

Corporate Identity Policy

Section 1 - Purpose

(1) The way in which QUT visually presents itself to the public influences the image that people have of the University.

(2) The aims of the Corporate Identity Program are:

- a. to create a single, consistent and clear visual identity for QUT
- b. to project the University as a professional, reliable and contemporary organisation
- c. to standardise the University's visual presentation in a number of applications, thereby increasing efficiency
- d. to ensure that high standards for quality and suitability are maintained for signs, promotional items, merchandise and apparel, publications, advertising, and corporate functions

(3) The rules governing corporate identity including use of the QUT logo are outlined in the QUT Brand Centre - corporate identity manual ([Corporate Identity and QUT Logo](#)).

Section 2 - Application

(4) The QUT Corporate Identity includes the QUT logo and real world tagline (both Registered Trade Marks), corporate colours, typefaces and other elements of visual identity. The corporate identity standards are applied to all corporate uses such as development and maintenance of University web pages, publications, official uniforms, official apparel items produced for special events or for distribution to staff or students, stationery, signage, certificates and parchments.

Section 3 - Roles and Responsibilities

Position	Responsibility
Vice-Chancellor and President	Approves the corporate identity of the University. Approves the format of corporate events and functions.
Vice-President (Administration) and University Registrar	Approves use of the QUT name, logo and tagline in accordance with this Policy.
Executive Director, Marketing and Communication	Develops and periodically reviews the QUT corporate identity manual (Corporate Identity and QUT Logo). Manages implementation of the University's corporate identity. Produces the QUT Annual Report, which gives an overview of QUT and its operation for the calendar year. Approves all externally visible official QUT social media presences and maintains a register of approved social media accounts.

Position	Responsibility
Manager, Brand and Creative Studio	<p>Approves proposals to produce QUT-branded items for gift or sale to staff, students or external stakeholders.</p> <p>Approves final artwork for promotional items as being compliant with corporate identity standards.</p> <p>Manages all printing projects and promotional websites including engaging external print and design suppliers and web design or programming services as needed; or provides approval to another QUT area to do so in limited circumstances.</p> <p>Approves applications for the use of the QUT name, logo or tagline, whether produced by QUT or third parties.</p>
Director, Student Administration	<p>Produces the QUT Handbook which is an annual, official record of courses and offerings.</p>
Staff and students	<p>Ensure compliance with the QUT corporate identity manual (Corporate Identity and QUT Logo).</p> <p>Seek approval of the Brand and Creative Studio before production and distribution of any promotional material, or use of QUT name, logo or tagline, on materials.</p> <p>Obtain approval for corporate events and functions.</p>

Section 4 - Corporate Events and Functions

(5) Corporate events and functions hosted by any unit of QUT are those which involve representation at the highest level (e.g. Council, Vice-Chancellor and President) with dignitaries and other community members. They include such events as graduation ceremonies and orientation, building openings, ministerial and official visits, business functions, and centre launches.

(6) The function format is approved by the Vice-Chancellor and President. Where a function follows a standard format or is professionally stage-managed, the Vice-Chancellor and President may provide an ongoing approval.

(7) Planning for events and functions is undertaken by the host unit with advice from the Marketing and Communication Department. The host unit is responsible for obtaining approval for the function and for the full implementation of the function. The Marketing and Communication Department can assist in pre-promotion and media coverage of corporate events.

Section 5 - QUT Name, Logo and Tagline

(8) It is not permissible for students or staff to use the QUT name, logo and tagline for assignments, outside work, or for any other purposes not approved by the University. Without limiting the generality of this, staff and students must not:

- assume or use in connection with any trade, business or profession, or any club, association or person, the QUT name, logo or tagline, or any name, logo or tagline so nearly resembling the QUT name, logo or tagline as to be likely to deceive
- print, publish or distribute to any person or cause to be printed, published or distributed to any person any written or printed matter whatsoever on which appears the QUT name, logo or tagline, or any name, logo or tagline so nearly resembling the QUT name, logo or tagline as to be likely to deceive
- reproduce or represent by any means whatsoever on any vehicle, article or material whatsoever, the QUT name, logo or tagline, or any name, logo or tagline so nearly resembling the QUT name, logo or tagline as to be likely to deceive.

(9) Breach of this clause may constitute misconduct by a staff member or student, and may be dealt with under relevant instruments (in the case of students, QUT [Code of Conduct - Student](#) or, in the case of staff, the [relevant industrial agreement](#) (QUT staff access only) or policy).

(10) Heads of School and Discipline Heads may grant special permission for use of the QUT logo on assignments where these are a part of a community project and are to be distributed as representative of the University. In such cases, a copy of the proposed usage must be sent to the Executive Director, Marketing and Communication for checking before the document is printed/distributed.

Section 6 - QUT Australian Indigenous Identity

(11) The QUT Indigenous Australian visual identity communicates key messages about QUT's engagement with and presence of Indigenous Australian culture, knowledges, people and Country.

(12) The identity was developed as part of the University's commitment to Indigenous Australian engagement, success, and empowerment.

(13) It is not permissible for students or staff to use the QUT Indigenous Australian visual identity for any purpose without prior approval from the Marketing and Communication Department.

(14) Breach of this clause may constitute misconduct by a staff member of student.

Section 7 - Publishing and Printing

(15) All print and promotional resources for Marketing and Communication purposes must be managed through the Brand and Creative Studio. The use of in-department design or production is not permitted.

(16) The University outsources the production of high volume, high quality digital printing and photocopying of non-promotional material, where no design or typesetting is required. Such digital printing and photocopying is covered by a Queensland Government Chief Procurement Office's Standing Offer Arrangement.

Section 8 - Editorial Quality

(17) High editorial standards of readability, accuracy and consistency are essential to promote QUT as a quality institution.

(18) All QUT promotional material or publications for sale outside the University should be edited and proofed by a person with relevant tertiary qualifications or equivalent experience, who is not the same person responsible for writing the publication.

Section 9 - Definitions

Term	Definitions
QUT Name	Includes 'the Queensland University of Technology', 'QUT', 'the University' or other words used by QUT from time to time as its name.
QUT Logo	Means the official logo of QUT as approved by the Vice-Chancellor and President following consultation with Council .
QUT Tagline	Means the words 'the University for the Real World' as approved by the Vice-Chancellor and President following consultation with Council .

Section 10 - Delegations

(19) Refer to [Register of Authorities and Delegations](#) (VC006, VC007, VC008) (QUT staff access only).

Status and Details

Status	Current
Effective Date	19th October 2022
Review Date	31st October 2025
Approval Authority	Vice-Chancellor and President
Approval Date	19th October 2022
Expiry Date	Not Applicable
Policy Owner	Xavier Amouroux Executive Director, Marketing and Communication
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