

BRAND POLICY 2015

The Vice-Chancellor and Principal, as delegate of the Senate of the University of Sydney, adopts the following policy.

Dated: 7 September 2015

Last amended: 13 June 2017 (administrative amendments)

Signature:

Name: Dr Michael Spence

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1 Name of policy

This is the Brand Policy 2015.

2 Commencement

This policy commences on the date it was registered.

3 Policy is binding

Except to the extent that a contrary intention is expressed, this policy binds the University, staff, students and affiliates.

4 Statement of intent

This policy:

- (a) supports a coordinated, disciplined and sustainable approach to managing the University of Sydney brand;
- (b) supports appropriate acknowledgement of relationships with external organisations and affiliated bodies;
- (c) provides for a common approach to be applied when representing and promoting the University; and
- (d) provides for effective management, monitoring and review of the brand to protect and enhance the University's reputation.

5 Application

- (1) This policy applies to:
 - (a) staff, students and affiliates; and
 - (b) any use of the University logo or brand identity.
- (2) This policy does not apply to public comments made by staff, which are covered by the [Public Comment Policy](#).

6 Definitions

brand identity	means the whole, or any part, of any of the the University's brand elements, which include the logo, colour palette, fonts, graphic devices, tone of voice, editorial style and photographic style.
brand standards	means the standard requirements for use of the University's brand identity, determined by the Director Marketing and Communications in accordance with clause 8. They include, but are not limited to, logo requirements and prescribed templates.
coat of arms	means the University's original 1857 coat of arms, which does not include any word mark.
University stationery	includes all University print and electronic stationery, including business cards, letterhead, "with compliments" slips and email signatures.
delegate	has the meaning given in the University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016 , which at the date of this policy is: an employee, member or Committee of Senate or any other person or entity to whom or to which a delegation has been made by Senate.
logo	means the University of Sydney logo, which incorporates two elements – the shield and "The University of Sydney" word mark. It is shown in the Schedule to this policy.

- official University communications** means any documents and materials, (print and digital) , display or produced for and on behalf of the University of Sydney. This includes but is not limited to promotional items, merchandise, official University social media accounts, research reports and University communications.
- secondary logo** means either or both a logo or graphical device used as a logo by any part of the University that is different to the University logo and brand identity.

7 General principles

- (1) All official University communications must use the University's name and logo, and comply with the brand standards.
- (2) Except for the use of University stationery which follows the standard templates, all uses of the University's name or logo must be approved by the relevant staff member in Marketing and Communications before printing publication or distribution commences.
- (3) Any departure from the brand standards (including templates) must be approved, in advance, by the relevant delegate.
- (3) Where the relevant delegate approves use of the University's brand identity by a third party, Marketing and Communications will provide that third party with a copy of the brand standards.

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

- (4) All approvals given under this policy are limited to the use or uses for which the approval is sought. Use for any other purpose requires a further approval.

8 Brand standards

- (1) The Head, Brand and Marketing Services will:
 - (a) determine brand standards, including but not limited to prescribed templates, for the use and application of the University's brand identity; and
 - (b) ensure that the brand standards are available to University staff on the staff intranet.
- (2) Templates prescribed by the brand standards must be used wherever appropriate, including stationery.

Note: [University stationery templates](#) are available on the staff intranet

- (3) Marketing and Communications will provide templates for the production of promotional items to staff on request.

9 University logo

Use of the University logo must be approved in advance by the relevant delegate, consistently with the [Brand Approval Procedures 2015](#).

10 Secondary logos

The use of secondary logos must be approved in advance by the relevant delegate, consistently with the [Brand Approval Procedures 2015](#).

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

11 Coat of arms

The coat of arms may only be used:

- (a) on ceremonial items such as testamurs and ceremonial merchandise; and
- (b) with the prior approval of the Head, Brand and Marketing Services.

12 University name and references to the University

- (1) The official name of the University is “The University of Sydney”.
- (2) The terms “USYD” and “Syd Uni” must not be used in official University communications, unless approved in advance by the Head, Brand and Marketing Services.
- (3) The term “Sydney Uni” may be used in body copy where appropriate, for example, communicating to prospective undergraduate students.
- (4) The terms “Sydney” or “the University” may be used in body copy for second mentions after the first use of the official name.
- (5) The term “the University” may be used in policy documents.

13 Breach of policy

- (1) The relevant delegate may direct removal of inappropriate or unacceptable content from any University digital publishing channel.

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

- (2) The Director, Marketing and Communications, may direct the taking of any necessary correctional steps, including but not limited to the surrender for destruction of non-compliant materials or products.
- (3) In appropriate circumstances, breach of this policy may constitute misconduct, and may result in disciplinary action.

Note: See the [Code of Conduct – Staff and Affiliates; University of Sydney Enterprise Agreement 2012 -2017](#); and [Code of Conduct for Students](#).

14 Responsibilities

- (1) The Director Marketing and Communications is responsible for:
 - (a) determining and publishing procedures associated with this policy;
 - (b) determining and publishing brand standards; and

- (c) ensuring the provision of necessary training and resources for appropriate application of the University's brand identity.
- (2) The Marketing and Communications unit is responsible for:
 - (a) developing the University's brand identity and brand templates;
 - (b) informing users of the requirements of this policy and its associated procedures; and
 - (c) providing staff with information on the brand identity and brand templates.

15 Rescission

The Brand Policy adopted in November 2009 is rescinded as from the date of commencement of this policy.

NOTES

Brand Policy 2015

Date adopted:	7 September 2015
Date commenced:	18 September 2015
Date amended:	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

Convening of Conferences Policy

Public Comment Policy

Sponsorship Policy

Brand Approval Procedures 2015

AMENDMENT HISTORY

Provision	Amendment	Commencing
6; 7(3) note; 10 note; 13(1); related documents	Updating references to <i>University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016</i>	13 June 2017

Provision	Amendment	Commencing
8(1); 12(2)	Consequential amendments arising from <i>University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016</i>	13 June 2017
10 note; 13(1) note	Administrative amendments minor typographical errors	13 June 2017



SCHEDULE

PRIMARY LOGO



STACKED LOGO



HORIZONTAL LOGO

