

# MEMORANDUM



<b>To</b>	<b>Member States</b>		
<b>From</b>	AusDBF		
<b>Date</b>	19 June 2020	<b>Document No</b>	M-0038
<b>Subject</b>	National Branding Guidelines v2.1 – request use of logo		

Following the trademark approval of the AusDBF logo, the next step for AusDBF was to review the Corporate Style Guide and branding placement (club shirts) documents which have been in place since 2012.

AusDBF would like to thank all the Member States for their contribution to the Branding Guidelines. AusDBF appreciates some of the States have chosen to retain use of their own logo, which has been acknowledged in the document.

Version 2 of the Corporate Style Guide is now called 'National Branding Guidelines' and incorporates information for logos on Club and State race shirts. This document can be downloaded from the AusDBF website here - <https://www.ausdbf.com.au/policies/> Longer term AusDBF has placed on their agenda to review the National Branding which is a large piece of work requiring input from all the Member States.

In 2012 all State members agreed that the AusDBF logo on Club and State race shirts was strongly recommended and was to be phased in over a three-year period. Although there has been good adherence to this agreement, AusDBF does not expect clubs to race out and purchase a new uniform, however as Clubs decide to update their uniforms, this would be the time to consider including the branding logos.

From 01 July 2020 AusDBF would like to work cooperatively with State Members and Clubs to encourage all Club and State Race Shirts will be branded correctly. AusDBF goal would be to achieve correct banding on race shirts by 30 June 2023.

A uniform logo will increase brand recognition for the sport as a whole and demonstrate AusDBF and all State Members and Clubs are working together cooperatively for a consistent and professional approach throughout Australia. Hopefully, this will provide better opportunities for sourcing grants and sponsorship.

The process for requesting use of the AusDBF logo is: -

- Step 1.** State Member / Club to write to AusDBF – [info@ausdbf.com.au](mailto:info@ausdbf.com.au) requesting use of logo. AusDBF will endeavour to respond to all requests within 5 working days. Please include the below information in the request email –
- Club name
  - Club contact, email, mobile contact
  - Jpeg design of new race shirt (if known)
- Step 2.** AusDBF will respond with a confirmation letter and copy of the AusDBF logo
- Step 3.** Jpeg version of final design of race shirt for AusDBF to keep on file

**“Our Mission: To connect people with dragon boating across Australia”**