

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 means the consistent image of the University conveyed through name, logo, corporate colours, typefaces and other elements.
- b. Third Parties means 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 [Visual Identity and Style Guide](#) and [Editorial Style Guide](#). Any variation from the Guides must be approved by the Chief Marketing Officer, or authorised delegate.

(7) All marketing materials that would reasonably be expected to be seen and used by international audiences (for example, websites, social media and other digital channels) must include the University's CRICOS code.

Acceptable Use of the Corporate Identity

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

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

(10) 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 [Visual Identity and Style Guide](#) and the [Editorial Style Guide](#).

Use of University Logo and Stationery

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

(12) Staff should use the approved email signature template on all external correspondence.

(13) 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.

(14) Third Party and external use of the University logo requires approval by the Chief Marketing Officer.

(15) The University logo may only be used when in accordance with the [Visual Identity and Style Guide](#).

Section 4 - Associated Documents

(16) This Policy should be read in conjunction with:

- a. [Advertising and Marketing Policy](#)
- b. [Social Media Policy](#)
- c. [Social Media Procedures](#)
- d. [Visual Identity and Style Guide](#)
- e. [Editorial Style Guide](#)

Status and Details

Status	Historic
Effective Date	20th May 2021
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Approval Date	19th May 2021
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Responsible Executive	Anna-Maree Shaw Vice President (Future Students and Outreach)
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