

Brand and Communications Policy

Section 1 - Purpose

(1) To protect and enhance the University's reputation by establishing and promoting the 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:

- a. the creation and management of a consistent and confident visual identity;
- b. ensuring internal and external communications reflect and align with the University's strategic direction, mission and values, including our commitment to responsible practice;
- c. adherence to RMIT's [Code of Conduct](#), where staff can only make public comment on behalf of RMIT if authorised to do so.

(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. is consistent with marketing and brand objectives;
- b. complies with applicable country law and codes of practice;
- c. maximises the value of RMIT communication channels;
- d. 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 and policies.

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

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

(9) Any use of the Nationally Recognised Training (NRT) Logo will comply with the conditions of use as specified in the 2025 Standards for RTOs – Compliance Standards Schedule 2.

(10) University communications will:

- a. be inclusive and accessible;
- b. comply with the [Digital Accessibility Procedure](#);
- c. support effective and timely communication and information between the University and current and prospective students, staff and other external stakeholder groups.

Responsibilities

(11) The Vice-President, Engagement 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. ensuring the visual brand identity and relevant procedures are reviewed and maintained and resources allocated 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 Vice-President, Engagement. See [Web Development and Maintenance Procedure](#) for the scope and requirements of this provision.

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

- a. Director, Global Marketing for RMIT University;
- b. Associate PVC Engagement for RMIT Vietnam;
- c. Chief Executive Officer, RMIT Europe;
- d. Chief Executive Officer, RMIT UP;
- e. Chief Executive Officer, RMIT Online;

(13) 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.

(14) The University Secretary and Academic Registrar is responsible for:

- a. approving use of the RMIT Coat of Arms.

(15) 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.

(16) All RMIT Group staff, students 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. seeking express approval from the [RMIT Brand team](#) for the use of the RMIT logo;
- d. ensuring sponsored partnerships and events are approved and branded in accordance with this policy and RMIT's [Delegations of Authority Policy](#) noting sponsorships and memberships valued under AUD\$10,000 may be managed locally by the relevant business unit. Refer to the [Sponsorship Guidelines](#) for Sponsorships and brand partnerships valued over AUD\$10,000;
- e. consistently applying content management and communication channel standards, including inclusion and accessibility requirements.

Review

(17) This policy will be reviewed at least once every five (5) years, at a minimum, in accordance with the [Policy Governance Policy](#).

Section 5 - Compliance

(18) The Vice-President Engagement reports breaches of the Policy to the University Executive Committee bi-annually.

(19) Breaches of this procedure are reportable via the [Organisational Breach Reporting Form](#) and are managed in accordance with the [Compliance Breach Management Procedure](#).

Section 6 - Subordinate Documents

(20) 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 Social Media Guidelines](#)
- d. [RMIT Sponsorship Guidelines](#)

Section 7 - Definitions

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.

Status and Details

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Policy Owner	Michelle King Vice-President, Engagement
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