

ANU Sport

The logo

There are two ANU Sport logo arrangements.



Primary logo



Secondary logo

Exclusion zone

When using the logo, an exclusion zone is applied to ensure visibility and impact. The minimum exclusion zone for the two ANU Sport logo versions is defined as the height of the "N". This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Minimum size

The ANU Sport logo cannot be reproduced smaller than the specified minimum size, as the legibility may be compromised.



Primary logo
21mm or 100px



Secondary logo
15mm or 51px

Incorrect usage

To ensure accurate, consistent reproduction of the ANU Sport logo, never alter, add to, or attempt to recreate it.



✗ Do not skew



✗ Do not place logo on an angle



✗ Do not alter the logo's colour



✗ Do not alter the design

Colour variations

The ANU Sport logo should be reproduced in colour whenever possible. White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour.



Colour logo on white



Mono logo



Colour logo reversed on colour. Blue or black.

Logo colours

The ANU Sport logo is a two colour identity.



Blue
C100 M46 Y00 K00
PMS 2935



Gold
C00 M30 Y99 K00
PMS 7408



Black
C00 M00 Y00 K100
PMS process black

Affiliate logos

Two affiliate logos have been created. They are available in colour or mono versions.



Official affiliate



Junior affiliate

Logo suite



Primary logo colour



Secondary logo colour



Official affiliate logo colour



Junior affiliate logo colour



Primary logo mono



Secondary logo mono



Official affiliate logo mono



Junior affiliate logo mono



Primary logo reversed



Secondary logo reversed



Official affiliate logo reversed



Junior affiliate logo reversed