

Communications and Brand Policy

Version 1 – Approved 25 September 2020

Purpose:

The University of Tasmania is deeply committed to enhance the University's profile and reputation as a provider of world-standard learning, teaching and research and its role as a significant contributor to the economic social and cultural life of Tasmania. The University is also deeply committed to the promotion and protection of the University brand, and to ensure quality, consistency and professionalism of all University of Tasmania communications.

1	Communication	Responsible
1.1	University communications will be in plain, clear language underpinned by a commitment to accuracy, honesty and authenticity.	Executive Director Strategic Communications
1.2	The University understands the critical role of listening in communicating. Communications will be grounded in a deep understanding of the views and needs of stakeholders – both internal and external – and form the basis of conversations designed to build shared understanding.	Executive Director Strategic Communications
1.3	The University appreciates the diversity of its community and is committed to communicate in a timely way across multiple channels so the right information is freely available to those it is relevant to.	Executive Director Strategic Communications
2	Brand	
2.1	The University brand will connect the University community and contribute to a shared understanding of our vision, mission and values.	Chief Marketing Officer
2.2	The University brand will guide decision-making and contribute to achievement of University strategy.	Chief Marketing Officer
2.3	The ideas and images which embody our brand, including the logo, will be applied consistently across the institution.	Chief Marketing Officer

Definitions and acronyms: [University communications](#)

25 September 2020 *Once printed this is an uncontrolled document:* [Version history](#)

All University community members must comply with all relevant laws and regulations, University By-Laws, ordinances, policies and procedures.