

## Branding Use and Approvals Procedure

*Printed copies are for reference only. Please refer to the electronic copy in the Policy and Procedure Manager (PPM), the electronic policy management system (EPMS), to ensure you are referring to the latest version.*

### Policy Supported:

[Brand Policy](#)

### Audience:

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

### Objectives:

- To ensure that any application of the Murdoch University branding is undertaken in a consistent manner that protects and enhances the reputation of 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.*

- “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
- “Secondary Logo” means a logo other than the Murdoch University Logo.

### Implementation Steps:

1. All application of the Murdoch University branding must be made in accordance with the Brand Policy, as is outlined in the Brand Guidelines.
2. The Murdoch University logo must be used in its entirety.
3. Applications for use of the Murdoch Logo or brand elements must be made to the Office of Marketing and Communication (MCO), via [Service Now](#) Brand Portal with the exception of pre-printed stationery, official University forms or pre-approved branded templates which can be accessed via the Brand Portal.

#### **4. Applications of the Murdoch University branding by third parties**

- 4.1 Logo use by a third party is not permitted without the approval of the Office of Marketing and Communications.
- 4.2 Requests must be made by a university staff member to the Office of Marketing and Communications via the Service Now Brand Portal, or by an external party by contacting Office of Marketing and Communication via [marketing@murdoch.edu.au](mailto:marketing@murdoch.edu.au) stating;
  - 4.2.1 The relationship the third party has with the University
  - 4.2.2 The purpose for which the logo will be used
  - 4.2.3 The proposed format the logo will be used in
  - 4.2.4 The duration for use of the logo
  - 4.2.5 If there is an existing agreement covering use of the logo.
- 4.3 Requests from staff members applying to use the University branding, must be accompanied by the support of their relevant Director/Dean/ Pro Vice Chancellor, when submitted to MCO for approval.
- 4.4 If approved, MCO will liaise with the staff member to send the relevant logo files and brand application guidelines to the third party.
- 4.5 All production of promotion materials are the responsibility of the third party.
- 4.6 Final artwork must be submitted to MCO or a delegate approved by MCO, for final approval.

#### **5. Secondary logos**

- 5.1 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 MCO, recommended by the Director, Marketing and Communications and approved by the Vice-Chancellor.
- 5.2 Any requests for a secondary logo should be made by a staff member through the [Service Now](#) Brand Portal.

#### **6. Inappropriate or unauthorised use of the logo:**

- 6.1 A staff member or business unit using the Murdoch University logo inappropriately will be contacted by the Director, Marketing and Communications. The person or head of the business unit responsible will take all necessary and reasonable steps to remedy the situation within five working days and ensure processes are in place to ensure such a breach does not reoccur. Any costs associated with or incurred rectifying the inappropriate or unauthorised use will be the responsibility of that person/business unit.
- 6.2 An external party using the Murdoch University logo inappropriately will be contacted by the Director, Marketing and Communications. Any related costs incurred to correct the issue of non-compliance will be the responsibility of the third party.

- 6.3 Any person or area using a secondary logo that has not been approved by the Vice Chancellor, may be required to stop using the logo immediately and remove it from all communications at their own expense at the direction of the Director, Marketing and Communications.

**Performance Indicators:**

There are no performance indicators.

**Related Documents:**

Brand Governance Framework

**References:**

Brand Approval Procedures 2017 – University of Sydney

Brand Use Procedure – Curtin University

**Approval and Implementation:**

<b>Approval Authority:</b>	Director, Marketing and Communications
<b>Responsible Officer(s):</b>	Manager, Marketing
<b>Contact Officer:</b>	Manager, Marketing

**Revision History:**

Approved/ Amended/ Rescinded	Date Approved	Effective Date	Next Review Date	Resolution No. (if applicable)
Approved	14/10/2019		14/10/2022	