



Motor Vehicle Fleet Branding

Vehicle branding design shall be the responsibility of Marketing Services.

All fleet vehicles are to be identified as University vehicles with signage that reflects the current standard University branding, being the Master Logo (refer above). The signage is to be placed on the vehicles as shown in the examples below – straight and centred on the relevant panel. It is not to be tilted or angled in any way.

All fleet vehicles are to have either a white or blue exterior colour. The blue should be a close match for the University of Otago blue. Refer to [Colour Values](#) section of the University of Otago Brand Guide for details.

If required the Division, Department, School or Residential College identification may be included on the driver and front passenger doors, and will be consistent with the sub-branding examples shown in Appendix A.

Due to space restrictions, the Master Logo is the only brand signage to be carried on the rear of the vehicles.

Divisions, Departments, Schools and Residential Colleges should advise their requirements to Marketing Services at the time of procurement to enable relevant signage to be produced and installed as soon as the vehicle becomes available.

Vehicles exclusively allocated to Marketing and Communications may carry additional graphics in order to promote a particular theme or message.

All design work for vehicle signage is to be approved by the Head of Marketing Services.

Any requests for exemption to these guidelines will need to be authorised by the Director, Marketing and Communications.

APPENDIX A: VEHICLE DESIGN EXAMPLES

1. University of Otago vehicles, without divisional, departmental, school or residential college name.



2. University of Otago vehicles, with divisional, departmental, school or residential college name.



