



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

GUIDELINE:

**THE USE OF SUPPLEMENTARY LOGOS TO THE UNIVERSITY OF NOTRE DAME
AUSTRALIA LOGO**

Purpose: These guidelines cover the request for and use of supplementary logos to the main University logo.

Responsible Executive: Chief Operating Officer

Responsible Office: The Office of Marketing and Communications

Effective Date: 1 June 2016

Review Date: 1 June 2017

1 Purpose

The University of Notre Dame Australia (**the University**) logo is the principal mark of recognition for the University and its use must be approved in accordance with the University's General Delegation Schedule A. The purpose of this Guideline is to:

- 1.1 provide examples of circumstances where the creation and use of a supplementary logo to the University logo may be approved;
- 1.2 outline the process to be followed to seek approval of the creation and use of a supplementary logo.

2 Definitions

For the purpose of this Guideline, the following definitions apply:

CMCO means Chief Marketing and Communications Officer or delegate

Supplementary logo means any logo or mascot that incorporates all or any part of the University of Notre Dame Australia name or logo or creates a connection or association with the University

The University of Notre Dame Australia logo – means the logo below:



3 Related Policies, Procedures and Guidelines

3.1 Policy: Outgoing sponsorship

3.2 Policy: Social Media

3.3 Delegations: Schedule A

3.4 University Style Guide

4 Scope

4.1 This Guideline applies to: all staff members; students; Alumni; Schools; Campuses; Offices; Institutes; Centres; Chairs; Committees; Student Boards, Clubs and Associations.

5 Approval Process for Using a Supplementary Logo – University Schools, Offices, Centres, Institutes or Campuses

- 5.1 **University Institutes, the Academic Enabling Support Centre and the Broome Campus:** Existing and approved supplementary logos may be used to represent these areas of the University, alongside the University logo. Any requests to change the name and/or logo is subject to approval by the Vice Chancellor. Approval will be subject to an acceptable Business Case that has been endorsed by the relevant Director or Executive Director, the Head of Campus and the CMCO.
- 5.2 **Campus-based conferences or seminars:** Use of a supplementary logo for a Campus-based conference or seminar that is hosted or organised by the University is subject to approval by the relevant Head of Campus. Approval will be subject to an acceptable Business Case that has been endorsed by the business owner (typically a Dean or Executive Director). The relevant Head of Campus will consult with the CMCO when considering the Business Case.
- 5.3 **National or International Conferences or Seminars:** Use of a supplementary logo for a national or international conference or seminar that is hosted or organised by the University is subject to approval by the Vice Chancellor. Approval will be subject to an acceptable Business Case that has been endorsed by the business owner (typically a Dean, Director or Executive Director) and the relevant Head of Campus, following consultation with the CMCO.
- 5.4 **Other purposes** If a Dean, Director, or Executive Director considers that a supplementary logo would be beneficial, its use is subject to approval by the Vice

Chancellor and will normally only be granted in exceptional circumstances. A business case should be presented to the Head of Campus and to the CMCO for endorsement in the first instance, and then to the Vice Chancellor.

6 Approval Process for Using a Supplementary Logo –Student bodies, clubs, committees, societies and associations

- 6.1 **Campus-based use:** Use of a supplementary logo on a single campus is subject to approval by the relevant Head of Campus. Approval will be subject to an acceptable Business Case that has been endorsed by the Executive Director, Student Recruitment and Services (Sydney Campus) or Executive Director Admissions and Student Services (Fremantle and Broome Campuses), following advice from the CMCO.
- 6.2 **School-based use:** Use of a supplementary logo at a School level is subject to approval by the relevant Head of Campus. Approval will be subject to an acceptable Business Case that has been endorsed by the relevant Dean, following advice from the CMCO.
- 6.3 **National use:** Use of a supplementary logo on a national scale is subject to approval by the Vice Chancellor. Approval will be subject to an acceptable Business Case that has been endorsed by the Executive Director, Student Recruitment and Services (Sydney Campus) and the Executive Director Admissions and Student Services (Fremantle and Broome Campuses) following advice from the CMCO.

7 Business Case for use of a Supplementary Logo

- 7.1 A Business Case for use of a supplementary logo should include, but not be limited to, commentary on the following:
- Current situation;
 - Case for change, including any risks;
 - Proposed use of the supplementary logo;
 - Research and consultation undertaken;
 - Cost implications of any change;
 - The creative brief/vision for the proposed supplementary logo;
 - Any legal issues (such as in relation to Copyright);
 - Time lines and schedule;
 - Name and position of person submitting the request.

8 Roles and Responsibilities

- 8.1 The Office of Marketing and Communications (OMC) will assist with the creation of artwork for any supplementary logo that has been approved, which will then be available for use in accordance with the approved Business Case.
- 8.2 The University will retain copyright over any approved supplementary logo and reserves the right to change it or withdraw permission for its use at any time.
- 8.3 The relevant Dean, Executive Director or Director, or the relevant Student Executive or elected representative will be responsible for using the supplementary logo in accordance with the approved Business Case.

Version	Date of approval	Approved by	Amendment
1	1 June 2016	Vice Chancellor, following endorsement by the Student Board, 31 May 2016.	New Guideline.
1.1	23 February 2017	Vice Chancellor	Minor amendments to Definitions section and Clauses 6.1 and 6.3 to change title of PVC (SES) to Executive Director, Student Recruitment and Services.