



## Brand Use Procedures

### 1. COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

### 2. PROCEDURAL DETAILS

2.1 This procedure sets out the use and approval process for the University's logos.

#### 2.2 The prescribed ways to set up the logo

2.2.1 Users of the logo will follow the prescribed logo set-up.

2.2.2 The logo will be used as one complete unit with all of its elements intact and unaltered except for variations outlined in the [Brand Style Guide](#).

2.2.3 Use of the shield separate to the name 'Curtin University' is not permitted except in the following circumstances:

- (a) regalia;
- (b) testamurs;
- (c) academic transcripts;
- (d) documents under the University's Official Seal; and
- (e) where the written approval of University Marketing has been obtained.

2.2.4 Proposals for variations require a business case to be submitted to Director, Brand and Marketing. If variation is consistent with Brand Hierarchy and is supported the proposal will be submitted to the Chief Strategy and Marketing Officer for their consideration and approval. If approved, University Marketing will update the Brand Style Guide with the variation.

2.2.5 Variations will only be considered if they are consistent with the University's approved [Brand Hierarchy](#).

#### 2.3 External use of the logo

2.3.1 Only University Marketing may release the logo for use by another organisation.

2.3.2 External requests for the use of the logo will be forwarded to University Marketing in writing. In making a case the applicant will state:

- (a) the relationship with the University;
- (b) the purpose of the use of the logo;
- (c) the proposed format of the use of the logo; and
- (d) the date(s) or periods when the logo will be used.

2.3.3 If approved, permission to use the logo will usually be granted within 5 working days of the request being received by University Marketing.

2.3.4 All final artwork must be sighted by University Marketing for final approval before being dispatched.

#### 2.4 Inappropriate or unauthorised use of the logo

2.4.1 The Director, Brand and Marketing or their nominee will contact any person or group using the logo inappropriately or without authorisation to resolve non-compliance issues. If non-compliance is not resolved within a reasonable timeframe, the matter will be referred:

- (a) if internal, to the relevant Executive Manager via the Chief Strategy and Marketing Officer; or
- (b) if external, to Legal Services.

Where reasonable, costs associated with the breach will be forwarded to the person or

group to settle.

### 3. SCOPE OF PROCEDURES

These procedures apply to all Curtin Council members, students, staff, University Associates, Curtin controlled entities, global campuses and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor.

### 4. DEFINITIONS

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document.)

### 5. SCHEDULES

Nil

### 6. RELATED DOCUMENTS/LINKS/FORMS

[Brand Style Guide](#)

[Competition and Consumer Act 2010 \(Cth\)](#)

[Brand Hierarchy](#)

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<b>Policy Manager</b>	Chief Strategy and Marketing Officer
<b>Approval Authority</b>	Chief Strategy and Marketing Officer
<b>Review Date</b>	1 <sup>st</sup> April 2024

### REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1227	Conditional upon PMC rescinding the current policy and procedures at its 25 <sup>th</sup> September 2012 meeting, effective 9 October 2012
	Administratively Updated	21/06/2013	Director, Legal and Compliance Services		Links Updated
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Amended	03/05/2016	Vice President, Corporate Relations	EM1612	Formerly Reviewed No Changes
	Administratively Updated	15/5/2017	Director, Legal and Compliance Services		Removal of clause 2.4.5
	Approved	21/04/2020	Vice President, Corporate Relations	EM2006	