



Brand policy

QWA | Version 1 | March 2019

Owner:

Background and purpose

All **QWA** personnel are required to assist **QWA** to preserve the value of the **QWA™** Brand and to ensure that the **QWA™** Brand is not misused in any way that could harm the value or reputation of **QWA**.

This policy provides guidance on the actions required to protect **QWA**'s interests in relation to Brand issues.

Scope

This policy applies to all committee members and employees (including contractors) of the **QWA**.

Policy

What is a Brand?

A Brand is a set of perceptions, expectations and images that represent a company, product or service. It is the essence or promise of what will be delivered or experienced by the members.

It is crucial to protect the **QWA™** Brand from misuse which could cause confusion in the marketplace or harm the **QWA™** Brand through an association that is not aligned with **QWA** values.

Elements that make up a Brand include the name, term, symbol or design that identifies a company or product and differentiates it in the marketplace.

What do I need to do to protect **QWA**'s Brand?

The following guidelines should be followed to ensure that **QWA**'s Brand value is maintained:

1. **QWA** Brand assets should not be shared for use by third parties without permission from the **QWA** CEO. This includes trade marks (like logos), photography and other Brand based copyrighted material (see also the Intellectual Property Policy).

If a third party wishes to utilise **QWA** Brand assets, contact the **QWA** CEO who will be able to assist you with the request and if necessary, put together the appropriate documentation, such as a licence to use the Brand utilising **QWA**'s approved Brand Use Terms.

4. Permission for use of **QWA** Brand assets is subject to the requesting entity's type of relationship with **QWA**, the potential value to **QWA** of association with the requesting entity and the level of risk to the **QWA** Brand through any association with the requesting entity.

5. **QWA** Branded clothing is available for use at events and other business related activities where **QWA** members require visual identification from the wider group. Should you require Branded clothing please contact the **QWA** CEO. **QWA** Branded clothing should not be produced without contacting the CEO and confirming your requirements.

6. Promotional merchandise should not be produced for external use other than for authorised events and community activities that demonstrably promote **QWA**'s values or assist in meeting **QWA**'s mission. Promotional merchandise can be defined, but not limited to, giveaway items featuring the **QWA** Brand assets including the logo. Should you wish to utilise promotional merchandise for internal purposes, approval is required from the CEO.

7. No new ancillary logos, symbols, wordmarks, taglines, or designs depicting or representing **QWA** products, groups or initiatives should be developed for internal or external use without firstly contacting the CEO and discussing your needs with them.

8. Electronic portals, applications (apps), websites (be they intranet or extranet) must remain consistent and adhere to the **QWA** Brand guidelines and must be approved by the **QWA** prior to being moved to production. Contact the **QWA** prior to design and development so as not to delay, add cost to, or impede your project.

9. All new **QWA** external communications involving **QWA** Branding are to be approved by the CEO prior to distribution. All new creative executions or templates should be emailed to qwa@qwa.org for review. New content utilising existing approved templates for internal or external use do not require approval by the CEO.

10. The use of the **QWA** Brand on personal communications and networking channels such as LinkedIn, Facebook, and other social media channels is governed by the **QWA** Social Media Policy. In general terms, the use of the **QWA** Brand is not permitted in these channels, and you should check with the **QWA** CEO if any doubt exists.

What do I need to do if I think someone is misusing the Brand?

If you suspect any unauthorised use of the **QWA** Brand by a third party, or the Brand is not being used as per the **QWA** Brand Guidelines by an approved Brand user, report the matter to the **QWA** CEO promptly for further investigation.

Roles and responsibilities

QWA members and committee are responsible for ensuring they take reasonable measures to maintain and preserve **QWA**'s Brand value.

Where there is any doubt as to whether Brand value may be affected in relation to a particular item or activity, members should seek guidance from the **QWA**. If necessary, employees should refer to the **QWA** CEO.

The **QWA** is responsible for providing advice, guidance and assistance to employees in relation to this policy.

More information

If you require additional information in relation to this policy or you have any suggestions for improvement to this policy, please contact the Policy Owner or **QWA** (qwa@qwa.org).

Related policies

- [Intellectual Property Policy](#)

Document Control

Policy Owner	Deb Keelan
Revision	
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