

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 the 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 the 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) The 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 Vice President (Engagement).

(6) All applications of the University Corporate Identity whether produced by the University or Third Parties must be consistent with the [Editorial Style Guide](#) and be first approved by the Chief Marketing Officer.

Acceptable Use of the Corporate Identity

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

(8) The Chief Marketing Officer may approve amendments to the [Editorial Style Guide](#) from time to time at his or her discretion.

(9) Staff and students must not use the 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 the University set

out in the [Editorial Style Guide](#).

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 Executive Dean, College Dean 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 Chief Marketing Officer.

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

Section 4 - Procedures

(14) Nil.

Section 5 - Guidelines

(15) Nil.

Status and Details

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Effective Date	11th September 2018
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Head of Work Unit	Dean Gould Chief Marketing Officer +61 7 55893281
Enquiries Contact	Marketing, Media and Communications