



Policy: University Logo Design Specifications

Procedure Title	University Logo Design Specifications
Procedure ID	2023.1-v1-QA_Pr
Effective Date	28/08/2023
Responsible Office	Graphic Design office
Responsible Executive(s)	All units

Consistency:

If you're using AUM logo, make sure you use same consistently and accurately. Misusing AUM logo can lead to legal issues or misrepresentation.

Proportions and Colors:

When using AUM logo, maintain its correct proportions and brand colors and fonts. Altering these elements could distort the logo's intended meaning or visual impact.

Clear Space:

Leave adequate clear space around the logo to ensure its visibility and impact. This prevents crowding and enhances legibility.

Resizing:

If you need to resize AUM logo, ensure that it remains clear and recognizable at different sizes. In general logos might have minimum size requirements to maintain their quality.

Unauthorized Modification:

Do not alter, modify, or manipulate the AUM logo, this includes changing colors, adding elements, or using parts of the logo separately. Logo guidelines can be obtained from AUM Visual Communications Department.

Use on Different Backgrounds:

Pay attention to how AUM logo appears on various backgrounds. Some logos might have specific versions for light and dark backgrounds to maintain visibility and contrast. AUM logo has two variations, one in color and one all white and one in black and one in grey. The color one is to be used on white backgrounds and the white and grey one is to be used on coloured and dark backgrounds.

Prominence:

If you're using AUM official logo, it should be appropriately prominent. It should be clearly visible and not overshadowed by other elements on the same medium.

Link to Source:

If you're using the AUM logo to indicate a connection to other entities the, consider providing a link to an official source, such as relevant website, where viewers can find more information.

Written by Jesmar Zammit – AUM Senior Digital Designer – Dated 28.08.2023