

# Three Minute Thesis

## GUIDELINE SHEET

The Three Minute Thesis (3MT<sup>®</sup>) is an academic research communication competition developed by The University of Queensland, Australia.



### 3MT LOGO

When using the 3MT logo, please ensure the logo is used prominently and consistently on all communications.

### FULL COLOUR

The full colour logo (above) is the preferred logo and should be used whenever possible in print and digital applications.

### MONO AND REVERSE

The logo is also available in reverse and mono variations for use in applications where required.

The mono (black) variation should only be used when black and white or single colour printing is required.

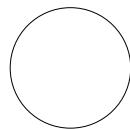
### BACKGROUNDS

Always ensure the Full Colour 3MT logo appears on:

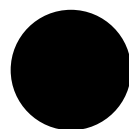
- white or pale backgrounds; and
- uncomplicated areas of an image.



**Purple**  
PMS 268  
C82 M98 YO K12  
R81 G36 B122  
#51247A



**White**  
PMS NA  
C0 M0 YO K0  
R255 G255 B255  
#FFFFFF



**Black**  
PMS NA  
C0 M0 YO K100  
R0 G0 B0  
#000000



**Purple gradient**  
PMS 268  
C82 M98 YO K12  
R81 G36 B122  
#51247A

PMS 513  
C50 M95 YO K0  
R150 G42 B139  
#962A8B

### COLOURS

Purple is UQ's identifying colour and features prominently in the 3MT brand. Ensure the purple is applied and reproduced consistently across all collateral (print and digital).

If producing merchandise or other items, please match to the colour specifications.



### CLEAR SPACE

This is the minimum space to keep clear around the 3MT logo. Other graphic elements should not fall within this area.

The minimum clear space is calculated by using half the width of the 3MT symbol (shown here as 'x') at any given size. Where possible, a greater clear space is preferred.



25mm/95px



38mm

Material	Logo size
Minimum	25mm
DL	38mm
A6	30mm
A5	38mm
A4	50mm
A3	70mm

### MINIMUM SIZE

For legibility the logo should never be reproduced for print any smaller than the guidelines above.



**TRADEMARK** - 3MT is a registered trademark of The University of Queensland (UQ). The 3MT logo may not be used without permission from UQ and use of the trademark must comply with the full brand guidelines.