Brand Policy

Section 1 - Summary

(1) This Policy aims to protect Victoria University's (VU) Brand and reputation, and to minimize risk from misuse of the Brand. By establishing this Policy, VU ensures the University's Brand is promoted in a positive, correct and consistent manner.

Section 2 - Accountability

Key Decision Making powers under the Policy

Role	(Delegated) Power
Associate Director, Brand	Power to approve University brand signage across all University buildings and campuses. Power to approve Third party use of University Brand or Visual Identity on third-party led materials (print/online). Power to approve the use of third-party logos on University-led materials (print/online). Power to approve Third-party use of the University brand.
Director, Brand & Marketing	Power to approve New Identifiers as Visual Identity.

Section 3 - TEQSA/ASQA/ESOS Alignment

(2) HESF: Standard 7.1 Representation

(3) ESOS National Code of Practice for Providers of Education and Training to Overseas Students 2018: Standard 1 Marketing Information and Practices

(4) Compliance Standards for NVR Registered Training Organisations and FPP Requirements 2025: Standards 7 Marketing and Advertising; 13 Nationally Recogised Training Logo; Sch 2 NRTL Conditions of Use Policy.

Section 4 - Scope

(5) This Policy applies to all branding across the University within Australia and offshore locations and Staff and Third Parties who use the University's brand.

Section 5 - Definitions

(6) Brand: A brand is a name, term, design, symbol or any other feature that identifies as a product, service or organisation that is distinct from other competitors or institutions. Any reference to Brand within this Policy covers all

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brands across Victoria University.

(7) Brand Guidelines : Latest version of the Brand Guidelines as published by the University's Brand and Marketing team.

(8) Domain / URL: An identification string that defines a realm of administrative autonomy, authority or control within the internet.

(9) New Identifiers: Visual identity that has not been approved under this Policy.

(10) Signage Guidelines: Latest version of the VU Signage Guidelines as published by the University's Brand and Marketing team.

(11) Staff: All employees of the University, within Australia and offshore locations, including student residences, and while engaged in all work-related activities such as conferences and work-sponsored social occasions; Visiting academics, honorary, adjunct and exchange staff; The Council and its committees; and any volunteer in the workplace and study environment.

(12) Third Parties: Non-VU entities, within Australia and offshore locations. Any reference to Third Parties within this Policy and Procedure includes contractors and consultants performing work on University sites or on behalf of the University.

(13) Trademarks: A recognisable design mark or word(s) that characterises a product or service and helps to differentiate the University amongst others in market.

(14) Visual Identity: Logo, University coat of arms, emblem, trademarks, colour, typeface, image style, language style, graphic assets, patterns, icons, illustrations, digital assets, motion graphics, video footage, domain names, URLs, websites, apps, audio.

Section 6 - Policy Statement

(15) The VU Brand is a valuable asset, used to:

a. represent university ownership or interest; and,
b. communicate the University's positioning and reputation across both internal and external markets.

(16) Staff, students and third-party providers are required to comply with this Policy and associated Brand Procedure, the VU Brand Guidelines,
Templates, VU Writing Style Guide, Signage Guidelines and Media Policy.

(17) The VU Brand Guidelines are the official register and source of reference for all University brands. The approved application of the University Brand & Visual Identity is detailed in the VU Brand Guidelines and Signage Guidelines.

(18) Use of the University name (written and/or verbal) must comply with the VU Writing Style Guide.

(19) Staff must not progress, develop or use New Identifiers except in accordance with this Policy.

Section 7 - Procedures

(20) Brand Procedure

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Status and Details

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