



# TUSA BRAND USAGE CHEAT SHEET

Howdy!

We created this cheat sheet to help ensure that you are using our logo as we intended.

Got questions? Email [michelle.lutan@utas.edu.au](mailto:michelle.lutan@utas.edu.au)

## Typography / Font

### Gibson SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890 /()&!@\$

Download font here: [fontshmonts.com/text-fonts/gibson/](http://fontshmonts.com/text-fonts/gibson/)

### Nunito Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890 /()&!@\$

Download font here: [fonts.google.com/specimen/Nunito+Sans](https://fonts.google.com/specimen/Nunito+Sans)

## The TUSA Colours

<b>THE TUSA</b>  CMYK 30, 30, 30, 90 RGB 41, 36, 36 HEX #292424	<b>REPRESENTATION</b>  CMYK 12, 83, 89, 2 RGB 211, 80, 52 HEX #d35034	<b>SUPPORT</b>  CMYK 43, 11, 17, 0 RGB 145, 192, 203 HEX #91c0cb
	<b>COMMUNITY</b>  CMYK 7, 31, 80, 0 RGB 235, 279, 79 HEX #ebb34f	<b>GROWTH</b>  CMYK 97, 21, 33, 73 RGB 7, 73, 82 HEX #004851

## SSAF Funded Events:

Posters and social media posts for events funded through C&S grants must include the statement "This is a SSAF funded initiative supported by the TUSA".

## The TUSA Logo Usage

We love it when you use our logo in your collateral, but do you know what we love more? When you use our logo the "right" way. We're a sucker for that!

You can download the TUSA logo package [here](#).



File name: TasmanianUniversityStudentAssociation\_Logo.png



File name: TUSA\_Logo.png

How to use the TUSA logo with your logo:



Using our logo is actually easy, as long as there's clear spacing between the two logos, using our PNG file, don't modify it, and ensure that the two logo look roughly the same size, you're good to go!



Your **voice**, your **experience**, your **community**.

Student Reps | Clubs & Societies | Advocacy | Events | Careers

[tusa.org.au](http://tusa.org.au)