

8.0 | **RMIT Brand Building**

Advertising RMIT.

Brand Building/Advertising **is characterised by its** **diversity and adaptability.**

As successful advertising is often reliant on targeted tactical campaigns, it's important to allow a greater degree of flexibility to ensure campaigns are always fresh, engaging and relevant.

Control **vs.** Competency

As we increase the flexibility of the RMIT Brand, we must also empower our team to make decisions that are appropriate for their needs. When creating advertising, there are a few simple rules that will ensure the integrity of the RMIT Brand is never compromised.

Control vs Competency

It's important we clearly distinguish how **Brand Building/Advertising** differs from **Core Look communications**.

There are certain Brand elements that must be included in all RMIT communications, whilst others are optional or can be varied and adapted. This simple chart seeks to highlight the differences between Core Look comms and Brand Building, but is only a basic guide and should be considered a starting point only.

When it comes to campaigns, we seek to empower; less rules more skilled creativity. It's expected that Brand Building campaigns will be inspired by the Core Look, using these freedoms to springboard into new and exciting visual results to create eye-catching campaigns.

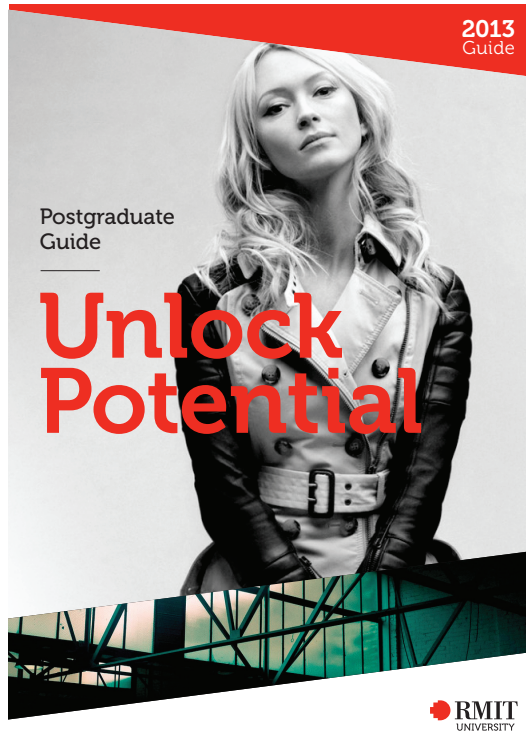
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	Core Look communications	RMIT Brand Building campaigns
	Ownership: Central Marketing and/or College Marketing On all Core Look communications	Ownership: Central Marketing Specific campaigns (e.g. Postgraduate, Change of Preference, Open Day, Mid Year etc.)
RMIT Brandmark	Mandatory inclusion	Mandatory inclusion
Colour	Mandatory inclusion of RMIT Red (but can be limited to typography and RMIT Brandmark pixel only)	Mandatory inclusion of RMIT Red (but can be limited to RMIT Brandmark pixel only)
RMIT Wedge	Mandatory – and must always adhere to the 7° rule	Optional – but when used must adhere to the 7° rule
Typography (Headline)	Museo (Title Case)	Campaign-specific bespoke typefaces can be used
Typography (Secondary)	Museo and Helvetica Neue (if required)	Museo and Helvetica Neue (if required)
Photography	Optional – but any photography must follow photography guidelines (people, place, objects)	Optional – but portrait photography must be black and white and follow photography guidelines
Photography – Texture	Optional – but any photographic texture must follow photography guidelines	Optional – but any photographic texture must follow photography guidelines

Control vs Competency

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Core Look communications
Typically internally produced



- ✓ RMIT Brandmark
- ✓ RMIT red
- ✓ RMIT Wedge
- ✓ Museo headline typography
- ✓ Black and white portrait photography
- ✓ Texture photography

RMIT campaigns
Ideally agency-led



- ✓ RMIT Brandmark
- ✓ RMIT red (within the Brandmark)
- ✓ Bespoke headline typography
- ✓ Museo secondary typography
- ✓ Black and white portrait photography