Brand Management

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Review Cycle:	3-year cycle		
Applies From:	Immediately		

All policies on Waituhi are the current version. Please check date of this hard copy before proceeding.

1 Introduction

1.1 Purpose

The purpose of this policy is to ensure that the use of the Ara Institute of Canterbury (Ara) brand is consistent with brand standards both internally and externally to the organisation; that strategic brand positioning is utilised and upheld in any marketing activity; and that both are applied and managed with regard to the reputation of the Ara brand.

1.2 Scope and Application

Ara brand standards apply to all Ara corporate, promotional, advertising, academic, teaching, administrative communications, and documentation both internally and externally.

1.3 Formal Delegations

The holders of the positions detailed in the table below are authorised to approve the use of the Ara brand.

Ara Position	Associated Authority
Ara Council Chair	Brand Related • On recommendation from the Chief Executive (CE) or delegate and on behalf of the Ara Council • Approval of significant changes to the Ara brand or logo
Director Strategy Planning and Performance	Brand Related • Approval of strategic top level marketing positioning at Ara and recruitment campaign concepts, utilizing high profile media channels, such as television commercials and outdoor advertising to ensure alignment to the strategic objectives of Ara • Approval of intent to make any significant changes to the Ara logo or brand
Head of Marketing and Recruitment	• Approval of all requests related to the use of the Ara logo & intended brand use (or delegated authority) • Approval of brand templates • Approval of any change, update and/or review of the Ara Brand Standard controlled documentation • Approval of visual design, development and content for publication and distribution of any Ara branded multi-media marketing and communication activity as detailed and defined within this policy *It is expected that the Head of Marketing & Recruitment will appropriately consult in the carrying out of these delegations.*

1.4 Definitions

a **Ara Brand Standards:** Approved brand standards which ensure that the Ara brand is communicated correctly through consistency of design, messaging, typography, imagery, colour palette, and tone of voice.

b **Internal Stakeholder**: All Ara colleagues and members of the Council.

c **External Stakeholder**: Learners, prospective learners, graduates, industry, employers, iwi and community partners, partner agents, tertiary organisations, commercial and community entities not employed by Ara, government agencies, regional authorities, Ministers, MPs, local government, media and the general public.

d **Marketing Activities:** All Ara marketing, promotional, advertising, communication, media and recruitment-related activities. Includes using offline and online channels including websites, social media, print, signage, radio, cinema, television and outdoor advertising for the publication and distribution of all Ara branded information.

Related Ara Procedures • Ara Brand Standards *(controlled documentation held by Marketing Services department, available on InfoWeb)* • CPP208a Staff complaints about staff process flow chart • CPP208b Staff complaints about students process flowchart	**Related Ara Policies** • CPP118 Sponsorship • CPP122 Social Media • CPP208 Resolving Employee Performance or Conduct Issues • CPP211 Code of Professional Practice
Related Legislation or Other Documentation •	**Good Practice Guidelines**
References •	
Notes	

2 Principles

2.1 The Ara logo and/or strategic brand positioning, and any significant changes to it, are to be approved by the Ara Council.

2.2 The publication and distribution of all written and verbal information, comment and visual images provided to the external and internal stakeholders of Ara, in the name of Ara, via any Ara multi-media platform, will adhere to Ara Brand Standards.

3 Associated procedures for Ara Corporate Policy on: Brand Management

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3.1 Ara Procedures

a Ara brand standards will be adhered to at all times and apply to all Ara corporate, promotional, advertising, communication, academic, teaching, administrative internal and external print, and/or multi-media documentation or images.

b The Ara logo and/or strategic brand positioning, and any significant changes to it, are to be approved by the Ara Council.

c To ensure compliance with the brand standards all Ara Council members, colleagues and any external parties are required to gain approval from the Head of Marketing and Recruitment at Ara for the use of the Ara logo and brand imagery in any context.

d Ara brand standards are published for general use on Waituhi (Ara's intranet).

e Any changes to the Ara brand standard documentation must be approved by the Head of Marketing and Recruitment.

f Any Ara published brand related material or template that has been created outside of the Marketing and Recruitment department, either as part of an internal academic or allied department, teaching or learning practice, is required to receive signed brand approval from the Head of Marketing and Recruitment or delegate if that material is to be distributed internally or externally and/or displayed publicly in any context including Ara public areas, buildings, events, merchandise, clothing, online or distributed via electronic mail.

g Colleagues are not permitted to create their own Ara branded template in any circumstance and must seek an approved Ara template or request for development of said template from the Marketing and Recruitment department.

h If a need exists to create a new branded template for internal or external use, Marketing team will create, design, produce and distribute this template in line with brand standards. This will be approved by the Director – Strategy, Planning, Performance.

3.2 Breaches of Policy

a Infringement of the *CPP125 Brand Management* policy may result in withdrawal of specific marketing activity or the refusal to produce, publish, distribute and/or in the destruction of any non-compliant material or other disciplinary action which will be carried out in consultation with the appropriate Director, or Department Manager or with the Chief Executive or delegate.

b Any such actions are subject to CPP208 Resolving Employee Performance or Conduct Issues and CPP211 Code of Professional Practice policies.

c Complaints about the misuse of Ara-related marketing and/or branded material may be made to the colleague's Director or the Head of Marketing and Recruitment.