Brand Policy

Section 1 - Purpose and Scope

(1) The University of Queensland (UQ) recognises the importance of protecting and enhancing the UQ brand. A distinctive brand is a valuable asset. The professional and consistent application of the brand will enhance the university's global reputation and better position UQ effectively to stakeholders.

(2) This Policy provides a framework to protect and promote the UQ brand to ensure consistency in the way it is used and ensure the university benefits from the consistent and coherent application of the brand.

(3) This Policy applies to all UQ staff, students and controlled entities. Anyone who acts for or on behalf of UQ to produce materials that feature the UQ logo or brand elements must adhere to this Policy, its associated Brand Procedure and the following guidelines:

  a. UQ Brand Guidelines
  b. UQ Written Style Guide
  c. UQ Digital Asset Manager (DAM) User Guide

Section 2 - Principles and Key Requirements

(4) The UQ brand will be managed in accordance with the following principles:

  a. UQ adopts a master brand (one university, one brand). UQ wholly owned, staffed and operated entities work within the UQ Brand Guidelines and do not have a separate brand identity.
  b. The UQ logo is an important and valuable symbol and the cornerstone of UQ's brand identity. Use of the logo must be in strict accordance with the Brand Procedure and guidelines.
  c. Unless permitted by the Chief Marketing and Communication Officer (CMCO), UQ's brand elements (such as the logo or name) may not be used to advertise, or to imply UQ's endorsement of, an external company, product or service. This includes UQ alumni, external organisations, programs or activities desiring acknowledgment of UQ participation, involvement or support.
  d. Unless formalised by agreement, use of UQ's brand for non UQ-related business, including by students, student groups and external entities (other than UQ controlled entities), is prohibited without the permission of the CMCO.
  e. The creation of names, sub-brands and trademarks are formalised through prior approval and consultation with Marketing and Communication (M&C) with final approval from the CMCO and Vice-Chancellor.
  f. M&C monitors all branded collateral – across all touchpoints – to deliver a cohesive brand experience that achieves an intended outcome for UQ.
  g. M&C co-ordinates enterprise-wide teams and resources for efficient, cohesive delivery of branded collateral.
  h. UQ's Digital Asset Manager (DAM) is the central repository for marketing and content distribution for all UQ brand-compliant digital assets. As the single source of truth, assets must not be stored elsewhere.

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Section 3 - Roles, Responsibilities and Accountabilities

Chief Marketing and Communication Officer

(5) The Chief Marketing and Communication Officer (CMCO) is responsible for the oversight and implementation of the UQ Brand Policy, and is the initial escalation point for any policy conflicts.

(6) The CMCO may delegate responsibility for implementing procedures associated with this Policy to the Head of Brand and Creative Services.

(7) The CMCO or their delegate may provide written approval for the application of UQ's brand.

Marketing and Communication

(8) Marketing and Communication (M&C) is responsible for developing, maintaining and monitoring the UQ Brand Guidelines, UQ Written Style Guide and the Digital Asset Manager (DAM).

Users of the UQ Brand

(9) Anyone who acts for or on behalf of UQ to produce materials that feature the UQ logo or brand elements including UQ staff, students and controlled entities, are responsible for using the UQ brand only as permitted and outlined in the [Brand Procedure](#) and Guidelines.

Section 4 - Monitoring, Review and Assurance

(10) The CMCO is accountable for developing, implementing, reviewing and enforcing the requirements of this Policy and its associated [Brand Procedure](#) and Guidelines to ensure they are fit for purpose.

(11) For any application of the UQ brand not covered by this Policy or its related [Procedure](#) or Guidelines, approval from the CMCO or their delegate is required.

Breach of Policy

(12) The CMCO may:

    a. remove inappropriate or unacceptable content from any UQ format, medium or channel;
    b. request that breaches of this Policy be corrected, including but not limited to surrendering non-compliant materials or products for destruction.

(13) Breach of this Policy may constitute misconduct and may result in disciplinary action.

(14) UQ may take legal action for unauthorised use of the UQ logo or other elements of its brand.

Section 5 - Recording and Reporting

(15) All brand related implementation as described in this Policy will be captured in the M&C workflow, planning and collaboration tool. A regular reporting cycle will be established in line with the UQ planning cycle.

Section 6 - Appendix

Definitions, Terms and Acronyms

Term	Definition
Brand	UQ's distinctive identity, which is conveyed to stakeholders and other audiences through the UQ name (The University of Queensland or UQ), logo, taglines, tone of voice and visual identity.
Brand guidelines	The standard requirements for use of UQ's brand identity, determined by the CMCO.
Digital Asset Manager (DAM)	A cloud-based system that facilitates the creation, management, organisation, production and distribution of UQ brand-compliant digital assets.
Logo	The primary graphic device used to visually identify UQ.
Stakeholder	Groups or individuals with an interest and concern in UQ's operations and strategic direction. UQ has defined its key stakeholders into eight key groups: future students, current students, alumni, staff, donors, research, corporate and community.
Sub-brand	A subsidiary or extension brand that is tied to the UQ brand, but carries its own name, visual communication and market strategy.
Tone of Voice	Refers to the personality and emotion used in UQ's communication, encompassing everything from the words and language used, to the personality and image UQ aims to invoke.
Touchpoints	Any format, medium or channel UQ uses to promote the brand to stakeholders.
Visual Identity	UQ's visual brand elements, which include the logo, colour palette, fonts, graphic devices and photographic and design style in both print and digital assets.

Status and Details

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