

Brand Policy

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Purpose:

To ensure the coherent and consistent use of the Murdoch brand in order to enhance Murdoch's reputation and mitigate risks from misuse of the brand.

Preamble:

The University needs a consistent and strategic approach to brand management. Building a strong Murdoch University brand can help the University to differentiate itself from other education providers and create a competitive advantage. Effective and coordinated brand management is integral to the University's long-term success. Every touch point is an opportunity to build equity in the Murdoch University brand.

Audience:

Staff, students, contractors, external parties, and public.

Objectives:

- Protect and enhance the image and reputation of the university
- Ensure a consistent visual identity for the university
- Ensure a consistent approach in the application of brand values
- Guide the development of promotional and other material
- Protect the usage of the University's registered trademarks
- Enhance the effectiveness and efficiency of communications and promotional activity undertaken by the university

Definitions:

Any defined terms below are specific to this document. The definition of common terms appears in the Murdoch University Dictionary of Terms.

- "Advertisement" means information and/or images published or broadcast in any paid media.
- "Murdoch Brand" means the system of values, benefits, attributes, culture and personality defining and differentiating the University. Visual representations include all symbols, devices, names, words and images used to differentiate the university from its competitors.

- “The University Logo” means The University Logo is made of two elements:
 - The shield
 - The logo type
- “Trademark” means symbols, devices, names or words recognized under the provisions of the *Commonwealth Trademarks Act 1995*.

Policy Statement:

1. The Office of Marketing and Communications is responsible for the development and maintenance of the University’s visual brand identity, the Murdoch Brand Guidelines/Toolkit, and for interpreting and ruling on queries and questions regarding the Murdoch brand.
2. All staff are responsible for adhering to the Brand Policy.
3. The University Logo may not be used without prior approval from the Office of Marketing and Communication, with the exception of pre-printed stationery, official University forms or pre-approved templates (please see Brand Guidelines/Toolkit)
4. The Murdoch University Logo is the sole visual identity representation of the University. No other logos, identifiers or variations are permitted to represent the institution.
5. The development of a secondary logo for proposed use by any part of the University is only approved in exceptional cases and must be requested and developed, in conjunction with the Office of Marketing and Communication, recommended by the Director, Marketing and Communications and approved by the Vice-Chancellor.
6. The Brand Guidelines/Toolkit will be the official source of information regarding the correct use of the Murdoch University Logo, colours, fonts, photographic style, tone of voice, and use of visuals in a range of applications.
7. Co-branding: It is recognised that the University may seek to build partnerships or strategic relationships to enhance the University reputation and brand position. Co-branding must be approved by the Vice Chancellor on the recommendation of the Director, Marketing and Communications.
8. The Office of Marketing and Communication must approve all University material and advertising which promotes the University through use of the brand before publication or production (see Advertising Procedure).
9. The Office of Marketing and Communication maintains a register of preapproved materials and templates. The items on the register may be used without seeking further approval. Where items on the register require any alteration, modification or updating, then new approval must be requested. The register may be accessed via the brand portal.

Performance Indicators:

There are no performance indicators.

Related Documents:

Brand Use and Approvals Procedure

Advertising Procedure

Digital Publishing Procedure

Brand Guidelines/Toolkit

Brand Governance Framework

References:

There are no references.

Approval and Implementation:

Approval Authority:	Director, Marketing and Communications
Responsible Officer(s):	Manager Marketing
Approval Authority for supporting procedures:	The Director, Marketing and Communications is authorised to approve all supporting procedures.
Approval Authority for supporting guidelines:	The Director, Marketing and Communications is authorised to approve all supporting guidelines.
Approval Authority for supporting standards:	There are no supporting standards.
Contact Officer:	Manager Marketing

Revision History:

Approved/ Amended/ Rescinded	Date Approved	Effective Date	Next Review Date	Resolution No. (if applicable)
Approved	10/10/2019		10/10/2022	
Approved	27/06/2012			
Approved	02/03/2011			
Approved	2010			