

Introduction

ACU is a complex organisation with many different entities including directorates, departments, faculties, schools, clinics, research entities, student life, community engagement, media and publications and places and facilities, each engaging with a variety of audiences.

As we aim to tell a coherent story about ourselves, it is important to ask how those entities relate to our brand through nomenclature, branding devices and their own look and feel.

That is what a brand architecture is about: establishing roles and relationships across various entities and bringing them to life through clear design principles.

The following pages outline our brand architecture principles. They establish a simple set of rules while, at the same time, acknowledging that different entities may need to relate to our parent brand in different ways.

Introduction

Overarching imperatives

Emphasise the ACU parent brand above all else.

Our sense of identity comes first and foremost from the overarching organisation we belong to.

Establish a clear branding hierarchy.

Eliminate redundant use of different branding devices in the same piece of comms.

Inject more authoritativeness in some branding devices.

We are a reputable institution and certain entities must carry more weight.



















Communicate from an externally focused perspective.

It's less about how ACU is structured, and more about what it offers to its audiences.

Bring key activities closer to the ACU core, by adding breadth to the look and feel.

A coherent brand architecture implies a coherent and cohesive organisation.

Introduction Overview

PARENT BRAND	Brandmark <div></div>					Ceremonial brandmark <div></div>				
OFFICES AND OPERATIONS	Directorates <div>STUDENT SUCCESS</div>			Standard Units and Departments <div>STUDENT SUCCESS Student Advocacy Service</div>		Special Units and Departments e.g. Campus Ministry, First People's <div>Campus Ministry</div>				
LEARNING AND TEACHING	Faculties <div>FACULTY OF HEALTH SCIENCES</div>		Standard Schools <div>SCHOOL OF PSYCHOLOGY</div>		Named Schools and Academies <div></div>		Disciplines <div>PSYCHOLOGY</div>			
	ACU Online <div></div>				Executive Education <div>EXECUTIVE EDUCATION</div>					
CLINICS	ACU Medical Centres <div>In partnership with </div> <div>ACU MEDICAL CENTRE</div>		ACU Health Clinics <div>ACU HEALTH CLINICS</div>		Clinic disciplines <div>ACU PHYSIOTHERAPY CLINIC</div>		Discipline programs <div>ACU PHYSIOTHERAPY CLINIC Back Stability Research program</div>			
RESEARCH	Research Institutes <div></div>		Research Programs within Institutes <div>PROGRAM FOR MINDFULNESS, COMPASSION & ACTION</div>		Research Projects <div>ITEACH</div>		Research Centres outside Institutes (under faculties) <div>CENTRE FOR HEALTH & SOCIAL RESEARCH</div>		Research Collaborations <div>Founded by  Supported by </div>	
STUDENT ENGAGEMENT	ACU Student Life <div>ACU STUDENT LIFE</div>		ACU Extra <div></div>			SSAF <div>Funded By ACU SSAF</div>				
	ACU Sport <div></div> Sport Clubs <div></div>		Gyms <div>ACU ACTIVE</div>			Non-Sporting Inter University Competitions <div></div>			ACU Mascot <div></div>	
	ACUNSA (student association) <div></div>		ACUPGA (student association) <div></div>			Campus Student Associations <div></div>			Student Clubs and Societies (non-sporting) <div>An ACU student club </div>	
DIGITAL TOOLS AND PLATFORMS	Student Portal (Tbd) <div>STUDENT PORTAL</div>			Learning platforms (Leo, Career Hub, Education Hub) <div>CAREER HUB</div>			Admin platforms (ask ACU) <div>ASK ACU</div>			
PLACES AND FACILITIES	Campuses, Learning Labs, Galleries, Conference Venues, Library Buildings <div>The Peter Cosgrove Centre</div>									