



LOGO DESIGN GUIDE

This document outlines some tips & tricks to create a simple but effective logo for your student club, informed by best practice and compliance with accessibility requirements.

All logos must comply with the following minimum requirements:

- Does not contain 'WSU' acronym or Western shield Aligns with university values
- Fits 1:1 aspect ratio
- Size: 300 x 300 pixels
- Format: JPG or PNG
- Resolution: 72 dpi/ppi
- Must not be offensive
- Contrast checker: <https://contrastchecker.com/> (Best is AAA, Minimum AA)



SIMPLE

MEMORABLE

TIMELESS

VERSATILE

ACCESSIBLE

5 Principles of Effective Logo Design

1. Simple

- Your logo needs to be recognisable.
- It does **not** need to tell us everything about your club.

2. Memorable

- Should be distinguishable from other logos. Does this excite people or tell them what your club is about?
- The type of text can convey certain themes that your club encapsulates. E.g. motion for a sports club or historical for a heritage club.

3. Timeless

- Is still aligned with the club's branding regardless of who is in the Executive Committee/the age of the club.

4. Versatile

- The logo should still be discernible at a small size (image on a mobile phone) and a large size (on a t-shirt or banner).
- Having an inverse colour option can be useful.
- Multiple versions may be required depending on whether the name of the club is placed directly next to the logo.

5. Accessible

- Accessibility is highly recommended. The aim is to be AA compliant.

Tips & Tricks

- Try to reach out to design students in your own or other clubs for help designing your logo.
- If someone is designing your logo, get it as a vector graphic not png so that you can scale the size without losing quality and save it somewhere that your executives can access it, e.g. SharePoint.
- Look online for inspiration.
- If you run a competition, look for the best design and work with them as it won't be perfect at the start.