Advertising and Brand Management Policy

Nōnahea i Whakarerekē | Last Modified	July 2025
Rā Arotake | Review Date	July 2029
Mana Whakaae | Approval Authority	Assistant Vice-Chancellor Engagement
Āpiha Whakapā | Contact Officer	Director of Marketing

Kupu Whakataki | Introduction

This policy covers how the University brand is managed which includes how and when logos of the University can be used.

Kaupapa Here | Policy Statements

The creation of a recognisable identity and brand reflects the professionalism required to support the University's status as a prestigious institution of higher learning, enhances the University's student and staff recruitment efforts, and achieves cost efficiencies.

This policy applies to all staff that undertake brand work or use the UC logo.

Brand Management

The Director of Marketing is the official "Brand Manager" for the University. Final decisions about the use of the logo and identity rest with this position.

As Brand Manager, the Director of Marketing will have oversight of all University advertising and promotional material and has the delegation to require compliance from all parts of the University. This delegation is from the Assistant Vice-Chancellor Engagement on behalf of the Vice-Chancellor.

The Brand Manager works closely with UC Design, UC Print, and approved designers on campus and is responsible for managing the relationship with external design and advertising agencies for outsourced work.

The *UC Brand Guidelines (Staff only)* together with the *UC Māori Design Guidelines* outline information on the use of the logo, approved fonts, correct usage of Māori graphics

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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) (Staff only),* prior to engaging a provider

University Advertising Agency

An essential element of this policy is that all University advertising created and any outsourced design work must go through *UC Marketing (University Marketing webpages)*. This is essential to maintain a strong brand presence and consistency in the UC visual identity and in all advertising communications.

Media Bookings

To ensure coordination of university marketing, cost efficiencies, and effective media placement, all media bookings (with the exception of Human Resources advertising) must be made by the University's Advertising Agency, The Media Dept Ltd. If it is believed that any significant discounts can be made by booking some advertising directly, the University's Advertising Agency must be given the opportunity to match this price. If they cannot, permission will be given by the Director of Marketing to book directly.

The University Logo

The University has a single official logo that must be used by all departments, schools, faculties, service units and research centres. All materials must adhere to the approved University brand guidelines and architecture. To maintain the strong brand consistency and for cost efficiency, secondary logos **are not** permitted.

The logo may be used internally for any official University or Marketing purpose as well as relevant external audiences with the permission of the Brand Manager only. Use of the logo must comply with the standards outlined in the *UC Brand Guidelines (PDF) (Staff only)*. This ensures the University's identity is applied consistently and prominently.

Where a research centre is also a private company (e.g., HITLabNZ), it may use the University logo alongside their own branding but only with the approval and 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 develop separate identities.

Any use of the University logo that is unapproved or inappropriate will not be recognised as official. Such instances may result in the logo being removed or excluded from any official

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University materials and websites.

Illustrations or Vector art (including images affiliated with specific areas) may be permitted in limited 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 University's identity must remain the primary message. Icons must not imply equal partnership or suggest that the area is a separate institution. It must always be clear that they are part of the University.

- The icon may not replace the University logo on conference or sponsorship materials and must always appear alongside it. Wherever possible, 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.

- **All use of icons on University materials requires approval** from the Director of Marketing or Associate Director of Marketing.

- New icons and graphic elements are **not** to be developed.

Where a unique identity is required, such as a new research centre or an event, UC Marketing can develop a mark which consists of University logo followed by the name (e.g., Te Rāngai Pūkaha) | Engineering.

Tautuhinga | Definitions

Brand Architecture – the visual identity is made up of the logo and a framework or "architecture" which specifies how it is to be used. The logo on its own does not comprise a visual identity, there are other factors such as fonts, colour palettes, design specifications and templates. These make up our "architecture".

Brand Manager – final decisions about the use of the logo and identity rest with this position. The aim is to ensure guidelines in the brand architecture (framework) are followed and there is consistency across the University.

Brand Manual – this is the document which specifies the fonts, layouts, rules, colour palettes, use of imagery, and graphic design specifications for the new logo and visual identity.

Staff or Staff Member – for the purposes of this policy, the definition of "staff" or "staff member" extends to cover all persons working at, for, or on behalf of, the University (whether paid or unpaid), including but not limited to contractors, subcontractors and their employees, adjunct appointees, Erskine visitors, consultants, guest lecturers, interns and volunteers, Council members, committee appointees and the University's wholly owned subsidiary or

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associated companies / trusts staff and board members and, where applicable, students.

He kōrero anō | Related Documents and Information

Te Pātaka Kaupapa Here | UC Policy Library

- UC Web Policy

Te Pae Tukutuku me te Ipurangiroto o UC | UC Website and Intranet

- Arataki Tohu Māori – UC Māori Design Guide (Staff only)
- Marketing (University Engage with UC website) (Staff only)
- UC Brand Guidelines (Staff only)
- UC Style Guide (University Style Guide website) (Staff only)

Document History and Version Control Table			
Version	**Action**	**Approval Authority**	**Action Date**
For document history and versioning prior to 2013 contact ucpolicy@canterbury.ac.nz			
1.00	Major review of document and conversion onto new template.	Communications and External Relations	Apr 2013
1.01	Director, CER replaced by Director, SSAC in line with current title. Updated hyperlinks.	Policy Unit	Oct 2013
1.02	Document review date pushed out.	Policy Unit	Feb 2014
1.03	Hyperlinks updated; minor formatting.	Policy Unit	Jun 2014
1.04	Review date pushed out.	Policy Unit	Sep 2014
1.05	Scheduled review by Contact Officer.		Feb 2015
2.00	Scheduled review by Contact Officer, minor change only – deletion of references to Design Works.	Policy Unit	Mar 2017
2.01	Change of Contact Person to Contact Officer.	Policy Unit	Mar 2017
3.00	Scheduled review, minor changes.	Executive Director, Student Services & Communications	Apr 2019
3.01	Minor changes and hyperlinks updated.	Policy Unit	Jun 2019
4.00	Scheduled review, minor changes to content and content layout.	Executive Director, People, Culture & Campus	Jun 2021
4.01	Scheduled review, changes to AA, CO and minor updating.	Executive Director, People, Culture & Campus	Jun 2023
5.00	Scheduled review, minor changes and update to links.	Policy Unit	Aug 2023

This policy remains in force until it is updated.