

Brand Guidelines

Section 1 - Purpose

(1) The purpose of this document is to act as a placeholder for the University's [Brand Guidelines](#). The Brand Guidelines assist staff to deliver clear and consistent communications to students and stakeholders in accordance with the [Brand Governance Policy](#).

(2) The 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).

(3) The University's brand, identity and reputation are important and as such, action will be taken to ensure the brand is applied consistently in accordance with the Brand Governance Policy to protect the brand from inappropriate or unauthorised use.

Scope

(4) The Brand Guidelines and Brand Governance Policy apply 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

(5) Nil.

Section 3 - Policy

(6) Refer to the [Brand Governance Policy](#).

Section 4 - Procedures

(7) Refer to the [Advertising Procedure](#).

(8) Refer to the [Branding, Marketing, Advertising and Promotion Compliance Procedures](#).

(9) Refer to the [Corporate Signage Procedure](#).

(10) Refer to the [Devices Emblems and Logos Approval Procedure](#).

(11) Refer to the [Promotional Materials and Publications Procedure](#).

(12) Refer to the [Trade Marks Registration and Management Procedure](#).

Section 5 - Guidelines

(13) [Brand Guidelines](#).

Status and Details

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