



[Overview](#)

[Scope and Application](#)

[Policy Principles](#)

[Transition Provisions](#)

[Authorities](#)

[Procedures](#)

1. [Promotion of the University Brand](#)
2. [Protection of the University Brand](#)
3. [Creation of Trademarks and University 'Other Brands'](#)

## OVERVIEW

The purpose of this policy is to safeguard the consistent and cohesive promotion of the University of Adelaide brand while also reducing the potential for brand misuse.

The University brand is crucial for establishing a clear and consistent image of the institution in the minds of students, staff, alumni, donors, and the wider community. It helps to convey the University's values, mission, and unique selling points, and it can play a significant role in attracting and retaining students, staff, and funding. A strong and well-managed brand helps differentiate the University from its competitors and enhance reputation.

## SCOPE AND APPLICATION

This policy applies to all branding by the University's organisational units, staff, title holders, students, and use of the University brand by affiliated or external individuals or bodies.

The approved University brand is detailed in the [University's Brand Guidelines](#) and covers all representations that identify the University, including its official title (The University of Adelaide and Adelaide University), the University logo, trademarks, brand elements, business names and domain names. The University's approved brand may appear with the name of a University organisational unit within the parameters specified in the University Brand Guidelines.

Branding that introduces a new visual identifier (for example, logo, colour or domain name) outside the specifications of the University Brand Guidelines is not allowable unless approved in accordance with this policy by the Vice-Chancellor & President and associated artwork is approved by the Chief Marketing Officer.

Creation of University 'other brands', regardless of whether or not the crest or other traditional University visual identifiers are incorporated, detracts from the impact and recognition of the University's approved brand. This policy aims to minimise the proliferation of University 'other brands' in order to protect and promote the University approved brand as the dominant visual manifestation of the University's identity.

This policy should be read in conjunction with the legislation relating to brand and trademark protection, namely the University of Adelaide Act 1971 (SA), the Trade Marks Act 1995 (Cth), the Copyright Act 1968 (Cth) and the University Brand Guidelines.

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## **POLICY PRINCIPLES**

1. The brand of the University of Adelaide is a valuable asset. Staff and title holders are required to act in ways that promote and protect the brand.
2. Organisational units, staff, title holders, students, and affiliated or external individuals or bodies carrying out activities that would enhance the University's reputation are strongly encouraged to acknowledge the University by using the approved brand as set out in this policy and the University Brand Guidelines.
3. Use of the approved brand or any University 'other brand' by affiliated or external individuals or bodies must be approved and governed by agreement with the University.
4. University organisational units may be named within marketing and communications, as long as this complies with the University Brand Guidelines.
5. In very limited circumstances, University 'other brands' (including business and domain name registration) may be created where significant commercial or other advantage can be demonstrated. Refer to the [University of Adelaide domain name guidelines](#).
6. University 'other brands' may not be created or used without approval. Requests for approval of University 'other brands', including those for wholly owned entities of the University, must be accompanied by a supporting business case.
7. Non-compliance with this policy will be addressed through the University's disciplinary procedures and may also be subject to sanctions under the relevant legislation.
8. Any manufacturer, retailer or vendor producing or selling merchandise bearing the University's brand must either be licensed or contracted by the University to produce such branded merchandise. The use of the brand must also comply with the University Brand Guidelines.
9. Any use of the University's brand must comply with relevant legislation, University policy and the University Brand Guidelines.

All uses of the University approved brand must comply with the University Brand Guidelines. Any ongoing use of proposed University 'other brands' must be approved in line with this policy.

## **AUTHORITIES**

The following authorities relate to specific uses of the University's brand assets and trademarks that are not covered in other University authorities.

<b>Key</b>	<b>Authority Category</b>	<b>Authority</b>	<b>Delegation Holder</b>	<b>Limits</b>
Marketing	Brand	<ul style="list-style-type: none"> <li>i. Approve creation of University 'other brands' upon recommendation from DVCEE and Chief Marketing Officer.</li> <li>ii. Approve trademark licence agreement and the use of the University trademarks in relation to the selling of goods and services.</li> <li>iii. Approve trademark licence agreement and the use of the University trademarks in relation to the selling of research goods and services.</li> </ul>	Vice-Chancellor & President	All trademark classes (14, 16, 18, 20, 21, 25, 28,33, 41 and 42), in consultation with the Deputy Vice-Chancellor (External Engagement) and Chief Marketing Officer
Marketing	Brand	<ul style="list-style-type: none"> <li>i. Approve the University Brand Guidelines framework upon recommendation and endorsement from the Chief Marketing Officer</li> <li>ii. Approve the visual identity of any University 'other brands' upon recommendation and endorsement from the Chief Marketing Officer.</li> </ul>	Deputy Vice-Chancellor (External Engagement)	Trademark classes 14, 16, 18, 20, 21, 25, 28,33 & 41 only
Marketing	Brand	<ul style="list-style-type: none"> <li>i. Update and endorse the University Brand Guidelines framework for approval by the DVCEE.</li> <li>ii. Approve any artwork (including web pages) using the University's brand by any affiliated or external body or clubs.</li> <li>iii. Approve license or contract to manufacture, retail or sell merchandise bearing any of the University's registered trademarks, official titles or logos, except research trading activities.</li> <li>iv. Recommend and endorse the visual identity of any University 'other brands' for approval by the DVCEE.</li> </ul>	Chief Marketing Officer	Trademark classes 14, 16, 18, 20, 21, 25, 28,33 & 41 only
Marketing	Brand	<ul style="list-style-type: none"> <li>i. Approve the lodgement of applications for the registration of a trademark and or business name on behalf of the University by a Faculty, Division, School, discipline, staff member, student or other individual.</li> </ul>	Council Secretary	With the endorsement of the DVCEE and Chief Marketing Officer

## PROCEDURES

### 1. Promotion of the University brand

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1.1 Organisational units, staff and University title holders must use the University approved brand when undertaking:

- a. activities within the scope of their usual University roles, and
- b. contract research or consultancies approved by the University.

Uses of the University approved brand by organisational units, staff and University title holders when undertaking a. and b. above include:

- i. material used to support and/or promote presentations they make about their work or about a matter for which they have recognised expertise
- ii. teaching notes and other course or program-related material they provide to University of Adelaide students
- iii. flyers and other promotional material intended only for promotional use within the University
- iv. internal documents and University records
- v. reports prepared on behalf of the University, whether for internal or external use
- vi. desktop templates, including letterhead ([www.adelaide.edu.au/brand/templates-and-tools](http://www.adelaide.edu.au/brand/templates-and-tools))
- vii. websites (must comply with the University templates at [www.adelaide.edu.au/webguide](http://www.adelaide.edu.au/webguide))
- viii. materials produced for student assessment activities or in the course of student studies for **internal** University use
- ix. material promoting a student's program or research to assist in establishing its credibility with external organisations or individuals.

## **2. Protection of the University brand**

2.1 For any situation not covered by Procedure 1 above, written approval from Marketing is required. This applies to both the specific University brand asset or trademark and to the surrounding artwork.

2.2 Approval to use the University brand asset or trademark in any promotional material intended for use outside (external to) the University must be sought from Marketing. Approval of the proposed application of the brand asset or trademark and the supporting art work can be sought by contacting [Marketing](mailto:Marketing@adelaide.edu.au) [www.adelaide.edu.au/brand/contact-us](http://www.adelaide.edu.au/brand/contact-us) or [marketing@adelaide.edu.au](mailto:marketing@adelaide.edu.au)

2.3 Approval may be granted for continuing or once-only use.

2.4 All approved uses must be documented in writing (an email response from [Marketing](mailto:Marketing@adelaide.edu.au) is usually sufficient). Where this is not sufficient, a written agreement must be developed in consultation with Legal & Risk and the Contracts and Agreements Policy.

2.5 Co-branding:

- a. Use of the University brand alongside the brand of any affiliated or external organisation for non-promotional purposes is subject to the provisions of any relevant legal agreement with the affiliated or external organisation.
- b. Use of the University brand in association with any jointly conferred academic award, including the design of testamurs, must be approved by the Vice-Chancellor & President, as required by the Jointly Conferred Academic Awards Policy and the Jointly Conferred Higher Degree by Research (HDR) Awards Policy.
- c. Use of the University brand by Alumni Networks must be documented in a written agreement approved by the Vice-Chancellor & President.
- d. Use of the University brand alongside another organisation's brand must conform with the University Brand Guidelines.

## **3. Creation of trademarks and University 'other brands'**

3.1 Trademark registration:

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- a. Applications for registration of a trademark on behalf of the University require the approval of the Council Secretary with the endorsement of the Deputy Vice-Chancellor (External Engagement) and the Chief Marketing Officer.
  - b. All trademark applications must be lodged through the Council Secretary, who is responsible for lodging, renewing and maintaining all trademark registrations on behalf of the University.

### 3.2 University 'other brands'

- a. Approval for the creation of a University 'other brand' is required from the Vice-Chancellor & President.
- b. Approval must be sought from the Vice-Chancellor & President using the [Application to develop or maintain a logo/sub-brand](#). The Vice-Chancellor & President will consider applications in consultation with the Deputy Vice-Chancellor (External Engagement) and the Chief Marketing Officer.
- c. Any University 'other brand' must be designed and developed in consultation with the Chief Marketing Officer. Any images, graphics or messaging to be used must be approved by the Chief Marketing Officer.

<b>RMO File No.</b>	2016/7736
<b>Policy custodian</b>	Deputy Vice-Chancellor and Vice-President (External Engagement) <i>Change to policy custodian from COO to DVCEE approved 8 April 2022</i>
<b>Responsible policy officer</b>	Chief Marketing Officer
<b>Endorsed by</b>	Vice-Chancellors Executive on 29 July 2009
<b>Approved by</b>	University Council on 17 August 2009 Minor amendments approved by policy custodian on 23 February 2023; minor amendments to delegations approved by A/VC&P 22 March 2023
<b>Related Policies</b>	University Brand Guidelines <a href="http://www.adelaide.edu.au/brand">www.adelaide.edu.au/brand</a>  Contracts and Agreements Policy Intellectual Property Policy Research Centres and Research Institutes Framework University Owned Entities Policy
<b>Related legislation</b>	University of Adelaide Act 1971 (SA)  Trade Marks Act 1995 (Cth)  Australian Securities and Investment Commission: <a href="http://www.asic.gov.au/asic/asic.nsf">http://www.asic.gov.au/asic/asic.nsf</a>
<b>Superseded Policies</b>	Trade Mark and Brand Assets Policy
<b>Effective from</b>	22 March 2023
<b>Review Date</b>	21 March 2026
<b>Contact for queries about the policy</b>	Chief Marketing Officer