

Marketing and Brand Policy



1 Purpose

To outline the University's marketing and brand management principles, to ensure the protection of the University's reputation.

2 Scope

This Policy applies to all University Members and anyone who acts for or on behalf of the University, to produce communications and materials that feature the University's Brand Marks and proposition.

3 Policy Statement

The University's brand and marketing is critical to its long-term success and all Employees must take responsibility for protecting and enhancing the University's brand.

The Policy aims to minimise the Risk or misuse of the brand to ensure marketing and promotional activities associated with the brand are an accurate and positive representation of The University that enhance brand recognition and engagement.

The University expects all relevant parties to utilise the Brand Marks correctly and consistently, ensuring they adhere to the University's Brand Guidelines and the master brand strategy outlined within it.

4 Principles

The University operates under a Master Brand strategy (one University, one brand). Entities and schools that sit within the University do not have separate identifiers or Brand Marks (unless approved) and must work within the published Brand Guidelines.

The University is committed to:

- maintaining a unified and consistent brand.
- ensuring proper use of its Brand Marks.
- protecting its Brand Marks from unauthorized use.

- managing its brand representation through approved entities and processes.
- protecting its brand from being used for endorsement or advertisement without approval.
- upholding its brand integrity by requiring compliance with established guidelines in all relevant materials.

Breach of this Policy and subordinate Policy Instruments may constitute misconduct and disciplinary or legal action.

4.1 Responsibilities

The Brand Marks and Master Brand strategy are owned, approved, and endorsed by the University Council and the Vice-Chancellor's Executive. The strategic direction set by these parties must be followed to ensure the brand remains fit for purpose in managing the University's functions and strategic direction.

The Director of Marketing (or delegate) is responsible for the following:

- approval of branding that sits outside of the published Brand Guidelines
- approval of Brand Marks of University entities and affiliated Student bodies
- approval of Brand Marks used to advertise, or imply endorsement, of an external company, product or service

5 References

Nil.

6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

7 Policy Information

Accountable Officer	Vice-Chancellor
Responsible Officer	Vice-Chancellor
Policy Type	Executive Policy

Failure to comply with this Policy or Policy Instrument may be considered as misconduct and the provisions of the relevant Policy or Procedure applied. A hard copy of this electronic document is uncontrolled and may not be current as UniSQ the University regularly reviews and updates its Policies and Policy Instruments. The latest controlled version can be found in the UniSQ's [Policy and Procedure Library](#).

Policy Suite	Advertising Procedure
	Merchandise Procedure
	Sales and Student Recruitment Procedure
	Website Procedure
Subordinate Schedules	
Approved Date	30/5/2025
Effective Date	30/5/2025
Review Date	30/5/2030
Relevant Legislation	
Policy Exceptions	Policy Exceptions Register
Related Policies	
Related Procedures	
Related forms, publications and websites	
Definitions	Terms defined in the Definitions Dictionary
	Brand Mark The logo, fonts, and other visual identifiers of the brand.
	Council Council means the governing body, the University of Southern Queensland Council.
	Policy A high level strategic directive that establishes a principle based approach on a subject. Policy is operationalised through Procedures that give instructions and set out processes to implement a Policy.
	Policy Instrument A Policy Instrument refers to an instrument that is governed by the Policy framework. These include Policies, Procedures and Schedules.

	<p>Risk</p> <p>The effect of uncertainty on objectives.</p> <p>Student</p> <p>A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.</p> <p>University</p> <p>The term 'University' or 'UniSQ' means the University of Southern Queensland.</p> <p>University Members</p> <p>Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.</p>
	<p>Definitions that relate to this policy only</p>
Keywords	
Record No	24/184PL