

# Brand Identity Policy

## Section 1 - Background and Purpose

(1) This Policy outlines the standards and operational framework which support the University's visual identity and corporate brand.

(2) The brand identity is what differentiates the University in the minds of the public from competitors and other institutions and communicates the positive attributes of the University to enhance its reputation and build a favourable brand image with both internal and external audiences.

## Section 2 - Scope

(3) This Policy applies to all:

- a. schools and divisional units
- b. campuses
- c. University staff (academic & professional)
- d. third party providers and contractors

## Section 3 - Policy Statement

(4) The University expects all schools, departments and University projects to align with the University [Brand and Design Guidelines](#).

(5) The brand identity will convey the University's values, ambitions, business, characteristics and be cohesively and consistently applied.

(6) Marketing communications will be relevant to the intended audience, reflect brand positioning, convey key brand messages, be visually effective and support the University's strategic objectives.

(7) All official University communications must use the University's name and logo and comply with the [Brand and Design Guidelines](#).

(8) All production and design of marketing collateral must meet the requirements of La Trobe University's corporate brand as per the [Brand and Design Guidelines](#).

## Section 4 - Procedures

### University stationery and DIY templates

(9) To ensure all of our communication (external and internal) is in line with our brand, staff should use the University stationery and DIY branded templates that are available from the University intranet. There are branded [templates](#) for agenda, minutes, memo, fax, letterhead, reports, invitations, name tags and PPT presentations.

(10) Any departures from the brand guidelines (including templates) or architecture must be approved in advance, by the Creative and Production team.

## **Commissioning of Marketing and Promotional Collateral**

(11) Staff/departments/divisions (clients) who need to produce marketing and promotional material or require existing collateral to be made 'on brand' must contact the Creative and Production Team by [submitting an online request](#).

(12) Requests for all new and ongoing design and production of all marketing and promotional material must be made through Creative and Production for concept design and/or approval.

(13) The staff member commissioning the collateral is responsible for the content (if applicable) and production (if applicable). Final brand compliance is approved by the Creative and Production team.

## **Working with Agency/Departments Producing Collateral**

(14) Initial design concepts and variations to approved templates must be submitted to the Creative and Production team for comment and initial approval.

(15) All commissioned work must be produced by the [University's approved Advertising, Media and 3rd party suppliers/contractors](#).

## **Final Approval on Collateral**

(16) Final approval (prior to production/implementation) will need to be provided by the Creative and Production Team.

(17) Collateral produced/implemented without final approval by the Creative and Production team may be removed from public circulation.

## **Co-branding**

(18) The Chief Marketing Officer may approve, subject to the logo being displayed in accordance to the requirements set out in the [Brand and Design Guidelines](#), co-branding linking the University logo with one or more third party logos for a common function or activity such as:

- a. Acknowledgements, sponsorships and promotions (e.g. in advertising where the University is one of a number of sponsors or supporters of an activity);
- b. Memberships (e.g. where the University is a member of a professional association); and
- c. Approved collaborations or joint ventures between the University and another entity.

## **Sub Brands**

(19) The University seeks to maintain an "endorsed branding" system, in which the identity of individual schools, institutes, centres or projects is always put in context of the University brand architecture.

(20) Applications to develop a logo or visual device independent of the University Brand Guidelines will only be considered from academic units or professional service departments in exceptional circumstances.

(21) Applications from individuals, projects or working groups of other temporary groupings will not be considered.

(22) To ensure strategic cohesion and alignment to the La Trobe University brand guidelines, all applications must be approved, prior to submission, by the Dean/Director of Service making the application.

(23) Applications should be submitted to the Creative and Production Team by completing the [Sub-brand Application Form](#).

(24) The Marketing Digital & Insights Division will provide an initial assessment on the principles of agreeing to a sub-brand based on defined criteria. A decision will be provided to the applicant via email usually within 2 weeks of submitting the application.

(25) If approved the unit may develop its own logo, at their own cost which can be used alongside the University logo. The University logo must always be used adjacent to the unit's logo and must always be at least equal to the unit's own logo in size and prominence.

### **Authorisation to use La Trobe University Logo**

(26) All requests to use the La Trobe University logo on promotional material or in advertising must be approved by Creative and Production.

(27) Authorisation to use the La Trobe logo can be obtained by filling in the online form available on the intranet.

(28) Where usage of the University brand is granted to a third party, Marketing Digital & Insights will provide that third party with a copy of the brand guidelines and approved logos.

(29) All final artwork must also be forwarded to Creative and Production for approval prior to it going to publication/development.

## **Section 5 - Definitions**

(30) 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 identity: means the whole, or any part of the University's brand elements which include the logo, word mark, colour palette, fonts, graphic devices, tone of voice, editorial and visual style.
- c. 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.
- d. Brand standards: means the standard requirements for use of the University's brand identity, determined by the Chief Marketing Officer as identified in the La Trobe University Brand Guidelines.
- e. Co-branding: means a marketing partnership between at least two different brands of goods or services. Co-branding encompasses several different types of branding partnerships, such as sponsorships or educational (third party) partnerships.
- f. Collateral: Digital or printed material used to communicate or promote the University's brand message, offerings or services.
- g. Logo: The La Trobe University logo which incorporates two elements - the eagle and "La Trobe University" word mark.
- h. Official University communications: means any documents and materials (print and digital), display or produced for and on behalf of La Trobe University. This includes but is not limited to promotional items, merchandise, official University social media accounts, research reports and University communications.

- i. 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.
- j. Secondary logo: means either or both a logo and graphical device used as a logo by any part of the University that is different to the logo and brand identity.
- k. Sub-brand: is tied to the University brand but carries its own name, visual communication and market strategy. Sub-brands are only created after official approval of the business case to the Senior Executive Group.
- l. University stationery: includes all University print and electronic stationery, including business cards, letterhead, with compliments slips and email signatures.
- m. 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 form a visual language which is distinctly La Trobe and helps in differentiating us from other higher education institutions.

## Status and Details

<b>Status</b>	Current
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