

# Brand Policy

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## 1. Purpose

This policy aims to protect Flinders University brand and reputation, and to minimise risk from misuse of the brand by ensuring the University's brand is used consistently and correctly.

## 2. Scope

This policy applies to all staff, students, contractors, controlled entities and associated third parties who have been approved to use, on behalf of the University, the Flinders University brand.

## 3. Definitions

<b>University Logo</b>	The University's logo(s), as set out in the <a href="#">University Logo and Seal Policy</a> .
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## 4. Policy statement

### 4.1. Brand Materials

- a. The Chief Marketing Officer and Head of Brand is responsible for developing brand guidelines and corporate and University-wide marketing materials consistent with the guidelines to maintain the University's image.
- b. All University communications, publications and general branding, advertising, merchandising and marketing materials must comply with the University's Logo and with the brand guidelines. This includes, but is not limited to, corporate stationery and forms, print materials (advertising, brochures, magazines, direct mail), websites, digital media, videos, signage, vehicles, display materials and exhibits.
- c. Use of the University Logo and brand for any other purposes must be approved by the Chief Marketing Officer or Head of Brand.
- d. Only approved versions of the University Logo as set out on the [Flinders brand website](#) are to be used. All elements must be used as provided and the dimensions and integrity of the Logo must be maintained at all times. Hand-drawn approximations cannot be used, even on internal publications.
- e. The Chief Marketing Officer or Head of Brand may approve minor variations to the University Logo for particular brand materials, marketing campaigns or other specific purposes.

- f. All queries regarding new marketing, advertising, memorabilia, stationery, merchandise or online communications are to be directed to the Marketing team.

#### 4.2. Co-branding

- a. The Chief Marketing Officer or Head of Brand may approve co-branding linking the University Logo, subject to the Logo being displayed in accordance with the requirements as set out in this policy, with one or more third party logos for a common function or activity including:
- i. acknowledgements, sponsorships and promotions (advertising where the University is one of a number of sponsors or supporters of an activity)
  - ii. memberships (e.g., where the University is a member of a professional association)
  - iii. approved Flinders University research institutes
  - iv. approved collaborations or joint ventures between the University and another entity.
- b. As per s.4.1.e above, the Chief Marketing Officer or Head of Brand may approve minor variations of the University Logo for co-branding purposes.

### 5. Authorities

#### Chief Marketing Officer or Head of Brand

- a. Approve brand guidelines.
- b. Approve use of the University Logo for purposes other than official University communications, publications and materials.
- c. Approve use of the University Logo for co-branding.
- d. Approve minor variations of the University Logo for specific campaigns or purposes.

### 6. Related Resources

[Flinders brand website](#)

<b>Approval Authority</b>	Deputy Vice-Chancellor (Students)
<b>Responsible Officer</b>	Chief Marketing Officer
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\* Unless otherwise indicated, this policy or procedures still apply beyond the review date.

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