

# Advertising and Brand Management Policy

**N** nahea i Whakarerek | Last Modified June 2023  
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across University publications, layouts, stationery and desktop publishing, to ensure accuracy and consistency. Together they constitute key brand management tools and must be adhered to at all times. The Guidelines are set out in controlled documents but are available on the intranet for reference purposes. Printed copies are available from the Marketing Team.

### **Approved Designers**

All on-campus design work must be undertaken by the University designers (UC Marketing Team).

All outsourced design work must go through [UC Marketing \(University Marketing webpages\)](#).

### **University Advertising Agency**

An essential element of this policy is that all University advertising created

oversight by the Director of Marketing or Associate Director of Marketing. Multi-site research centres (i.e., ones which function across a number of universities, such as the MacDiarmid Institute), may also develop separate identities.

Where the University logo is used in an unapproved or inappropriate way, the University will not recognise it as an official logo and it will be removed or excluded from any official materials or the University website.

## Icons

Icons (images affiliated with certain areas) may be permitted as images in very specific circumstances, such as when they were developed prior to the rebranding in 2004 and have long standing associations (e.g., the Macmillan Brown Centre's Te Kete).

This policy, however, provides the following rules:

Icons must always be used in conjunction with the University logo and brand architecture.

The affiliation with the University is always the primary message, and areas with icons must not look visually like equal partners or separate institutions. It must always be clear that they are part of the University.

The icon never replaces the University logo on conference or sponsorship materials, and cannot be used without the University logo being present. The icon should be smaller than the University logo wherever possible.

Use of the icon must not compromise brand architecture rules (i.e., could be used on the interior or back of publications, or as the key image in the photographic window on publications) and it must never replace the positioning of the University logo on materials.

Use of the icons on University material is always subject to the approval of the Director4 reW\*nBT



