



BRANDING POLICY

Adopted by the Committee of Management 12/06/2018

1. Background

The purpose of the policy is to ensure South Eastern Radio Association Inc (Casey Radio 97.7 FM) benefits from the consistent and coherent promotion of the Station's brand and to minimise risk from the misuse of the brand.

2. Scope and Application

This policy applies to all branding by the Station's presenters, any current or future staff, members, and use of Casey Radio 97.7 FM brand by affiliated or external individuals contractors, or other bodies.

The approved Station brand is detailed in Casey Radio 97.7 FM Style Guide and covers all representations that identify the Station, including its approved call sign (Casey Radio 97.7 FM and 3SER), the Station logo, any current or future trademarks, slogans, business names and domain names. The Station's approved brand can include the name of a program within the parameters specified in this policy.

Branding that introduces a new visual identifier (for example, logo, colour or domain name) outside the specifications of Casey Radio 97.7 FM Style Guide is not allowable unless approved in accordance with this policy by the Committee of Management and associated artwork is approved by the Committee of Management.

3. Creation of Station 'other brands', including individual program branding

Regardless of if the logo or other traditional Station visual identifiers are incorporated, creation of other Station brands potentially detracts from the impact and recognition of the Station's approved brand.

The Station logo, or other brand identifier must always be the dominant presence in any representation.

This policy seeks to minimise the proliferation of 'other brands' to protect and promote Casey Radio 97.7 FM approved brand as the dominant visual manifestation of the Station's identity.

This policy should be read in conjunction with the Casey Radio 97.7 FM Style Guide.

4. Policy Principles

- the brand of Casey Radio 97.7 FM is an asset. Members and presenters are required to act in ways that promote and protect the brand.
- affiliated or external individuals or bodies carrying out activities that would enhance the Station's reputation are strongly encouraged to acknowledge the Station by using the approved brand as set out in this policy.
- use of the approved brand or any Station 'other brand' by affiliated or external individuals or bodies must be approved and governed by agreement with the Committee of Management.
- presenters and shows may be named alongside Casey Radio 97.7 FM brand as long as this complies with this policy.
- in very limited circumstances, Station 'other brands' (including business and domain name registration) may be created where significant commercial or other advantage can be demonstrated. These must be approved by the Committee of Management.
- Station 'other brands' may not be created or used without approval. Requests for approval of Station 'other brands', including those for wholly owned entities of the

Station, must be accompanied by a supporting business case and approved by the Committee of Management.

- non-compliance with this policy will be addressed through the Station's disciplinary procedures.
- any manufacturer, retailer or vendor producing or selling merchandise bearing the Station's brand must either be licensed or contracted by Casey Radio 97.7 FM to produce such branded merchandise. The use of the brand must also comply with this policy.
- any use of the Station's brand must comply with relevant policy and the Casey Radio 97.7 FM Style Guide.

5. Transition Provision

By 31 June 2018, all branding must comply with this policy. All uses of Casey Radio 97.7 FM approved brand must comply with this policy. Any ongoing use of proposed Station 'other brands' must be approved in line with this policy.

6. Authorities

The Committee of Management will consider on a case by case basis, any requests for approval and may approve requests for use of the Casey Radio brand in line with this policy.

7. Procedures

Promotion of Casey Radio 97.7 FM brand

Presenters, staff, members and any other stakeholders mentioned in Item 2 must use Casey Radio 97.7 FM approved brand when undertaking:

- a) activities within the scope of their usual Station roles, and
- b) outside broadcast and approved external activities

Uses of Casey Radio 97.7 FM approved brand by presenters, staff and Station management when undertaking a and b above include:

- material used to support and/or promote the Station
- external communications including letters, proposals, flyers and other promotional material intended for promotional use outside the Station
- internal documents and Station records
- reports prepared on behalf of the Station, whether for internal or external use
- desktop templates, including letterhead
- approved websites or web pages

Protection of Casey Radio 97.7 FM brand

For any situation not covered by Procedure 1 above, written approval from the Committee of Management is required. This applies to both the specific Station brand asset or trademark and to the surrounding artwork.

- Approval to use Casey Radio 97.7 FM brand asset or trademark in any promotional material intended for use outside (external to) Casey Radio 97.7 FM must be sought from the Committee of Management. Approval can be sought by emailing details of the proposed application of the brand asset and the supporting art work to secretary@caseyradio.com.au.
- Approval may be granted for continuing or once-only use.
- All approved uses must be documented in writing (an email response from secretary@caseyradio.com.au is usually sufficient). Where this is not sufficient, a written agreement must be developed in consultation with the Committee of Management.

Co-branding

Use of Casey Radio 97.7 FM brand alongside the brand of any affiliated or external organisation for non-promotional purposes is subject to the provisions of any relevant legal agreement with the affiliated or external organisation, and approved by the Committee of Management.

Use of Casey Radio 97.7 FM brand alongside another organisation's brand must conform this policy.

Creation of Station 'other brands'

- Applications for registration of a trademark on behalf of Casey Radio 97.7 FM require the approval of the Committee of Management.
- All trademark applications must be lodged through the Secretary, who is responsible for lodging, renewing and maintaining all trademark registrations on behalf of the Station.

Station 'other brands'

- Approval for the creation of a Station 'other brand' is required from the Committee of Management.
- Approval must be sought from the Committee of Management to develop or maintain a logo/sub-brand. The Committee of Management will consider all applications in consultation with the requestor.
- Any Station 'other brand' must be designed and developed in consultation with the Committee of Management.
- Any images, graphics or slogans to be used must be approved by the Committee of Management .

Any questions regarding this policy may be directed to secretary@caseyradio.com.au