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A CONSISTENT STRATEGY
TO PROTECT OUR BRAND

Brand decision tree

Brand Decision Tree

*Where do you fit
within the brand
architecture portfolio?*

Use the Brand Decision Tree to:

- Find out more about how to use the University of Melbourne masterbrand/logo
- Find out if you're eligible to co-brand with the University of Melbourne masterbrand/logo
- Find out if you're eligible to create a new corporate logo/unique identity
- Find out if you can use the University of Melbourne masterbrand/logo to promote your club, group or organisation

Use the Brand Decision Tree (shown on the next page) to determine where you fit within the approved brand architecture.

