

# University Logo and Seal Policy

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## 1. Purpose

- a. This policy outlines the formal Logo and Seal of the University, authority for their design, and the requirements for their use.
- b. It aims to protect Flinders University's brand and reputation, and to minimise risk from misuse of the Logo and Seal by ensuring they are 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 logo or Seal.

## 3. Definitions

<b>Affix</b>	To attach the Seal in any form, including ink stamp, embossed wax stamp, or embossed press.
<b>Attest</b>	To verify that the Seal has been affixed in accordance with this policy.
<b>Logo</b>	The University's logo(s), the design, colours and specifications, as set out in Schedule A. <sup>1</sup>
<b>Logo Variant</b>	Any minor variations to the Logo (Schedule A) that are authorised for use for particular purposes under the <a href="#">Brand Policy</a> .

<sup>1</sup> The University's Insignia, as defined by repealed Stature 1.2, may be in use in University stationery and forms, print materials (advertising, brochures, magazines, direct mail), websites, digital media, videos, signage, vehicles, display materials and exhibits generally, and may continue to be used in such for a period of transition, until replaced by the University Logo in time.

	These may include but are not limited to: co-branding and minor colour/style variations for particular purpose (example: the Pride Network Logo).
<b>Seal</b>	The University Seal is the official mark of the University used to verify particular documents, as set out in Schedule B.

## 4. Policy statement

### 4.1. University Logo

- a. The design, colours and specifications of the Flinders University logo are reserved for approval by Council.
- b. The logo is set out at Schedule A.
- c. Use of the logo is governed by the Brand Policy and the logo guidelines can be found on the [Flinders brand website](#).

### 4.2. University Seal

- a. The design, colours and specifications of the Seal are reserved for approval by Council.
- b. The seal specifications are set out in Appendix B.

### 4.3. Custody of the Physical Seal

- a. Physical seals will be kept by the University in the custody of:
  - i. the Vice-Chancellor
  - ii. the Deputy Vice-Chancellor (Students), for the purpose of testamurs, and
  - iii. the University Secretary.
- b. No other versions of the University Seal may be made or distributed.

### 4.4. Custodians of the Seal

- a. The following officers are authorised Custodians of the Seal:
  - i. Chancellor
  - ii. Deputy Chancellor(s)
  - iii. Vice-Chancellor
  - iv. Deputy Vice-Chancellor(s), and
  - v. University Secretary.
- b. The Council Secretary is the affixing officer of the Seal. In the absence of the Council Secretary, any one of the Custodians may affix the seal provided that Custodian is not also attesting the Seal.

#### 4.5. Affixing the University Seal

Documents may be affixed with the University Seal by three mechanisms.

##### 4.5.1. Council in-session Affixation

- a. Documents requiring the Seal must be provided to the Council Secretary for inclusion in the Council agenda.
- b. Following approval by Council, the Seal must be affixed, and the attestation signed by one of the authorised Custodians during the Council meeting.
- c. A copy of the sealed document must be stored in the University records system by the document owner.

##### 4.5.2. Council out-of-session Affixation

- a. Documents may be sealed out-of-session if:
  - i. two authorised Custodians are satisfied that the sealing of the document is urgently required, and
  - ii. the document is not one which requires the approval of the Governor under the *Flinders University Act 1966*.
- b. Documents must be provided to the Council Secretary with a memo confirming the requirements at s.4.6.2.a.i and ii have been met.
- c. The Seal will be affixed, and the attestation signed by the two authorised Custodians.
- d. A copy of the Sealed document must be kept in the University records system by the document owner.
- e. The affixation of the Seal will be reported to Council at its next usual meeting.

##### 4.5.3. Testamur Affixation

- a. Testamurs certifying the achievement of a Flinders University academic award will be affixed with the University Seal.
- b. The Deputy Vice-Chancellor (Students) is authorised to affix the Seal to testamurs with no written attestation, and without further authorisation of Council or other Custodians.

##### 4.5.4. Attestation

Except in the case of testamurs, the University Seal will be accompanied by an attestation in the following form, along with the name, position and signature of the relevant Custodian(s):

*The Seal of Flinders University was affixed hereto pursuant to the authorisation and delegation of University Council on the \_\_\_\_\_ day of \_\_\_\_\_ in the year \_\_\_\_\_.*

## 5. Authorities

<b>Council</b>	<ol style="list-style-type: none"> <li>a. Approve the University Logo.</li> <li>b. Approve the University Seal.</li> <li>c. Approve of the affixing of the University Seal, except as delegated in this policy.</li> </ol>
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<b>Approval Authority</b>	Council
<b>Responsible Officer</b>	University Secretary
<b>Approval Date</b>	4 July 2024
<b>Effective Date</b>	4 July 2024
<b>Review Date*</b>	2027
<b>Last amended</b>	
<b>CM file number</b>	CF23/528

\* Unless otherwise indicated, this policy or procedures still apply beyond the review date.

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**Appendix A—University Logo**



## Appendix B—University Seal

