



Branding Policy

Status:	Current	Supersedes: All previous Rockhampton Girls Grammar School Branding Policies
Authorised by:	Principal and Business Manager	Date of Authorisation: May 2021
References:	This position paper should be read in conjunction with: <ul style="list-style-type: none">• RGGS-004-GDL-STYLE GUIDELINES• RGGS-070-POL-UNIFORM POLICY• RGGS-015-POL-NAMING OF PHYSICAL FEATURES	
Review Date:	This policy will be reviewed every (3) three years, or as appropriate, to take account of new legislation or changes to the school's operations and practices and to make sure it remains appropriate to the changing environment.	Next Review Date: March 2024
Policy Owner:	Board of Trustees of Rockhampton Girls Grammar School <i>trading as</i> Rockhampton Girls Grammar School CRICOS Provider No: 00508E	Access: Staff access Z:\All Staff – Policies Procedures and Forms\BOARD RELATED DOCUMENTS\POLICIES AND PROCEDURES



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1. PURPOSE OF THE POLICY

The objective of this policy is to protect and enhance Rockhampton Girls Grammar School's reputation by establishing and promoting correct and consistent use of the school brand.

This policy outlines the School's requirements for the approval of all items that carry the Rockhampton Girls Grammar School name, logo or brand. This could include but is not limited to:

- general uniform items
- uniform or clothing items for special purposes (e.g. tours, special events, fundraising events)
- merchandising items, including those sold within the Uniform Shop and those used for fundraising activities
- advertising or promotional materials (aside from those approved by the Principal during the course of the school's general marketing activities).

Implementation of the policy will ensure that the Rockhampton Girls Grammar School brand is not compromised.

2. SCOPE

This policy applies to all:

- staff, including full-time, part-time, permanent, fixed-term and casual employees.
- contractors, volunteers and people undertaking work experience or vocational placements.
- parents, including members of organisations such as the P&F Association, who may like to use the School's name or logo as part of their activities or fundraising events.
- current and past students, including members of the Old Girls Association who may like to use the School's name or logo as part of their activities or fundraising events.

3. POLICY STATEMENT

Rockhampton Girls Grammar School's logo and other branding materials confirm Rockhampton Girls Grammar School's ownership or interest, and further the School's image and reputation.

All individuals, when using the School's logo or any other brand marks, must comply with the Brand Guidelines, to communicate a standard, consistent school visual identity.

4. USE OF THE SCHOOL BRAND

The School Brand includes the following:

- The name, *Rockhampton Girls Grammar School*
- Rockhampton Girls Grammar School's crest
- Rockhampton Girls Grammar School's motto
- Rockhampton Girls Grammar School's colours
- Any other images or words that imply a relationship with Rockhampton Girls Grammar School.

4.1. Staff use of brand materials

Staff may use the School's brand materials in carrying out their day to day roles. When using the brand materials, staff must:



- use only approved logos, colours, fonts etc;
- use only approved brand materials;
- comply with the school's style guidelines when completing word documents, letterhead, business cards, PowerPoints, charts, tables, signage, advertisements and other communications and documents;
- follow the key brand messages.

Staff are also responsible to ensure that they do not use or give approval for the use of brand materials outside the scope of this policy.

4.2. Non-staff use of brand materials

Individuals, including third parties not employed by the school, who wish to make use of school brand materials outside of already approved day-to-day school uses, must submit a request to the Brand Committee (Principal, Business Manager, Alumni Liaison Officer) by emailing the Business Manager.

The Brand Committee will consider the request and make a decision with consideration of:

- alignment of the requested use of School's brand with the School's strategic direction and values;
- the reasons for the requested use of the brand's material;
- alignment of the request with the Brand Guidelines;
- any variations to brand materials (e.g. use of alternate colours) and the reasons for the variation(s).

Approval must be obtained from the Brand Committee prior to any use of Rockhampton Girls Grammar School brand materials.

The Brand Committee will review the Brand Guidelines every three years and propose any recommended changes to the Board of Trustees.

The Brand Committee will also take action to rectify any breaches of this policy or address any disputes.

5. UNIFORM AND CLOTHING ITEMS

Rockhampton Girls Grammar School's uniform forms part of the school's brand materials because:

- it engenders a sense of pride and belonging in the school
- it creates a sense of identity for the school within the community
- it helps to define and support the mission of the school
- it reflects the school's history and provides a link between past and current students.

The uniform cannot be changed without a rigorous consultation process which includes obtaining feedback from the school community in the form of surveys, focus groups and committees consisting of students, parents, Alumni and staff. Ultimately, changing the school's uniform must have the approval of the Board of Trustees.

5.1. Requests to introduce new uniform or clothing items

There can be many reasons why an individual might like to request an item of uniform or clothing including:

- there is a need for a new uniform item (e.g. the school introduces a new cocurricular activity requiring a specific uniform)
- students are participating in a tour, cocurricular activity or other event where there is a need or desire to have an identifying item of clothing (e.g. students are participating in an overseas tour and the organiser would like a tour shirt for travel days)



- the school is celebrating a significant milestone (e.g. 125th anniversary)
- there is a community event where a clothing item is sold as part of a fundraising project.

A uniform or clothing item cannot be introduced without the approval of Rockhampton Girls Grammar School's Uniform Committee. The Uniform Committee consists of the following individuals:

- Principal
- Business Manager
- Alumni Liaison Officer
- A member of the P&F Committee
- A member of the Old Girls Association.

An additional two individuals can be added to the Uniform Committee at the Principal's discretion.

5.2. Request process

The following process must be used to request a new uniform or clothing item:

- A written request must be submitted to the Business Manager (via email), outlining:
 - the reason for the requested item
 - an explanation or visual representation of the requested item (sufficiently clear that the Committee can picture the design)
 - an outline of who would be eligible to purchase the item
 - a cost estimate, including details from the supplier on minimum order requirements (in the case of items for specific events), and the proposed process for selling the items.
- The Committee will consider the request and advise the requestor of the outcome.

Other points of note:

- Where preapproval has not been obtained from the Uniform Committee, the school will not pay for uniform or clothing items nor will individuals be reimbursed for any funds expended.
- Students will not be allowed to wear uniform or clothing items that have not received preapproval from the Uniform Committee.
- Individuals who are organising uniform or clothing items for specific events must ensure that the total cost is covered. The school will not subsidise or cover the cost of items approved for specific events, including the cost of items not sold.

6. MERCHANDISING

The use of branded merchandise has many benefits for the school including but not limited to:

- recognition of the school identity within the community
- reinforcement of student connection with, loyalty to and pride in the school
- school promotion and marketing to encourage new enrolments
- creation of excitement around a milestone or an event
- as a fundraising tool
- to commemorate graduating students
- to acknowledge staff, parents and Alumni.



6.1. Introducing items of branded merchandise

The Principal and Business Manager will make decisions about which items of branded merchandise will be sold within the Uniform Shop. Such items could include:

- umbrellas
- fold up chairs
- coolers, lunch boxes and water bottles
- stationery items such as rulers, erasers, pens and pencils
- stickers
- cups, mugs and glass wear
- miscellaneous branded items such as ties, hats, keyrings, or jewellery items.

All items will follow the school's Brand Guidelines.

Where an item will be introduced for a specific milestone, such as a school anniversary, the Principal and Business Manager will liaise with the Alumni Liaison Officer. Items commemorating significant events will be proposed to the Board of Trustees for approval.

7. SUPPORTER ITEMS

Supporter items can help parents, family and members of the community feel connected with the school and display their loyalty to and pride in the school. In general, school branded items for supporters should:

- use the school's colours and crest
- be different from items worn or used by students or staff
- identify that they are a supporter item.

Supporter items will be proposed and designed by the Uniform Committee. These could include:

- caps
- polo shirts
- jackets
- stickers.

Individuals who would like to introduce a supporter item can propose a new item by following the same process as outlined under "Uniform and Clothing Items".