

# Brand and Marketing Policy

## Section 1 - Purpose

- (1) This Policy establishes the protocols for the development, authorisation, use and protection of the University's Brand and Brand Assets, as well as its application to all marketing and promotional activities.
- (2) This Policy outlines the University's principles underpinning use of the University's Brand and Brand Assets, noting Marketing's centralised Brand function.

## Section 2 - Scope

- (3) This Policy applies to all University staff, all work areas within the University (including Faculties, Research Institutes and Centres), any University-controlled or related entity, and any third party.
- (4) This Policy applies to all marketing materials and promotional initiatives carrying the University's Brand or any Brand Assets across all owned, earned and bought channels. Such channels include online (websites and social media), multimedia (videos and podcasts), advertisements (print, online, broadcast and outdoor) and promotional media (events, print and email).
- (5) This Policy does not apply to logos or trademarks owned or claimed by the University that are not Brand or Brand Assets.

## Section 3 - Principles

- (6) The University's Brand and Brand Assets are valuable Assets used to promote the University's services, and communicate the University's mission, strategic direction, competitive positioning and values.
- (7) All University staff are responsible for using the University's Brand and Brand Assets in line with this Policy. University staff may only use the University's Brand or Brand Assets following consultation and in accordance with the approval of Marketing, and the Vice-Chancellor when needed. Marketing's approval applies to all use of any marketing or promotional activity, whether online (websites and social media), multimedia (videos and podcasts), advertisement (print, online, broadcast and outdoor) or through promotional activities (such as events, print and email).
- (8) The Marketing team plays a central role in ensuring the University's visual identity remains 'on-brand'. 'On-brand' means that the University's Brand and Brand Assets (such as the logo, colours, typography and images) remain professional, relevant, engaging and consistently applied in terms of visual representation, tone and content under the University's Brand Guidelines. Marketing ensures that the Brand and its Brand Assets are protected from misuse or unauthorised application.
- (9) To support Brand effectiveness and accountability as part of ongoing Brand management, Marketing conducts bi-annual brand research surveys. In addition, digital metrics and analytics are tracked to assess the reach, engagement and overall impact of the University's Brand across campaigns. Regular reporting and insights will be shared with relevant stakeholders to inform strategic decisions and optimise brand performance in alignment with the University's strategic goals.

(10) The Marketing team collect, use and store information in accordance with the University's [Privacy Policy](#).

## **Changes to the University's Brand or Brand Assets**

(11) Council is the owner of the University's Brand and Brand assets and, as such, ensures these Assets are and remain fit for purpose in managing the University's functions.

(12) In close consultation with the Vice-Chancellor, Marketing monitors use of the University's Brand and Brand Assets for alignment with the University's strategic directions and is accountable for reporting and making recommendations on any modification or change (and their implications, including any strategic risks) the University's Brand and Brand assets to the Vice-Chancellor and Council.

## **Use of the University's Brand and Brand assets, including for marketing and promotional activities**

(13) The Marketing team develops all marketing and promotional activities that use the University's Brand or Brand assets, whether in whole or partially.

(14) In so doing, Marketing provides authorisation on all external agency partnerships that use, produce or re-produce the Brand or Brand Assets, or any components of these. Such partnerships may involve third parties, such as graphic design agencies, photographers, video production agencies, advertising agencies, production agencies, media agencies, web and digital, as well as social media agencies. Any such partnership cannot be entered into without the written approval of the Director, Student Recruitment, Marketing & Media.

(15) To minimise any risk of inappropriate or unauthorised use, Marketing ensures ALL uses of the Brand and Brand Assets:

- a. are supported by the Brand Strategy and Brand Guidelines;
- b. comply with relevant legislation;
- c. adhere to privacy data laws; and
- d. involve a proper use of the University's trademark or other legal protection in partnership with the University's Legal Office.

## **Pathway and articulation agreements**

(16) Marketing manages activities involving the University's Brand, Brand Assets and Brand family Assets in domestic and international pathway or articulation agreements with third parties. The base agreements with the third party need to specify the University's Brand and Marketing Policy and approval procedure and be approved by the Director of Student Recruitment, Marketing and Media. A Marketing delegate will be assigned to each partnership to manage all subsequent brand usage after the initial establishment.

## **Third-party compliance checks**

(17) All third-party vendors producing or reproducing the University's Brand or Brand Assets must be reviewed at regular intervals for compliance with the Brand Guidelines. The Director of Student Recruitment, Marketing and Media and/or relevant delegates will monitor vendor alignment with Brand standards, ensuring consistent quality and representation.

## **The University's Brand Assets**

(18) Brand Assets are detailed in the University's Brand Guidelines and include information on the 'c-star' graphic mark and the typeface 'University of Canberra'. Brand Architecture Assets include Sub-brands.

(19) Sole authorised Sub-brands in the University’s Brand family Assets include UCx, UC Sport and UC Caps, as outlined in the Brand Architecture within University’s Brand Guidelines.

(20) University staff, faculties, research centres, portfolios and units can NOT use unauthorised sub brands or logos. Where required, typographic lockups with the University’s logo will be made available to each of these areas by the Marketing team after approval by the Director of Student Recruitment, Marketing and Media.

(21) No new Sub-brands, logos or amendments to existing logos or trademarks related to the University’s Brand, Brand Assets or Brand Architecture Assets may be developed or used to represent the University, or any area within the University, without the endorsement of the Director of Student Recruitment, Marketing and Media. Additionally, changes to the University’s Brand, Brand Assets or Brand family Assets, require the Vice-Chancellor’s support and Council’s approval.

### **Co-branding and third-party use**

(22) The Director of Student Recruitment, Marketing and Media can approve the use of the University’s Brand and Brand Assets as a co-brand for activities such as acknowledgements, sponsorships, partnerships and joint events depending on the scope of the agreement.

(23) Where an institutional collaboration or joint venture between the University and another entity occurs, a co-brand is permissible in principle, subject to application to and the approval of the Director of Student Recruitment, Marketing and Media.

(24) Any such agreement, collaboration or joint venture will need to recite and ensure compliance with all co-brand rules and regulations as approved by the Director of Student Recruitment, Marketing and Media or their assigned delegate.

(25) All unauthorised use of the University’s Brand by a third party will be managed by the Director of Student Recruitment, Marketing and Media or their assigned delegate in partnership with the University’s Legal Office.

### **Employee training on Brand Usage**

(26) To ensure consistent application of the University’s Brand and Brand Assets, Marketing will provide Brand training and onboarding sessions for University staff. This training, tailored to roles that engage in Brand-related activities (particularly student-facing and digital communication roles), will cover Brand principles, the Brand Guidelines, and best practices for applying Brand elements across platforms. These sessions aim to empower staff to confidently and accurately represent the University’s identity and values in their communications.

### **Authorisation and use**

(27) The Director of Student Recruitment, Marketing and Media is authorised to reject the use or proposed use of any Brand element that deviates from the University’s Brand Guidelines and to remove any unauthorised Brand, Brand asset, Brand architecture asset, marketing or promotional materials from circulation (at full cost to the area or entity concerned) whether developed by the University’s staff or external agencies.

(28) Staff have access to a suite of approved branded corporate Assets via the Marketing staff portal including email signature guidelines, Word and PowerPoint templates and approved rankings language.

## **Section 4 - Responsibilities**

<b>Roles</b>	<b>Responsibilities</b>
Council	The University’s governing authority, responsible for the entire management of the University.

Roles	Responsibilities
Vice-Chancellor	The University's Executive Officer, whose responsibilities include the approval of strategic marketing plans, policies and strategies, and who reports to Council.
Director, Marketing	Management and implementation of this Policy and approval process/procedures involving the use of the Brand (including co-branding or Family branch assets), Faculty Brand marketing and any associated website and social media.
<ul style="list-style-type: none"> <li>• Deputy Director, Marketing</li> <li>• Associate Director, Digital</li> <li>• Design Lead</li> <li>• Marketing Manager</li> </ul>	Each of these roles is responsible for ensuring that brand Assets are applied according to the Brand Guidelines, with a focus on consistency and protection of the University's visual identity. They may also act as an assigned delegate on behalf of the Director of Student Recruitment, Marketing and Media.
All Marketing team members	To streamline operations and maintain brand oversight, minor approvals may be delegated to designated staff within Marketing, such as social media or communications. These delegated team members are authorised to approve low-risk brand applications, such as day-to-day social media posts or minor updates to print materials, within a defined scope outlined by the Director, Student Recruitment, Marketing & Media. This delegation is intended to improve workflow efficiency while upholding brand integrity across all communications.
Records Management team	The Records Management team ensures compliance with the <a href="#">Privacy Act 1988</a> , record retention and any other data-related legislation.
All University staff and areas	Requirement under this Policy to engage with the Director, Marketing for the purpose of any University Brand, funded or associated Brand, marketing or promotional activity.

## Section 5 - Procedures

(29) Refer to the [Brand and Marketing Procedure](#).

## Section 6 - Definitions

Terms	Definitions
Brand	In the context of this Policy, Brand refers to the graphic mark or designs intended to differentiate the University from its competitors.
Brand assets	Elements of the University's brand identity including the logo, photographs, font, stationery, colour pallet, language etc.
Style Guide	A definitive guide on how the University's Brand assets can be used by University staff.
Media	Refers to all owned, earned and bought media channels including print, radio, television, digital, social, and so on.
Co-brand	A co-brand links the University's logo with one or more third-party logos to jointly promote a common function, activity or venture.
Sub-brand	<p>Considered part of the University's family Brand, sub-brands are those logos or brand identities of controlled or related entities of the University.</p> <p>Such entities currently include UCX, UC Sport and UC Stars.</p> <p>These entities have been endorsed to carry their own logo and brand identity, which draws on and is linked to the University's family Brand via the University's Brand architecture.</p>
Trademark	A trademark is a right that is granted for a letter, number, word, phrase, sound, smell, shape, logo, picture and/or aspect of packaging. A registered trademark is legally enforceable and provides exclusive rights to commercial use.



## Status and Details

<b>Status</b>	Future
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