Brand Procedure

Section 1 - Summary

(1) This Procedure details the approval process for Staff and Third Parties in relation to use of the VU Brand.

Section 2 - 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 3 - Scope

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

Section 4 - 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 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 University 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

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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 5 - Policy/Regulation

(15) Brand Policy

Section 6 - Procedures

Part A - Summary of Roles and Responsibilities

Roles	Responsibilities
Director, Brand and Marketing	- Ensures the University Brand is aligned to University's strategic objectives and values. - Recommends and seeks Deputy Vice-Chancellor External Relations and Partnerships & Chief Marketing and Experience Officer endorsement of major changes to the University Brand, Brand Strategy, Visual Identity &/or Brand Architecture. - Approves changes to the University Brand and Brand Strategy. - Approves the University Brand Architecture framework. - Approves New Identifiers and Visual Toolkits requests. - Takes appropriate action or escalates to mitigate or resolve breaches of the Brand Policy and/or Procedure.
Associate Director, Brand	- Upholds and promotes University Brand and Visual Identity. - Provides strategic brand consultation, including New Identifiers and Visual Toolkits design to University staff, students, volunteers & Third Parties. - Recommends improvements to the University Brand, Brand Strategy, Visual Identity &/or Brand Architecture to the Director, Brand and Marketing. - Supports staff, students and third parties understand and comply to the University Brand, Brand Strategy, Visual Identity &/or Brand Architecture. - Reviews and approves the use and protection of the University Brand and Visual Identity, including University Brand signage. - Approves co-branding linking the University Brand with one or more Third Party logos, in consultation with Director, Brand and Marketing. - Manages, maintains and updates Brand Guidelines, Templates and Assets. - Reviews, manages and maintains Trademarks as part of Brand Architecture Framework. - Takes appropriate action or escalates to mitigate or resolve breaches of this Policy and address all brand-related disputes.
Office of the General Counsel	Engage Patent Attorneys to review trademark applications.
Web Services	Action domain name requests which have been approved by the Director, Brand and Marketing and Director, Web Services.

Part B - Approval Processes and Procedures

(16) The Director, Brand and Marketing will determine approval for the use of New Identifiers as Visual Identity. Approval requests should be submitted to brand@vu.edu.au. A Brand Submission Request (upon request – email brand@vu.edu.au) must be completed and included, highlighting the significant commercial value or other advantage

that can be demonstrated as part of the request. University Brand or Visual Identity approval may be granted for:

a. one use only, or,
b. on a specified continual basis.

(17) Associate Director, Brand must approve University brand signage across all University buildings and campuses before signage can be installed. Approval requests must be submitted via email to brand@vu.edu.au.

(18) Associate Director, Brand must approve third party use of the University brand (where such approval is not already detailed within contracts). Approval requests should be submitted via email to brand@vu.edu.au and can be submitted via the University's contract manager rather than the Third Parties. Where possible, use of the University brand by Third Parties should be included as a term of the contract.

(19) Third Parties producing or selling merchandise bearing the Brand or Visual Identity must be on the approved University's Preferred Suppliers List, licensed, or contracted by the University to produce such branded merchandise. The use of the Brand or Visual Identity must comply with VU Brand Guidelines.

(20) Third Parties seeking to use University Brand or Visual Identity on Third Party led materials (print/online) must seek approval from Associate Director, Brand via email brand@vu.edu.au and if approved, comply with correct co-branding principles outlined in the VU Brand Guidelines.

(21) Staff seeking to use third party logos on University-led materials (print/online) must seek approval from the Associate Director, Brand via email brand@vu.edu.au and if approved, comply with correct co-branding principles outlined in the VU Brand Guidelines.

(22) Approval for the registration of a trademark should be obtained by the Director, Brand and Marketing via email brand@vu.edu.au, including completing a Brand Submission Request (upon request – email brand@vu.edu.au) highlighting significant commercial value, or other advantage that can be demonstrated as part of the trademark request. An initial assessment of the operational need and commercial value of the trademark to the University will be undertaken. Once this approval has been obtained, the trademark application will be referred to the Office of the General Counsel for review and lodgement. Any costs associated with engaging a patent attorney are to be borne by the business centre.

(23) All domain name requests must meet Domain & URL Management Guidelines prior to seeking approval. In the first instance, seek endorsement from the Director, Brand and Marketing via email brand@vu.edu.au. The request will need to include a completed Brand Submission Request (upon request – email brand@vu.edu.au) highlighting the significant commercial value, or other advantage that can be demonstrated as part of the domain request. If approved by Director, Brand and Marketing in writing, the applicant will then lodge a domain request to the University Web Services team via vu.edu.au/web-request.

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Status and Details

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Accountable Officer	David Llewellyn Chief Marketing and Experience Officer +61 3 9919 5270
Responsible Officer	Russell Downing Director, Brand and Marketing +61 3 9919 5758
Enquiries Contact	Symone Lambert Senior Brand Manager +61 3 9919 6093

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