

# SERVICE STANDARD 1.4.2

## NSW RFS BRAND

| Item             | Description  |
|------------------|--|
| Version Number   | 2.1  |
| SOPs             | ➤ SOP 1.4.2 – 1 Approval for Use of the NSW RFS Insignia and/or Name |
| Policy Owner     | Executive Director, Finance and Executive Services                   |
| Policy Contact   | Director, Corporate Communications                                   |
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### 1 Purpose

- 1.1 This Service Standard aims to ensure that the NSW Rural Fire Service (NSW RFS) brand, insignia and name, including the NSW RFS logo (crest and logotype) as the trademarked logo of the NSW RFS, is protected in its presentation, reproduction and usage, by:
- providing for a system of approvals and controls over the branding (e.g. use of crest, logotype, name, imagery etc.) of the NSW RFS, to protect the reputation of the NSW RFS;
  - articulating the role of the **One NSW RFS Brand Guidelines** and the **State Emergency and Rescue Management Act 1989** (SERM Act) and how they are applied to NSW RFS branding;
  - ensuring that all NSW RFS members and external parties commissioning or undertaking design work involving NSW RFS insignia and brand style follow the principles articulated in the One NSW RFS Brand Guidelines; and
  - outlining how NSW RFS members and external parties should seek approval to use or reproduce NSW RFS insignia.

### 2 Definitions

- 2.1 For the purpose of this policy document, the following definitions apply:
- Approval:** the dated written agreement of the appropriate NSW RFS delegate as identified in section 2 of SOP 1.4.2 – 1
  - Commercial production:** where a commercial entity is engaged to produce materials on behalf of a NSW RFS brigade, business section or district.
  - Communications materials:** generally written or online materials to communicate messages on behalf of the NSW RFS, such as promotional material or documents, video content and social media material.
  - NSW RFS crest:** the crest image is a green tree alight with a red fire against a blue sky, with an annulus circled by a full green wreath below an imperial red, white and green coloured crown. The words, in capitals, NSW RURAL FIRE SERVICE appear within concentric circles.

- e. **NSW RFS insignia:** any items (being our name, uniforms, emblems, logos, devices, clothing, accoutrements and other things) that are generally recognised as pertaining to the NSW RFS or as being used by a NSW RFS officer, or any reasonable imitation or parts of such items.
- f. **NSW RFS logo:** the logo is comprised of two parts: the NSW RFS crest and the NSW RFS logotype which makes the Service's name prominent.
- g. **NSW RFS logotype:** the logotype is presented in Gotham or Arial font in capital letters as: NSW RURAL FIRE SERVICE or NSW RFS. It can also be used on its own in place of the crest.
- h. **NSW RFS name;** the organisation is the NSW Rural Fire Service. The correct abbreviation of that name is NSW RFS
- i. **One NSW RFS Brand Guidelines:** guidelines for the presentation of the NSW RFS brand including the logo, colour palette, typeface (font), design elements and photographic style. Further guidelines are contained in the Service Standard 8.1.2 Vehicle Marking and Identification.
- j. **SERM Act:** *State Emergency and Rescue Management Act 1989.*

### 3 Policy

- 3.1 All members have a responsibility to ensure the appropriate use of the NSW RFS brand and insignia, so that the reputation of the Service is maintained.
- 3.2 To achieve consistency of application, the NSW RFS maintains the One NSW RFS Brand Guidelines and Tool Kit which apply to communications materials and other products produced on behalf of the Service.
- 3.3 All NSW RFS members, whether designing or commissioning new or updated resources, developing official or endorsed websites or other applications must ensure compliance with the One NSW RFS Brand Guidelines.
- 3.4 Members are permitted to use the brand of the NSW RFS for official communication materials and bona fide activities, in accordance with this policy and the One NSW RFS Brand Guidelines.
- 3.5 Commercial production of the NSW RFS insignia (such as a commercial printer producing material on behalf of a brigade or business unit), must comply with this Service Standard and its Standard Operating Procedures, the One NSW RFS Brand Guidelines and the *SERM Act* to ensure consistency, accuracy and quality control.
- 3.6 Commercial production of the NSW RFS insignia must be approved in writing as outlined in SOP 1.4.2 - 1.
- 3.7 The NSW RFS at all times retains its right to withdraw approval for reasons including, but not limited to, a change in the applicant, product, or image currency, applicability or suitability.
- 3.8 Brigades and business units can use Service-related material depicting NSW RFS insignia (e.g. photos of members wearing PPC and/or NSW RFS vehicles etc.) on social media without applying for approval when:
  - a. it is part of approved NSW RFS activities and members depicted are complying with all relevant Service Standards; and/or
  - b. it uses a template/resource provided in the NSW RFS Social Media Tool Kit;
  - c. it uses content created complying with the NSW RFS Social Media Style Guide and/or the One NSW RFS Brand Guidelines; and/or
  - d. where it does not imply commercial endorsement of a product or service.
- 3.9 Brigades, business units, members and external parties may be requested to withdraw items that have been created without approval of the use of NSW RFS insignia and/or name.
- 3.10 Any unauthorised, fraudulent or inappropriate use of NSW RFS brand or its insignia and/or name may result in disciplinary or legal action.

## 4 Related documents

- > [Rural Fires Act 1997](#)
- > [State Emergency and Rescue Management Act 1989](#)
- > [One NSW RFS Brand Guidelines](#)
- > [One NSW RFS Tool Kit](#)
- > [NSW RFS Social Media Tool Kit](#)
- > [Policy P4.1.3 Procurement](#)
- > [SS 1.1.7 NSW RFS Code of Conduct and Ethics](#)
- > [SS 1.1.16 Fundraising Activities \(Provision of Goods and Services\)](#)
- > [SS 1.4.1 Organisational Communication](#)
- > [SS 1.4.5 Social Media](#)
- > [SS 1.4.6 NSW RFS Websites](#)
- > [SS 1.4.8 Media](#)
- > [SS 1.2.1 Ranking and Insignia](#)
- > [SS 8.1.2 Vehicle Marking and Identification](#)

## 5 Amendments

| Amendment date   | Version no | Description   |
|------------------|------------|---|
| 28 October 2010  | 1.0        | Initial release   |
| 23 November 2015 | 2.0        | <ul style="list-style-type: none"><li>&gt; Repealed and remade SS 1.4.2 v1.0</li><li>&gt; Change of <b>title</b> from Corporate Visual Identity, to NSW RFS Brand</li><li>&gt; Complete review to refer to One NSW RFS Brand Guidelines, One NSW RFS Tool Kit, Social Media Tool Kit and NSW RFS Social Media Style Guide</li></ul> |
| 20 August 2019   | 2.1        | <ul style="list-style-type: none"><li>&gt; Repeals and remakes SS 1.4.2 v2.0</li><li>&gt; Link in related documents to One NSW RFS Tool Kit</li><li>&gt; Link in related documents to NSW RFS Social Media Tool Kit</li></ul>   |

# SOP 1.4.2 - 1

## Approval for Use of NSW RFS Insignia and Name

### 1 Purpose

- 1.1 This SOP defines the levels of approval and approval procedures required for reproduction or usage of NSW RFS insignia and name.

### 2 Procedures

#### Approval levels

- 2.1 In accordance with Service Standard 1.4.1 Organisational Communication, the branding of communication materials produced for bona fide Service activities and using the One NSW RFS Brand Guidelines and Tool Kit do not require approval.
- 2.2 For all items promotional, collectable, memorabilia or online in nature, approval and compliance is managed by the NSW RFS Corporate Communications group. This includes commercial production or activities by external parties.
- 2.3 For items initiated at brigade level for use only by brigades within the District, approval and compliance is managed at the District level.
- 2.4 For items initiated at the District level or at the brigade level for use across the NSW RFS, approval and compliance is managed at regional level.
- 2.5 For items initiated at regional level, by HQ business units or external parties, approval and compliance is managed by the Organisational Communications unit within the Executive Services Directorate.
- 2.6 Refer to the **Quick Reference Guide – Do you need approval?** Table, at the end of this SOP for examples of scenarios.

#### When approval is not required

- 2.7 NSW RFS members do not need to request approval to use Service-related materials depicting NSW RFS insignia in the following circumstances:
- Using pre-approved NSW RFS branded templates and resources
  - Using content created complying with the NSW RFS Social Media style guide and/or the One NSW RFS Brand Guidelines.
  - On social media when it is part of approved NSW RFS activities and members depicted are complying with all relevant Service Standards (e.g. photos of members wearing PPC and/or NSW RFS vehicles etc.).
- 2.8 Members are reminded that other approvals may apply depending on content, audience and reach.

#### Approval process

- 2.9 All applications and approvals for use of the NSW RFS insignia and name are to be made on the **Request to Reproduce NSW RFS Insignia and/or Name** form and submitted to [comms@rfs.nsw.gov.au](mailto:comms@rfs.nsw.gov.au).
- 2.10 All submitted Request to Reproduce NSW RFS Insignia and/or Name forms are to be retained by Corporate Communications for audit purposes.
- 2.11 Approvals for submissions from external parties must contain conditions that define:
- the elements of the NSW RFS insignia and/or name to be approved;
  - the express purpose of the approval; and
  - the duration of the approval or the maximum number of items permitted to be produced.

- 2.12 Where approval is given for an annual, prescheduled or recurring event, each time the event is scheduled to occur, the Approver must ensure in writing that the use of the NSW RFS insignia and/or name remains consistent with the usage approved.

### **Managing design work**

- 2.13 Commissioning designs (e.g. publications, graphics, etc.) associated with the NSW RFS brand using either the internal NSW RFS design service or an external provider requires:
- a. Adequate design briefing and ongoing monitoring throughout the process to ensure compliance with the NSW RFS Brand Guidelines.
  - b. Final approval of artwork to be undertaken by Corporate Communications or the relevant Approver.
- 2.14 Organisational Communications will approve the processes for engaging external providers.

### **Fundraising, raffles and charity requests**

- 2.15 Approval for use of NSW RFS insignia and/or name in charity events or fundraising activities (raffles etc.) can only be given where it is an appropriately approved NSW RFS activity.
- 2.16 When approving the use of NSW RFS insignia and/or name for purposes of fundraising and charity events or at functions to encourage local goodwill and support, the Approver must be able to verify that it is for the purposes of bettering the reputation of the NSW RFS in the operations of its duty in line with the *Rural Fires Act 1997*.
- 2.17 Advice should be sought from Corporate Communications to ensure compliance with the One NSW RFS Brand Guidelines, this Service Standard and the *SERM Act*.

## **3 Related forms**

- Request to Reproduce NSW RFS Insignia and/or Name form

## Quick reference guide – Do you need approval?

| Scenario   | Usage type  | What approval is required?  |
|--|---|---|
| Brigade wishes to use NSW RFS crest on an item to be sold for fundraising purposes                                     | <ul style="list-style-type: none"> <li>➤ Promotional</li> <li>➤ Collectible</li> <li>➤ Memorabilia</li> <li>➤ Brigade initiated</li> </ul>  | <ul style="list-style-type: none"> <li>➤ Approval of fundraising activity by District</li> <li>➤ Approval of use of NSW RFS insignia by Corporate Communications</li> </ul>                 |
| Brigade wishes to use NSW RFS memo template from the One NSW RFS Tool Kit  | <ul style="list-style-type: none"> <li>➤ Brigade initiated</li> </ul>   | <ul style="list-style-type: none"> <li>➤ Approval is not required – this is a pre-approved template</li> </ul>  |
| District requests use of photo of NSW RFS members and a truck for a greeting card                                      | <ul style="list-style-type: none"> <li>➤ District initiated</li> </ul>  | <ul style="list-style-type: none"> <li>➤ Permission for use of photo by photographer</li> <li>➤ Approval of use of NSW RFS insignia by Region</li> </ul>                                    |
| District requests use of NSW RFS crest on a t-shirt for a field day  | <ul style="list-style-type: none"> <li>➤ Promotional</li> <li>➤ Collectible</li> <li>➤ Memorabilia</li> <li>➤ District initiated</li> </ul> | <ul style="list-style-type: none"> <li>➤ Approval of use of NSW RFS insignia by Corporate Communications</li> </ul>   |
| District requests use of NSW RFS crest on an initiative with a local council to be promoted online                     | <ul style="list-style-type: none"> <li>➤ Promotional</li> <li>➤ Online</li> <li>➤ District initiated</li> </ul>                             | <ul style="list-style-type: none"> <li>➤ Approval of initiative by Region</li> <li>➤ Approval of use of NSW RFS insignia by Corporate Communications</li> </ul>                             |
| Brigade member posts an image of an approved NSW RFS activity on Facebook which shows members wearing PPC and insignia | <ul style="list-style-type: none"> <li>➤ Online</li> <li>➤ Brigade initiated</li> </ul>   | <ul style="list-style-type: none"> <li>➤ Approval is not required if it is part of an approved NSW RFS activity and members are complying with all relevant Service Standards</li> </ul>    |
| HQ business unit wishes to use NSW RFS logo on t-shirts for a charity event  | <ul style="list-style-type: none"> <li>➤ Promotional</li> <li>➤ HQ initiated</li> </ul>   | <ul style="list-style-type: none"> <li>➤ Approval may be required for endorsement as NSW RFS activity</li> <li>➤ Approval of use of NSW RFS insignia by Corporate Communications</li> </ul> |

**Note:** If unsure, contact Corporate Communications for advice at [comms@rfs.nsw.gov.au](mailto:comms@rfs.nsw.gov.au).