KOISS Clubs Brand Guidelines

Please follow these guidelines carefully as it is mandatory that you use the KOISS endorsement logo in all marketing and promotional materials relating to your club.

1. This Guide

This guide will help you understand what is and is not acceptable when using the endorsement logo and will give you examples of the types of marketing and promotional materials that will require the use of the KOISS endorsement logo.

NB: All marketing and promotional materials must be provided to the Student Engagement Team for approval.

2. Why Is Branding Important?

Consistent branding can help your Club achieve:

1. Greater awareness of your Club and its affiliation with the KOISS
2. Increase in members as a result of greater awareness
3. Increased recognition of the Clubs Program being part of the KOISS
4. Continued funding of your Club through the KOISS's Clubs Program

3. KOISS Endorsement Logo

The KOISS endorsement logo (also referred to as the "lockup" logo) is used to provide recognition for the many products, services and events the KOISS funds, support and facilitates - the endorsement logo helps people understand that the KOISS is responsible for the delivery of these.

The KOISS endorsement logo can be downloaded from the "KOISS Clubs Resource Folder".



Primary Logo



Secondary Logo

CRICOS:03171A
KOI.EDU.AU
koiss@koi.edu.au

All materials must include the logo, CRICOS code, and contact email for legal purposes.





IMPORTANT: You cannot alter the endorsment logo in any way, for example:



4. Brand Tools: Colour Palette

Our colour palette reflects our personality – it has warmth and character with the strength and confidence of a leader.

Print: C:59 / M:0 / Y:22 / K:0
Digital: R:91 / G:198 / B:204
HEX: 5BC6CC

Print: C:0 / M:0 / Y:0 / K:100
Digital: R:35 / G:31 / B:32
HEX: 231F20

Print: C:8 / M:23 / Y:52 / K:15
Digital: R:202 / G:170 / B:119
HEX: CAAA77

Print: C:84 / M:0/ Y:18 / K:8
Digital: R:0 / G:181 / B:209
HEX: 00B5D1

Print: C:100 / M:53 / Y:4 / K:19
Digital: R:0 / G:92 / B:151
HEX: 005C97

Print: C:40 / M:30 / Y:20 / K:66
Digital: R:71 / G:76 / B:85
HEX: 474C55

Print: C:0 / M:72 / Y:86 / K:0
Digital: R:255 / G:109 / B:45
HEX: FF6D2D

Print: C:45 / M:16 / Y:25 / K:50
Digital: R:82 / G:109 / B:111
HEX: 526D6F

Brand Application

5. Branding Examples

This table outlines where the KOISS endorsement logo is required as well as the recommended positioning and use of other KOISS branding.

Medium	KOISS Logo/linking Required	Recommended Position
Posters / flyers and other printed material	KOISS endorsement logo	Bottom strip
Banners – pull up / feather	KOISS endorsement logo	Top/bottom strip
T-Shirts	KOISS endorsement logo	Sleeve cuff Front of shirt or back - 10cm below the nape
Newsletters printed	KOISS endorsement logo	Front page
Websites / eNewsletter	KOISS endorsement logo	Homepage / top of eNewsletter
Facebook	Link to Koiss Sydney	Info tab
Twitter	Follow us: http://www.twitter.com/KoissSydney	

6. Artwork Approval

Print jobs cannot commence without the Student Engagement Coordinator's approval of the artwork.

Clubs will not be funded for printing, advertisements or other promotional materials if:

- The KOISS endorsement logo is displayed incorrectly
- Printing has occurred without the Student Engagement Coordinator's approval

Materials produced without the KOISS endorsement logo will be removed from circulation.

Email artwork for approval and ensure files are under 5MB. You can compress files to reduce the file size and create a low resolution PDF. If artwork is larger you can use an FTP transfer service like YouSendIt or Dropbox to upload artwork and forward us the link.

7. Marketing Contacts

For all branding and print enquiries please email Jack Le:

Jack Le
Marketing & Communications Officer
Jack.le@koi.edu.au