

Request For Third Party Use of UNE Brand Icons

Requesting Brand Icons for Third Party Use

Use of the UNE brand icons (Logo, Coat of Arms, University name) must be carefully monitored in order to protect their value and goodwill. This is especially important in the case of third party use. The University will protect the logos and its reputation by only authorising third party use where the following clear terms are agreed and on the conditions as defined on page 2.

Please complete the form below and submit to the Brand Officer for approval or consideration in the case of the Coat of Arms. Appropriate requests for use of the Coat of Arms will then be submitted to the Vice-Chancellor's office for approval.

Rationale for UNE Third Party Brand Icon Use

Please submit this form to Brand Officer by:

Email:

brand@une.edu.au using **Request for third party logo use** as the subject line

Fax:

6773 3482

Mail:

Publications Office, Marketing and Public Affairs, The University of New England NSW 2351

Name of the company/organisation requesting the logo:

Return to the University: (statement on benefit to UNE of the relationship with third party)

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Scope of permitted use:

Purpose (why is it being used):

Media used (ie what type – advert, print, web etc):

Geography (where used):

Duration (how long will usage be provided):

Authorisation – office use only

Request #

Brand Officer Signature:

Date:

Executive approval granted (Coat of Arms)

Date:

See attached email

Third Party Use of the logo and brand

Whilst UNE may agree to authorise the use of the UNE brand icons where appropriate, all parties must acknowledge that the brand has considerable goodwill and is of value to the University. The University will protect the brand by only authorising third party use of the brand icons where clear terms are agreed (eg scope of permitted use, duration of use, return to the University) and on the following conditions. The University also needs to avoid third party use of the brand where usage might falsely represent or imply University endorsement of products or services. The third party:

1. Must follow UNE visual guidelines, excepting where UNE is a secondary or third party sponsor in the publication. Where the logo does appear as a secondary or third party sponsor, every effort must be made to preserve the integrity of the logo, and where possible, UNE should see and approve finished art.
2. Prior to printing, and where the publication is primarily a UNE publication, fax or email (PDF) its intended use to the Brand Officer (brand@une.edu.au) for approval. Reasonable time must be allowed prior to the print deadline to resolve any anomalies which may arise. Preference is to sight artwork while in concept.
3. Must not manipulate the logo in any manner except for the proportional scaling of the graphic as a whole element.
4. It is not granted any proprietary interest in the brand. The whole of the goodwill associated with it, whether now existing or arising in the future, is the sole and exclusive property of the University.
5. Must not use the brand in a misleading or deceptive way.
6. Must not purport to bind the University or make any representations on its behalf.
7. Must not use or apply for registration of any similar marks or names containing the mark.

UNE reserves the right at any time to revoke the authority given under these conditions if there is any breach or if the quality or nature of any services or other things in respect of which the brand is used are unsatisfactory to the University.