

# Corporate Identity Policy

## Section 1 - Purpose and Scope

(1) The purpose of this Policy is to ensure the University projects and promotes a single, consistent identity for Southern Cross University.

### Scope

(2) This policy applies to Southern Cross University's name, logo, corporate colours, typefaces and other elements of the University's Corporate Identity.

## Section 2 - Definitions

(3) In the context of this policy:

- a. Corporate Identity
  - i. means the consistent image of Southern Cross University conveyed through name, logo, corporate colours, typefaces and other elements; and
- b. Third Parties
  - i. include other institutions and organisations as well as external design, advertising and printing companies.

## Section 3 - Policy Statement

(4) Southern Cross University will maintain a single, consistent Corporate Identity which protects and enhances the University's reputation.

(5) Implementation of the University's approved Corporate Identity will be managed by the Executive Director Community and Corporate Relations.

(6) All applications of the University Corporate Identity whether produced by the University or Third Parties must be consistent with the [Style and Design Procedures](#) and be first approved by the Executive Director Community and Corporate Relations or the Head of Communications and Publications.

### Acceptable Use of the Corporate Identity

(7) Procedures for applying the University's Corporate Identity are provided in Southern Cross University's [Style and Design Procedures](#) which define acceptable and unacceptable use of the University Corporate Identity.

(8) The Head, Communications and Publications may approve amendments to the [Style and Design Procedures](#) from time to time at his or her discretion.

(9) Staff and students must not use Southern Cross University's Corporate Identity in ways that may be misleading,

deceiving or lead to unfavourable perceptions of the University. All usage must reflect the Corporate Identity of Southern Cross University set out in the [Style and Design Procedures](#).

## **Use of University Logo and Stationery**

(10) Staff may only use the University's logo or corporate stationery (including business cards), in their capacity as an employee of the University.

(11) Students may only use the University's logo when specifically authorised by the relevant Head of School or supervisor, in their capacity as a student of the University.

(12) Third party and external use of the SCU logo requires approval by the Head of Communications and Publications or the Executive Director (Community and Corporate Relations).

(13) The SCU logo may only be used when in compliance with the [Style and Design Procedures](#).

## **Section 4 - Procedures**

(14) Nil.

## **Section 5 - Guidelines**

(15) Nil.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	23rd December 2013
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<b>Approval Authority</b>	Vice Chancellor
<b>Approval Date</b>	23rd December 2013
<b>Expiry Date</b>	10th September 2018
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