Brand and Communications Policy

Section 1 - Purpose

(1) To protect and enhance the University's reputation by establishing and promoting consistent and appropriate use of the RMIT brand.

Section 2 - Overview

(2) Effective brand management is integral to RMIT's success and identity. This policy sets out principles and responsibilities to enable a clear, consistent and strategic approach to managing RMIT's brand and communications.

Section 3 - Scope

(3) This policy applies to all staff, students, researchers and affiliates of the RMIT Group, including contractors and partners providing services on behalf of RMIT with license to use or represent the RMIT brand and authorised communication channels.

Section 4 - Policy

Principles

(4) RMIT is committed to protecting and enhancing the image and reputation of the University through the creation of a consistent and confident visual identity.

(5) RMIT will create a consistent approach to the development, maintenance and application of brand values and visual identity in target markets and the wider community that:

a. aligns with the University's strategic direction, mission and values, including our dhumbali (commitment) to reconciliation
b. is consistent with marketing and brand objectives
c. complies with applicable country law and codes of practice, and the RMIT Code of Conduct
d. maximises the value of RMIT communication channels
e. guides the development of high-quality promotional materials

(6) RMIT may enter into sponsorships, partnerships and memberships both in Australia and internationally, and will ensure that such arrangements are consistent with the RMIT brand, values and strategic goals.

(7) For management and administration at global locations it is expected local representatives will manage activity in line with this policy and RMIT values.

(8) The RMIT University logo and other RMIT Group proprietary branding materials confirm university ownership or interest and are the sole visual identity representation of the University.

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(9) University communications will:

a. be inclusive and accessible
b. comply with the Digital Accessibility Framework
c. support effective and timely communication and information between the University and current and prospective students.

Responsibilities

(10) The Chief Experience Officer is responsible for:

a. approving RMIT's brand guidelines, as the official register of all approved branding materials that encompass all areas of the RMIT brand (domestic and global)
b. setting the conditions, assessment and evaluation criteria, approvals, performance and thresholds that apply to all (financial) sponsorships, partnerships and memberships
c. developing, maintaining and reviewing the visual brand identity and relevant procedures and resources to support
d. ensuring the RMIT web presence adheres to brand, web and security standards, legal requirements, and
e. ensuring all websites are hosted on RMIT's primary content management system. Exceptions may occasionally be granted if a business case is signed-off by the Chief Experience Officer. See Web Development and Maintenance Procedure for the scope and requirements of this provision.

(11) The following positions are responsible for overseeing promotional materials that make use of RMIT brand, including advertising, publications, signage and content:

a. the Chief Experience Officer and/or the Director, Global Marketing & Regional Hubs for RMIT University
b. the Director, Global Marketing, Digital and Student Recruitment for RMIT Vietnam
c. the Executive Director for RMIT Europe
d. the Chief Executive Officer for RMIT Training
e. the Chief Executive Officer for RMIT Online.

(12) The Executive Director, Communications has a responsibility to:

a. ensure that use of the RMIT brand in University communications is aligned with RMIT's strategic direction
b. develop, maintain and review procedures and resources that authorise and manage content and communication channels for the RMIT Group.

(13) The Executive Director, Governance, Legal and Strategic Operations is responsible for approving use of the RMIT Coat of Arms.

(14) Individuals managing content across RMIT authorised digital channels are responsible for:

a. the accuracy, accessibility and quality of content
b. taking action to rectify any breaches of this policy.

(15) All RMIT Group staff and representatives are responsible for:

a. adhering to all procedures and resources authorised under this policy
b. protecting the RMIT brand and associated brand assets
c. ensuring sponsored partnerships and events are approved and branded in accordance with this policy and

RMIT's Delegations of Authority Policy

d. consistently applying content management and communication channel standards, including inclusion and accessibility requirements.

Review

(16) This policy will be reviewed at least once every three years (3) in accordance with the Policy Governance Framework.

Section 5 - Resources

(17) Refer to the following documents which are established in accordance with this policy:

a. Web Development and Maintenance Procedure
b. RMIT Brand Guidelines
c. RMIT Brand Guidelines

Section 6 - Definitions

(Note: Defined terms below are specific to this policy.)

Authorised accounts	Social media and email communications that carry the RMIT university brand and are listed in the Digital Channels Register and Social Media Register.
Content owner	Any staff member, consultant or partner that creates content on behalf of RMIT University
RMIT brand	The University name (Royal Melbourne Institute of Technology, RMIT and RMIT University), logo, pixel, pixel shapes, colour, typography, photography style and icons that indicate University ownership or interest
Social media	The collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration, including websites and applications, blogging, social networking, social bookmarking, social curation and wikis.
Web presence	A location on the World Wide Web where RMIT is represented.

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Status and Details

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Policy Owner	Saskia Loer Hansen Deputy Vice-Chancellor and Vice-President - International and Engagement
Policy Author	Chaminda Ranasinghe Chief Experience Officer
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Glossary Terms and Definitions

"RMIT Group" - The University, its controlled entities and strategic investment vehicles (known as the RMIT Group).

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