

3.0

Brand Architecture

The building blocks of our Brand.

**The RMIT Brand Architecture
has been extensively
re-evaluated to ensure clarity,
consistency, and efficiency.**

The RMIT Brandmark will retain the word 'University'.

The ultimate destination is to become just 'RMIT', however while the University undertakes rapid expansion overseas, we need to retain the word 'University' because of the limited awareness of RMIT in some countries and the caché the word 'University' carries among important overseas audiences.

Nor can we apply two different Brandmarks; without 'University' in Australia and with 'University' overseas. Since communication increasingly crosses all geographical boundaries, we need a consistent approach.



RMIT University – Localisation

No matter where RMIT is located, there should be only one Brandmark: RMIT University.

Regardless of the specific legal and organisational frameworks behind our campuses overseas, the main Brandmark will be only one: 'RMIT University'.

Consequently while different legal names will continue to exist (e.g. RMIT International University Vietnam), Brandmarks incorporating the country should be discontinued.

This means localisation will instead be achieved through the inclusion of a city (or possibly country if required in select instances) within the typographic hierarchy of the headline, as demonstrated in the indicative layout examples shown right.



Brand Lockups – Sub-brands

The use of lock-ups should be restricted to fully owned specialised subsidiaries, and RMIT Gallery.

The lock-up is currently used across entities which are very different in nature and purpose. Moving forward its use should be restricted purely to fully owned subsidiaries providing specialised education services, such as RMIT Training.

As a general rule, whilst galleries and art spaces don't require a lock up, RMIT Gallery is an exception, due to the fact that it's a high profile whole-of-university entity and operates in the specialist field of the arts, and has a long history with the lock up.

The lock-up will include the word 'University' since it brings additional equity to those entities, especially among international audiences.



It's important we follow a clear set of rules, this ensures our sub-brands are consistent and can sit alongside each other harmoniously.



Brand Lockups – Sub-brands

In instances where it is necessary to create a lockup for a sub-brand with a particularly long name, the sub-brand name should be reduced to the width of the word 'University'.



Note: the two line longer sub-brand name should still align with the cap height of the single-line version (e.g. the G in Gallery) to ensure consistency

Brand Lockups – Research Institutes

A standardised approach has been developed to display the names of Research Institutes reflecting a clear sense of hierarchy.

In recent years a higher degree of standardisation has already emerged in Branding Research entities, with many old Brandmarks dropped and/or used as just textures and patterns.

A unique Brandmark lockup has been created for Institutes that places the Institute name above the RMIT Brandmark, raising their profile, whilst consolidating and streamlining their Branding. This reflects the important contributions the Institutes make to the University and beyond.

Centres and Groups do not have their own Brandmark lockups, instead their name is incorporated into the layout above the headline, positioned away from the RMIT Brandmark.

Specific rules around how to position these elements is detailed in the Avant-Garde section of this manual.



Health Innovations
Research Institute



Platform Technologies
Research Institute



Global Cities
Research Institute



Brand Lockups – Collaborations and Partnerships

3.7

Collaborations and partnerships with third parties are an important aspect of the RMIT story. By forming these relationships with other companies and organisations, we strengthen and diversify the RMIT offer.

When locking up the RMIT Brandmark with third party Brandmarks, an approach has been created that will ensure clarity, cohesion and respect. The inclusion of a “relationship line” within the lockup ensures that everyone understands the nature and purpose of the collaboration.

By following these simple guidelines we can ensure not only the ongoing consistency of our Brand, but also respect the integrity of the Brands that partner with us.

Current Approved Relationship Lines

in partnership with	a business of
a student initiative of	a company of

Shown above is the currently approved list of relationship lines, however this list will grow with the approval of the Vice-Chancellor

Vertical Lockup (indicative only)



Third Party Brandmark
(sizing variable)

in
partnership
with

Relationship Line:
Museo 300



Sizing of the 3-line
relationship line must
equal the height of
the RMIT Brandmark

Horizontal Lockup (Indicative Only)



in
partnership
with



Endorsed Entities

At times we must give established Brands or entities a degree of independence from the RMIT Brand. We can achieve this through endorsement, rather than a more formalised Brand lockup.

While the two 'worlds' of Learning & Teaching and Research will be more closely aligned with the parent Brand (because they are at the centre of what the University does and controls), other specialist entities operating in the arts and broader community engagement should be allowed (or asked to) have their own Brandmark while being endorsed by RMIT.

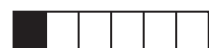
This approach will apply to arts galleries and spaces run by specific schools and departments, to the RMIT bookshop run by a students co-operative, or even iconic venues, such as Capitol Theatre, which have a Brand equity in the community that predates and to some extent, transcends RMIT University.



— 'An RMIT University [Insert Type]' —
Museo 300

Sizing indicative only and will vary depending on the Brandmark the endorsement line will be applied to. Care should be taken to ensure the sizing and placement is respectful of the endorsed Brandmark

Indicative Examples



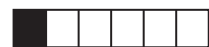
**PROJECT SPACE
SPARE ROOM**

An RMIT University Arts Space



**RMIT School of Art
GALLERY**

An RMIT University Arts Space



PROJECT SPACE

An RMIT University Arts Space

Bookshop

An RMIT University Student Co-Op