



Brand Use Procedures

1. LEGISLATION/ENTERPRISE AGREEMENT/POLICY SUPPORTED

[Brand Communications Policy](#)

2. PROCEDURAL DETAILS

2.1 The prescribed ways to set up the logo

- 2.1.1 Users of the logo will follow the prescribed logo set-up.
- 2.1.2 The logo will be used as one complete unit with all of its elements intact and unaltered except for variations outlined in the [Brand Identity Instructions](#).
- 2.1.3 Use of the shield separate to the name 'Curtin University' is not permitted except in the following circumstances:
 - (a) regalia;
 - (b) testamurs;
 - (c) academic transcripts;
 - (d) documents under the University's Official Seal; and
 - (e) where the written approval of University Marketing has been obtained.
- 2.1.4 Proposals for variations will be supported by a business case and be presented to the Chief Marketing Officer, University Marketing. If supported by the CMO the proposal will be put forward to the Vice-President Corporate Relations final endorsement. If approved, University Marketing will update the [Brand Identity Instructions](#) with the variation.
- 2.1.5 Variations will only be considered if they are consistent with the University's approved Brand Architecture.

2.4 External use of the logo

- 2.4.1 The logo may only be released for use by another organisation with the approval of University Marketing.
- 2.4.2 External requests for the use of the logo will be forwarded to University Marketing in writing. In making a case the applicant will state:
 - (a) the relationship with the University;
 - (b) the purpose of the use of the logo;
 - (c) the proposed format of the use of the logo; and
 - (d) the date(s) or periods when the logo will be used.
- 2.4.3 If approved, permission to use the logo will usually be granted within two days of the request being received by University Marketing.
- 2.4.4 All final artwork must be sighted by University Marketing for final approval before being dispatched.

2.5 Inappropriate or unauthorised use of the logo

- 2.5.1 The Chief Marketing Officer or their nominee will contact any person or group using the logo inappropriately to resolve non-compliance issues. The person or group responsible for non-compliance will take all reasonable steps to ensure processes are in place within the area within one working week to ensure such a breach does not reoccur. Any costs associated with the breach will be forwarded to the responsible area to settle.
- 2.5.2 Where unauthorised use has occurred as a result of a person or group external to the University not following these procedures, the Chief Marketing Officer or their nominee will contact that person or group directly to resolve non-compliance issues. Measures will be taken to correct the inappropriate use and any related costs will be incurred by the organisation involved.

3. SCOPE OF PROCEDURES

These procedures apply to all staff, University Associates and students at all Curtin campuses.

4. DEFINITIONS

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

Corporate visual identity

The depiction of the University in mediums such as publications, the Internet, retail and non-retail merchandise and memorabilia, flyers, banners, overheads, PowerPoint presentations, stationery, pro-forma, advertising, uniforms and signage.

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 (see the [Brand Identity Instructions](#)).

Logo

The registered trademark of Curtin University. This incorporates the shield, the word "Curtin" and the descriptor "University".

Prescribed ways

A set of directives that determine the appropriate set-up of the Curtin logo such as format, overall size, colour and the relationship between the logo elements.

Secondary logos

Logos that exist in isolation of the Curtin logo. Development of secondary logos must be discussed with University Marketing prior to commissioning.

Unauthorised use

Use of the logo without prior approval of University Marketing.

5. SCHEDULES

Nil

6. RELATED DOCUMENTS/LINKS/FORMS

[Brand Identity Instructions](#)

[Competition and Consumer Act 2010 \(Cth\)](#)

[University Strategic Marketing Plan](#)

Policy Compliance Officer	Ty Hayes , Chief Marketing Officer University Marketing
Policy Manager	Vice President, Corporate Relations
Approval Authority	Vice President, Corporate Relations
Review Date	1 st April 2020

REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1227	Conditional upon PMC rescinding the current policy and procedures at its 25 th September 2012 meeting, effective 9 October 2012

	Administratively Updated	21/06/2013	Director, Legal and Compliance Services		Links Updated
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Amended	03/05/2016	Vice President, Corporate Relations	EM1612	Formerly Reviewed No Changes
	Administratively Updated	15/5/2017	Director, Legal and Compliance Services		Removal of clause 2.4.5