

Schedule 4 to the AUU Constitution: YouX Brand

Authority

A Schedule of YouX enacted Pursuant to Clause 19 of the AUU Constitution

Objective

To protect and enhance YouX's reputation by establishing and promoting correct and consistent use of the YouX brand.

Principle

Board directors, staff, volunteers, and affiliates, must use the approved brand as set out in this schedule. Non-compliance with this schedule will be addressed through the YouX's disciplinary procedures and may also be subject to sanctions.

Students, and affiliates or external individuals or bodies carrying out activities that would enhance the YouX's reputation are strongly encouraged to acknowledge the YouX by using the approved brand as set out in this schedule.

Explanation

The AUU introduced a separate branding in 2021 that will be used to ensure inclusivity. This schedule ensures the AUU have consistent branding for maximum student recognition. To avoid confusion, the AUU will continue to be known as "Adelaide University Union (AUU)".

Amendment to YouX Brand

Branding that introduces a new visual identifier (for example, logo, colour or domain name) outside the specifications of this Schedule is prohibited. The YouX brand can only be altered by the process outlined in Clause 19.3 of the AUU Constitution.

Transitional Matters

By 18th July 2022, all YouX branding must comply with this schedule.

The YouX Brand

The domain name of the YouX brand is "YouX", with the tagline of "Make Uni Your Way".

Version Control Table



Version	Author	Date	Changes
V1.0	AUU Board		First Enacted
V 4.0	AUU Board	5/04/2022	Change to Transitional Matters timing