



## Brand Communications Policy

### 1. PURPOSE

To ensure all external communications issued by the University are consistent with the Curtin corporate visual brand identity and the Curtin values. The University's corporate visual brand identity is an integral part of the Curtin Strategic Marketing Plan which supports the University's Strategic Plan.

### 2. POLICY STATEMENT

- (a) University Marketing will develop and maintain a coherent, clear and identifiable corporate visual brand identity.
- (b) University Marketing will develop and maintain the Curtin Brand Identity instructions, which detail how the corporate visual brand identity will be applied in a range of communication channels.
- (c) All staff will adhere to the Curtin brand and corporate visual identity as detailed in the Brand Identity Instructions.
- (d) Staff will ensure that naming agreements and financial sponsorships the University enters into are consistent with the Curtin brand and values as detailed in the Brand Identity Instructions.

### 3. RESPONSIBILITY FOR IMPLEMENTATION AND COMPLIANCE MONITORING

- (a) The Chief Marketing Officer is responsible for the development and maintenance of both the University's corporate visual brand identity and the Curtin Brand Identity Instructions.
- (b) All staff are responsible for adhering to the Brand Identity Instructions.
- (c) Executive managers are responsible for ensuring any naming agreements or financial sponsorships their areas enter into are consistent with the Curtin brand and values as detailed in the Brand Identity Instructions.

### 4. SCOPE OF POLICY

This policy applies to all external communications including advertising, media releases, broadcast messages, digital publishing and print publications created by University staff as part of their work.

This policy also applies to formal agreements to name University assets and to commercial sponsorships funded by Curtin.

Exceptions are research and teaching activities and associated materials created by University staff as part of their work.

### 5. DEFINITIONS

*(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)*

#### **Advertising**

A public notice or marketing communication promoting Curtin or an aspect of the University. Media types include but are not limited to publishing in press, journals, professional publications or newsletters or the world wide web and broadcasting over the air such as by television or radio.

#### **Broadcast message**

Any message of a generic nature that is sent to more than one student or staff member at a time.

#### **Curtin brand**

Includes, but is not limited to, the expression, reputation and related attributes of the University. Literally, it means the distinctive representations in design and stylistic requirements such as image types, footers and fonts that are used to create a strong visual identity which distinguishes Curtin from its competitors and indicates the source of goods or services.

### Digital publishing

Text, images, video, audio and multimedia material representing the University and its activities and directed to an audience in an electronic form and available on an electronic device. Includes web sites, videos, DVDs and mobile applications.

### Print publications

Any printed materials (e.g. magazines, brochures, booklets, bookmarks, reports, flyers, posters, books) produced by the University according to the Curtin Brand Identity Guidelines/Toolkit.

### Sponsorship

A commercial relationship in which the University provides funding, resources or services to an individual, event or organisation in return for rights and association for commercial advantage.

## 6. SUPPORTING PROCEDURES

[Advertising Procedures](#)

[Brand Use Procedures](#)

[Broadcast Message System \(BMS\) Procedures](#)

[Digital Publishing Procedures](#)

[Media Procedures](#)

[Naming Rights Procedures](#)

[Sponsorships Funded by Curtin Procedures](#)

## 7. RELATED DOCUMENTS/LINKS

[Curtin Brand Identity Instructions](#)

[Intellectual Freedom Policy](#)

<b>Policy Compliance Officer</b>	<a href="#">Ty Hayes</a> , Chief Marketing Officer   University Marketing
<b>Policy Manager</b>	Vice President, Corporate Relations
<b>Approval Authority</b>	Planning and Management Committee
<b>Review Date</b>	1 <sup>st</sup> April 2020

## REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	25/09/2012	Planning and Management Committee	PMC 101/12	Attachment 1 to Document No 00872/12, effective 9 October 2012, two weeks from date of approval
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Approved	09/08/2016	Planning and Management Committee	PMC 69/16	Reviewed and no changes required
	Administratively Updated	20/06/2017	Director, Legal and Compliance Services		Updated Links for Intellectual Freedom Policy