

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 authoritative-ness 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  		Ceremonial brandmark 		
OFFICES AND OPERATIONS	Directorates OFFICE OF STUDENT SUCCESS		Standard Units and Departments	OFFICE OF STUDENT SUCCESS Academic Skills Unit	Special Units and Departments e.g. Campus Ministry, First People's Campus Ministry
LEARNING AND TEACHING	Faculties FACULTY OF HEALTH SCIENCES	Standard Schools SCHOOL OF PSYCHOLOGY	Named Schools and Academies 	Disciplines PSYCHOLOGY	
	ACU College 		Executive Education EXECUTIVE EDUCATION		
CLINICS	ACU Medical Centres 	ACU Medical Centre 	ACU Health Clinics 	Clinic disciplines ACU PHYSIOTHERAPY CLINIC	Discipline programs ACU PHYSIOTHERAPY CLINIC Back Stability Research program
RESEARCH	Research Institutes 	Research Programs within Institutes PROGRAM FOR MINDFULNESS, COMPASSION & ACTION	Research Projects ITEACH	Research Centres outside Institutes (under faculties) CENTRE FOR HEALTH & SOCIAL RESEARCH	Research Collaborations Founded by  Supported by 
STUDENT ENGAGEMENT	ACU Student Life (Discover U) 	Discover U Clusters (Support, arts, community, sport) DISCOVER U > ART	Programs and Services (for each category) DISCOVER U > COUNSELLING	ACU Extra 	SSAF Funded By ACU SSAF
	ACU Sport 	Sport Clubs 	Gyms MELBOURNE STUDIO GYM	Non-Sporting Inter University Competitions 	
	ACUNSA (student association) 	ACUPGA (student association) 	Campus Student Associations 	Student Clubs and Societies (non-sporting) An ACU student club 	
DIGITAL TOOLS AND PLATFORMS	Student Portal (Tbd) STUDENT PORTAL	Learning platforms (Leo, Career Hub, Education Hub)	CAREER HUB	Admin platforms (ask ACU)	ASK ACU
PLACES AND FACILITIES	Campuses, Learning Labs, Galleries, Conference Venues, Library Buildings The Peter Cosgrove Centre				