

Corporate Identity Policy

Section 1 - Introduction

(1) The way in which the University of Newcastle presents itself influences the image that people have of the University. The University of Newcastle's name, logo and key messages are integral to the University's identity.

Section 2 - Policy Intent

(2) The aim of the University's Corporate Identity Policy is to project and promote a single, consistent identity for the University of Newcastle.

(3) The University's controlled entities are outside of the scope of this policy.

Section 3 - Scope

(4) This policy applies to the University of Newcastle name, logo, key messages, corporate colours, typefaces and other elements of the University's corporate identity.

Section 4 - Policy

Approval and Implementation

(5) The Vice-Chancellor approves the corporate identity of the University that is applied to stationery, advertising, web site, signage, certificates, degrees and other corporate uses.

(6) Guidelines for applying the University's corporate identity are provided in The University of Newcastle [Corporate Identity Guidelines](#). These guidelines define acceptable and unacceptable use of the University corporate identity.

(7) The [Corporate Identity Guidelines](#) are reviewed and updated by Marketing and Public Relations.

(8) Implementation of the University's corporate identity is managed by the Marketing and Public Relations Office. All applications of the University corporate identity whether produced by the University of Newcastle or third parties must be consistent with the [Corporate Identity Guidelines](#) and by approved by Marketing and Public Relations or a member of the Senior Executive.

(9) Staff and students must not use the University of Newcastle's corporate identity, in ways that may be misleading, deceiving or lead to unfavourable perceptions of the University. All usage must reflect the corporate identity of the University of Newcastle set out in the [Corporate Identity Guidelines](#).

Use of University Logo and Stationery

(10) Staff may only use the University's logo or corporate stationery (including business cards), in their capacity as an employee of the University.

(11) Students may only use the University's logo or corporate stationery when specifically authorised by the relevant Deputy Vice-Chancellor, Pro Vice-Chancellor or research supervisor, in their capacity as a student of the University.

Status and Details

Status	Historic
Effective Date	11th February 2013
Review Date	31st December 2019
Approval Authority	Vice-Chancellor
Approval Date	22nd June 2009
Expiry Date	15th September 2022
Responsible Executive	Kent Anderson Deputy Vice-Chancellor Global
Enquiries Contact	Tracy Chalk Chief Marketing Officer 02 4921 6850

Glossary Terms and Definitions

"University" - The University of Newcastle, a body corporate established under sections 4 and 5 of the University of Newcastle Act 1989.

"Corporate identity" - The consistent image of the University of Newcastle conveyed through name, logo, key messages, corporate colours, typefaces and other elements.

"Student" - A person formally enrolled in a course or active in a program offered by the University or affiliated entity.

"Staff" - Means a person who was at the relevant time employed by the University and includes professional and academic staff of the University, by contract or ongoing, as well as conjoint staff but does not include visitors to the University.