

Branding Policy

Section 1 - Purpose

(1) This Policy establishes a formal framework for managing and enhancing Melbourne Polytechnic's (MP's) brand and visual identity. A consistent, strategic approach to brand management supports the Institute's credibility, ensures compliance with regulatory requirements, and reinforce its competitiveness within the education sector.

(2) This Policy aims to:

- a. Protect the Institute's image and reputation.
- b. Ensure correct and consistent use of brand elements across all institute materials.
- c. Govern brand enhancement and development.
- d. The brand and visual identity comply with relevant Federal, State and Local Government legislation, regulations, guidelines, codes of practice, standards, awards and the policies of Melbourne Polytechnic.
- e. Guide staff and suppliers in maintaining brand quality whilst developing or creating Institute material.
- f. Protect the use of the Institute's trademarks.

Section 2 - Scope

(3) This Policy applies to all Melbourne Polytechnic staff, contractors, students, and third parties using brand assets across all formats and media.

Section 3 - Policy

Policy Statement

(4) The Melbourne Polytechnic brand must be represented consistently and professionally, reflecting the Institute's [Strategic Plan](#), values, and identity. Only Institute-approved logos and brand elements are permitted for use.

Policy Principles

(5) This Policy will be guided by the following principles:

- a. Alignment with Melbourne Polytechnic's strategic plan and values.
- b. Compliance with relevant regulatory and legislative frameworks.
- c. Central governance of brand usage.
- d. Intellectual property protection.
- e. High-quality, consistent brand representation.

Policy Topics

Brand Usage Approval

(6) The Melbourne Polytechnic logo may be used without prior approval for non-marketing purposes, where:

- a. The logo is supplied in its original, unmodified format
- b. It is accompanied by the [Brand Style Guide](#)
- c. Its use is limited to identification purposes only (e.g. acknowledging Melbourne Polytechnic as a partner, supplier or participant)

(7) Approval from the Director Marketing and Communications, Manager Creative Services or their delegate is required for:

- a. Any marketing, advertising or promotional materials
- b. Any new creative execution or campaign activity
- c. Any digital or print design not using approved templates
- d. Co-branding or sponsorship applications
- e. Applications not covered by existing templates or [Brand Style Guide](#)

(8) Staff must not create or commission marketing or promotional materials independently of the Marketing and Communications function.

Print and Merchandise Procurement

(9) Where relevant, printed promotional materials, branded merchandise and associated services will be sourced through the [Victorian Government Print Management and Associated Services Contract](#).

(10) The Contract appoints Finsbury Green as the sole supplier for print management and associated services and supports Melbourne Polytechnic's compliance with Victorian Government procurement requirements.

(11) Use of the Contract supports Melbourne Polytechnic's commitment to sustainable procurement practices and its strategic objective of Net Zero by 2040.

Delegated Authority

(12) Delegated authority may be granted for specific branding uses under the [Delegation of Authority Policy](#).

Compliance

(13) Adherence to this Policy supports Melbourne Polytechnic's compliance with TAFE advertising regulations and ensures readiness for audit and registration requirements. Where non-compliance is identified, appropriate corrective actions may be taken to uphold the Institute's standards and obligations.

Section 4 - Responsibility and Accountability

(14) Executive Director Finance, Reporting, Assurance and Marketing is responsible for ensuring the Institute's brand is fully aligned with the Institute's strategic plan, mission, and values.

(15) Director Marketing and Communications is responsible for ensuring staff are adhering to the Brand Policy.

(16) The Manager Creative Services is responsible for developing, maintaining, and reviewing the Institute's visual identity and associated brand guidelines and procedures. This includes overseeing the periodic review and revision of these processes to ensure their effectiveness, alignment with this Policy, and contribution to continuous improvement.

(17) Marketing and Communications' Creative Services team is responsible for lead brand development, approve logo applications and track use, provide guidance and training.

(18) Managers and Department Heads are responsible for ensuring brand compliance.

(19) All Staff and Contractors are responsible for complying with this Policy.

Section 5 - Procedure(s) or Overarching Policy

(20) [Promotional Assets and Publications Procedure](#)

(21) For all other related Melbourne Polytechnic Policies, Procedures, Supporting documents, Legislation, and Regulation, refer to the Associated Information tab of this Policy.

Section 6 - Definitions

(22) For the purpose of this Policy, the following definitions apply

- a. Advertising: Information or images published or broadcast through any medium with the intent to promote the Institute's services, programs, or identity.
- b. Brand: The system of values, attributes, benefits, and personality that defines and differentiates Melbourne Polytechnic. It reflects the Institute's culture and strategic position and is expressed through visual, verbal, and experiential elements.
- c. Brand Application: The way the Institute's brand elements (such as logos, colours, typefaces, imagery, and messages) are used in materials, communications, and environments to ensure a consistent and professional presentation of the Institute.
- d. Brand Assets: Visual and textual identifiers of Melbourne Polytechnic, including logos, typography, colour palettes, imagery, and institutional tone of voice.
- e. Brand Style Guide: The official guide outlining the correct and approved use of Melbourne Polytechnic's brand assets to ensure consistency and compliance across all materials and media.
- f. Institute Material: Any content, communication, or media, produced or controlled by Melbourne Polytechnic or its Controlled Entities, for the purpose of promoting or representing the Institute. This includes, but is not limited to:
 - i. Publications: e.g., prospectuses, brochures, newsletters, event materials, reports, and stationery
 - ii. Electronic Media: e.g., television, radio, film, digital presentations, and multimedia.
 - iii. Digital and Online Channels: e.g., websites, social media, emails, text messages.
 - iv. Advertising: all paid or unpaid promotional content.
 - v. Corporate Merchandise: e.g., branded items and products representing the Institute.
- g. Melbourne Polytechnic Logo: The Official Institute logo consisting of two key elements:
 - i. The symbol (the "M" graphic)
 - ii. The typographic element (the Melbourne Polytechnic wordmark)
- h. Trademark: Any symbol, device, name, or word protected under the [Trademarks Act 1995 \(Cth\)](#) whether registered or unregistered, that serves to distinguish Melbourne Polytechnic's goods and services from those of other entities.

Status and Details

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Policy Owner	Joseph Santiago Executive Director Finance, Reporting, Assurance and Marketing
Policy Implementation Officer	Sarah Carey Director Marketing and Communications
Author	N Rodrigo Manager Creative Services
Enquiries Contact	N Rodrigo Manager Creative Services Marketing and Communications