Application to develop or maintain a logo/sub-brand

## Marketing and Communications

### Application to develop or maintain a logo/sub-brand

The University of Adelaide seeks to maintain a system in which the identity of individual schools, faculties, institutes and centres is always put within the context with the University brand. This ensures consistent and coherent promotion of the University brand, regardless of the area that the particular communication is coming from.

This is supported by the Brand Policy is based on the following principles:

* Sub-brands and/or business logos risk weakening and diluting the University brand.
* Faculties, schools, institutes and centres need to be clearly associated with the University in order for it to retain its strong brand presence as a world leader in education and research.
* The faculties, schools, institutes and centres are integral to the structure of the University, and as such must clearly communicate its status and fit within this organisation.
* For faculties, schools, institutes and centres association with the University of Adelaide brand advantageous.

Under the Brand Policy, no faculty, school, institute or centre is permitted to use its own business logo without the approval of the Vice Chancellor. It is recognised that in limited circumstances, business logos may be created where significant commercial or other strategic advantage can be demonstrated. In these cases the area will need to meet the defined criteria and apply to the Vice Chancellor for approval. The Vice Chancellor will review applications in consultation with the Director of Marketing and Communications.

*Applications to maintain and/or use a sub-brand logo, business logo or visual device outside the University’s Brand Standards will only be considered from units within academic faculties and professional business units.*

For a new application it is not necessary to submit artwork as part of the application. At this stage the Vice Chancellor and Director of Marketing and Communications is only assessing the underlying strategic principle and not the actual artwork.

### Application assessment

* The extent the unit is engaged in specialised, externally focused commercial work (i.e. not the University’s main business of teaching or research). A key concern will be the nature and number of the unit’s main customers (e.g. students of the University vs. local / national / international commercial organisations vs Research Councils etc).
* The sources of funding for the unit (i.e. mainly from the University vs externally funded).
* The nature of the unit’s relationship to the faculty /school / research institute within which is operates (e.g. is it part of an academic school or does it involve cross-school / cross-faculty / cross-institutional collaboration?).
* The extent and nature of internal and external partnership activity (e.g. mainly internal, equal partnership with one or more external bodies etc.).
* The life-span of the project/unit.
* A clear case supporting the need for an individual brand identity outside the main University identity.

### Application form

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name of unit / department:** | **Application submitted by:** | | | | **Date:**  **Telephone:**  **Email:** | |
| **Please describe briefly the main business of your unit:** | | | | | | |
| **Which of the following customer groups do you market to?**  Please tick: | | | University  Prospective students  Current students  Alumni  Research Councils  Other funding bodies  Post-doctoral researchers  Local/regional industry / business  National industry / business  International industry / business  Australian universities  Other international universities  General Public  Other – please specify: | | | |
| **Please list the main sources of funding for your unit together with the proportion of total income generated:** | | | | | | |
| University funding | | | | $ | | % |
| Research funding (please detail funding bodies below) | | | | $  $  $ | | %  %  % |
| Other Commonwealth/State funding  (please detail below) | | | | $  $  $  $ | | %  %  %  % |
| External Organisations/Business  (please detail below) | | | | $  $  $ | | %  %  % |
| Other income stream not described above  (please detail below) | | | | $  $  $ | | %  %  % |
| **Please describe the nature of your unit’s relationship to the Faculty /School / Research Institute/Branch within which is operates:** | | | | | | |
| **Please list your main stakeholders:** | | | | | | |
| **In terms of external stakeholders, have any of these imposed requirements on you in terms of funding, recognition or display of other logos etc? If so please detail them here.** | | | | | | |
| **What is the expected life-span of your business unit?** | | | | | | |
| **Please tell us why you believe you need to develop a separate brand identity in isolation of the University identity. Areas for consideration should include the following as part of your application:** | | | | | | |
| What advantages would a separate business logo bring to the University? | |  | | | | |
| What advantages would a separate logo bring to your business unit? | |  | | | | |
| Why does your unit need to isolate or disassociate itself from the University of Adelaide brand? | |  | | | | |
| What is the nature of your marketing activity? Where would you use the business logo? | |  | | | | |
| How do the advantages of having your own business logo compare with the potential disadvantages of loss of identity if the link with the University is less clear? | |  | | | | |
| What special features of the market in which you operate suggest that the University brand alone is not enough? | |  | | | | |

Decisions will be communicated to the applicant in writing.

A decision will normally be one of the following:

* **Sub-brand approval**: the unit may develop its own logo for use with the University logo. However the University logo must always be used in addition to the unit’s own logo, and must always be at least equal to the unit’s own logo in size and prominence
* **Co-brand logo approval**: the unit may develop a separate brand identity, where the University’s involvement is signalled simply through a list of partners, or through the use of the University logo alongside other logos of partner organisations.
* **Not approved**

**NB – for new applications: please** **do not** incur any expenses associated with the marketing and promotion of the unit’s name i.e. engaging a professional designer, printing and advertising expense etc. until receiving a written response approving or rejecting the application.

Any logo developed for use as a sub or co-brand will need to be designed by a professional designer and approved by Director of Marketing and Communications in order to ensure quality of design artwork and that the principles of the University Brand Standards are upheld.

For further information please contact:

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Marketing and Communications

University of Adelaide

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Visit www.adelaide.edu.au/mc