To determine the correct brand identity based on the entity’s relationship to Curtin University, please complete the following.

**Contact details:**

Name entity :

Faculty :

Contact name :

Direct contact number :

Email address :

**SCREENING QUESTIONS:**

1. Is there an approval from the relevant Faculty Marketing Team member? Yes / No\*
2. Is your entity research related? Yes / No
3. Is entity an approved Research Centre/ Institute? Yes / No\*
4. Is there contractual agreement or approval from the VC or relevant Senior Executive Team member? Yes / No\*

 *\*if no, this is required before proceeding*

1. Select the entity type:
	* Strategic Research Institute
	* University Research Institute
	* University Research Centre
	* External Collaborative Research Centres
	* Multi-institutional research centres
	* Cooperative Research Centre (CRC)
	* Other: please describe\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| 1 current name & identity/Logo *What is your entity called? Describe the current brand identity/design being used. Please attach any current logos if applicable.* |
| 2 function & strategy *What is the functional purpose of your entity? That is, what do you do?**Are there any limitations to your entity in terms of life span? If there is, how long is it (eg Research Centres have a 3 year term)?* |
| 3 positioning *Who are your key competitors? Describe what makes your entity unique and different from your competition.*  |
| 4 equity / funding*Is your entity wholly Curtin university owned? if not, what is the relationship with Curtin (e.g. one of several partners, externally funded, does Curtin have controlling interests, are there contractual obligations)?* |
| 5 risk / conflict *Are there any risks that the Curtin brand & reputation may be exposed to?*  |
| 6 target audience *Describe the key audiences of your entity. Are they internal or external?* |
| 7 Budget *What budget is available for design & marketing in the coming 12 months?* |
| Other comments  |

# ENTITY REPRESENTATIVE

Name (first and last name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***FOR CURTIN UNIVERSITY MARKETING OFFICE USE ONLY***

# mARKETING mANAGER

**BRAND MATRIX RECOMMENDATION BASED ON DECISION TREE**

*Select one of the brand matrix brand hierarchy options by using the decision tree. Tick the box of the recommended brand hierarchy in the brand matrix.*

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**Rationale and/or additional Comments**

Name (first and last name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# DIRECTOR BRAND AND MARKETING

**Approved Yes / No**

Rationale and/or comments (if required)

Name (first and last name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_