



Guidelines Regarding the Development of College Logos

Background: Griffith College has undergone significant expansion over the past five decades, leading to a growing need for distinct and bespoke logos or identities within various business units and departments. These unique logos aim to promote specific projects and initiatives. To maintain governance and brand consistency, the institution has established the following guidelines. These guidelines ensure that any proposed logo designs align with the overall brand guidelines of the institution and undergo thorough review and approval before implementation.

Process:

Faculties and departments contemplating the creation of individual logos are requested to adhere to the following steps:

1. The College's primary logo, featuring the building and Griffith College text, should remain unaltered. The building must be used in its entirety or not at all.
2. Proposed logos must align with the College's overarching brand guidelines. For the latest guidelines, please contact the Marketing Department.
3. Logo development should be entrusted to an agency or designer with expertise in logo design. For guidance on logo development options, please consult the Marketing Department.
4. Submit a draft of the logo to the Marketing Committee for review, accompanied by a one-page document outlining the correct treatment and guidelines for logo usage.
5. The Marketing Committee will provide feedback on logo submissions within five working days of their meeting.
6. If the Committee does not approve the proposed logo, further iterations can be presented at subsequent Committee meetings for reconsideration.
7. Upon approval of a proposed logo, the relevant business unit or department must inform the Committee of any subsequent proposed changes or alterations to the design or wording.

Guiding Principles:

In addition to the above, adhere to the following guiding principles when designing a logo:

- Consistency with the College's overall brand.
- High-quality design suitable for use across various formats and channels.
- Avoidance of iconography or images that may misrepresent or negatively impact the college's brand, considering both national and international markets.

Review:

This policy will undergo an annual review by the Marketing Committee.