

Branded Merchandise Policy



Responsibility for policy: Director of Marketing

Approving authority: Vice-Chancellor

Last reviewed: October 2022

Next review: October 2027

Application

1. This policy applies to all staff of the University of Waikato.

Purpose

2. The purpose of this policy is to set out the processes and restrictions that apply to the branding of University of Waikato merchandise.

Scope

3. This policy applies to the use of University trademarks on merchandise; it does not apply to their use on permanent signage, vehicles, buildings or other capital assets, responsibility for which rests with those managers who have responsibility for those assets (e.g. University Fleet Manager for University vehicles).

Related documents

4. The following documents set out further information relevant to this policy:
 - [Procurement Policy](#)
 - [Staff Code of Conduct](#)
 - [University of Waikato Brand Standards](#)

Definitions

5. In this policy:
 - branded merchandise** means clothing or goods, whether for sale, gifting or internal use, that feature University trademarks
 - preferred supplier** means a supplier that has been awarded 'preferred supplier' status for the supply of specified goods, services and/or works following a competitive tender process which has resulted in a procurement contract; unless in an emergency situation or where an exemption has been approved, where preferred suppliers for the provision of specific goods, services and/or works have been determined those suppliers must be used to purchase those goods, services and/or works
 - trademarks** means the registered and unregistered trademarks of the University of Waikato and includes the University coat of arms and its variations, wordmarks, devices, logos and combined marks.

Principles

6. The University of Waikato owns all rights and interests in, and title to, its trademarks; the use of its trademarks is carefully managed to ensure that their use upholds the reputation, values and brand of the University.

Branded merchandise

7. Only the Director of Marketing has authority to approve the use of University of Waikato trademarks on merchandise, and the channels through which branded merchandise may be sold.
8. Rules on the use of University trademarks are set out in the [University of Waikato Brand Standards](#).
9. Branded merchandise for University purposes must be purchased from a preferred supplier through the University's authorised purchasing system ([Unimarket](#)) in accordance with the [Procurement Policy](#); the purchase order must be raised before branding work commences.
10. Staff who wish to procure an item of branded merchandise for University purposes that is not part of the University's range of approved branded merchandise must consult with the Director of Marketing before doing so, and must comply with any decisions of the Director of Marketing with respect to the use of University trademarks on the merchandise.
11. Line managers are responsible for ensuring that staff within their area of responsibility comply with this policy.

Responsibility for monitoring compliance

12. The Director of Marketing is responsible for monitoring compliance with this policy and reporting any breaches to the Vice-Chancellor.
13. Breaches of this policy may result in disciplinary action under the [Staff Code of Conduct](#).