

Brand Identity Policy

Section 1 - Background and Purpose

(1) The purpose of this Policy is to ensure a governance framework for La Trobe University's brand identity which supports the process of building a favourable brand for La Trobe University that differentiates us, in the minds of the public, from competitors and other institutions, and communicates the positive attributes of the University to enhance its reputation and brand image.

(2) The Policy objectives are to:

- a. define the intention and operational framework of La Trobe University's visual identity and corporate brand
- b. enable sound decision-making and planning processes for the use of the visual identity and corporate brand
- c. determine quality standards for the visual identity and corporate brand
- d. provide clear lines of responsibility with regards to the ownership and the approval of the use of the visual identity and corporate brand
- e. ensure the University's marketing communications comply with brand identity guidelines.

Preamble

(3) All production and design of marketing collateral must meet the requirements of La Trobe University's corporate brand (which supports the process of building a favourable image for La Trobe University that differentiates us, in the minds of the public, from competitors or other institutions) as per the [La Trobe University Editorial Style Guide](#).

General

(4) Requests for all new and ongoing design and production of all marketing and promotional material must be made through Digital Creative for concept design and approval.

(5) The staff member commissioning the collateral is responsible for the content (if applicable) and production (if applicable). Final design is approved by the Creative Brand Manager.

Section 2 - Scope

(6) Applies to:

- a. All colleges and divisional units
- b. All campuses
- c. All University staff (academic & general)

Section 3 - Policy Statement

(7) La Trobe University's brand identity plays a significant role in the way we present ourselves to external and internal audiences and in influencing perceptions of the University.

(8) Our brand identity conveys our values and ambitions, our business, and our characteristics, and is a core element of effective marketing and communications. It should be cohesive and consistently applied in order to reinforce the University's message and brand identity.

(9) Brand identity comprises of two parts:

- a. Corporate design
- b. Corporate communication

(10) The [La Trobe University Editorial Style Guide](#) are the pre-eminent resource for brand identity style, design and standards.

(11) The University's marketing and communications should reflect our brand identity, as determined in the brand style guide. Our marketing communications should also be relevant to the intended audience, reflect our brand positioning, convey key brand messages, be visually effective and support the University's strategic objectives.

(12) The University's brand and visual identity must be periodically reviewed and tested to determine currency, relevance and effectiveness.

Section 4 - Procedures

Commissioning of Marketing and Promotional Collateral

(13) Staff/departments/divisions (clients) needing to produce marketing and promotional material or requiring existing collateral to be made 'on brand' will need to in the first instance contact the Digital Creative Team. Please log all requests for Digital Creative via the Briefing Form while providing as much detail as possible. Once this has been logged, the request will be allocated to the next available staff member who will contact you to discuss your request in further detail.

Working with Agency/Department(s) Producing Collateral

(14) All commissioned work must go through the University panel of approved suppliers. Initial design concepts will need to be submitted to Digital Creative for comment and initial approval.

Final Approval on Collateral

(15) All final approval (prior to production/implementation) will need to be made by the Digital Creative Team. Collateral produced/implemented without final approval from the Digital Creative team may be pulled from public circulation.

Section 5 - Definitions

(16) For the purpose of this Policy and Procedure:

- a. Brand: A brand is a collection of perceptions in the mind of the consumer. It is constructed over time and is influenced by the experiences of the consumer, so there is a clear relationship between brand and reputation. Branding is the marketing term to describe the process of building a favourable image for a product, service or organisation that differentiates it, in the minds of the public, from competitors or other institutions.
- b. Brand Messages: Brand messages articulate what differentiates us from our competitors. They are in keeping with our core values, but are more focussed on our relationship with our target audiences. Brand messages articulate and reinforce the brand positioning. The meaning of these messages will be communicated through

the images and text used in our external and internal communications.

- c. On Brand: The process of ensuring all existing and new University branding reflects the current brand messages which articulate and reinforce the brand positioning through the images and text used in our external and internal communications.
- d. Visual identity: The visual identity is made up of the creative components which act as a support to our corporate brand mark. All these components, together with our brand mark, Infinity symbol and armorial bearings, form a visual language which is distinctly La Trobe and helps in differentiating us from other higher education institutions.

Status and Details

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