

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.6 Brand Marketing and Corporate Communication)

Title	Monitor and ensure consistency in using corporate identity throughout the bank
Code	109453L4
Range	Monitoring the presentation of corporate identity in every encounter of the bank's appearance (e.g. campaigns, media and publications). This applies to the presentation of any materials in different formats and media.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Be familiar with the corporate identity of the bank and take necessary actions to ensure internal communication can reflect understanding of the brand guidelines throughout the bank; • Possess knowledge regarding corporate characteristics and principles and provide related training to help staff understand thoroughly the corporate identity and act in accordance to corporate values. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Create and maintain a corporate identity system including specification on logo prototype, typeface, size ratio, colour code, etc.; • Take necessary actions to ensure all marketing and promotion materials are in line with the bank's corporate identity; • Monitor delivery of strategies; spot any deviance and take actions to mitigate unfavourable impacts on corporate identity. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Monitor the guidelines of enforcing compliance to standards in the presentation of corporate identity; • Conduct extensive consultation to ensure stakeholders of all levels and functions are in pace with the overall direction of corporate identity sustainability.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Monitoring the usage of corporate identity. The monitoring activities should be able to cover different communication media and able to spot any deviances promptly.
Remark	