

# Brand and Engagement Policy

## Section 1 - Purpose

(1) To ensure RMIT benefits from the consistent and coherent promotion of the RMIT brand and to minimise risk from the misuse of the brand.

## Section 2 - Scope

(2) Applies to the RMIT Group excluding RMIT associated entities and subsidiaries that do not have “RMIT” in their name. RMIT subsidiaries that have “RMIT” in their name must observe this policy.

## Section 3 - Policy

### Visual Identity

(3) All promotional materials, advertising, publications, signage and content making use of the RMIT brand comply with the RMIT Brand Identity Manual, established and approved by Chief Experience Officer.

(4) All owned digital channels must comply with the GUI Design Manual, developed and maintained by Digital & CX Strategy and approved by the Senior Manager, UX and Digital Design.

### Logo and Coat of Arms

(5) The RMIT Logo is used in accordance with its approved form in the RMIT Brand Identity Manual.

(6) The RMIT logo may be used as a stand-alone visual element.

(7) Use of the RMIT Coat of Arms requires written approval from the University Secretary.

(8) Any non-RMIT entity may only use the RMIT Logo with RMIT’s written agreement and in accordance with the RMIT Brand Identity Manual.

- a. Consent may be given by the Assistant Director University Marketing in Australia, Director Communications in Vietnam, Senior Manager, Planning and Resources in Europe or Chief Executive Officer, RMIT Training.

(9) Where RMIT conducts any activities with another organisation, the use of the RMIT brand is subject to the conditions of the contract.

### Advertising

(10) All advertising for RMIT Melbourne is approved by the process established and maintained by the Chief Experience Officer.

(11) All advertising for RMIT Vietnam is approved by the process established and maintained by Director, Student Recruitment and Marketing.

(12) All advertising for RMIT Europe must be approved by the Executive Director, RMIT Europe.

(13) All advertising for RMIT Training is approved by the process established and maintained by the Chief Executive Officer.

(14) All RMIT advertising is placed with preferred RMIT advertising agencies. Offshore presences may nominate an in-country agency who works under the direction of the contracted lead agency.

## **Digital Channel Management and Publishing**

(15) Content quality and accuracy across RMIT authorised digital channels is the responsibility of Content Owners, as described in the Distributed Content Model, with Digital & CX Strategy directly responsible for main prospective student channels as directed by the Senior Manager, Digital Marketing.

(16) Only approved digital content publishers can publish content on the authorised channels. The Digital Channels Manager approves new digital content publishers.

(17) Digital content publishers must complete training provided by Digital & CX Strategy.

(18) Digital channels are periodically reviewed in accordance with auditing processes developed by Digital & CX Strategy and feedback provided to Content Owners by the Digital Channels Manager.

## **Social Media Use**

(19) Staff and students are personally responsible for all content or information they place on or upload to social media channels.

(20) University statutes, regulations and policies which relate to staff and student conduct, activities or practices also apply to such conduct, activities and practices which take place on social media.

## **Social Media Channels**

(21) Owned social media accounts that carry the RMIT brand must be operated in accordance with the social media processes established by Digital & CX Strategy and managed by groups approved by the Senior Manager, Digital Marketing.

(22) New social media presences are established through the social media processes maintained by Digital & CX Strategy and are approved by the Senior Manager, Digital Marketing.

(23) All authorised social media accounts will be publicly listed on the RMIT website via the Social Media Register.

## **New Digital Channels**

(24) New official digital channels, including websites, mobile apps, social media sites, digital signage and web applications are created through the new digital channels processes managed by Digital & CX Strategy and approved by the Digital Channels Manager.

(25) Proposals for new digital channels must be developed in collaboration with Digital & CX Strategy, with projects not commencing prior approval.

(26) All authorised digital channels will be publicly listed in the Authorised Websites Register. The Digital Channels Manager is responsible for having any unauthorised digital channels removed.

## Digital Channel Standards

(27) Digital content must adhere to the best-practice content standards developed by Digital & CX Strategy and approved by the Senior Manager, Digital Marketing.

(28) Digital design must adhere to the design processes and standards developed and maintained by Digital & CX Strategy and approved by the Senior Manager, UX and Digital Design.

(29) All digital channels must adhere to the accessibility standards developed by Digital & CX Strategy and approved by the Digital Channels Manager. This includes digital content, design and coding and also the procurement of vendor-supplied resources.

## Section 4 - Resources

(30) Refer to the:

- a. New Digital Channels and Platforms Policy Process
- b. RMIT Global Experience Language
- c. RMIT Brand Guidelines
- d. Accessibility resources for staff

## Section 5 - Definitions

Authorised digital channel	Any digital channel considered part of the official web presence and listed either in the Authorised Websites Register or the Social Media Register.
External site	A website that exists outside of the framework of RMIT's content management systems.
RMIT brand	A sign used, or intended to be used, to distinguish RMIT's goods or services from goods or services of others. The sign includes any letter, word, name, signature, numeral, typeface, shape, colour, sound or scent.
RMIT logo	The combination of the pixel dot and the words RMIT University arranged in specific ways.
RMIT Brand Identity Manual	A manual that visually demonstrates and regulates the visual use of the RMIT brand.
Unauthorised digital channel	Any RMIT digital channel not listed either in the Authorised Websites Register or the Social Media Register or any non-RMIT digital channel that implies or presents that it is, or is in any way associated with, RMIT without RMIT's authorisation.
Web editor	A person who is authorised by RMIT and has completed training in RMIT's policies for the creation, delivery and governance of RMIT web content.
Web presence	The official RMIT public and audience-based web presence; does not include courseware delivering program-specific content to students.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	19th October 2020
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<b>Approval Authority</b>	Vice-Chancellor's Executive
<b>Approval Date</b>	26th August 2020
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<b>Policy Owner</b>	Michael Vanderheide Chief Operating Officer
<b>Policy Author</b>	Chaminda Ranasinghe Chief Experience Officer
<b>Enquiries Contact</b>	Experience