



Three Minute Thesis (3MT®) Brand Guidelines

TABLE OF CONTENTS

INTRODUCTION	3
ABOUT 3MT.....	3
HISTORY	3
BRAND VALUES	3
USING THE BRAND	4
LOGO USAGE	4
TRADEMARK.....	4
WEBSITE	4
BROCHURES	5
LOGO CONFIGURATIONS	5
CLEAR SPACE	5
MINIMUM SIZE	6
FORMATS	6
COLOUR.....	7
BACKGROUNDS.....	7
HOW TO USE	7
INTEGRATING THE 3MT BRAND WITH UNIVERSITY LOGOS.....	7
INTEGRATING THE 3MT BRAND WITH TEXT	9
TEMPLATES	Error! Bookmark not defined.
MEDIA RELEASE.....	9
SAMPLE WEB TEXT	10

INTRODUCTION

ABOUT THE GUIDELINES

This document has been developed by The University of Queensland to provide participating universities with guidelines for use of the Three Minute Thesis (3MT®) logo and brand.

The consistent and coordinated use of the 3MT brand is essential to ensure it is protected and ultimately enhanced. Any institution that does not abide by these guidelines risks damaging the competition's credibility in the marketplace and diluting its impact. Every participating institution is a stakeholder of the brand and as such, it is incumbent upon them to fully understand their responsibilities while ensuring these guidelines are followed. The designs and branding guidelines apply to all faculty, school, institute, centre and administrative divisions in each participating institution.

Any questions regarding these guidelines should be addressed via email to the UQ Graduate School at The University of Queensland.
E-mail: 3mt@gradschool.uq.edu.au

ABOUT 3MT

Three Minute Thesis (3MT®) is a research communication competition developed by The University of Queensland.

The exercise challenges PhD students to present a compelling oration on their thesis topic and its significance in just three minutes. 3MT develops academic, presentation, and research communication skills and supports the development of research students' capacity to effectively explain their research in language appropriate to a non-specialist audience.

HISTORY

The first 3MT was held at The University of Queensland in 2008 with 160 RHD students competing. Enthusiasm for the 3MT concept grew and its widespread implementation by universities has led to the development of an international competition.

Strong support for 3MT exists in Australia and New Zealand with 44 institutions coming together to participate in the 2013 Trans-Tasman 3MT Competition. The event also hosted special guests from Fiji and Hong Kong. The inaugural International U21 competition was also launched in 2013. The global reach of the competition can be seen by the extent of participation with universities in Canada, the United States, the United Kingdom and Vietnam also hosting local 3MT events.

BRAND VALUES

3MT seeks to enhance the profile of the Doctor of Philosophy both within university communities and the wider community.

3MT is not designed to trivialise or 'dumb-down' research, but rather encourage students to consolidate their ideas and crystallise their research discoveries.

LOGO

USING THE BRAND

In using the Three Minute Thesis brand consider how it aligns with the values of your own institution.

In all Three Minute Thesis communications, you should convey that 3MT is a professional and highly engaging international competition.

The brand should be evident in all components of communications, from the content to the format, and from the imagery to the tone of voice.

LOGO USAGE

The 3MT logo, provided by UQ, is required to appear in all 3MT marketing materials.

The 3MT logo should never be altered or recreated without the prior consent of The University of Queensland.

The University of Queensland will provide a 3MT logo which can be downloaded from www.threeminutethesis.org. The logo should only be reproduced using master artwork supplied specifically for this purpose by The University of Queensland.

For permission to use the 3MT logo please contact The University of Queensland via:

Phone: + 61 7 3346 0511

Email: 3mt@gradschool.uq.edu.au

Web: www.threeminutethesis.org

UQ Graduate School
The University of Queensland
Level 6, John Hines Building (62)
Brisbane QLD AUSTRALIA 4072

TRADEMARK

3MT® is a registered trademark of The University of Queensland.

- **Australian Trade Mark Registration No - 1381216**
- **New Zealand Trade Mark Registration No - 829795 and 829796**

The 3MT logo may not be used without the permission of The University of Queensland and any use of the trademark must comply with the brand guidelines.

WEBSITE

For promotion on websites, please include the 3MT logo and text:

Three Minute Thesis (3MT®) is an academic competition developed by The University of Queensland (UQ), Australia.

In all cases for use of the 3MT logo on websites please provide a hyperlink (via the 3MT logo) to the following website: www.threeminutethesis.org

LOGO

BROCHURES

Please include the 3MT logo on the front or back cover of all 3MT brochures, programs and any associated marketing material.

LOGO CONFIGURATIONS

When using the logo please ensure that:

- the event logo is used prominently and consistently on all 3MT communications;
- use of the colour logo is preferred wherever possible; and
- black is the preferred colour for reproduction of the mono logo.

Three 3MT logo configurations are available for use:

NAME	GRAPHIC	PREFERRED USE
3MT®		Website and all marketing materials

CLEAR SPACE

The clear space is an integral part of the 3MT logo, and other graphic elements should not fall within this area.

COLOUR	MONO
	

The clear space is to be the width of the base of the “T”. The clear space should be maintained around the entire logo. Please find an example below:

LOGO



Please ensure that you follow the example above when reproducing the logo and that no graphics overlap with the logo.

MINIMUM SIZE

For legibility the logo should never be reproduced for print any smaller than the guidelines below:

Format	Three Minute Thesis
Minimum	18mm
DL	38mm
A6	30mm
A5	38mm
A4	50mm
A3	70mm

FORMATS

The logos are available as JPEG, JPEG (small), and EPS formats. The recommended formats for different applications follow:

Print	EPS
Web	JPEG small
PowerPoint	JPEG/EPS

LOGO

COLOUR

The colour logos are provided in cmyk, rgb and pantone equivalents, and are provided below:

Purple

c94 m100 y0 k0
r73 g7 b94
PMS Violet

Purple

c50 m0 y100 k0
r140 g184 b0
PMS 376

Black

White

If producing merchandise or other items, please match as closely as possible to these colour specifications.

BACKGROUND

Please use the colour logo whenever possible. If you are in doubt about which logo to choose, refer to the guide below:

The colour logo is used on:

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

The mono logo is used on:

- single colour applications where the colour logo cannot be used

HOW TO USE

Please take care not to use any of the logo formats or colour versions incorrectly. Some common examples are shown.



Do not condense



Do not change to greyscale



Do not remove elements



Do not stretch



Do not change the colours



Do not add elements

LOGO

INTEGRATING THE 3MT BRAND WITH UNIVERSITY LOGOS

With other logos

When using the 3MT logo alongside other logos:

- ensure that logos appear relatively equal prominence; and
- never place the partner logo closer than the minimum clear space to the 3MT logo.



INTEGRATING THE 3MT BRAND WITH TEXT

With other text

We expect that other institutions would like to include the 3MT logo with their logos and branding. If you wish to do this, please ensure that text and other graphic elements do not fall within the logo's white space. An example is provided below:



LOREM IPSUM DOLOR SIT AMET

TEMPLATES

TEMPLATES

The following materials have been developed to assist you to promote your event:

- media release template; and
- sample web text

Please note that other event management resources are available at www.threeminutethesis.org

MEDIA RELEASE

Fancy hearing an 80,000 word thesis explained in less than 180 seconds?

Research students from across the globe are doing just that in preparation for the Three Minute Thesis Competition (3MT®).

Established by The University of Queensland (UQ) in 2008, 3MT is now held in universities around the globe.

The Dean of UQ's Graduate School, Professor Al McEwan, said 3MT was designed to develop skills that will give students an important career advantage once they complete their studies.

3MT provides a unique opportunity to profile and celebrate the innovative research conducted by postgraduates from around the world.

"It is a reality that many PhD students will need to communicate their ideas and results to people who may not necessarily have expertise in their field," Professor McEwan said.

"3MT develops the ability of students to communicate the significance and outcomes of their project in a short space of time."

UQ PhD student and winner of the 2013 competition, Mr Michael Thai, said that participating in the 3MT gave him not only the opportunity to consolidate his ideas and showcase his research, but to also gain external feedback and support.

"The knowledge that so many people resonate with my research has really motivated me, and I continue with a newly acquired confidence that my research is addressing an important issue," he said.

3MT contestants must condense their research into a brief, engaging presentation for a non-specialist audience, using a single presentation slide.

More information about 3MT is available at www.threeminutethesis.org

TEMPLATES

SAMPLE WEB TEXT

Overview

Three Minute Thesis (3MT®) is a research communication competition developed by The University of Queensland.

The exercise challenges PhD students to present a compelling oration on their thesis topic and its significance in just three minutes.

3MT develops academic, presentation, and research communication skills and supports the development of research students' capacity to effectively explain their research in language appropriate to a non-specialist audience.

History

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The Strong support for 3MT exists in Australia and New Zealand with 44 institutions coming together to participate in the 2013 Trans-Tasman 3MT Competition. The event also hosted special guests from Fiji and Hong Kong. The inaugural International U21 competition was also launched in 2013. The global reach of the competition can be seen by the extent of participation with universities in Canada, the United States, the United Kingdom and Vietnam also hosting local 3MT events.

Judging Criteria

At every level of the competition each competitor will be assessed on the three judging criteria listed below. Please note that each criterion is equally weighted and has an emphasis on audience.

Comprehension:

- Did the presentation provide an understanding of the background to the research question being addressed and its significance?
- Did the presentation clearly describe the key results of the research including conclusions and outcomes?
- Did the presentation follow a clear and logical sequence?

Engagement:

- Did the oration make the audience want to know more?
- Was the presenter careful not to trivialise or generalise their research?
- Did the presenter convey enthusiasm for their research?
- Did the presenter capture and maintain their audience's attention?

Communication:

- Was the thesis topic, key results and research significance and outcomes communicated in language appropriate to a non-specialist audience?
- Did the speaker avoid scientific jargon, explain terminology and provide adequate background information to illustrate points?

- Did the speaker have sufficient stage presence, eye contact and vocal range; maintain a steady pace, and have a confident stance?
- Did the presenter spend adequate time on each element of their presentation - or did they elaborate for too long on one aspect or was the presentation rushed?
- Did the PowerPoint slide enhance the presentation - was it clear, legible, and concise?

Rules

- A single static PowerPoint slide is permitted (no slide transitions, animations or 'movement' of any description, the slide is to be presented from the beginning of the oration).
- No additional electronic media (e.g. sound and video files) are permitted.
- No additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted.
- Presentations are limited to 3 minutes maximum and competitors exceeding 3 minutes are disqualified.
- Presentations are to be spoken word (e.g. no poems, raps or songs).
- Presentations are to commence from the stage.
- Presentations are considered to have commenced when a presenter starts their presentation through movement or speech.
- The decision of the adjudicating panel is final.