



Brand Panel Terms of Reference

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Overview

The University Brand Panel has strategic oversight of issues associated with the effective management of the University's brand.

Its role encompasses the development, monitoring and review of principles, policies, procedures, guidelines, standards and strategies with respect to all issues concerning the University's brand and to make recommendations and decisions as appropriate, to ensure the integrity of the brand is protected at all times.

The Brand Panel is also charged with the responsibility of ensuring alignment to the University masterbrand strategy, as approved by University Executive in February 2017.

Function

The University Brand Panel, as chaired by the Executive Director, Marketing and Communications:

1. ensures alignment of the brand with the University's strategic direction and values;
2. approves use of the University logo for official University purposes in accordance with the University Brand Guidelines where required;
3. reviews and updates the Brand Guidelines;
4. assesses and approves, if appropriate, use of the University logo and brand materials at variance with the Brand Guidelines;
5. approves the use of the University logo and brand materials by third parties (where required);
6. recommends changes to the University brand to the Vice-Chancellor for approval by the University Executive; and
7. takes action to rectify breaches of policy or address disputes.

Terms of Reference

The University Brand Panel may, for and on behalf of the University, approve:

- (a) how the University brand is to be applied in communications and promotions including advertising, marketing, public relations, signage, websites and electronic media, merchandise and other communication mediums;
- (b) advertising and promotional campaigns using the brand, where appropriate and relevant;
- (c) development and use of approved devices, consistent with the brand, from time to time for particular campaigns or activities;
- (d) use of a permanent device to define a program, event or service where it is necessary to distinguish it from general University activities to the extent that the device is consistent with the brand; and
- (e) use of an emblem by affiliated student groups, sporting clubs or student associations to be used alongside the University logo.

Co-branding and Unique Identities

The University Brand Panel may approve co-branding linking the University logo with one or more third party logos for a common function or activity, such as:

- (a) acknowledgements, sponsorships and promotions (eg in advertising where the University is one of a number of sponsors or supporters of an activity);
- (b) memberships (eg where the University is a member of a professional association);
- (c) approved collaborations or joint ventures between the University and another entity; and
- (d) subject to the logo being displayed in accordance with the requirements set out in the Brand Guidelines.

The University Brand Panel may approve a distinct corporate logo only in very limited circumstances:

- (a) formal legal joint venture – where the University has entered into a legal joint venture agreement establishing a distinct or separate legal entity, for which, by agreement of the parties, the agreement expressly approves creating a distinct corporate logo; and
- (b) controlled entity of the University – where the University Brand Panel is satisfied that the functions or activities of the entity are entirely separate from those of the University (ie it does not provide educational or research services, or does not provide services to the University) or where the use of a distinct brand would improve the capacity of the entity to market its goods or services in a competitive market.

Standing Members

The Brand Panel has equal representation across External Relations, Chancellery and Academic Divisions. Members are expected to contribute to the Panel in the overall interests and objectives of the University not to represent their particular organisational constituencies. Members of the Panel present recommendations, play a facilitation role, and ensure that appropriate consultation and communication occurs.

The rotating members will be appointed on a 12-monthly basis, to enable consistency in decision making. These members will be identified by the Executive Director, Marketing and Communications (Chancellery) in consultation with academic divisions.

The Brand Panel meets twice yearly.

| Standing Members | |
|-------------------------|---|
| Siobhan Forbes (Chair) | Executive Director, Marketing and Communications (Chancellery) |
| Caroline Strong | Associate Director, Brand Strategy and Delivery (Chancellery) |
| Andrew Hockley | Director, External Relations (University Services) |
| Charlotte Holden | Associate Director, Marketing and Communications Planning (University Services) |
| Rotating Members | |
| To be appointed | Dean (or designated representative) |
| To be appointed | Dean (or designated representative) |
| To be appointed | Faculty Marketing Manager |
| To be appointed | Faculty Marketing Manager |

Roles and Responsibilities

Associate Director, Brand Strategy and Delivery (Chancellery) - Caroline Strong

Responsible for:

- Agenda development and distribution
- Submission process
- Distribution of minutes
- Convening the panel
- Communicating decisions made by the panel to stakeholders involved

Associate Director, Marketing and Communications Planning (University Services) - Charlotte Holden

Responsible for:

- Managing the Brand Panel submission process
- Minute taking

Proposed meeting dates

| | |
|--|----------------|
| University of Melbourne Masterbrand approved by University Executive | February 2017 |
| University of Melbourne design system approved by University Executive | November 2017 |
| Masterbrand and design system official launch | December 2017 |
| Brand Panel Meeting #1 | March 2018 |
| Brand Panel Meeting #2 | September 2018 |
| Brand Panel Meeting #3 | March 2019 |
| Brand Panel Meeting #4 | September 2019 |

The Role of External Relations

External Relations (ER) is the first point of call for brand enquiries. ER will consult with stakeholders to ascertain where they fit into the Brand Decision Tree and work with individuals to deliver brand solutions and provide advice on their individual branding needs. ER will facilitate design support, involving the Design team, Multimedia team, DOC web team, Learning Environments and/or an external agency where necessary.

ER will manage the content on Brand Hub, including the Brand Guidelines, ensuring there are clear rules on how to utilise the University brand and design system.

ER will assess the brand request, and liaise with Chancellery if further consultation is needed.

Items for submission to the Brand Panel will predominantly focus on marketing or communication problems that cannot be resolved through the initial stages of the brand process. Stakeholders preparing a submission to the Brand Panel will follow the process outlined below.

Submission to the Brand Panel may occur if:

- ER and client have worked together to come up with a branding solution that requires signoff by the Brand Panel.
- A custom solution is needed for the client, and ER is seeking the guidance of the Brand panel.
- A client does not agree with the brand advice provided by ER, and the client wishes to escalate their request through submission to the Brand Panel.

External Relations records brand decisions for all approved logos and identities, including brand decisions made by the University Brand Panel.

Brand Process

1. Contact ER to discuss your branding needs. ER will use the [Brand Decision Tree](#) to determine the appropriate approach.
2. ER will facilitate design support, involving the Design team, Multimedia team, DOC web team, Learning Environments and/or an external agency where necessary.
3. If a custom branding solution is needed, ER may advise you to submit a [Brand Brief](#) to ER via brand-info@unimelb.edu.au
4. ER will assess the Brand Brief and engage with Chancellery if necessary
5. ER will accept/decline the application and communicate the reasons for the decision
6. You may escalate by preparing a [submission](#) to the Brand Panel.
7. Complete the [Brand Panel Submission Paper](#), available for download from the [Brand Hub](#).



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Friday, 1 December 2017 | Authored by: Bianca Le Brocque, Brand, Advertising and Sponsorship Manager, External Relations