



**EDMUND RICE EDUCATION
AUSTRALIA**

Visual Identity Policy

Approved by the EREA Board 29 October 2013

- Rationale:** There is a need for consistency in the names, symbols and logos/styles used to represent EREA. Maintaining this consistency enables EREA to enhance its profile within Catholic education in Australia and build a strong organisational identity. This aim can be promoted through the development and implementation of agreed guidelines and protocols.
- Principles:** The Visual Identity of EREA and related Guidelines reflect the Charter and are underpinned by EREA core values. The principle of consistency is also operative.
- Policy Statement:** All groups within EREA: schools, entities and offices, will follow agreed guidelines in expressing visual identity.
- Applicable to:** All EREA
- Key Responsibilities:** The Executive Director has responsibility for the implementation of this policy and will oversee a process for the development of guidelines for visual identity within EREA.
- Effective From:** October 2013
- Review:** Consideration will be given every 2 years to determine if this policy requires review earlier than 2017.
- Related Information:** The EREA Visual Identity Guidelines