



Australian
**Chiropractic
College**

Guidelines for the Use of ACC Logo and Branding

Date: June 2020

PURPOSE

To ensure that the Australian Chiropractic College (ACC) benefits from the consistent and coherent promotion of its brand and to minimise reputational risk to the brand.

SCOPE AND APPLICATION

These guidelines apply to all ACC branding by:

- staff
- title holders
- students
- affiliated or external individuals or bodies.

The approved ACC brand covers all representations that identify ACC, including its official title (The Australian Chiropractic College), the logo, trademarks, slogans, business names and domain names.

Brand Standards

Branding that introduces a new visual identifier (for example, logo, colour or domain name) outside the specifications of the ACC's Brand Guidelines is not allowable unless approved in accordance with this policy by the President and associated artwork is approved by the Marketing Manager.

PRINCIPLES

1. The brand of the Australian Chiropractic College is a valuable asset. Staff and title holders are required to act in ways that promote and protect the brand.
2. Staff, title holders, students, and affiliated or external individuals or bodies carrying out activities that would enhance the College's reputation are strongly encouraged to acknowledge the ACC by using the approved brand as set out in these Guidelines and the ACC Marketing and Advertising Policy.

3. Use of the approved brand or any ACC 'other brand' by affiliated or external individuals or bodies must be approved and governed by agreement with the College
4. In very limited circumstances, ACC 'other brands' (including business and domain name registration) may be created where significant commercial or other advantage can be demonstrated. This use must be approved by the President and Marketing Manager.
5. ACC 'other brands' may not be created or used without approval. Requests for approval of ACC 'other brands' must be accompanied by a supporting business case.
6. Any manufacturer, retailer or vendor producing or selling merchandise bearing ACC's brand must either be licensed or contracted by the ACC to produce such branded merchandise. The use of the brand must also comply with ACC Brand Guidelines.
7. Any use of the ACC's brand must comply with relevant legislation, ACC policy and the ACC Brand Guidelines.