

# 1.0 | Brand Strategy

The story behind the Brand.

# RMIT is the global university of technology and design.

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As a university of technology and design, RMIT will focus on creating solutions that transform the future for the benefit of people and their environments.

We will collaborate with partners to ensure the global impact of our education and research, and we will reach out through our presence in cities across the world to make a difference.

Source: Strategic Plan, RMIT 2015: Transforming the Future.

# The Brand Extension Objective

# From 2008 to today.

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**Retain** the boldness and intensity at the heart of the Brand.

**Push** the Brand story towards innovation, transformation and global reach.

**Surround** the Brand with a more focused but varied visual framework.

# Brand Value Proposition

RMIT is a complex organisation with a rich history – from Melbourne's Working Men's College to a global university of technology and design.

Throughout its history and across its campuses, schools and research teams, there has always been a strong sense of a quintessential RMIT way of doing things.

The RMIT Brand value proposition captures the RMIT way and it does so in a concise, distinctive and inspiring manner, which is relevant today and in the long term. It articulates the over-arching messages driving the Brand as well as its emotional dimension.

Use it as the main framework to plan, create and evaluate marketing and communications materials.

Note: This framework is not to appear as 'copy' or text in brochures, advertisements or promotional material.

**Brand Essence** (the highly evocative distillation of what RMIT stands for)

## Take the Future in Your Hands

**Brand Promise** (the crisp articulation of the primary functional and emotional benefits that RMIT provides to its internal and external audiences)

RMIT encourages people to pursue their own destiny and transform the world around them by nurturing their creative minds and equipping them with powerful tools and connections

**Conceptual Target** (the single-minded description of all RMIT's audiences based on a shared mindset)

Hands-on Independent Thinkers

### Brand Pillars

Boundless connections between teaching, research and the world of professions

Brave new thinking shaping the future of urban life

Creative minds solving real life issues

A multiplicity of paths to personal success

Born in Melbourne and at home in every great city of the world

**Personality Traits** (RMIT's style, its emotional dimension)

**Collaborative**

**Fearless**

**Ingenious**

**Enterprising**

**With an urban edge**

Brand Strategy



Brand Essence

# Take the Future in Your Hands

Brand Promise

RMIT is the global university  
of technology and design.

It encourages people to pursue their  
own destiny and transform the world  
by nurturing their creative minds and  
equipping them with powerful tools  
and connections.

Conceptual Target

# Hands-on Independent Thinkers

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People who think on their feet, who are unafraid to step out of their comfort zone and challenge the status quo.

They are self confident, worldly and urban in attitude, always ready to roll their sleeves up and get into it – their pragmatic standpoint and knack for technology makes them especially adept at navigating the chaos and fast pace of today's society.

Their journey starts with an individualistic focus – they want to stand out, be successful and fulfil their special talent. And as they grow they are often attracted by something larger and a bigger calling: to leave their original mark on the future of society and the world.



Brand Personality

# Collaborative

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Boundless connections  
between teaching, research  
and the world of professions

Brand Personality

# Fearless

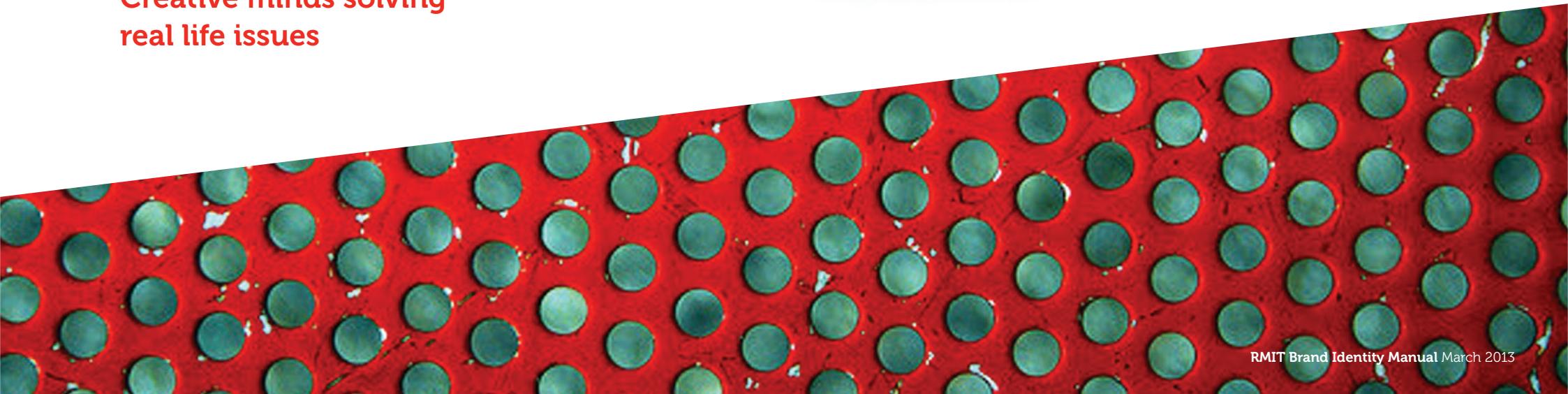
Brave new thinking shaping  
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Brand Personality

# Ingenious

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Creative minds solving  
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Brand Personality

# Enterprising

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A multiplicity of paths  
to personal success

Brand Personality

# Urban Edge

Born in Melbourne and at  
home in every great city  
of the world

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# RMIT's Distinctive Looks

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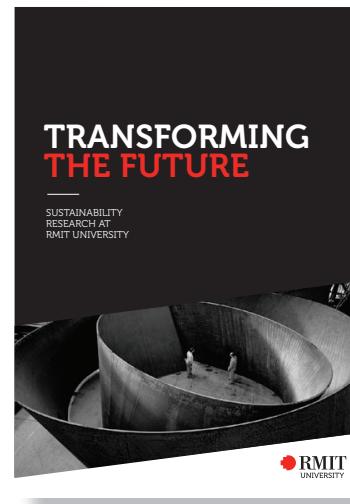
While all the RMIT Brand identity elements originate from the same Brand essence and personality, these elements can be combined in particular ways to create 'Looks' that suit specific audiences.

The table opposite shows a summary of the visual tone-of-voice and audience for each of RMIT's Looks.

It is important that your communication adopts the correct Look in order to connect with your audience.

Assistance with choosing the correct Look is outlined in this section of the manual.

While students want their communications to have some association with RMIT, typically they do not want their one-off communications to be creatively constrained by the RMIT visual identity system. 'Fringe' has been created to provide maximum creative freedom while providing a clear identification that communications were developed as part of student initiatives. Please refer to the following page for further information on Fringe.

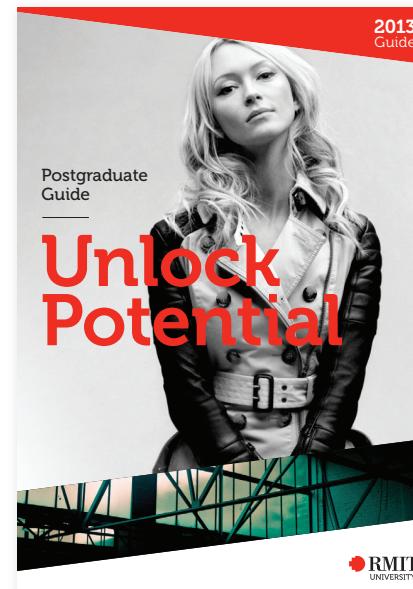


## Official Look

- Formal**
- Prestigious**
- Authoritative**
- Well-Connected**

The FORMAL expression of the RMIT Brand

Targeting corporate stakeholders, alumni and donors



## Core Look

- Bold**
- Personal**
- Direct**
- Uncompromising**

The ICONIC expression of the RMIT Brand

Targeting students and staff, and multiple audiences at the same time



## Avant-Garde Look

- Conceptual**
- Radical**
- Visionary**
- Irrepressible**

The RADICAL expression of the RMIT Brand

Targeting the research community

# Fringe Communications

An alternative device has been created to distinguish the communications developed by RMIT students.

While students want their communications to have some association with RMIT, typically they do not want their one-off communications to be creatively constrained by the RMIT visual identity system.

Conversely, RMIT needs to ensure there is some strategic distance from student developed communications to protect the integrity of the RMIT Brand.

'Fringe' has been created to provide maximum creative freedom while providing a clear identification that communications were developed as part of student initiatives.

Section 9.0 of this manual details the specification and usage principles for Fringe.



## Student Initiatives

The LIBERATED expression of the RMIT Brand

A device has been created for use in instances where student-led initiatives require a visual link to the RMIT Brand without the need to implement the full corporate look.

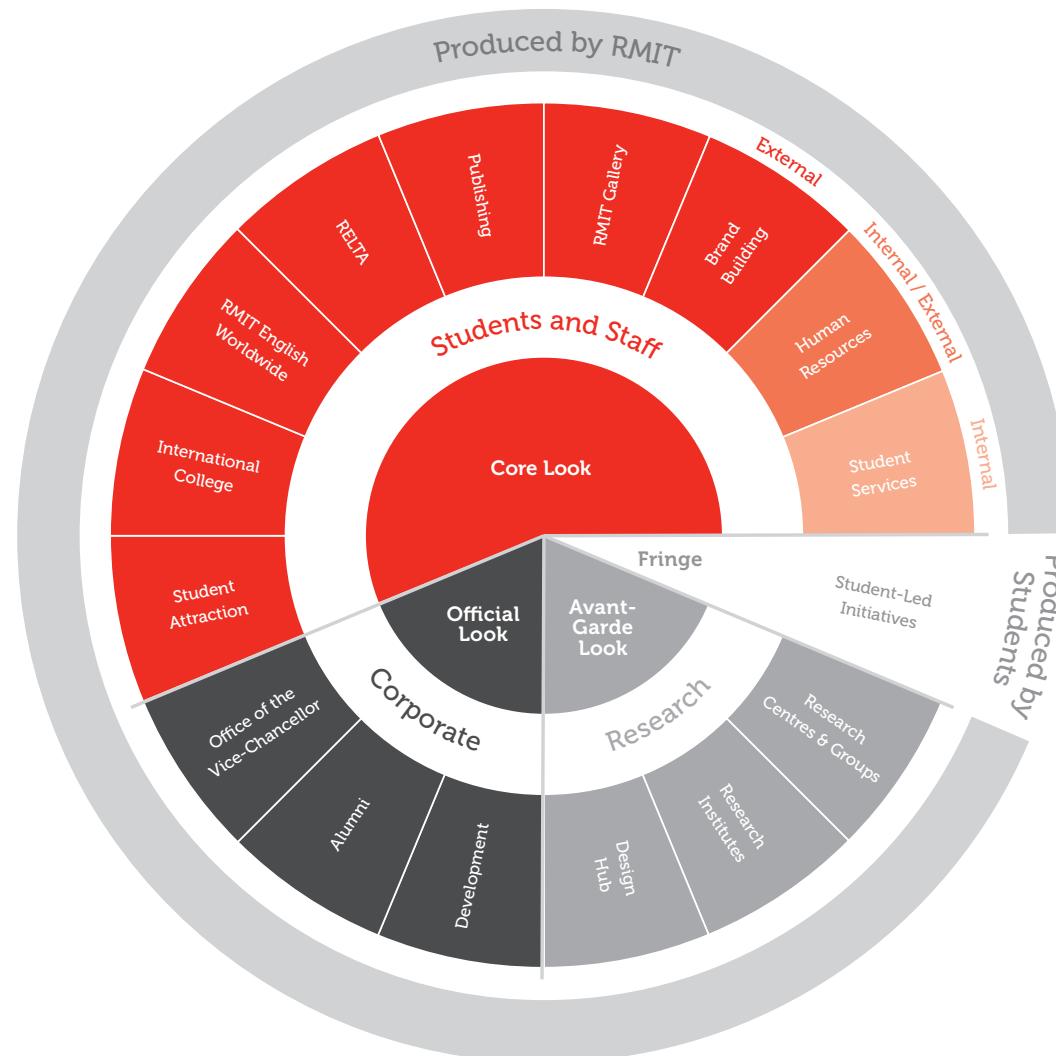
# The Relationship Between Looks

**There is a meaningful relationship between RMIT entities, audiences and Looks.**

The chart opposite provides a useful context to understand these relationships and may assist in selecting the correct Look for specific communications.

Further information about selection of the right Look can be found on the following page.

If you are unsure of which Look to use, contact Engagement for advice.



# How to Choose the Right Look?

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Each of the RMIT Looks has been designed to convey a specific tone-of-voice to connect with different audiences.

In order to convey the correct tone-of-voice to connect with your audience, it's important that your communication adopts the correct Look.

There are three questions that can assist with selecting the correct Look.

**1. To which audience?**

Select the primary audience being targeted with the communication

**2. From which entity?**

Select the entity that will be the owner of this communication

**3. If unsure of audience or entity?**

The default Look is the Core Look.

Wherever possible, it is preferable to cross-reference both questions to ensure the correct Look has been selected before starting the design process.

The Core Look is the primary Look of RMIT and is suitable for the majority of RMIT's communication requirements.

If you are unsure of which Look to use, contact Engagement for advice.

**To which audience?**

Corporate/industry stakeholders  
Government  
Alumni  
Donors



**Official Look**



**From which entity?**

Office of Vice-Chancellor or Vice-Chancellor Executive  
Alumni (Prospective and current)  
Development

Students (Prospective and current)  
Staff (Prospective and current)  
Whole of RMIT



**Core Look\***



Student Attraction  
Student Services  
Human Resources  
International College  
RMIT English Worldwide  
RMIT Gallery  
RELT  
RMIT Publishing

Research community



**Avant-Garde Look**



Research Centres and Groups  
Research Institutes  
Design Hub

RMIT community and broader community



**Fringe**



Student Initiatives

\*If unsure of audience or entity the default Look is the Core Look