**Application for a new**

**Identity / logo**

This form is to be completed and submitted to Executive Board (via the Head of Creative Services) for permission to adopt a new identity or logo to sit alongside the Oxford Brookes University brand.

Proposed title of enterprise:

Purpose of enterprise:

Target audience for enterprise:

The enterprise is:

* fully funded by Oxford Brookes University, eg staffing and facilities
* partially funded by Oxford Brookes University

If partially funded please detail other income source giving % estimate of support:

Does the enterprise work in partnership with another organisation Yes

 No

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If ‘yes’ give name of partner organisation(s) and explain the relationship with them

How does the partner organisation(s) expect to appear as part of the identity for

this enterprise, eg do they wish their logo to appear on any marketing material?

Is there a formal contract with the partner organisation(s) Yes No

*If ‘Yes’ please attach a copy of the contract.*

Please provide a supporting statement as to why this enterprise should have special dispensation.

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Supporting statement from PVC Dean or Director:

Recommendation from Directorate of Corporate Affairs:

Please attach examples of proposed logos/marketing material.

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Name of PVC Dean/Director signature

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Name/role Directorate of Corporate Affairs signature

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Name/role of applicant signature

Date:

*Please send this completed document, together with any supporting material, to the Head of Creative Services. You will be notified of the date when your request will be considered by Executive Board and be informed by the Board as to the outcome.*

*Should you be granted permission to adopt a new identity/logo you must submit any designs for logos to Creative Services for approval. Only approved external designers should be used for the production of designs, see the marketing intranet site: www2.brookes.ac.uk/marketing/*