Logo

The core colour is dark-purple as shown, but the logo may be used in other colours as needed, see colour variations. Where possible, try to stick with the colours in the SU Chaplaincy colour palette.

Primary logo

SUChaplaincy

Stacked logo

SUChaplaincy

Colour

In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the SU Chaplaincy brand in a digital space.

PANTONE® 2612	PANTONE® 3533	PANTONE® 2617	PANTONE® 7465
RGB 122 /44 /135	RGB 0 /230 /171	RGB 73 /35 /96	RGB 63 / 180 / 152
CMYK 64 /99 /8 /1	CMYK 62 /0 /50 /0	CMYK 84 /100 /24 /20	CMYK 70 /0 /50 /0
HEX # 7a2c87	HEX # 00e6ab	HEX # 482366	HEX # 39bb9d
Tints ok up to 75%	☑ Tints ok ☑ Best as RGB		

Colour Variations

The logo may only be using in the following colour variations.

SUChaplaincy   Full Colour

SUChaplaincy   Black

SUChaplaincy   Reversed on solid colour

Clear Space

The clear space around the logo is the height of the U.

SUChaplaincy

Minimum size 28mm

SUChaplaincy   The logo must not be reproduced with a height less than 28mm.

Unacceptable Usage of Logo

The logo should never be repoduced in any of the following ways.

DO NOT rearrange logo elements

DO NOT use change the colour of the logo

DO NOT distort or skew the logo

DO NOT adjust proportions of logo elements

DO NOT rotate the logo

DO NOT apply any special effects

DO NOT use parts of the logo

DO NOT place logo on busy backgrounds

House of Brands vs Branded House

SU Australia's brand combines the concepts of Branded House and House of Brands. In simple terms, SU Australia, Generate and SU Chaplaincy maintain a uniform look and feel (Branded House).

Other SU ministries and events will enjoy greater brand flexibility under the House of Brands model.

These ministries/events can have their own designs, but will reference SU Australia (see examples below).

Preferred version: "A ministry of"

Alternate version: "Supported by"

If you have any further questions related to this, please contact the team for more info at **brand@su.org.au**.

Photos and Video

We have a library of photos and videos that can be used for promotional purposes. Contact our Marketing and Production Team at **brand@su.org.au** for more info.

Approval

All uses of our brand MUST be submitted for approval before publication. Please email artwork proof as low-resolution JPG or PDF files to **brand@su.org.au** and allow one week for the Marketing and Production team to approve.

SU Chaplaincy

SCHOOL CHAPLAIN

SU Chaplaincy Embroidery Guide and Logos

Please ensure you only use the Logos for Clothing.
These logos are to correct scale (90 x 55mm) for printing on the left chest region.

Please do not resize, stretch, squash, or change the logos to other colours.
Avoid embroidering the logo on complex images, patterns or on colour where the logo may become hard to read.

White on Blue

White on Black