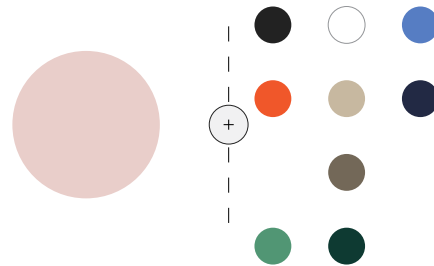
Colour palette pairing

Colours in the Charles Sturt palette are paired to create strong contrasting and complementary combinations. The examples below show the preferred colour pairs. Colour pairings should not be mixed and matched.

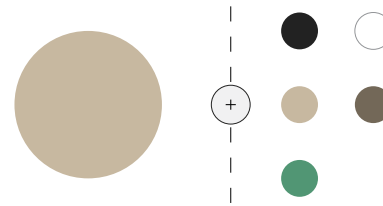
Light orange



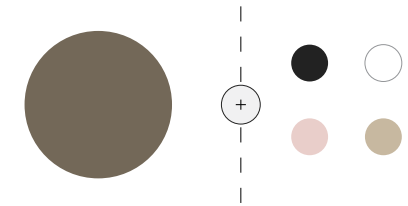
Pink



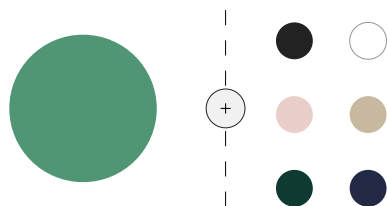
Light brown



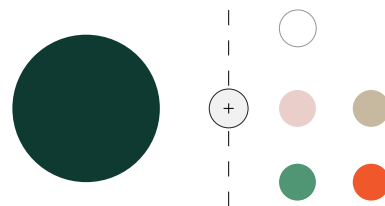
Dark brown



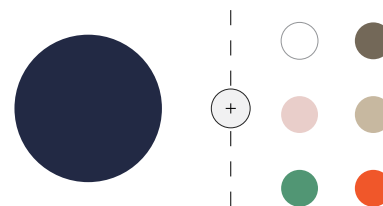
Light green



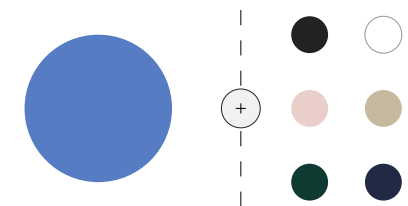
Dark green



Dark blue



Light blue



Examples of club logos

Student committees



Academic clubs



Social and cultural clubs



Sport and recreation clubs



Dual branding

Your affiliated university club can use the Charles Sturt University logo in conjunction with your approved club logo. Dual branding identifies your club's association with the university and must meet the following requirements. Note, all student clubs must apply for affiliation with the Student Representative Council (SRC) on their campus – and be re-affiliated annually.

Placement

The Charles Sturt logo and approved club logo must never be placed next to each other. For example, on a polo shirt, the logos need to be on opposite sides of the shirt (never together on one side). On stationery or documents like club meeting agendas or minutes, the logos must be on opposite sides of the page, with the Charles Sturt University logo on the left hand side.

Sizing

The Charles Sturt University logo should appear at 75 per cent of the height of the club logo as illustrated in the examples to the right.

Permission

If you wish to use the Charles Sturt University logo in association with any club activity or promotion, you need to receive permission from the Division of Strategy, Marketing and Analysis first. Email the Division of Student Success at clubs@csu.edu.au who will assess your request and, if approved, will forward it to brand@csu.edu.au for final approval by the Division of Strategy, Marketing and Analysis.

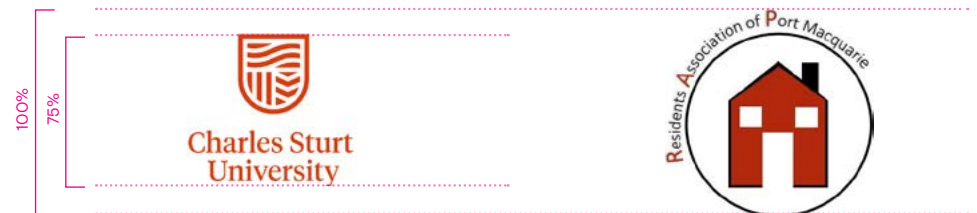
Ensure your request complies with the Charles Sturt University [Brand Guidelines](#), as these must be followed wherever the Charles Sturt logo is displayed. If you have any questions, you can email clubs@csu.edu.au.

The Division of Student Success will advise you of the outcome of your request to use the Charles Sturt logo.

Logo sizing and alignment example 1



Logo sizing and alignment example 2



Promotional items

Club logos can be applied to any number of promotional items, including stationery, signage, websites, merchandise and apparel.

Logo placement

You may choose the placement of your club logo on promotional items. If you wish to also use the Charles Sturt University logo on your promotional items, please use the preferred logo placements pictured here as a guide and follow the [dual branding requirements](#).

Permission

Permission for all branded promotional items must be sought from the Division of Student Success by emailing clubs@csu.edu.au.

If you wish to use the Charles Sturt University logo on your promotional items, you need to also receive permission from the Division of Strategy, Marketing and Analysis.

Email the Division of Student Success at clubs@csu.edu.au who will assess your request and, if approved, will forward it to brand@csu.edu.au for final approval by the Division of Strategy, Marketing and Analysis. The Division of Student Success will then advise you of the outcome of your promotional item request/s.

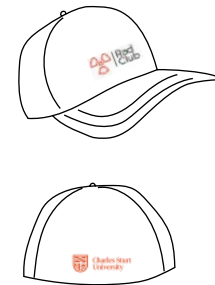
Preferred logo placements



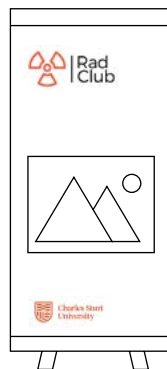
Logos should appear on opposite sides of shirts, with the Charles Sturt logo over the left breast. Alternatively, you can place the club logo on the back of the shirt and the Charles Sturt logo on the front of the shirt.



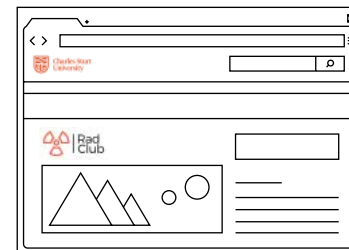
Logos on opposite sides of shorts, with the Charles Sturt logo on the right leg.



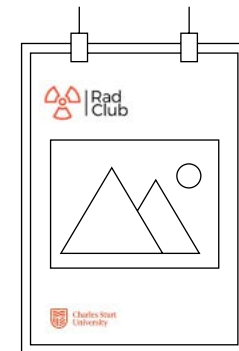
Club logo on the front of the hat, with the Charles Sturt logo on the back.



Club logo featured at the top of the pull up banner, with the Charles Sturt logo at the bottom.



On the Charles Sturt website the university logo appears at the top of the page and the club logo beneath it, left aligned.



Posters should feature the club logo most prominently at the top of the design with the Charles Sturt logo at the bottom.

