



DOCUMENT TYPE	D	
ADMINISTRATIVE	5	
MARKETING & ENGAGEMENT AND DEVELOPMENT	7	
MARKETING & ENGAGEMENT	3	
NUMBER	004	Policy Database Document Reference Number 573004D

VISUAL IDENTITY PROCEDURE

Parent Policy Title	Visual Identity Policy									
Associated Documents	La Trobe University Brand Style Guide									
Preamble	All production and design of marketing collateral must meet the requirements of La Trobe University's corporate brand (which supports the process of building a favourable image for La Trobe University that differentiates us, in the minds of the public, from competitors or other institutions) as per the La Trobe University Brand Style Guide.									
General	<p>Requests for all new and ongoing design and production of all marketing and promotional material must be made through the Manager, Brand & Visual Identity for concept design and approval.</p> <p>The staff member commissioning the collateral is responsible for the content (if applicable) and production (if applicable). Final design is approved by the Manager, Brand & Visual Identity or Director, Marketing & Promotions).</p>									
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Commissioning of Marketing & Promotional collateral	1									
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1. Commissioning of Marketing & Promotional collateral	Staff/departments/divisions (clients) needing to produce marketing and promotional material or requiring existing collateral to be made 'on brand' will need to in the first instance contact the Manager, Brand & Visual identity to obtain a brief and discuss the actual needs and purpose of the collateral.									
2. Working with agency / department (s) producing collateral	All commissioned work must go through University approved Advertising and Graphic design companies/departments. Initial design concepts will need to be submitted to Manager, Brand and Visual identity or Director, Marketing & Promotions for comment and initial approval.									
3. Final approval on collateral	All final approval (prior to production/implementation) will need to be made by the Manager, Brand & Visual Identity or Director, Marketing & Promotions. Collateral produced/implemented without final approval from the Manager, Brand & Visual Identity or the Director, Marketing & Promotions maybe pulled from public circulation.									

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Status	New. Approved by Senior Management Committee, 24 July 2009, Minute 3.1
Approval Body	Senior Management Committee
Initiating Body	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>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.</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