Brand Use Procedures

1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

Brand Communications Policy
Strategic Plan Theme: Engagement and Impact

2. PROCEDURAL DETAILS

2.1 This procedure sets out the use and approval process for the University’s logos.

2.2 The prescribed ways to set up the logo

2.2.1 Users of the logo will follow the prescribed logo set-up.

2.2.2 The logo will be used as one complete unit with all of its elements intact and unaltered except for variations outlined in the Brand Style Guide.

2.2.3 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.

2.2.4 Proposals for variations require a business case to be submitted to Director, Brand and Marketing. If variation is consistent with Brand Hierarchy and is supported the proposal will be submitted to the Vice-President Corporate Relations for their consideration and approval. If approved, University Marketing will update the Brand Style Guide with the variation.

2.2.5 Variations will only be considered if they are consistent with the University’s approved Brand Hierarchy.

2.3 External use of the logo

2.3.1 Only University Marketing may release the logo for use by another organisation.

2.3.2 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.

2.3.3 If approved, permission to use the logo will usually be granted within 5 working days of the request being received by University Marketing.

2.3.4 All final artwork must be sighted by University Marketing for final approval before being dispatched.

2.4 Inappropriate or unauthorised use of the logo

2.4.1 The Director, Brand and Marketing or their nominee will contact any person or group using the logo inappropriately or without authorisation to resolve non-compliance issues. If non-compliance is not resolved within a reasonable timeframe, the matter will be referred:

(a) if internal, to the relevant Executive Manager via the Vice-President, Corporate Relations; or
(b) if external, to Legal Services.
Where reasonable, costs associated with the breach will be forwarded to the person or group to settle.

3. SCOPE OF PROCEDURES
These procedures apply to all Curtin Council members, students, staff, University Associates, Curtin controlled entities, global campuses and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor.

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

5. SCHEDULES
Nil

6. RELATED DOCUMENTS/LINKS/FORMS
Brand Style Guide
Competition and Consumer Act 2010 (Cth)
Brand Hierarchy

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<th>Policy Compliance Officer</th>
<th>Kate Jennings, Director, Brand and Marketing</th>
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REVISION HISTORY

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<td>26/09/2012</td>
<td>Vice President, Corporate Relations and Development</td>
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