



## Style Guide for External Written Communications

Policy Classification		
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<b>Policy Audience:</b> Public Domain	<b>Policy Status:</b> Current	<b>Policy Review Date:</b>
<b>Policy Approval:</b> This policy was approved by the Senior Leadership Team on.		
This policy supersedes all previous policies relating to matters contained herein.		

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## **1. Rationale**

- 1.1 Oakhill College has a legitimate interest in the use of its name, insignia and motto. Its primary interest is to ensure that expressed or implied association with the College is accurate, and properly reflects and is consistent with the College's purpose, mission and standards of education and research.
- 1.2 The following broad principles apply to use of the College name, logos and insignia, and motto.
- 1.3 The College owns the rights to the identifiers "Oakhill College" and "Oakhill", and takes a legitimate interest in the use of its name(s) and insignia and motto, which are legally protected by copyright and trademark provisions.
- 1.4 The College's insignia includes its arms or crest, and the logotype for its name. Each element of the insignia must be displayed in the correct relationship and proportion to others.
- 1.5 The College and its members have a responsibility to ensure that any express or implied association with the College is appropriate and accurate. In the consideration of appropriateness and accuracy, the College will take into account its purpose and objectives under its enabling legislation, the high standards of scholarship, research and teaching to which it holds, and its place as an independent Catholic School in the Lasallian tradition.
- 1.6 A college faculty or centre must be identified at all times as a part of the College with the College name and, where appropriate, insignia prominently and appropriately used.
- 1.7 Secondary logos (ie logos associated with, faculties, sporting teams, or Houses, or other constituent parts of the College) should not be used without the express written approval of the Principal or their delegated officer
- 1.8 The College and its members have a responsibility to protect College assets by seeking a fair share of any economic value produced by use of that name.

## **2. GUIDING PRINCIPLES**

- 2.1 This section describes policy on the use of and specifications for College stationery, including official letterhead, interdepartmental memorandum (internal) letterhead, envelopes for outbound mail, and business cards.

Official College letterhead and interdepartmental memorandum (internal) letterhead are used to conduct official College business.

College stationery may not be used for personal purposes.

Departments may not design their own letterhead.

### **C. Envelopes**

1. Envelopes used for mail bound for off-campus addresses must include the department's name in the return address.
2. Punctuation is eliminated from envelope addresses.
3. Logos and other extraneous information must not interfere with the address fields.

### **D. Business Cards**

1. The Principal determines which employees require business cards for their official duties.
2. The individual's name and business address must be included on the business card; title, department, telephone/fax numbers, email, department Web address, and room number/building name may also be included.
3. Numerical designations of employee titles should be omitted (e.g., Student Affairs Officer vs. Student Affairs Officer III).

### **E. Exceptions and non-standard requests**

1. Exceptions require approval of the Principal.
  - a. Approval of exceptions is generally limited to the following: 1) Recognised organisations affiliated with the College whose primary purpose is to provide support and assistance to the College (e.g., alumni associations, foundations, Parents and Friends, College Board).

### **3. POLICY**

3.1 The use of College name and/or insignia and letterhead is restricted.

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### **4. PROCEDURES**

- 4.1.1 Express written approval to use the College name and/or insignia must be sought except for: stationery, business cards and other material used in the ordinary course of College business; journals and monographs; conference presentations; materials prepared for courses; and copyright notices.
- 4.1.2 The College has developed a Corporate Style Manual (available in hard copy from the Principals Office or electronically from insert web address for where it will be stored) which sets out standards for letterhead, memoranda, fax header sheets and business cards. The templates developed provide for identification of departments, divisions and larger academic or administrative units. It is particularly important for official written communication to be consistent with these templates.
- 4.1.3 The Corporate Style Manual also provides guidelines on the use - placement, appearance, relationship - of the name and insignia, which apply to all written materials as well as those appearing in electronic media such as the College website.
- 4.1.4 Guidelines on the current use of the Oakhill name and insignia in advertising, as well as current processes for advertising production, sign off, media scheduling, booking and placement, can be found by making contact with the Principals Office or their Delegate.
- 4.2 If any form of financial or other consideration is involved in the use of the College name or insignia, prior written approval must be sought from the Principal. The request for approval should include the exact nature of the use of the name and/or insignia, the party(ies) involved, and the consideration.
- 4.3. If use of the College name and/or insignia is to be part of a commercialisation proposal or venture, the Principal or their delegate will refer the matter to the College Board. Where a commercial venture is approved, the scope of the use of the College name and insignia should be approved at the same time.
- 4.4. If the use of the College name and/or insignia forms part of a warranty of quality (for example, in a prospectus) then the College has the right and responsibility to seek expert opinion on any claims being made in relation to its name and/or insignia or involvement in that activity.
- 4.5. Each organisational area of the College should take due care to ensure that activities they initiate do not adversely affect those of other areas. For example, a project or activity carried out by one area should not bear a name confusingly similar to another.

- 4.6. Faculty members, staff and students may use the College name to identify themselves in the course of official College business or to refer to the source of their employment or qualifications, when this relates to professional activity or comment within their professional expertise. However, in using the College's name, faculty, staff and students should ensure that the name is used in such a way that does not imply College endorsement or responsibility for the particular activity, product, opinion, or publication.
- 4.7. Media opinions and statements. Oakhill staff members have the same rights as all Australians to air their views in public debate, and to use their private resources for such purposes. Staff members should carefully consider when and where to use their Oakhill affiliation in public debate. As Oakhill staff members, they are encouraged, as part of their academic responsibilities, to engage with the public and participate in open debate in areas in which they have expertise. When staff members speak within the broad framework of the expertise which led to their employment, or which they have subsequently developed through research and scholarly activities as Oakhill staff members, they are entitled to use their College affiliation as evidence of their expertise on the issue. Statements made on behalf of the College which reflect a College position are normally made by the Principal, their delegate or the College Board. Personal opinions (such as letters to the editor) that do not reflect a College position should be made personally and not officially.
- 4.8. Blanket permissions may be sought and given by the Principal or their delegate for certain categories of use.
- 4.9. No-one may register or authorise the registration of any trade or service mark of Oakhill College in Australia or any other country without the prior written permission of the Principal or their delegate.
- 4.10. Any individual or unit that wishes to grant or receive a license for the use on merchandise of the College name, or the name of a specifically named entity within the College, must obtain the prior written approval of the Principal or their delegate.

## **5. EVALUATION AND REVIEW**

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## **6. EXPLANATORY NOTES AND DEFINITIONS**

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## **7. SUPPORTING DOCUMENTS, PROCEDURES AND GUIDELINES**

Please see the attached Style Guide for External Communications.