

Policy Redesign Project

All policies and procedures are being reviewed as part of this project. This document is pending review, but remains in effect until the review is carried out.

Flinders University Brand Responsibilities

Establishment: Vice-Chancellor, April 2011

Last Amended: Executive Director, Office of Communication and Engagement, 29 June 2017

Nature of Amendment: Amendments to Business Card Guidelines to align with practices from 1 July College Operations

Date Last Reviewed:

Responsible Officer: Executive Director, Strategic Marketing and Communications

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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

The Office of Communication and Engagement (OCE) 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, memorabilia, and online communications to OCE. Any matters relating to promotion of University courses, research, student recruitment or other activities must be authorised by OCE.

OCE will ensure that templates are accessible to staff via Flinders Press website at: <http://www.flinders.edu.au/flinpress>

OCE will keep staff abreast of new brand developments via Flinders In Touch e-newsletter.

University Name

Normally the University will be referred 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 on the Flinders Press website at: <https://staff.flinders.edu.au/workplace-support/topic/logo>

The logo may be reproduced in one of four ways:

1. in full colour, using all designated colours
2. using only the designated dark blue and yellow (where a full colour range is not being used and/or it is not feasible to use colour in the smaller areas of the logo)
3. in black only - no other single colour may be used
4. in blue only - no other single colour may be used

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 Executive Director (or nominee), OCE should be consulted if there are any doubts about how requirements apply in individual circumstances.

Approval for use of the University logo

The Executive Director (or nominee), Strategic Marketing and Communications 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 Executive Director (or nominee), OCE. This includes use by graphic design and printing companies, irrespective of any approval given by other Flinders University staff or students.

Obtaining / providing copies of the University logo

Flinders Press has delegated authority to provide the logo on the University's behalf to internal and approved external users, including liaising with external users to ensure their requirements are met.

Flinders Press will not provide the logo to any individual or organisation other than a staff member without permission from the Executive Director (or nominee), OCE.

To apply for permission to use Flinders University logo visit: <http://www.flinders.edu.au/flinpress/logo.htm> and complete the online form. Permission will automatically be emailed to Flinders Press. 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 must use the standard Flinders University web templates. These templates are managed through the University's content management system, which is the standard application used to manage the University's web content.

Guidelines and contacts are available at: <https://staff.flinders.edu.au/colleges-and-services/ocme/digital-presence>

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 Head, Online Communications, OCE to discuss branding and content considerations.

University Colour Palette

As part of the Brand project eight colours have been chosen to form the Flinders University extended colour palette. The colours either come from the Flinders University insignia (as described in the University Statute 1.2(1)) or are derived from Flinders campuses and presences, their landscape, built form and environs. They all form a colour palette that reflects Flinders University.

Flinders University colour palette - based on the international **Pantone Matching System (PMS)** are as follows:

- Gold - PMS116
- Green - PMS624
- Red/Orange - PMS1665
- Light Blue - PMS542
- Grey - PMS430
- Black - PMS Process Black
- Dark Blue - PMS282
- Coffee - PMS466

No other PMS variations are permitted.

Business Cards

Flinders University has a standard business card design, which provides limited flexibility, allowing a maximum of 10 lines for personal details (with a maximum of 37 characters per line), and a further line attributed to the Flinders University URL address or optional staff business URL address.

The standard business card incorporates the University logo. For all academic and professional services staff connected with a College, the Flinders University College co-brand logo will appear on the card.

Four different backs showcasing iconic Flinders University imagery are included in the standard business card design, and a variety of backs will be included in every order. For business cards requiring translation or co-brands from recognised Research Centres and Institutes, an alternative back is used.

The Flinders University logo may not be used on any other business card design unless they are specified as a Flinders University co-brand or entity outside the normal guidelines. To find out what Research Centres and Institutes are recognised visit flinders.edu.au/research/centres-institutes

All stationery is produced by Flinders Press and is to be used by all staff. Some research higher degree students, with the approval of their supervisors, may also be entitled to use a Flinders business card.

Staff are not permitted to design their own business cards, even for internal use.

To place an order visit Flinders Press website at: <http://www.flinders.edu.au/flinpress>

Please also note the following:

- Qualifications/post-nominals will be restricted to two lines, and will not be in bold type.
- The position or title on the standard business card can include one title relevant to the subject area, with exceptions to be agreed with the Dean (People and Resources).
- A second position or title can be included including a recognised Research, Institute or Centre. To find out what Research Centres and Institutes are recognised visit flinders.edu.au/research/centres-institutes
- The URL on all business cards and letterhead remains constant www.flinders.edu.au, with the alternative option of staff business URL address e.g. people.flinders.edu.au/firstname.lastname
- Social media icons cannot be included on standard business cards.
- All telephone/facsimile numbers will have an international code (+61 8). This is optional for mobile numbers.
- A facsimile number is optional.
- For postal addresses: GPO Box 2100, Adelaide SA 5001 will be the default address, unless an optional address is required (e.g. intra- or interstate University locations, or a physical address requiring building information. Note: This information will need to be incorporated within the maximum line usage.)

In the event that more than 11 lines or alterations to the standard business card design are needed, please email the Office of Communication and Engagement at comms@flinders.edu.au with your specifications and rationale.

Letterhead

A standard letterhead, incorporating the Flinders University logo, has been developed for use by all University staff. This template is consistent with the business card design.

The logo may not be used on any other letterhead design, whether alone or with the logos of other organisations, unless said organisations are specified as a Flinders University co-brand or entity outside the normal guidelines.

A black and white letterhead template is also available, and all letterhead stationery is to be ordered via Flinders Press web site at: <http://www.flinders.edu.au/flinpress>

Staff are not permitted to design their own stationery, even for internal use.

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 Office of Communication and Engagement has a stock of photographs and digital images which they are constantly expanding. Please contact OCE for assistance with your requirements. Note that specific images will have use-by-dates.

Staff requiring photographs to be taken should make direct contact with the Library's Multimedia Unit on 8201 2625.

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: <http://www.flinders.edu.au/flinpress>

Related Link

[Flinders University Brand - Building upon Flinders reputation](#)