

Devices Emblems and Logos Approval Procedure

April 2022 - This document is rescinded and is replaced by the [Communications and Marketing Policy](#) and [Communications and Marketing Procedure - Brand Governance](#).

Section 1 - Purpose

(1) This document sets out Charles Sturt University's procedure for the approval of devices, emblems and logos.

Section 2 - Glossary

(2) Nil.

Section 3 - Policy

Part A - Approval of New or Varied Corporate Logo

(3) The Vice-Chancellor may approve a new corporate logo, or a variation to a corporate logo, on recommendation of the Brand Governance Committee after consultation with the University Council.

Part B - Approval of New or Varied Corporate Device, Element, Colour or Typeface

(4) The Brand Governance Committee may approve a new or varied corporate device, element, colour or typeface.

Part C - Approval of New or Varied Device

(5) The Brand Governance Committee may approve an application for a new or varied device for use in conjunction with a program, service or activity. An application for a new or varied device may be submitted in writing in the form approved by the Brand Governance Committee.

(6) The application must address the following:

- a. that the device is necessary for operational, communication or marketing purposes of the service, program or activity (it is essential to segment the service, program or activity from other activities of Charles Sturt University to achieve the objectives of that function etc.); and
- b. the device is consistent with the corporate brand and will promote a unified University identity.

Part D - Approval of New or Varied Emblem

(7) The Brand Governance Committee may approve an application for a new or varied emblem for use by a student club, sporting club or student association. An application for a new or varied emblem must be submitted in writing in the form approved by the Brand Governance Committee.

(8) Where the application relates to an existing emblem, the applicant should demonstrate that the emblem has been used historically to identify the relevant student club, sporting club or student association.

(9) Where the application is for a new emblem (e.g. a new club or sporting group), the application should demonstrate how the emblem supports and extends the Charles Sturt University brand.

(10) Emblems must be appropriate to the purposes of the activities of the club and positively enhance the University's reputation.

(11) As part of the introduction of this Policy, the Brand Governance Committee may formally approve existing known emblems without application and publish these in the Brand Guidelines.

Part E - Approval of Co-Branding

(12) The Executive Director, Marketing and Chief Marketing Officer, may approve the use of a corporate logo (including a logo for a research centre or clinic) alongside third party logo (co-branding) 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. joint ventures between the University and another entity (where the joint venture does not have its own approved corporate brand and logo).

Part F - Approval of Distinct Corporate Logos

(13) An application for a distinct corporate logo may only be approved by the Vice-Chancellor or Brand Governance Committee in limited circumstances in accordance with this Part.

(14) Where a formal legal joint venture involving Charles Sturt University proposes to establish a distinct corporate logo, the Brand Governance Committee will nominate a person to act as the University liaison during the development of the logo to ensure the proposed logo is consistent with the reputation and values of the University. Where the joint venture agreement requires approval of the logo by the University, the Brand Governance Committee will recommend approval to the Vice-Chancellor.

(15) The Board of a controlled entity of Charles Sturt University may apply in writing to the Brand Governance Committee to design and publish a distinct corporate logo. A controlled entity will not commence work on a new logo without approval from the Brand Governance Committee.

(16) In determining an application, the Brand Governance Committee must be 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, and does not involve the provision of services to the University) or that the use of a distinct brand would substantially improve the capacity of the entity to market its goods or services in a competitive market. A decision of the Brand Governance Committee is final.

(17) The development of a logo under clause 15 must be managed through the Division of Marketing and Communication and the final logo approved by the Brand Governance Committee.

Part G - Approval of Usage of Shield or Coat of Arms

(18) The University Secretary is the official custodian of the University Shield and Coat of Arms. The University Secretary may approve policies, procedures and applications for the use of the official University Shield and Coat of Arms, including the form of testamurs, certificates and other awards.

Part H - List of Approved Logos, Devices and Co-Brands

(19) The official list of approved logos, emblems and devices is contained in schedules to the Brand Guidelines. A logo, emblem or device which is not contained in the Brand Guidelines will not be used.

Section 4 - Procedures

(20) Nil.

Section 5 - Guidelines

(21) Nil.

Status and Details

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