




DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
MARKETING & ENGAGEMENT AND DEVELOPMENT	7	
MARKETING & ENGAGEMENT	3	
NUMBER	003	Policy Database Document Reference Number 573003P

VISUAL IDENTITY POLICY

Purpose/ objectives	<p>The purpose of this policy is to ensure a governance framework for La Trobe University's visual identity which supports The process of building a favourable image 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.</p> <p>The policy objectives are to:</p> <ul style="list-style-type: none"> ▪ define the intention and operational framework of La Trobe University's visual identity ▪ enable sound decision-making and planning processes for the use of the visual identity and brand ▪ determine quality standards for the visual identity ▪ provide clear lines of responsibility with regards to the ownership and the approval of the use of the visual identity and corporate brand ▪ ensure the University's marketing communications comply with visual identity guidelines.
Scope/ Application	<p>All faculties and divisional units All campuses All University staff (academic & general)</p>
Policy Statement	<p>La Trobe University's visual identity plays a significant role in the way we present ourselves to external and internal audiences and in influencing perceptions of the University.</p> <p>Our visual 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.</p> <p>Visual identity comprises of two parts:</p> <ul style="list-style-type: none"> • Corporate design • Corporate communication <p>The La Trobe University Brand Style Guide is the pre-eminent resource for visual identity style, design and standards.</p> <p>The University's marketing and communications should reflect our visual 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.</p> <p>The University's brand and visual identity must be periodically reviewed and tested to determine currency, relevance and effectiveness.</p>
Supporting Procedures	<p>La Trobe University Brand Style Guide Logo request procedures: www.latrobe.edu.au/marketing/logo Advertising request procedures: www.latrobe.edu.au/marketing/staff/advertising</p>

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Responsibility for implementation	<p>The following University staff have been delegated with responsibilities:</p> <ul style="list-style-type: none"> Deputy Vice-Chancellor (International and Future Students) Executive Director, Marketing and Engagement Director, Marketing & Promotions Manager, Brand & Visual Identity Faculty and Division Marketing Staff Academic & General Staff
Responsibility for monitoring implementation and compliance	<p>The Marketing and Promotions Unit, in consultation with the Executive Director, Marketing and Engagement, will be responsible for reviewing this policy and related guidelines and procedures, monitoring implementation and compliance. The group comprises:</p> <ul style="list-style-type: none"> • Director, Marketing & Promotions • Associate Director, Marketing & Promotions • Manager, Brand & Visual Identity • Web Marketing Manager • Advertising & Promotions Manager <p>Day-to-day monitoring, implementation and compliance will be the responsibility of:</p> <ul style="list-style-type: none"> • Director, Marketing & Promotions • Manager, Brand & Visual Identity.
Status	New. Approved by Senior Management, 24 July 2009, Minute 3.1
Key stakeholders	<ul style="list-style-type: none"> Deputy Vice-Chancellor (International and Future Students) Executive Director, Marketing and Engagement
Approval Body	Senior Management Committee
Initiating Body or person(s)	Marketing and Engagement
Definitions	<p>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.</p> <p>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</p>

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	<p>through the images and text used in our external and internal communications.</p> <p>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.</p>
Related legislation	
Related Policy and other documents	<p>http://latrobe.ourstyleguide.com.au/La Trobe University Editorial Style Guide</p>
Date Effective	24 July 2009
Next Review Date	30 July 2012
Keywords	Visual Identity, image, brand, logo
Owner/Sponsor	Executive Director, Marketing & Engagement
Author	Executive Director, Marketing & Engagement
Contact person or area	Marketing & Promotions Unit