

PSA LINK

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PSA SHOP STEWARD NEWSLETTER

PSA brand: Guidelines for stakeholders

Brand awareness is vital to any organisation to promote visibility, customer engagement and general recognition of services offered. Related aspects include logos, banners, and promotional items bearing the organisation's name.

A logo is defined as any photograph, word, or symbol used to identify a brand, service, or product. Logo-usage guidelines ensure proper control over the various applications of the logo, including proportions, colours, etc. Individuals and organisations need the permission from the relevant organisation to use its logo and should never assume that they can use a trademarked logo without the written permission of its owner as such use could have legal repercussions.

The PSA's corporate identity guidelines, amongst others, prescribe the use of the PSA's logo by employees, representatives, customers or members, including on their personal social media pages, print media, and other applications. **The use AND application of the logo must therefore, in all instances, be approved in writing by the PSA's brand custodian, i.e. the Marketing Communication Section at the PSA Head Office. This means that a proof of the envisaged use (if approved) must also be signed off by the brand custodian.**

As brand ambassadors, shop stewards and members are expected to abide by the PSA's guidelines to ensure brand integrity. The PSA's policy in this regard recommends the following :

- PSA members, employees and relevant stakeholders represent the PSA brand. Common sense is the best guide when posting information in any way relating to the PSA.
- Stakeholders may not engage in online communication activities on their or the PSA's *Facebook* page that could bring the Union into disrepute.

- Stakeholders are legally responsible for all personal Internet postings and may be subject to liability if such posts are found defamatory, harassing, or in violation of any other applicable law. Such parties may also be liable if making Internet postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third parties.
- Stakeholders may not use the PSA *Facebook* thumbnail profile picture as their own profile picture as this could be confusing to members.
- The PSA name or logo may not be used on private profiles.

Shop stewards, as key brand custodians, are requested to assist the PSA in ensuring compliance with branding and communication guidelines.

