

BRAND APPROVAL PROCEDURES 2015

Issued by: Vice-Chancellor and Principal
Date: 7 September 2015
Last amended: 13 June 2017 (administrative amendments)
Signature:
Name: Dr Michael Spence

1 Purpose and application

- (1) These procedures are to give effect to the [Brand Policy 2015](#) (“the policy”).
- (2) These procedures apply to all applications of the University’s brand identity.

2 Commencement

These procedures commence on the date of registration.

3 Interpretation

- (1) Words and phrases used in these procedures and not otherwise defined in this document have the meanings they have in the policy.

Note: See clause 6 of the policy.

- (2) In these procedures:

brand co-ordinator means a member of Marketing and Communications staff authorised to manage brand approvals for University-branded materials across the University.

PublishPartner is the University’s publishing managed service, which is responsible for managing all of the University’s printing requirements, including but not limited to University stationery.

4 Approving use of brand identity generally

Approval requests must be made by email to brand.info@sydney.edu.au, and must:

- (a) include a PDF or relevant file format appropriate to the use; and
- (b) allow for at least three (3) business days’ processing time.

5 Approving use of logo alone

- (1) Requests to use the logo on University material must:
 - (a) be made by staff member, using the [logo request form](#); and
 - (b) be approved by a brand co-ordinator.
- (2) Requests to use the logo on third party material must:
 - (a) be made by University staff or a relevant third party, using the [logo request form](#);
 - (b) if made by a third party, endorsed by the relevant University staff member; and
 - (c) be approved by the relevant delegate.

Note: See [University of Sydney \(Delegations of Authority – Administrative Functions\) Rule 2016](#).

- (3) If approval is granted for use on third party material, the relevant brand co-ordinator will liaise with the third party directly to provide logo files and [Brand Standards](#).
- (4) Students or former students may request to use the logo on:
 - (a) honours and research theses of former students, after they have been examined and the degree awarded;
Note: This does not include assignments, essays, reports or theses that have not been examined. Approval will not be granted for such uses.
 - (b) conference presentations and posters where the student's supervisor is a co-author or has endorsed the use; or
 - (c) promotional material for official University events, where the relevant faculty has endorsed the use.
- (5) Requests for students or former students to use the logo must be:
 - (a) made by a staff member, using the logo request form; and
 - (b) be approved by a brand co-ordinator.

6 Approving standard University stationery

- (1) PublishPartner is responsible for ordering and printing University stationery. All stationery orders must be made through the [PublishPartner website](#).
- (2) University stationery that follows the [standard template](#) does not require separate brand approval.
- (3) A department, area or unit may produce stationery items that do not include a staff member's name.

7 Approving non-standard University stationery

- (1) Requests for approval of non-standard University stationery must be made by email to brand.info@sydney.edu.au and must:
 - (a) explain why it is necessary to deviate from the standard template; and

- (b) allow for at least three (3) business days' processing time.
- (2) Requests from or for affiliates to include the University's logo on their third party stationery in a secondary position with wording that states their relationship to the University must be endorsed by the relevant University delegate.
- (3) Requests from or for affiliates or conjoint staff of the Sydney Medical School for stationery which follows the [approved template](#) must be endorsed by the relevant Head of School.
- (4) Requests from or for higher degree research students for stationery which follows the [approved template](#) that includes an endorsement from their supervisor.
- (5) Requests from or for holders of honorary titles for stationery which follows the approved template must be endorsed by the relevant delegate.
- (6) Requests for alumni and friends who have demonstrated an ongoing and significant commitment to the University on a voluntary basis to use a [University of Sydney "ambassador" business card template](#), must be endorsed by the Vice-Principal (Advancement) or the relevant delegate. Such individuals include:
 - (a) University of Sydney Alumni Council members;
 - (b) Alumni Association Presidents (where the relevant association has been formally approved);
 - (c) Alumni, friends or patrons approved by Vice-Principal (Advancement); and
 - (d) Faculty-nominated ambassadors, including Foundation office bearers, approved by the relevant Dean.

8 Approving use of the coat of arms

Applications to use the coat of arms must be submitted in writing directly to the Head, Brand and Marketing Services. Applications must provide full details of the manner in which it is proposed to use the coat of arms.

9 Approving secondary logos

- (1) Development of a secondary logo for proposed use by any part of the University must be:
 - (a) endorsed by the University Executive before any development work commences; and
 - (b) undertaken in consultation with the Head, Brand and Marketing Services.
- (2) Applications to use a secondary logo, once developed, must be made using the approved application form which is available from the relevant brand co-ordinator at brand.info@sydney.edu.au.
- (3) All uses of a secondary logo must be approved by the relevant delegate.

NOTES

Brand Approval Procedures 2015

Date adopted: 7 September 2015
 Date registered: 18 September 2015
 Date commenced: 18 September 2015
 Date amended: 27 October 2016
 13 June 2017 (administrative amendments)
 Administrator: Director, Marketing and Communications
 Review date: 7 September 2020
 Related documents:

University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016

Brand Policy 2015

Convening of Conferences Policy

Honorary Titles Policy 2013

Public Comment Policy

Sponsorship Policy

Brand Standards

AMENDMENT HISTORY

Provision	Amendment	Commencing
Throughout	Hyperlinks changed; administrative amendment only	27 October 2016
9(1)(a)	Changing reference to Senior Executive Group (SEG) to University Executive (I.E.)	27 October 2016
5(2)(c); related documents	Updating references to the <i>University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016</i>	13 June 2017
7(5); 7(6); 8; 9(1)(b);	Consequential amendments arising from <i>University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016</i>	13 June 2017