

Specification of Competency Standards for the Retail Banking

**Unit of Competency**

**Product Development and Brand Marketing > 6.6 Brand Marketing**

Title	Monitor and ensure consistency in using corporate identity throughout the bank
Code	107493L4
Range	Monitor the presentation of corporate identity in every encounter of 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
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Provide staff with knowledge related to corporate identity           <ul style="list-style-type: none"> <li>Be able to:               <ul style="list-style-type: none"> <li>• Ensure communication and understanding of the brand guidelines throughout the bank</li> <li>• Provide training to help staff understand thoroughly the corporate identity and help them act in accordance to corporate values</li> </ul> </li> </ul> </li> <li>2. Enforce compliance to standards in the presentation of corporate identity           <ul style="list-style-type: none"> <li>Be able to:               <ul style="list-style-type: none"> <li>• Create and maintain a corporate identity system including specification on logo prototype, typeface, size ratio, color code, etc.</li> <li>• Ensure all marketing and promotion materials are in line with the bank's corporate identity</li> <li>• Monitor delivery of strategy, spot any deviance and take actions to mitigate unfavorable impacts</li> </ul> </li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Monitoring of the usage of corporate identity. The monitoring should be able to cover different communication media and able to spot any deviances promptly</li> </ul>
Remark	