



Waterski and Wakeboard Australia Brand Policy

OVERVIEW

The purpose of the policy is to ensure that the Australian Waterski and Wakeboard Federation (AWWF) – trading as Waterski and Wakeboard Australia (WAWA) benefits from the consistent and coherent promotion of the WAWA brand and to minimise risk from the misuse of the brand.

SCOPE AND APPLICATION

This policy applies to all branding by the WAWA divisions, states, clubs, members, staff and stakeholders for use of the WAWA brand by affiliated or external individuals or bodies.

The approved WAWA brand is detailed in the WAWA Corporate Identity and Branding Guidelines and covers all representations that identify WAWA, including its official title, logo and affiliated names.

Branding that introduces a new visual identifier (for example, logo, colour or name) outside the specifications of the WAWA guidelines is not allowable unless approved by the WAWA President, CEO or appointed representative.

Creation of WAWA 'other brands', potentially detracts from the impact and recognition of the WAWA approved brand. This policy seeks to minimise the proliferation of 'other brands' in order to protect and promote WAWA approved brand as the dominant visual manifestation of WAWA's identity.

POLICY PRINCIPLES

1. The brand of WAWA is a valuable asset. Stakeholders are required to act in ways that promote and protect the brand.
2. Divisions, States and Clubs and affiliated or external individuals or bodies carrying out activities that would enhance the WAWA reputation are strongly encouraged to acknowledge WAWA by using the approved brand as set out in this policy.
3. Use of the approved brand must be approved and governed by agreement by WAWA.

TRANSITION PROVISION

By 31 December 2018, all branding must comply with this policy. All uses of the WAWA approved brand must comply with the WAWA Branding Guidelines.

PROMOTION OF THE WAWA BRAND

Divisions, States and Clubs must use the WAWA approved brand when undertaking activities such as state competitions, national competitions and international competitions held in Australia sanctioned by WAWA. Branding to be used for;

- a. flyers and other promotional material intended for promotional use
- b. internal documents and records
- c. desktop templates, including letterhead, business cards, email signatures, etc
- d. merchandise, including office shirts and team uniforms
- e. banners, event backdrops and flags
- f. competition bibs

For any situation not covered by this policy, written approval from WAWA is required from the WAWA President, WAWA CEO or an appointed representative.