

# MINIMUM STANDARD Z/17 – BRANDING AND COMMUNICATIONS

## 1. INTRODUCTION

The following Client's requirements shall apply to branding and communications for suppliers contracted to deliver services to the Client.

All branding and communications activities and processes including, but not limited to, those described below should be approved in advance through the contract's customer, stakeholder or communications plan, depending on which plan type is specified in the mandatory requirements of the contract.

Approval and oversight of the plan is managed by the Client and their Engagement & Communications nominated team representative.

This minimum standard should be read in conjunction with the Client's public engagement guidelines, which the Client will make available to the supplier.

## 2. BRANDING

The Client has developed a guide that ensures a consistent, high-quality brand is maintained across all applications.

The *Brand manual's* guidelines must be followed at all times and will be made available to the supplier.

The *Brand manual* includes specifications for permitted logos and a framework for positioning/branding capital projects (including alliances, NOCs and partnership projects). The supplier must use the specifications contained in the *Brand manual*. Note that there are also branding specifications outlined in the Professional Services Guide *Preferred Framework For Positioning/Branding Capital Projects* (PSG/11).

## 3. MEDIA COMMUNICATION

The supplier shall follow the specific media management protocols outlined in their contract and the customer, stakeholder or communications plan. These shall include:

- protocols for designated spokespeople, and a hierarchy for spokespeople if the project has multiple partners,
- sign off and approval processes,
- minimum requirements for proactive media opportunities, and
- protocols for reactive and crisis communications.

The supplier will also:

- Not provide information or comment or submit any columns or articles about any activities undertaken on behalf of the Client to the media unless prior agreement to do so has been obtained from the Client. If the Client requests that they provide information to media they will do so.
- Direct the media to the Client if enquiries are made about any activities undertaken on behalf of the Client.
- Ensure the Client is given advance notice of key project milestones where opportunities for good publicity exist.
- Ensure the Client is given advance notice of any situations where the Client's public image may be harmed and/or where media coverage is likely to be negative.
- Ensure the Client is advised immediately when unexpected situations arise on site.

## 4. SOCIAL MEDIA

In relation to social media communication, the supplier shall only use the Client's official social media channels to provide updates on the contract.

All social media activity must abide by the Client's *Social Media Policy and Guidelines* and only approved publishers are authorised to post to social media. Posts should be monitored for any comments and questions that may arise.

At the start of a project contact must be made with the Client to discuss any social media requirements for the project and to obtain a copy of the Client's *Social Media Policy and Guidelines*.

## 5. PROJECT SIGNAGE

The supplier shall ensure worksite/project signs are designed and branded in accordance with the visual safety and installation requirements of the *State Highway Control Manual* (SM012) and the Client's brand guidelines in the *Brand manual*.

The supplier shall contact the Client to ensure approval is given for the sign design before signs are printed and installed.

## 6. PUBLICATIONS

The supplier shall, in producing any publications, media columns or articles, newsletters, posters, displays, public notices, flyers etc, ensure they:

- Follow the Client's branding except where there are specific requirements for independent reporting, for example Safety Audit Reports.

- Are consistent with the Waka Kotahi *Brand manual*.
- Carry the Client's website address.
- Are signed off by the Client.
- Are printed through the Client approved print provider.

The supplier must ensure that:

- Reports produced by the supplier for the Client, for example Business Case Reports, are to be clearly branded as a Client report and shall not contain a Consultant or Contractor logo, but the company name may be displayed.
- Letters sent out on the Client's letterhead shall only be signed by an employee of the Client and not the supplier.

## 7. PRINT SERVICES

Where-ever practical, all external printing carrying Waka Kotahi branding is to be done through the Client preferred print provider, who has been approved under the All of Government (AOG) procurement rules.

The supplier should contact the Client to get advice on the best print solution, to obtain quotes and to manage the print process. The Client can provide guides to explain this process.

## 8. WEBSITES OR PROJECT PAGES

Where a project website page is required, the supplier shall liaise with the Client for assistance and for the set-up of the project page and/or project summary page.

The supplier shall ensure that all content for the project web pages including graphics or videos adhere to the Client guidelines for the creation of project web pages and all other relevant style guides.

## 9. ONLINE ENGAGEMENT TOOLS

All online engagement activity must be undertaken using the engagement tools approved by the Client, that have been through the appropriate security and privacy assessment approvals.

This includes the approved Stakeholder Relationship Management System (SRMS) platform (Consultation Manager), the map-based survey tool (Social Pinpoint) and the approved tool for managing subscriber lists and email communications (Campaign Monitor).

The supplier shall request the Client to provide support in the use of all online engagement tools and the supplier shall not introduce or use any new tools without specific prior approval from the Client.

## 10. VIDEOS AND PHOTOGRAPHY

The supplier will ensure that all videos, drone footage and photography collected from the project will have written consent for external use, from the person who took/owns the photo/video, before passing them onto the Client.

When the supplier enlists the services of a photographer and/or videographer, they will ensure that the third party agrees to the following:

### Copyright

All images are owned and Crown © copyright for use on any media, programmes supported by the Client or any other external agency to whom the Client may wish to grant permission to use the images, for example news media or stakeholders. There will not be any time limit on the use of the images or any requirement for relicensing of the images for use by the Client.

### Consent

The photographer must ensure talent release forms have been signed for anyone that can be identified easily. These subjects must have signed a photo consent form otherwise the photo cannot be used. Further guidance on this process can be provided by the Client. Acceptable formats include:

- Copy of each signed consent form, available from the Client
- Photo of each subject holding their own consent form.

## 11. CONFERENCES, EVENTS AND AWARDS

Before applying for or accepting invitations to present at a conference or speak at a professional event the supplier will first gain approval from the Client.

All presentations/materials must be prepared well ahead of the conference or event and provided to the Client for review and approval. The supplier shall ensure that the Client is given appropriate recognition.

All final content for an award or advertising must also be approved by the Client.