

Marketing and Communication > Marketing and Branding

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| Title | Monitor and ensure consistency in using corporate identity throughout the bank |
| Code | 106639L4 |
| Range | Monitor the presentation of corporate identity in every encounter of bank's appearance (e.g. campaigns, media, publications). This applies to the presentation of any materials in different formats and media. |
| Level | 4 |
| Credit | 4 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Provide staff with knowledge related to corporate identity <p>Be able to:</p> <ul style="list-style-type: none"> • Ensure the communication and understanding of the brand guidelines throughout the bank • Provide training to help staff understand thoroughly the corporate identity and act in accordance to corporate values 2. Enforce compliance to standards in the presentation of corporate identity <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, color code, etc. • Ensure all marketing and promotion materials are in line with the bank's corporate identity • Monitor delivery of strategy, spot any deviance and take actions to mitigate unfavorable impacts |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Monitoring of the usage of corporate identity. The monitoring should be able to cover different communication media and able to spot any deviances promptly. |
| Remark | |