POLICY STATEMENT

1 Intent

Outline the principles underlying the production of UTAS branded material.

2 Scope

All visual material (printed or electronic) created by any UTAS project, program, unit, school, faculty, division, institute or centre of the University.

3 Objective(s)

To:
- effectively promote UTAS identity, vision and reputation through maintenance of a high profile and clear image in all published materials; and
- ensure that all published material complies with approved visual standards.

4 Definitions and Acronyms

Branding Use of UTAS approved logos and a graphic model that identifies UTAS distinctive and unique character in all published material.

Published material Includes all print media, electronic and digital media, and other visual media (eg film, photographic representations etc.)

GLP Governance Level Principle

PRUE Public Relations & University Extension Unit

UTAS University of Tasmania

Public Brand The UTAS lion to be used for all general UTAS publications

Regal Brand The UTAS coat of arms that is restricted to legal or formal documents such as testamurs
5 Policy Maker

Director, PRUE.

6 Policy Provisions

6.1 A goal of the UTAS Strategic Plan is that UTAS will have a clear brand that is recognised and attractive locally, nationally and internationally, and a marketing profile that supports its strategic objectives.

6.2 The UTAS brand is based on the use of two logos (the ‘UTAS lion’ and the ‘UTAS coat of arms’) and the graphic model that details their proper use in published material.

6.3 The ‘UTAS lion’ is the Public Brand and is used on all UTAS communications. Use of the ‘UTAS coat of arms’ is highly restricted mainly to legal or more formal documents, such as testamurs.

6.4 The graphic model is supported by strong and carefully managed visual standards. These visual standards and the guidelines for their use are developed and maintained by PRUE and are available at: http://www.utas.edu.au/visualstandards/. PRUE provides advice on the development of branded publications and the application of visual standards.

6.5 The visual standards establish guidelines for the use of UTAS logos, and colours, type styles and design styles. The visual standards create a common identity for all UTAS material. The standards can also be individualised, under the general UTAS brand, for use by any UTAS project, program, unit, school, faculty, division, institute or centre of the University.

6.6 The use of the UTAS brand and adherence to visual standards is mandatory for all published material, documents and communications, including, but not limited to:
- press publications: advertisements, public announcements or invitations to events;
- UTAS publications: brochures, reports and promotional material;
- stationery: letterhead, envelopes, business cards and so on;
- merchandise: clothing, bags and other promotional items; and

6.7 The University appoints a panel of preferred suppliers to service the University’s advertising and marketing requirements. Members of the panel must be used for all externally developed materials. The only exception to the use of the preferred suppliers is in the creation of communications in-house.

6.8 UTAS has formal agreements with a range of strategic partners, for example, the Tasmanian Government, individual State agencies, industry and other research organisations. The visual standards provide templates and guidelines for material published through these relationships, some of which are supported through their agreements.
7 Supporting/Related Documents

- GLP8 Public Relations and Communications
- University of Tasmania Plan 2005-2007

8 Key Words

- UTAS Branding
- Visual Standards

9 Supporting Procedures/ Guidelines


## RESPONSIBILITIES

<table>
<thead>
<tr>
<th>Implementation</th>
<th>Director, PRUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliance</td>
<td>Director, PRUE</td>
</tr>
<tr>
<td>Monitoring and Evaluation</td>
<td>Director, PRUE</td>
</tr>
<tr>
<td>Development and/or Review</td>
<td>Vice-Chancellor</td>
</tr>
</tbody>
</table>
| Interpretation and Advice| Director, PRUE  
                          | Director and staff, PRUE |

## WHO NEEDS TO KNOW THIS POLICY?

- All UTAS staff involved in developing and producing UTAS branded material.
- Student bodies.
- Other stakeholders as appropriate.

## EFFECTIVENESS OF THIS POLICY

- All published material complies with Visual Standards and Brand Identity Guidelines.

## POLICY HISTORY

<table>
<thead>
<tr>
<th>Policy No.</th>
<th>CORP 7.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved / Rescinded</td>
<td>Approved</td>
</tr>
<tr>
<td>Date</td>
<td>07/12/2007</td>
</tr>
<tr>
<td>Vice-Chancellor</td>
<td>Professor Daryl Le Grew</td>
</tr>
<tr>
<td><strong>Signature</strong></td>
<td>(signed)</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
</tr>
<tr>
<td><strong>Date of Review</strong></td>
<td>01/10/08</td>
</tr>
</tbody>
</table>