

Monash University Procedure

Procedure Title	Brand Identity Procedures
Parent Policy	Brand Identity Policy
Date Effective	02-October-2008
Review Date	02-October-2011
Procedure Owner	Director, marketing and Communications
Category	Operational
Version Number	1.0
Content Enquiries	brand@monash.edu
Scope	University Officers All Staff
Purpose	<p>To ensure the University has a consistent, high quality visual identity and to ensure University publications comply with Monash Brand Guidelines. Also to ensure that authors are aware of and comply with the requirements of external authorities such as the Education Services for Overseas Students Act and the Victorian Fair Trading Act.</p> <p>In 2002-03 Monash developed comprehensive visual Brand Guidelines to coordinate a uniform approach to the use of the Monash logo and the look and feel of Monash signage, publications and other marketing materials. This style guide is necessarily a living document, and is updated on an ongoing basis to meet the University's goal of having a high quality, consistent visual presence that is differentiated from other organizations and compatible with current trends and requirements.</p> <p>In a broader sense the University wants to protect its reputation, which is integral to its Brand, by ensuring there is no damage to its reputation through any misleading or deceptive advertising or marketing via its publications.</p> <p>The ESOS Act 2000, the National Code of Practice, the ESOS Regulations 2001 and the student related provisions of the Migration Act 1958 are directed towards protecting the interests of the international education sector in Australia.</p> <p><i>The Act, regulations and code, in specifying the registration requirements and obligations of higher education providers in Australia, are designed to ensure students receive the tuition and education for which they have paid.</i></p>
PROCEDURE STATEMENT	

1. Brand Identity Policy

All officers of the University share responsibility for upholding the visual identity of the University. Visual brand guidelines are an important tool to facilitate a consistent visual representation of Monash University and provide a framework which allows sufficient flexibility to enable faculties and campuses to achieve differentiation and effective communication outcomes.

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1. All University staff must comply with the latest version of brand guidelines when developing marketing materials, signage or other materials to be displayed to the public or to the Monash community.
2. Usage outside the methods stated in the visual brand guidelines must be approved by the Director, Marketing
3. The Visual Brand Guidelines provide for significant flexibility in design, so that materials can be tailored to local/faculty needs and this approach is encouraged. It is not desirable for all Monash materials to look identical - the intent is rather to ensure that all Monash materials are part of the same visual family.
4. Exceptions to the application of the visual brand guidelines can only be approved by the Divisional Director of Marketing and Student Recruitment, the Director of Marketing, or the Vice-Chancellor.
5. Queries about usage of the visual brand guidelines should be referred to the Director of Marketing.
6. Compliance with ESOS legislation is vital. All officers of the University share responsibility for ensuring that publications comply with the 2007 National Code of Practice for providers of education services to overseas students and the ESOS Act 2002.
7. Marketing and promotion must occur with integrity and accuracy. Students and their parents are first exposed to the Australian education system through registered provider's marketing information.
8. Publications, marketing, advertising, and student recruitment officers who are writing, publishing and distributing written and electronic material have legal obligations under the ESOS Act and the 2007 Code of Practice to ensure their materials comply.
9. Marketing and promotional materials which may be used to recruit international students must comply with the Act and the Code.
10. No false or misleading comparisons shall be drawn with any other providers or their courses and no inaccurate claims of association with other providers or organisation shall be made.
11. View the [Monash ESOS Compliance Manual](#) online.

Responsibility for implementation	All staff, but in particular: <ul style="list-style-type: none"> • Central marketing, publications and advertising staff • Faculty marketing, publications and advertising staff • Campus marketing and advertising staff
Status	
Approval Body	Name: Strategy and Resources Committee Meeting: 09/2008 Date: 02-October-2008 Agenda item: 8.1
Definitions	
Legislation Mandating Compliance	Education Services for Overseas Students Act 2000 National Code of Practice 2007 Fair Trading Act (Vic) 1999

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Related Policies	
Related Documents	Monash University Brand Book Monash University ESOS Compliance Manual Monash University Editorial Guidelines