

Brand Governance Policy

Section 1 - Purpose

- (1) Charles Sturt University's brand communicates the University's mission, strategic direction, values and unique reputation, as well as the attractiveness of the University's services and products to stakeholders (including prospective and current students and staff, graduates, communities, businesses, professions, partners, agents, affiliates and government).
- (2) A strong brand communicates and reinforces the quality and reliability of the University in its mission, achieved through consistency and commitment across all activities of the University.
- (3) The brand incorporates the University's name, how that name is visually expressed through its marks, logo, design, typography, colours, devices, elements and imagery (visual identity) and how these extend throughout the University's communications (such as stationery, advertising, publications, websites and electronic media, signage, merchandising, media releases, teaching materials, speeches, uniforms, motor vehicles, wines etc.).
- (4) The University's brand is one of the most valuable elements in its communication.
- (5) To be effective, the brand must be applied consistently in all the ways we communicate and act, as well as through our visual identity.
- (6) Because of the importance of brand to the University's identity and reputation, the University will take action to ensure the brand is applied consistently in accordance with the [Brand Guidelines](#) and to protect the brand from inappropriate or unauthorised use.
- (7) The application of the University brand to marketing, advertising, promotional and other forms of communication, including learning and teaching materials, must reinforce and extend the University's brand values. Forms of communication that contradict the University's brand can devalue the University's reputation and position, confuse consumers and stakeholders and, in some cases, damage the University. All communication must therefore be consistent with and extend the University brand.
- (8) The purpose of this Policy is to manage the development, authorisation, usage and protection of the University's brand as an important strategic asset of the University.
- (9) Charles Sturt University will present all its activities and services in a consistent and professional manner to foster and grow its reputation.
- (10) This Policy enables management of the Charles Sturt University brand in order to:
 - a. reflect and communicate the University's long term mission, strategy, goals and values;
 - b. unify the presentation of the University and its Budget Centres through the messages and visual images used in its marketing, advertising, promotional and other communications, uniforms, learning materials, signage, products and other public representations of the University, both within and external to the University;
 - c. unify the presentation of the University and its Budget Centre in speeches, media and other corporate communications and messages to our consumers and stakeholders;

- d. provide direction on the use of Charles Sturt University marks, official insignia, logos and other branding assets;
- e. ensure compliance with the University's corporate visual identity requirements across the full range of the University's corporate entities and student associations;
- f. meet legislative and codes of practice requirements;
- g. align all resources available for brand management to improve efficiencies and impact;
- h. provide a mechanism for monitoring and review of the brand, marketing strategy, and corporate communications and visual identity;
- i. ensure cost-effective, targeted media buying; and
- j. provide a process for handling inappropriate or unauthorised use of Charles Sturt University's brand and corporate identity.

Scope

(11) This Policy applies to all communications and visual materials, including all forms of media, printed materials, online representations, PowerPoint presentations, signage, uniforms, vehicles and communications and representations created by and for an entity or Budget Centre of the University, and by and for third parties with respect to the University.

Section 2 - Glossary

(12) Nil.

Section 3 - Policy

Part A - Responsibilities

(13) Management of the Charles Sturt University brand and corporate visual identity.

- a. The Brand Governance Committee (see Terms of Reference) is responsible for:
 - i. ensuring alignment of the brand with the University's mission, strategic direction and values;
 - ii. approval of the Charles Sturt University [Brand Guidelines](#), brand messaging and corporate visual identity;
 - iii. approval of standard brand templates and designs for use by staff and others;
 - iv. approval of devices, emblems and distinct logos as part of the corporate brand; and
 - v. overseeing adherence to brand identity in all forms of communication representing the University to stakeholders.
- b. The Office of Governance and Corporate Affairs has overall responsibility for management of the University brand including:
 - i. registration and management of all marks, shields, logos, emblems and devices;
 - ii. management and development of the University rules, policies and procedures with respect to brand and corporate communications;
 - iii. approval of the application of the University brand in corporate communications, submissions, reports and other forms of corporate positioning; and
 - iv. the operations of the Brand Governance Committee.
- c. The Division of Marketing and Communication has operational responsibility for:
 - i. the application of the University brand in marketing, advertising, promotions and merchandise, uniforms, vehicles, etc. both internally and externally driven by the University, its entities and Budget Centres;
 - ii. approval of the application of brand and corporate visual design to Charles Sturt University websites;

- iii. approval of the use of the University brand when applied to any materials produced by students or student associations;
 - iv. management of impermanent signage and promotional materials;
 - v. developing standard brand templates, layouts and associated visual designs for inclusion in the Brand Guidelines; and
 - vi. developing and updating the University Brand web site and Brand Guidelines for and on behalf of the Brand Governance Committee.
- d. The Division of Facilities Management has operational responsibility for:
- i. the management and implementation of permanent and semi-permanent signage on University campuses and facilities, and for University entities and Budget Centres, both internally and externally.
- e. The Division of Learning and Teaching has operational responsibility for:
- i. the management of Charles Sturt University's corporate identity on all learning and teaching materials, both electronic and printed, including study guides, subject outlines, readings, examination papers, forms and correspondence that are distributed to current students, in line with the Brand Guidelines.
- f. The Executive Director, Marketing and Chief Marketing Officer , in conjunction with Budget Centre Managers, will appoint staff to act as Brand Officers to assist in the communication of visual identity requirements and support consistency with brand requirements across the University.
- g. The University Secretary, will appoint officers in the Office of Governance and Corporate Affairs and Division of Marketing and Communication (the latter on recommendation of the Executive Director, Marketing and Chief Marketing Officer) to conduct investigations into alleged breaches of this Policy and to make determinations with regard to inappropriate or unauthorised usage under this Policy.
- h. It is the responsibility of all Charles Sturt University staff and stakeholders to acknowledge the importance and relevance of Charles Sturt University's brand and corporate visual identity. Therefore all staff and stakeholders must follow relevant policies, procedures, directions and guidelines to ensure that the Charles Sturt University brand and corporate visual identity is reflected positively and appropriately at all times, gaining prior approval for all uses where required.

Part B - Elements/Components

Brand Guidelines

(14) The Brand Guidelines is the central authoritative reference source for the University brand. The Guideline is the official register of all approved logos, devices, emblems, colours, typefaces and so forth. The Brand Guidelines is approved by the Brand Governance Committee and defines:

- a. key brand messages;
- b. the prescribed ways in which Charles Sturt University (the University) marks must be set out;
- c. the prescribed situations where and when Charles Sturt University marks must be used;
- d. the terms and conditions governing use of the mark; and
- e. style templates for word documents, letterhead, business cards, PowerPoint displays, charts, tables, signage, photographs, devices, emblems and other communications.

Part C - Usage

Use of Approved Logos

Internal Usage of Logos

(15) All University Budget Centres must use only the approved corporate logo to identify their activities and functions

(including Faculties, Schools, Divisions, Offices, Units, Research Centres, educational institutes, businesses, facilities and controlled entities of the University.

(16) Budget Centres, University entities and affiliated student bodies will not use a logo, device, colour, typeface, emblem or mark that has not been approved by the Brand Governance Committee as published in the [Brand Guidelines](#).

(17) The Brand Governance Committee may approve colour variations of the official corporate logo for the identification of approved University Research Centres and clinics only. These Budget Centres must not develop their own colour variations to the corporate logo under any circumstances and only variations approved by the Brand Governance Committee will be permitted. All other Budget Centres and entities must use the official corporate logo.

(18) The Brand Governance Committee will approve a range of standard style templates and rules in the Brand Guidelines for word documents, letterhead, business cards, PowerPoint displays, charts, tables, signage, photographs, devices, emblems and other communications. Staff, students and University entities may use these templates in the Brand Guidelines without the need to seek further authorisation as long as the rules are followed.

(19) Staff do not need to seek formal approval to use the Charles Sturt University logo and designs on the following items, provided they have the approval of the relevant Budget Centre Brand Officer and strictly comply with the Brand Guidelines and relevant templates therein:

- a. reports and other publications directly related to their teaching, or research conducted within Charles Sturt University;
- b. material used to support and/or promote presentations they make as a member of the staff of Charles Sturt University, and which deal with their work and/or area of recognised expertise;
- c. teaching notes and other course-related material provided to their current students;
- d. administrative information intended for staff or students, e.g. memos, letters, notices;
- e. signage that has been approved by the Executive Director, Division of Facilities Management; and
- f. corporate reports, submissions or other corporate documents that have been approved by the University Secretary.

(20) Staff wishing to use a Charles Sturt University logo and brand in a manner that does not conform to the Brand Guidelines or for a purpose that is not approved in the Brand Guidelines must submit an application through their Budget Centre Manager to the Brand Governance Committee.

(21) Applications for approval by the Brand Governance Committee may be submitted at any time in the form determined by the University Secretary.

External Use of Logos

(22) The Brand Governance Committee may approve standard terms and conditions of usage for a University logo, device or emblem. A third party organisation may use a University logo, device or emblem where approved by the Committee on condition that it complies with the approved terms and conditions of usage as amended from time to time.

(23) Where a standard authorisation has not been granted by the Brand Governance Committee, a third party may also apply to use a University logo, device or emblem in writing to the Executive Director, Marketing. An application must be submitted to the Director by the head of the Budget Centre endorsing the third party application. Where the use of the mark is for materials to be used outside Australia, the Director, Office of International Relations must also endorse the application. The Executive Director, Marketing and Chief Marketing Officer, will refer applications to the Brand Governance Committee where the proposed usage does not conform to existing approved brand guidelines.

(24) The Division of Marketing and Communication will provide the logo files and guidelines for their use to the third party where approved.

(25) The Division of Marketing and Communication will maintain a Register on behalf of the Brand Governance Committee containing all applications for use of the University mark and relevant approvals.

Approved Devices and Emblems

(26) The Brand Governance Committee may approve the development and use of approved devices from time to time for particular campaigns or activities. Devices must be consistent with the corporate brand.

(27) The Brand Governance Committee may approve the use of a permanent device to define a program, event or service where it is necessary to distinguish it from general University activities to the extent that the device is consistent with the corporate brand (e.g. Student Central, info.csu).

(28) The Brand Governance Committee may approve the use of an emblem by affiliated student groups, sporting clubs or student associations to be used alongside the corporate logo.

(29) Approved devices and emblems will be incorporated into the [Brand Guidelines](#) by the Division of Marketing and Communication on behalf of the Brand Governance Committee.

Approved Co-branding

(30) A co-brand links the University logo with one or more third party logos in relation to a common function or activity.

(31) Co-branding may be approved by the Executive Director, Marketing and Chief Marketing Officer, for activities such as:

- a. acknowledgements, sponsorships and promotions (for example in advertising where the University is one of a number of sponsors or supporters of an activity);
- b. memberships (for example, where the University is a member of a professional association); and
- c. approved collaborations or joint ventures between the University and another entity;

subject to the logo being displayed in accordance with the requirements set out in the [Brand Guidelines](#).

(32) The Division of Marketing and Communication will maintain a Register on behalf of the Brand Governance Committee containing all applications for use of the University mark and relevant approvals.

Approved Distinct Corporate Logos

(33) A distinct corporate logo will only be approved in very limited circumstances:

- a. formal legal joint venture - where the University has entered into a legal joint venture agreement involving the establishment of a distinct or separate legal entity and that entity, by agreement of the parties, is expressly approved in the agreement to create a distinct corporate logo; and
- b. controlled entity - for a controlled entity of the University where the Brand Governance Committee is satisfied that the functions or activities of the entity are entirely separate from those of the University (that is, it does not provide educational or research services, or does not involve the provision of services to the University) or where the use of a distinct brand would improve the capacity of the entity to market its goods or services in a competitive market.

(34) Where the University proposes to enter into a joint venture agreement requiring the creation of a distinct

corporate logo, the need for a distinct logo must be discussed with the Executive Director, Marketing and Chief Marketing Officer, in advance and any clauses relating to logos must be approved by the University Secretary.

Use of the Charles Sturt University brand and corporate visual identity

(35) The [Brand Guidelines](#) must be complied with at all times to ensure standardisation of the corporate visual identity and consistency of communication with the Charles Sturt University brand.

(36) Staff and students may not use any mark, logo, shield, emblem, device, colour, typeface or element in association with the University, a Budget Centre or entity unless it is approved by the Brand Governance Committee. Approved marks, logos, shields, emblems, devices, colours, fonts and elements will be published in the Brand Guidelines as a central reference source for all staff and students.

(37) The Brand Governance Committee will approve a list of general authorisations, designs and rules for use of the brand and logo by staff and students in the Brand Guidelines. All uses of the logo, designs, emblems and devices must accord precisely with the rules set out in the Guidelines. Approval must be obtained for all other uses of the corporate brand and logo where a general authorisation has not been granted.

Brand and Signage

(38) Signage across all Charles Sturt University campuses and sites must be consistent with the brand. The Brand Governance Committee approves the Corporate Signage Schedule to ensure standardisation of the look and feel of campuses and sites with the brand. All University signage must conform to the Corporate Signage Schedule.

(39) Only the Charles Sturt University corporate logo may be used on perimeter signage (e.g. gateways, street facings) on campuses and other primary University sites. Other signage (including variations of the logo for Research Centres and clinics) may be installed inside the campus or primary site perimeter on condition that it does not compete with, or distract from, the identification of the site as a University campus or facility. Where the site is a temporary facility (e.g. a research station or experimental site set up for a limited period not exceeding 24 months) signage may be specific to the function of the site (e.g. carry the logo of a Research Centre) but must always identify the site as a University facility.

Brand Procedures

(40) The Brand Governance Committee may approve procedures under this Policy including designating responsible officers for the purpose of decision making under this Policy. Brand procedures and the [Brand Guidelines](#) form part of this Policy.

Part D - Ethics

Ethical Standards for Branding, Advertising, Marketing and Promotion

(41) All Charles Sturt University branding, advertising, marketing and promotions will comply with the following ethical standards, in line with the Trade Practices Act 1974 :

- a. All claims and information must be complete, truthful and accurate and should not contain any statement or visual presentation which directly or by implication, omission, ambiguity or exaggerated claim is likely to mislead the consumer. The composition and layout of materials should be such as to minimise the possibility of misunderstanding by the consumer.
- b. All materials should comply with the law and be assessed for compliance with the University's legal obligations prior to publication, as set out in the [Branding, Marketing, Advertising and Promotion Compliance Procedure](#).
- c. Materials should conform to common standards of decency having regard to the audience who is likely to view

or read the material and should not contain statements or visual presentations which offend prevailing standards of decency in the broader community.

- d. Materials should be designed to reflect the level of experience or knowledge of the consumer and not be designed to encourage the consumer to commit to a course of action that is unsuited to their needs. Particular care needs to be taken to ensure that materials do not exploit the inexperience or credulity of children or young people.
- e. Materials should not contain any statement or visual presentation that could have the effect of harming children and young people mentally, morally or physically or of bringing them into unsafe situations or activities threatening their health or security.
- f. Materials should positively embrace the diversity of the Australian and international community and should not condone, employ or depict any form of discrimination including on the ground of race, nationality, descent, religion, gender, disability, sexuality, trans-genderism, family status, occupation, socio-economic status or age.
- g. Materials should promote a positive and accessible view of the University and should not, without educational or social justification, employ fear, superstition or engage in speculation intended to cause unnecessary alarm and force action.
- h. Materials should not appear to approve or encourage actions that contravene the law, relevant codes or generally accepted standards of environmentally responsible behaviour. Materials should not appear to condone or incite unlawful or anti-social behaviour. Where relevant to the material or purpose of the activity, materials should reinforce the value of environmental sustainability and not depict environmentally unsustainable practices or the waste of environmental resources such as water or energy.
- i. Materials should promote safe and healthy lifestyles and should not depict or describe, without social or educational justification, dangerous practices or situations that show a disregard for safety or health.
- j. All claims should be based on evidence that is verifiable and fairly presented. Descriptions, claims or illustrations that rely on verifiable facts should be capable of substantiation and the evidence should be immediately available. Research results, quotations or statistics should accurately reflect the relevant findings or data and should not exaggerate the validity of claims, mislead consumers or falsely ascribe scientific validity to claims. Comparisons should be fair and reasonable and not be likely to mislead. Points of comparison should be based on facts that can be substantiated and should not be unfairly selected.
- k. Testimonials should be genuine, verifiable, relevant and based on the personal experience or knowledge of the person. Testimonials or endorsements that have become obsolete or misleading through passage of time should not be used.
- l. Materials should not portray or refer to any persons, whether in a private or a public capacity, unless prior permission has been obtained; nor should material depict or refer to any person's property in a way likely to convey the impression of a personal endorsement without prior permission.
- m. Materials should respect the marks and brand of other organisations and should not make unjustifiable use of the brand, name, initials, logo and/or trademarks of another organisation or the goodwill earned by promotional or advertising campaigns by other organisations without express consent. Materials should not imitate the general layout, text, slogan, visual presentation, etc., of any other organisation in a way that is likely to mislead or confuse the consumer.
- n. While the manner of presenting news is a matter for the relevant news organisation, Charles Sturt University deems that marketing and advertisements should be clearly distinguishable from news or editorial and should be so presented that it will be readily recognised as an advertisement or promotion.
- o. Materials should avoid the use of 'fine print'. Information that is essential to enabling the consumer to make an informed choice, particularly with regard to their age and level of experience, should be clearly identifiable in the materials. 'Fine print' should not be used as a means of contradicting or substantially changing the meaning of any statement or claim.
- p. Commonly known abbreviations may be used in advertising, however, abbreviations not generally known to or understood by the general public should be avoided.

Part E - Unauthorised Use

Inappropriate or unauthorised use of the Charles Sturt University brand and corporate visual identity

(42) The inappropriate or unauthorised use of Charles Sturt University marks by a member of staff, student, third party or other stakeholder will be regarded as a breach of this Policy. With respect to persons outside the control of the University, the Chair of the Brand Governance Committee may recommend to the Vice-Chancellor the initiation of legal or other action to enforce the University's ownership and rights in relation to the brand, including enforcement of this Policy.

(43) The use of an unauthorised mark by a member of staff, student, third party or stakeholder in connection with the University, its entities or budget centres will be regarded as a breach of this Policy.

(44) Inappropriate or unauthorised use of a Universitymark, or use of an unauthorised mark, must be referred to the Chair of the Brand Governance Committee. The Chair may refer an allegation to an authorised officer for investigation.

(45) Where inappropriate or unauthorised use of a Charles Sturt University mark, or use of an unauthorised mark, has occurred as a result of a person or group internal to Charles Sturt University not following procedures and/or the [Brand Guidelines](#), the investigating officer will generally contact that person or group directly to resolve non-compliance issues.

(46) The University Secretary, or Executive Director, Marketing and Chief Marketing Officer, may order the removal, temporarily, of material that is alleged to infringe this Policy from circulation subject to determination of a matter under this Policy.

(47) The University Secretary, may order the permanent removal of material that is found to be in breach of this Policy, or to order that the material be reproduced to correct specifications.

(48) The person or group responsible for non-compliance must take all reasonable steps to ensure that procedures are in place within the Budget Centre or entity within an agreed time period to ensure that such a breach does not recur.

(49) Where the breach is the responsibility of a member of staff or Budget Centre of the University, any related costs incurred in the removal or correction of the use will be borne by the budget centre responsible for the non-compliance.

(50) In the case of inappropriate or unauthorised use of Charles Sturt University marks by a third party external to Charles Sturt University, the University Secretary, will consult with the Legal Unit to determine the appropriate action undertaken as required.

(51) Where the breach is the responsibility of a student or organisation of students, any related costs incurred in the removal or correction of the use will be borne by the student or organisation of students responsible for the non-compliance.

(52) Any disputes regarding the interpretation of the requirements may be referred to the Brand Governance Committee for resolution.

Section 4 - Procedures

(53) Nil.

Section 5 - Guidelines

(54) Refer to the [Brand Guidelines](#).

Status and Details

Status	Historic
Effective Date	22nd May 2014
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