

Policy Title: ECU Branding and Logo Policy

Policy Owner: Director, Brand and Marketing

Keywords: 1) ECU Logo 2) Promotion 3) Brand 4) Crest 5) Style Guide

Policy Code: PL261 [ad094]

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1. INTENT

The purpose of this policy is to provide guidelines to ensure that the ECU Brand is protected and promoted positively at all times. This policy outlines the process for the correct use of the ECU Brand and ECU Logo, and also provides a framework for the rules governing the development of new logos.

2. ORGANISATIONAL SCOPE

This policy applies to all Edith Cowan University staff and stakeholders responsible for promotion and/or communication of ECU/ School/Centre programs and activities.

3. DEFINITIONS

TERM	DEFINITION
“Authorised Use”	Using the ECU Logo as a result of obtaining permission from the Vice-Chancellor or nominated delegate
“Corporate Style Guide”	A brand management tool that contains information on visual applications such as typeface, colours, positioning, photography style etc. The Corporate Style Guide is maintained by the Marketing and Communications Services Centre.
“ECU Brand”	The visual messages and images used by the University to promote itself. The ECU Corporate Style Guide provides the direction for the agreed visual identity for the University.
“ECU Logo”	The ECU ‘block’ logo is the main logo for ECU.
“Unauthorised Use”	Using the ECU Logo without seeking permission from the Vice-Chancellor or nominated delegate.
“University Crest”	The formal ‘shield’ emblem, which is only applied on legal documents and graduation parchments, is governed by a resolution of ECU Council 1991.

4. POLICY CONTENT

Policy content is divided into three areas:

- Visual branding (overall)
- ECU Logos and brand architecture
- Use of the ECU logo

4.1. Visual branding

- 4.1.1. There are many components to ECU including Schools, courses, and research centres, most of which are in the public eye. It is therefore important to ensure that ECU branding is presented consistently across all of the components in order to protect and enhance the values attributed to the University.
- 4.1.2. In order to deliver this consistency, any use of the ECU Brand must comply with relevant legislation, University policy and the Corporate Style Guide. Branding that introduces a new visual identifier eg logo, colour or typeface, outside the specifications is not allowable unless approved in accordance with this policy by the Vice-Chancellor or nominated delegate.
- 4.1.3. The Vice-Chancellor, or nominated delegate is responsible for decision-making in relation to appropriate or inappropriate use of the ECU Brand and ECU Logo.

4.2. ECU Logo and brand architecture

- 4.2.1. An organisation's logo, and the management of that logo and associated logos, plays an important role in the branding of an organisation. In order to facilitate management of the ECU brand, the University has developed a "brand architecture" (Att.1) that captures all of our products and services.
- 4.2.2. The brand architecture reflects the following;
 - a) Courses are not permitted to have their own logo.
 - b) All Schools and non-teaching programs that are not research centres eg ECU Wellness are considered internal co-brands and may only have their name written next to the ECU Logo in the approved corporate font.. The only exception to this is WAAPA which, based on their market equity and differentiated positioning, has been approved as an endorsed brand—details regarding correct use of their logo are contained in the WAAPA logo guidelines.
 - c) Research Institutes and Strategic Research Centres may be permitted to have their own logo, however the logo must be approved by the Vice-Chancellor or nominated representative, and must conform to ECU co-branding guidelines (as defined in the Corporate Style Guide).
 - d) School or other Research Centres are not permitted to have their own logos unless a business case has been approved by the Vice-Chancellor or nominated representative. They are considered co-brands and may only have their name written next to the ECU Logo in the approved corporate font.
- 4.2.3. Requests to be excluded from this policy are to be submitted to the Vice-Chancellor or nominated representative and address: rationale for consideration as an endorsed brand; why there is a need for a logo; and what level of investment will be made to build awareness of the logo.
- 4.2.4. Internal centres that have co-brand or endorsed brand status can display their logos on promotional and advertising material, and on the back of their business cards (with text to explain the relationship between the organisation and ECU).

4.3. Use of the ECU logo

- 4.3.1. The ECU Logo is a registered trademark of Edith Cowan University and as such is protected from Unauthorised Use. It has three main elements:
- The colours;
 - The typefaces used for 'Edith Cowan' 'University' and 'Australia'; and
 - The positioning and format
- 4.3.2. The different versions of the ECU Logo and details of its application can be found in the ECU Corporate Style Guide.
- 4.3.3. The ECU Logo is an unalterable registered trademark, and improper or Unauthorised Use is regarded as a breach of this Policy.
- 4.3.4. The ECU Logo may only be released for use by another agency (including external / overseas agencies) upon approval of the Vice-Chancellor or nominated delegate.
- 4.3.5. Requests for the use of the ECU Logo must be addressed in writing and include:
- The purpose of the use of the ECU Logo;
 - The proposed format of the use of the ECU Logo; and
 - The date(s) or periods when the ECU Logo will be used.

Permission to use the ECU Logo is usually granted within two working days. Permission must be sought each time the ECU Logo is required. The Vice-Chancellor or nominated delegate must sight and approve the artwork before it has been published or printed. Approval or further requests for alteration are usually granted within two working days of lodging the artwork.

- 4.3.6. Appropriate use of the ECU Logo is considered as any purpose that is for 'promotional' means i.e. generally anything that will have a role to play in advertising the University and its services, or is used to create a particular image about the University. Promotional uses include, but are not limited to:
- | | |
|------------------------------|---------------------------------|
| - Corporate/School brochures | - Course and promotional flyers |
| - Stationery | - Websites |
| - Merchandise | - Forms |
| - Advertising | - Signage |
| - Reports | - Presentations |

Examples of non-promotional material include legal documents and graduation parchments.

- 4.3.7. The ECU Logo is considered part of the ECU "master brand" and is the most significant logo at ECU. This is the only logo that should appear on ECU promotional material – with the exception of co-branded or endorsed brand materials.

This Policy applies to all areas within the University and therefore, no other area, group or individual, may develop a logo unless permission is granted by the Vice-Chancellor or nominated delegate in accordance with this policy.

The Vice-Chancellor may direct the withdrawal of any material including print or multimedia in the circumstances of Unauthorised Use of the ECU Logo.

5. BREACHES OF POLICY

Improper or Unauthorised Use of the ECU Logo or alternative logos will be regarded as a breach of this Policy. The Vice-Chancellor or nominated delegate will review the breach and may direct corrective action(s) where appropriate.

Once the course of action to correct the inappropriate use has been identified, the person or group responsible for non-compliance must take reasonable steps to meet compliance within a reasonable time period to be agreed by both the Vice-Chancellor and the person/s in breach of the Policy.

6. ACCOUNTABILITIES AND RESPONSIBILITIES

6.1. Policy Owner

The Policy Owner, Director Brand and Marketing, has overall responsibility for the content of this policy and its operation in ECU. Staff/students/contractors are required to comply with the content of this policy and to seek guidance in the event of uncertainty as to its application.

6.2. Nominated Delegate

The Director, Brand and Marketing and the Manager Brand, Marketing and Creative Services (and in their joint absence, their delegate) are appointed as the Vice-Chancellor's nominated delegates under this policy.

7. RELATED DOCUMENTS:

Advertising Policy (AD032)

Corporate Style Guide (Available from <http://intranet.ecu.edu.au/staff/centres/marketing-and-communications-services/our-services/corporate-style-guide>)

8. CONTACT INFORMATION

For queries relating to this document please contact:

Policy Owner	Director, Brand and Marketing
All Enquiries Contact:	Director, Brand and Marketing
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9. APPROVAL HISTORY

Policy Approved by:	Vice-Chancellor
Date First Approved:	16/7/2008
Date last modified:	April 2020
Revision History:	<p>This policy combines 3 previous policies PL062/AD030 (Promotional Logo Policy), PL063/AD031 (Visual Branding Policy) AND PL094/AD071 (ECU Logo Policy) all of which were last amended on 27/2/2014. This revision was effective from March 2015</p> <p>PL062/AD030 (Promotional Logo Policy – Minor amendments in January 2010, February 2013 and reviewed in February 2014.</p> <p>PL063/AD031 (Visual Branding Policy) - Minor amendments in January 2010, February 2013 and reviewed in February 2014.</p> <p>PL094/AD071 (ECU Logo Policy) – revised November 2011 and minor amendments made on February 2014.</p> <p>Reviewed and minor amendments endorsed by UE (7 March 2018) and approved by Policy Owner (15 March 2018).</p> <p>Amendments to reflect structural changes August 2018</p> <p>Amendment to delegation April 2020</p>
Next Revision Due:	August 2022
TRIM File Reference	<p>New file reference is SUB/62864</p> <p>Related files – the previous policies that have been combined to create this new one are SUB/18555 (AD030 PL062)) SUB/36368 (AD071 PL094) and SUB/18554 (AD031 PL063).</p>

Att. 1 ECU Brand Architecture

