
Flinders University Brand Responsibilities

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Preamble

All Flinders staff members have the responsibility of ensuring that the core elements of the Flinders brand – logo, typefaces, colour palette and typography – are used consistently and correctly.

As various elements of the brand identity are completed, they will be made available for immediate use.

Corporate and University-wide marketing materials

Marketing and Student Recruitment is responsible for developing corporate and University-wide marketing materials consistent with the University brand and to maintain the University's image.

Staff should direct all queries regarding new marketing, advertising, merchandise, and online communications to Marketing and Student Recruitment. Any matters relating to promotion of University courses, research, student recruitment or other activities must be authorised by Marketing and Student Recruitment.

Marketing and Student Recruitment. will ensure that templates are accessible to staff via <https://www.flinders.edu.au/brand>.

Marketing and Student Recruitment. will keep staff abreast of new brand developments via Flinders In Touch e-newsletter.

University Name

Normally the University will be referred to simply as Flinders University. The acronym FUSA or FU should never be used.

Use of the University Logo

The logo is the University's insignia, as defined by [Statute 1.2](#) of the Flinders University Act, and must be used in accordance with the approval procedures set out below.

Guidelines: Only approved versions of the logo provided by the University are to be used and all elements, as provided, must be used. Hand-drawn approximations cannot be used, even on internal publications. At all times the dimensions and integrity of the logo must be maintained.

Specifications for the logo, including colours, are set out <https://www.flinders.edu.au/brand>.

Identification with the University

Whenever it is used, the insignia must be clearly identified with the University.

The insignia together with the words 'Flinders University' comprises the Flinders University logo.

The insignia is never to be used alone. The Chief Marketing Officer should be consulted if there are any doubts about how requirements apply in individual circumstances.

Approval for use of the University logo

The Chief Marketing Officer has delegated authority from the University Secretary to approve use of the logo. Approval is required in all circumstances.

External use: No external person or organisation may use the Flinders University logo without the written approval [in hard copy or via email] of the Chief Marketing Officer (or nominee), Marketing and Student Recruitment. This includes use by graphic design and printing companies, irrespective of any approval given by other Flinders University staff or students.

To apply for permission to use Flinders University logo visit: <https://www.flinders.edu.au/brand/request-logo> and complete the online form. Permission will automatically be emailed to the Marketing and Student Recruitment team. Note that a minimum of 24-36 hours should be allowed for completion of the approval process.

Staff should not directly provide the logo to external organisations, including graphic designers or printers. It is also important that staff do not accept an external organisation's claim to already have a copy of the logo. To ensure the quality and integrity of what is used, it is important that Flinders Press provides an approved version in each case or is sure that an approved version already has been provided.

Approved copies of the logo may be shared within schools/faculties or divisions, for use in line with the above brand responsibilities, once approval has been granted.

Online Communications – Flinders University websites

All Flinders University websites and webpages (www.flinders.edu.au, staff.flinders.edu.au and students.flinders.edu.au) must adhere to the [Flinders University brand guidelines](#) and follow the Adobe

Experience Management ([AEM](#)) User Guide. If you have any queries, please contact: digitalpresence@flinders.edu.au.

Representing Flinders University on third party websites

Whether you are looking at representing Flinders University through the use of a logo on a third-party site or you are planning to develop an online initiative that will be hosted on a third party site you must contact the Chief Marketing Officer to discuss branding and content considerations.

Printing

Flinders Press is the University's preferred supplier for all printing and copying services, and must be given the opportunity to quote on ALL University printing material. Staff may negotiate with Flinders Press when they are quoted a better price for the same quality job. Contact the Manager, 8201 3150 to discuss. Flinders Press also offer a layout/design service.

All corporate stationery must be ordered through Flinders Press at: <http://www.flinders.edu.au/flinpress>.

Photography

The Marketing and Recruitment team has a stock of photographs and digital images which they are constantly expanding. Please contact Marketing and Recruitment for assistance with your requirements. Note that specific images will have use-by-dates.

University Document Folders

Folders printed in the University's corporate style and incorporating the logo can be purchased from Flinders Press.

PowerPoint Template

A standard University PowerPoint template and guidelines for its application can be downloaded at <https://www.flinders.edu.au/brand>.