

## Promotional Materials and Publications Procedure

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<b>Version</b>	1.0
<b>TRIM file number</b>	11/5414
<b>Short description</b>	A procedure outlining development and approval of promotional materials and publications.
<b>Relevant to</b>	All employees
<b>Authority</b>	This Procedure has been approved by the University Secretary in accordance with the Policy on Delegations and Authorisations.
<b>Responsible officer</b>	University Secretary
<b>Responsible office</b>	Office of Corporate Affairs
<b>Date introduced</b>	14 February 2011
<b>Date(s) modified</b>	
<b>Next scheduled review date</b>	February 2012
<b>Related University documents</b>	Brand Governance Policy Brand Governance Committee Terms of Reference Brand Guidelines Brand Marketing, Advertising and Promotion Compliance Procedure Advertising Procedure Approval of Devices, Emblems and Logos Corporate Signage Procedure Trade Marks Registration and Management Procedure
<b>Related legislation</b>	<i>Legislative Compliance Guide</i> <i>Education for Overseas Students Act</i> <i>Australian Training Quality Framework</i> <i>Trade Practices Act</i>
<b>Key words</b>	Policy, brand, governance, University, marks, logo, design, typography, colours, image, communication, corporate, style, branding, advertising, marketing, promotion, compliance, procedure

## **1. DEVELOPMENT AND APPROVAL OF PROMOTIONAL MATERIAL AND PUBLICATIONS IN PRINT AND ONLINE**

- 1.1 In consultation with relevant academic and business units, the Division of Marketing is responsible for and coordinates the production of a 'standard' corporate suite of Charles Sturt University course and/or marketing related promotional materials and publications to meet organisational marketing and student recruitment requirements as determined by the Division of Marketing.
- 1.2 Academic or business units (e.g. faculties, schools) wishing to produce additional course and/or marketing related promotional materials and publications, whether in print or online, outside the 'standard' corporate suite (hereby referred to as 'non-standard' promotional materials and publications) must consult with the relevant Marketing Officer in the Division of Marketing to seek approval of proposals prior to production development, even if they are funding such materials and publications with their own budgets. This would include, but is not limited to, car and bus signage, roadside billboards, flyers, booklets and brochures, posters, pull-up banners, print and electronic direct mail items (i.e. postcards, invitations to events, etc), websites, and electronic campaigns. These may be for the promotion of subjects, courses, Schools, events (i.e. Science in the Bush, iDay, etc) or short courses, etc. A list of Marketing Officers is available on the Division of Marketing website.
- 1.3 Business units or budget centres (e.g. divisions, offices, research centres and institutes) wishing to produce promotional materials and/or publications must contact the Manager, Office of Marketing Communications, in the Division of Marketing prior to production development.
- 1.4 The Division of Marketing reserves the right to reject proposals for 'non-standard' promotional materials and publications for reasons including, but not limited to:
- (a) inappropriateness;
  - (b) not adhering to principles and corporate strategies;
  - (c) a duplication of existing materials and publications;
  - (d) inefficient or ineffective use of resources;
  - (e) no clear distribution strategy; or
  - (f) sub-standard quality.
- 1.5 The production of non-standard promotional materials and publications without the approval of the Director, Marketing, or nominee will be regarded as a breach of the *Brand Governance Policy*.

## **2. DEVELOPMENT AND APPROVAL OF NON-MARKETING MATERIALS AND PUBLICATIONS IN PRINT AND ONLINE**

- 2.1 Approval from the Director, Marketing, is not required for the development of non-marketing materials and publications, including, but not limited to, materials and publications related to the teaching and delivery of courses to current students; and corporate publications approved by the Director, Corporate Affairs, however the Division welcomes consultation in the process.

- 2.2 Non-marketing materials and publications related to admissions and the student experience should be created in accordance with the *Brand Guideline*, and in consultation with the divisions of Student Administration and Marketing.
- 2.3 Where a budget centre uses a commercial/external system for the generation of visual materials (e.g. library fines notices, Online Admissions, etc), every effort should be made to ensure compliance with the *Brand Guideline*.
- 2.4 Non-marketing materials and publications must comply with *Brand Guideline* and any other approval processes relating to their development. Breaches of this policy will be dealt with under the *Brand Governance Policy*.

### **3. PAYMENT OF PROMOTIONAL MATERIALS AND PUBLICATIONS**

- 3.1 The Division of Marketing funds the majority of items in the 'standard' corporate suite of Charles Sturt University (CSU) course and/or marketing related promotional materials and publications (both international and domestic). These may be made available to the wider CSU Community in larger quantities, in consultation with the relevant Marketing Officer and/or Manager, Marketing Communications, for a nominal price, based on cost recovery.
- 3.2 All 'non-standard' Charles Sturt University promotional materials and publications approved for production by the Division of Marketing are funded by the academic or business unit or budget centre requesting the promotional materials and publications.

### **4. MATERIAL DESIGN**

- 4.1 All Charles Sturt University marketing and promotional materials and publications must be prepared by editorial/design staff in the Division of Marketing. In some circumstances, the Division of Marketing may approve the use of an agency to produce materials, however this must be done in consultation with the Division of Marketing prior to engaging the agency.
- 4.2 Where an agency is used, a service agreement will be established and agreed between Charles Sturt University (as the client) and the agency. The Division of Marketing is responsible for the management of design agency relationships in order to ensure the best possible service for Charles Sturt University.
- 4.3 Where an agency is used, the *Brand Guideline* must be adhered to, with sign-off by the Division of Marketing.

### **5. USE OF BRAND AND CORPORATE VISUAL IDENTITY**

- 5.1 All promotional materials and publications must comply with the Charles Sturt University *Brand Guideline*.
- 5.2 The Division of Marketing creates templates for a range of print and online marketing and promotional materials and publications, which are regularly reviewed and updated, and text/image requirements will be applied into those templates to establish consistency and efficiency in material development, wherever possible.

### **6. UNAUTHORISED PUBLICATION**

- 6.1 Unauthorised publication of marketing or promotional materials will be regarded as a breach of this policy and dealt with under the relevant section of the *Brand Governance Policy*.

**Table of amendments**

<b>Version number</b>	<b>Date</b>	<b>Short description of amendment</b>