



Brand and Marketing Procedure

Authority Source: Vice-Chancellor

Approval Date: 18/12/2020

Publication Date: 21/12/2020

Review Date: 18/12/2023

Effective Date: 18/12/2020

Custodian: Director, Marketing

Contact: Marketing@canberra.edu.au

Accessibility: Public

Status: Published

In developing this procedure the University had regard to the provisions of section 40B(1)(b) of the Human Rights Act 2004 (ACT).

1. PURPOSE:

This Procedure supports the University's [Brand and Marketing Policy](#) by outlining the process and procedures for University's staff to access centralised marketing services for all Brand, Brand assets, marketing and promotional activities.

2. SCOPE:

2.1. This Procedure applies to all University staff and the University's controlled or related entities using or needing to use the University's Brand or family Brand, and whether for marketing, promotions or some other use.

3. PROCEDURE:

Access to branded elements

3.1. The University's staff have access to a suite of approved Brand and Brand assets through their UC staff portal Marketing page. This suite includes email signature guidelines, Word and PowerPoint templates and approved rankings language. These items can be downloaded for use according to the *University Style Guide* and in accordance with the [Brand and Marketing Policy](#).

3.2. Staff can seek approval and access to the University logo and other Brand elements via the staff portal for limited digital uses, and access designrequest@canberra.edu.au for any other use. Again, these items must be used in accordance to the *University Style Guide* and the [Brand and Marketing Policy](#). Use of the logo is determined on the basis of:

3.2.1. the nature of the relationship with the University;

3.2.2. alignment with University's image and teaching, research and community purpose;

- 3.2.3. the purpose of the use of the logo;
- 3.2.4. the proposed placement, channels and format of the use of the logo; and
- 3.2.5. the date(s) or periods when the logo will be used.

Access to marketing services

3.3. Marketing maintains and delivers the University's Brand presence, student and staff recruitment campaigns, domestic and international marketing plans and initiatives across all owned, earned and bought channels.

3.4. Online requests for marketing services, including strategy, campaigns, graphic design, advertising, promotions and social media, can be made via the marketing page on the UC staff portal.

3.5. Requests are divided into four categories:

3.5.1. Graphic design requests

- Brochures, flyers, posters and cards
- Publications, booklets and guides
- Signage and display banners
- Digital: screens, banners and tiles
- Photography, images and graphics

3.5.2. Marketing requests

- Campaign strategy and management
- Advertising
- Direct marketing (email, SMS, etc)
- Copywriting and editing
- Video production

3.5.3. Web and digital

- Web author helpdesk support
- Existing web content and design review
- New UC branded web and digital projects
- Website data and analytics
- Mobile app advice

3.5.4. Other

- [Request to use the UC logo](#)
- [Request website training and access](#)
- [Hire branded equipment](#)

Process and Costs

3.5. Marketing will review and scope the brief and respond within a reasonable period (normally two working days) to acknowledge the request and discuss expected turn-around times.

3.6. The majority of requests are completed in-house, to schedule and incur no cost for the use of Marketing's internal resources. However, if Marketing are at capacity due to a large volume of University work or competing strategic priorities, the request may be:

- 3.6.1. negotiated towards a different deadline; or

3.6.2. outsourced in part or in full to a partnering agency at cost to the client area.

3.7. Projects that involve elements that are not part of internal Marketing resources, such as production (including printing, photography, video or specialist digital development) will be outsourced to a partnering agency at cost to the client area.

3.8. In all instances, external costs are competitively quoted and discussed with the client area prior to proceeding. Marketing will manage the external agency relationship, meaning that marketing will engage with a contracted agency on behalf of the relevant business area, to ensure that the deliverables meet Marketing brand requirements.

3.9. Costs that are incurred for the placement of advertising across all bought channels will be charged at cost to the client area. The advertising placement cost will be quoted and discussed with the client area prior to proceeding. Marketing will manage the external advertising placement.

Compliance

3.10. In the case of inappropriate or unauthorised use of the logo, the Director, Marketing, or their nominee will contact any person or group using the logo inappropriately or without authorisation to resolve non-compliance issues. If non-compliance is not resolved within a reasonable timeframe, the matter will be referred to the University's Legal Team. Where reasonable, costs associated with the breach will be forwarded to the person or group to settle.

4. ROLES AND RESPONSIBILITIES:

| Who | Responsibilities |
|---------------------------|---|
| Director Marketing | Brand protection and Policy implementation. Ensuring the Procedure is accurate and that the University's process and procedures comply with the University's Legislation and Relevant Policies, as well as the University's strategic marketing plans, policies and strategies. Reporting on Brand use and effectiveness of the Policy and Procedure. |
| Creative Projects Manager | Ensuring the Procedure is followed and all communications with internal clients are clear, consistent and timely. Collecting feedback on Brand use and effectiveness. |

5. IMPLEMENTATION AND REPORTING:

5.1. This Procedure will be implemented by Marketing.

5.2. Awareness of this Procedure will be communicated by Marketing through owned channels and presentations with training provided to university areas using Marketing services.

5.3. Implementation of the procedure will be monitored by Marketing through Brand compliance.

5.4. Outcomes, including policy effectiveness, will be reported as needed to Council, the Vice-Chancellor and the University's Executive.

6. GOVERNING POLICY AND LEGISLATION:

- [University of Canberra Act 1989](#)
- [Privacy Act 1988 \(Cth\)](#) - in relation to direct marketing activities, data use and storage.
- [Spam Act 2003 \(Cth\)](#) - in relation to e-marketing activities.
- [Disability Discrimination Act 1992 \(Cth\)](#) - in relation to user accessibility standards for digital content.
- [Competition and Consumer Act 2010 \(Cth\)](#) - in relation to fostering honest and ethical promotion of price, and representation in advertising materials.
- [Copyright Act 1968 \(Cth\)](#) - in relation to protection and use of creative works.

7. SUPPORTING INFORMATION:

- [Brand and Marketing Policy](#)
- [University Style Guide](#)
- [Delegations of Authority Policy](#)
- [Intellectual Property Policy](#)
- Social Media Policy/Guidelines

8. DEFINITIONS:

| Terms | Definitions |
|--------------|--|
| Brand | In the context of this policy, Brand only refers to the graphic mark or designs intended to differentiate the University from its competitors. |
| Brand assets | Elements of the University's Brand identity including the logo, photographs, font, stationery, colour pallet, language etc. |
| Co-brand | Considered part of the University's family Brand, a co-brand links the University's logo with one or more third-party logos to jointly promote a common function, activity or venture |
| Media | Refers to all owned, earned and bought media channels including print, radio, television, digital, social etc. |
| Style Guide | A definitive guide on how the University's Brand assets can be used by University staff. For access, contact marketing@canberra.edu.au . |
| Sub-brand | Considered part of the University's family Brand, sub-brands are those logos or brand identifies of controlled or related entities of the University. Such entities currently include UCx, UC Sport and UC Stars. These entities have been endorsed to carry their own logo and brand identity, which draws on and is linked to the University's family Brand via the University's Brand architecture. |
| Trade mark | A Trade mark is a right that is granted for a letter, number, word, phrase, sound, smell, shape, logo, picture and/or aspect of packaging. A registered Trade mark is legally enforceable and provides exclusive rights to commercial use. |

| | |
|------------|---|
| University | University of Canberra (ABN 81 633 873 422) |
|------------|---|