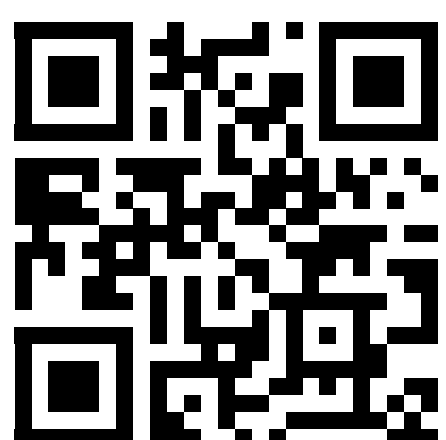




Introduce graphical abstract, pose research question

UQ LOGO GUIDELINE SHEET



UQ LOGO

The UQ logo is made up of a Shield (A), Namestyle (B) and Tagline (C).
The default logo should always be the UQ lockup. It includes our 'Create change' tagline which reinforces what the University stands for. The tagline always appears directly underneath or to the right of the line divider.



REVERSE LOGO

All UQ logos are available in three colour variations: purple, reverse, and mono. Purple is the preferred version as this is the University's identifying colour.

The white UQ logo can be reversed out of dark purple, black or the purple gradient.



LOGO ON GRADIENT

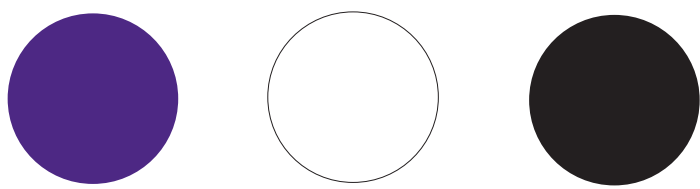
When placing the UQ logo on the purple gradient, ensure it is always reversed out of the darkest part of the gradient, as shown above.

Never position the UQ logo on the light purple section of the gradient.

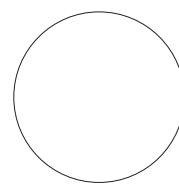


MONO LOGO

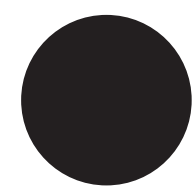
In certain circumstances, when it is absolutely not possible to use the colour version (e.g. newspaper advertisements), a mono version of the UQ logo is permitted.



UQ purple
PMS 268
CMYK 100 0 0 0
RGB 66 15 132
#5E247A



White
PMS NA
CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF



Black
PMS NA
CMYK 0 0 0 100
RGB 0 0 0
#000000

COLOURS

UQ's primary colour palette consists of purple, white and black. Purple is our identifying colour and should be the default colour for the UQ logo wherever possible.

To ensure the UQ logo is applied and reproduced consistently across all channels and campaigns, use the colour breakdowns above.



MINIMUM CLEAR SPACE & SIZE

The minimum clear space for all variations of the UQ logo is calculated by using half the width of our shield (shown here as 'X') at any given size. Where possible, a greater clear space is preferred.

To ensure legibility, adhere to the minimum sizes as shown above. Please note these are the minimum sizes, not the desired sizes.



20mm/75px



15mm/56px



PRIMARY LOGOS

UQ primary logos come in stacked and landscape variations. The same basic rules apply to all logo variations as outlined on this guideline sheet.

Block with a diagram/figure

Here is a diagram of a star drawn in tikz.

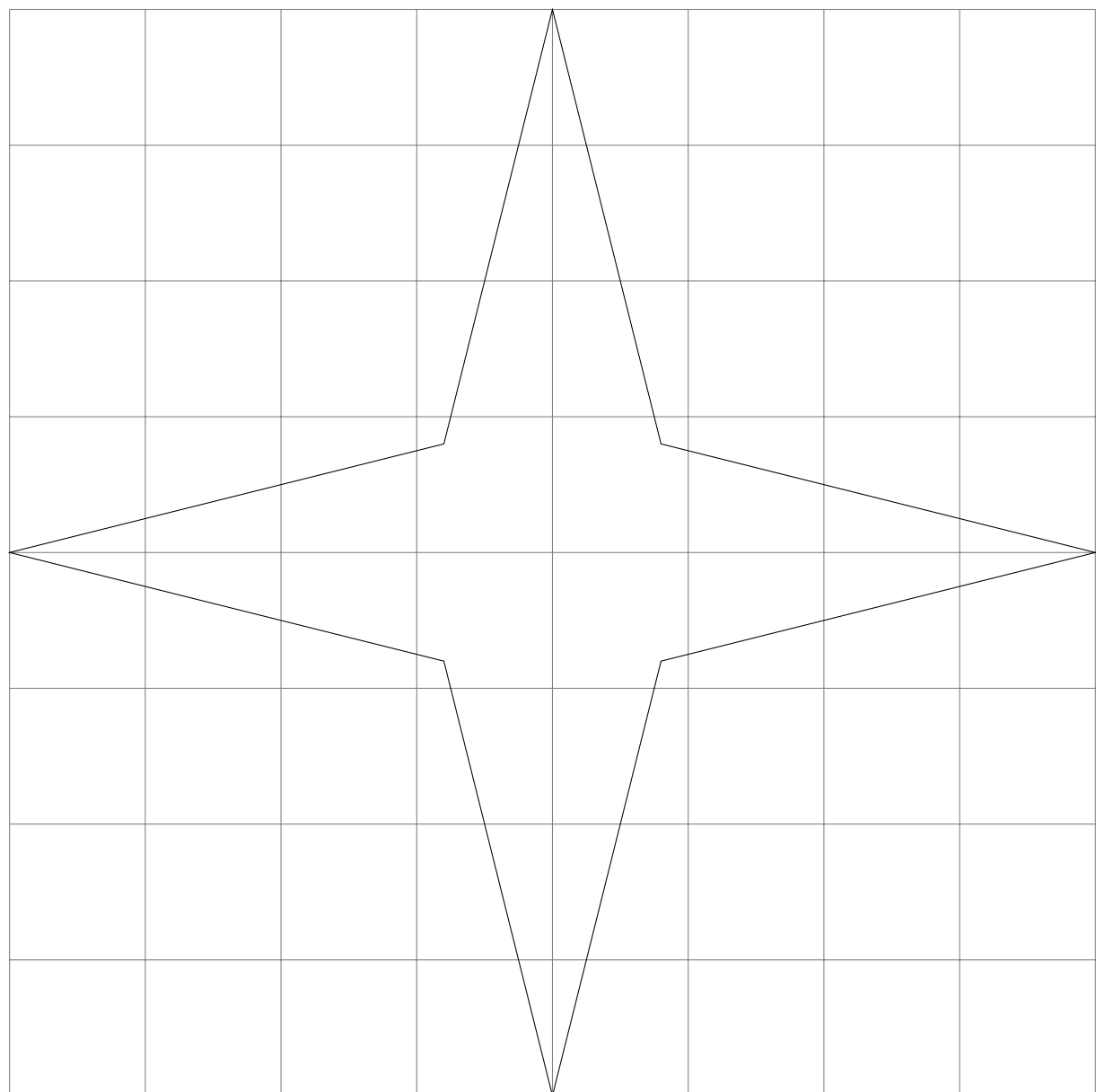


Figure 1. A figure caption. If needed for data or reference

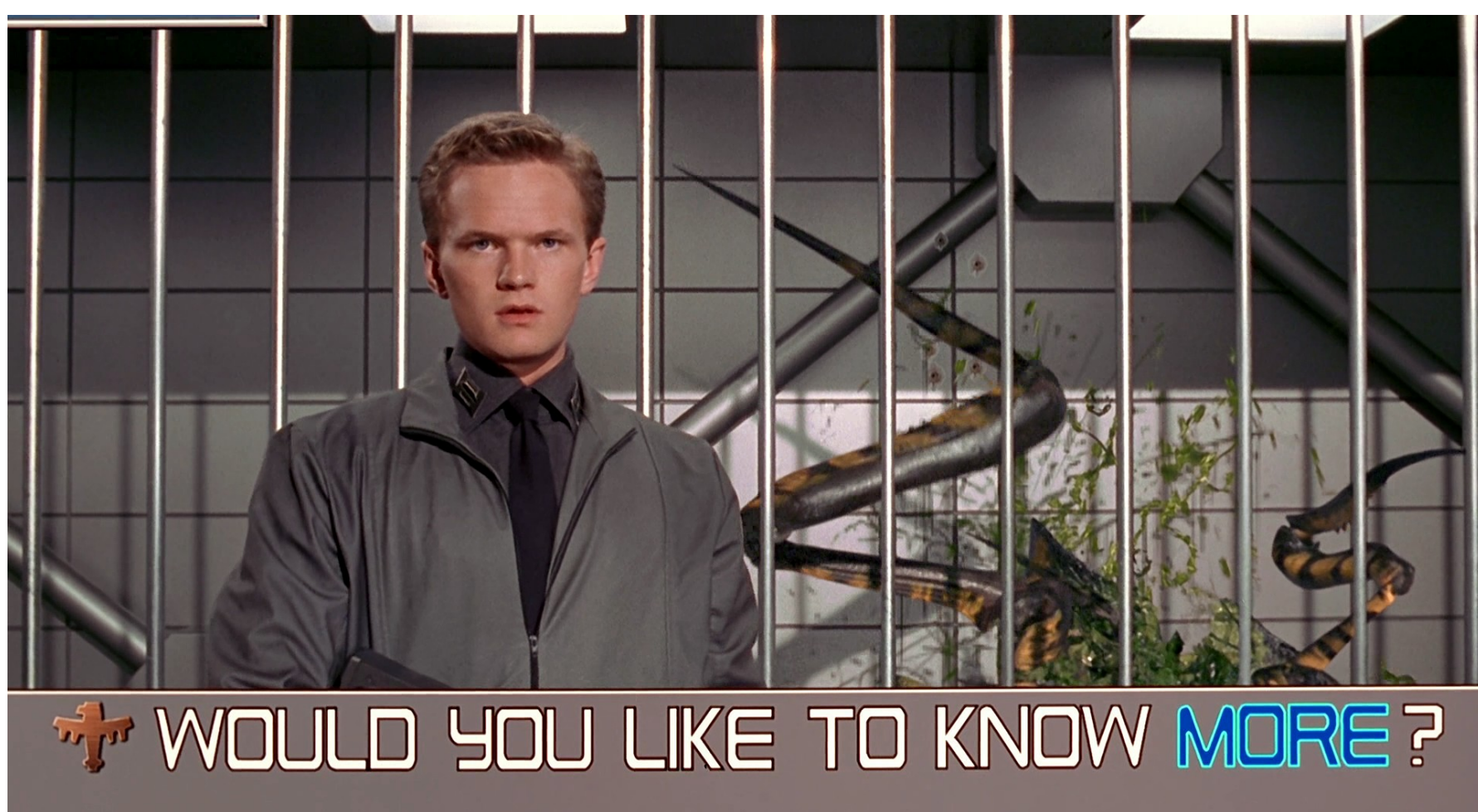
Block With a Table

A table in a block for torturing your audience.

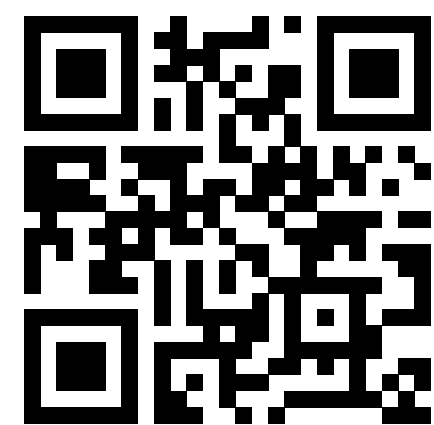
Colour	Red	Green	Blue
UQ Purple	81	36	122
White	255	255	255
Black	0	0	0

Table 1. A table caption.

QR code for linking online resources

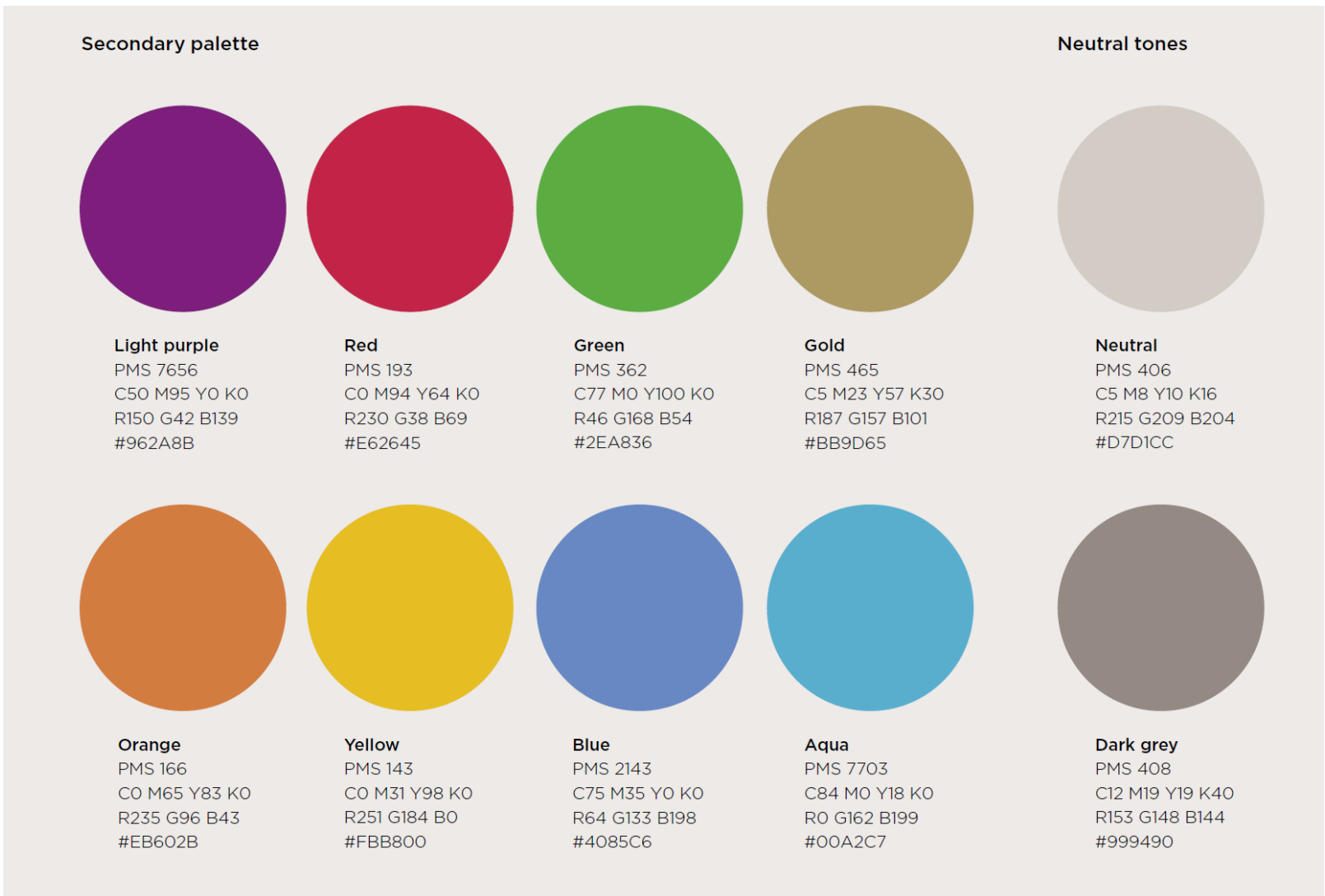


This QR code goes to my Awesome poster online for your convenience. Also use it to check out our publications and other research.



Clickable link to URL

- Keep text information clear and concise
- Include some math as well:
 $F = ma$



Highlighted Block

Use highlighting to bring attention to a key section or result, can also be used to reduce contrast with images on white background.

References

[1] Ali Furkan Kalay. Uq beamerposter template. *Overleaf Poster Templates*, 2021.