



Bond University Apparel and Merchandise Committee

Permission Request Guidelines Document

SCOPE

This committee was established in late 2016 as the authorising entity for all design, distribution and sale of ALL Bond University branded apparel and merchandise so as to ensure the Bond logo and brand are sold and promoted in a regulated and coordinated fashion at all times.

The following guidelines provide direction for Bond University faculties, student sporting and cultural clubs and staff associations on the approval process for the authorised use of the Bond University logo and brand. The intent of these guidelines is:

1. To ensure that apparel and merchandise bearing the Bond brand is of a consistent and high standard;
2. To ensure a centralised process to maximise the purchase power of Bond University staff and students; and
3. To protect the reputation of the University by ensuring all apparel and merchandise bearing the Bond brand is consistent with the values and ethos of Bond University.

DEFINITIONS

Apparel: includes any item of clothing that is worn including staff and student uniforms, leisure wear such as T shirts, hoodies and hats and any other item of clothing

Merchandise: includes any non-clothing item that displays Bond branding eg key rings, pens, bags, water bottles etc.

Brand: unique logo, symbols, images (digital and analogue), visuals and words that identify Bond within the University, the community and beyond and differentiates them from its competitors.

REQUEST PROCESS FOR NEW OR RE-DESIGNED APPAREL AND MERCHANDISE

1. A Bond Apparel and Merchandise Request Form is to be completed and emailed to yjaspriz@bond.edu.au to be submitted to the Bond Apparel and Merchandise Committee.
2. A representative of the club/department/faculty may be invited to attend the monthly (initially) Apparel and Merchandise Committee meeting to present proposed ideas or preliminary designs/samples for the committee to consider.
 - a. A request to attend the meeting can be made by contacting the Executive Assistant to the Director of Sport on 5595 2152.
 - b. Meetings will be held on the 3rd Monday of each month (as required) at 1pm.

3. Consideration will be given in line with the committee's guidelines for design, quality and distribution formulated by Bond University Marketing and Communications department.
4. Assistance and advice can be given to representatives at this stage with timelines for final approval established for the next available Apparel and Merchandise Committee meeting (or sooner).
5. Final decision and recommendation by the Apparel and Merchandise Committee.

Please note:

No item of apparel or merchandise can be produced unless the above process has been observed.

COMMITTEE MEMBERS

The members of the Apparel and Merchandise Committee are:

- Executive Director of Sport
- Director, Alumni & Development
- Director, Commercial Services
- Director, Student & Academic Services
- Faculty Representative (HSM)
- General Manager, Marketing
- General Manager, Events Centre
- President, BUSA
- Bond Bookshop

AIMS OF THE COMMITTEE

1. There is quality control around the design and distribution of all Bond University apparel and merchandise;
2. There is a recognised process of application for new apparel and merchandise before authorisation to manufacture is awarded;
3. The Bond Bookshop, the University's endorsed point of sale for all Bond Apparel, can advise groups requesting information on suppliers;
4. The broad representative make-up of the committee ensures all sectors of the University have their needs met and discussed; and
5. The best interests of the Bond University brand are safe-guarded and that no illicit distribution of Bond University apparel or merchandise can occur either on or off-campus at any time.

Flow Chart:

