Brand Communications Policy

1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

Strategic Plan Theme: Engagement and Impact

2. PURPOSE

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

3. POLICY STATEMENT

University Marketing will:

(a)   develop and maintain a coherent, clear and identifiable corporate brand identity.

(b)   develop and maintain the Curtin Brand Style Guide, which details how the corporate brand identity will be applied in a range of communication channels.

All members of the University Community will:

(c)   adhere to the Curtin brand and corporate identity as detailed in the Brand Style Guide.

(d)   ensure that naming agreements and financial sponsorships the University enters into are consistent with the Curtin brand and values as detailed in the Brand Style Guide.

4. SCOPE OF POLICY

4.1   This policy applies to:

4.1.1   All members of the University community (which includes Council members, staff, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor);

4.2   This policy does not apply to:

4.2.1   Research activities and associated materials created by University staff as part of their work and not intended for wider public access or consumption.

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

External communications
Communications including advertising, media releases, broadcast messages, digital publishing, print publication, teaching activities and materials created by the University Community as part of their work.

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, digital advertising, including social media or the World Wide Web and broadcasting over the air such as by television or radio.

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, newspapers) produced by the University according to the Curtin Brand Identity Guidelines/Toolkit.

6. SUPPORTING PROCEDURES

Advertising Procedures

Brand Use Procedures

Digital Publishing Procedures

Media Procedures

Naming Rights Procedures

Sponsorships Funded by Curtin Procedures

7. RELATED DOCUMENTS/LINKS

Brand Style Guide

Intellectual Freedom Policy

Policy Compliance Officer	Kate Jennings, Director, Brand and Marketing
Policy Manager	Vice President, Corporate Relations
Approval Authority	Senior Executive Team
Review Date	1st April 2026

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
	Approved	13/10/2020	Planning and Management Committee	PMC 69/20	