

Monash University Policy

Policy Title	Brand Identity Policy
Date Effective	02-October-2008
Review Date	02-October-2011
Policy Owner	Director, Marketing and Communications
Category	Operational
Version Number	1.1
Content Enquiries	brand@monash.edu
Scope	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>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.</p>

POLICY STATEMENT

When producing signage, publications, marketing materials, web pages and all other materials that carry the University's name and or logo staff must use the [Monash Brand Guide](#).

The [Monash Brand Guide](#) is the pre-eminent resource for design style and standards across all areas of the University.

Staff must also be aware of the standards set out in the University ESOS Compliance Manual. Staff must ensure the advertising and promotion of courses to international students complies with ESOS requirements which are set out in Standards 1 and 2 of the [National Code of Practice 2007](#).

Supporting Procedures	Brand Identity Procedures
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Responsibility for implementation	All staff
Status	New
Approval Body	Name: Strategy and Resources Committee Meeting: 09/2008 Date: 02-October-2008 Agenda item: 8.1
Endorsement Body	Name: Publications Committee Meeting: 03/08 Date: 27-August-2008 Agenda item: 3.2.2
Definitions	
Legislation Mandating Compliance	Education Services for Overseas Students Act 2000 National Code of Practice 2007 Fair Trading Act (Vic) 1999
Related Policies	
Related Documents	Monash University Brand Book Monash University ESOS Compliance Manual Monash University Editorial Guidelines