

Beefsteak & Burgundy Club Incorporated

Web and Branding Protocols

Introduction

The Beefsteak and Burgundy Inc. Web and Branding Protocols have been developed to provide a consistent representation of Beefsteak and Burgundy globally.

The Protocols will provide guidance for clubs when they develop or upgraded their electronic communications for their members or wish to use the Bulls Head logo.

As members may be aware the Bulls Head logo is a Registered Trade Mark of Beefsteak and Burgundy Inc. and its use is subject to approval of the General Secretary. Clubs can request to use the logo by contacting the General Secretary.

It is very easy with the internet and modern day communications for confusion to occur and this may unwittingly damage our image and reputation.

The Protocols provide the resources and options to assist clubs in the use of our logo and the appropriate way in developing or using electronic or other forms of communications.

Logo and Web Protocols

1. Use of the 'The Logo'

We request clubs to use the Beefsteak & Burgundy Logo in accordance with the follow guidelines.

1.1. The Logo – On Line

There are two versions of the Beefsteak & Burgundy Inc. logo that are available. One must appear on any web site used for your club or for a convention held by your club. These are the 'Logo Square' and 'Logo Badge'.

One of these 2 logos must appear at the head or top of your web site contained fully within the top 250 pixels of the browser display.

The provided logos must be used as is and:

- a) Should not be edited in any way, including changing the size, proportions, quality and colours
- b) Should not have text added to the image or laid out over the image. The text must also be clear of the square image bounding box.

Click here for examples of the logo use requirements

1.2. The Beefsteak and Burgundy Name

The Beefsteak and Burgundy name:

- a) Should be included at the head or top of your web site for brand recognition

- b) Contained fully within the top 250 pixels of browser display and with the words 'Beefsteak and Burgundy Club', along with your club name using Arial font
- c) Size: 24px (minimum)

(Note - there are no restrictions on the style used for your clubs name.)

1.3. Links

At the head or top of your web site in the top left most area of your design, the following link is required to aid brand recognition:

Text that reads:

Visit the Beefsteak and Burgundy Club Inc. Site

With an active link to:

bsb.org.au

Font: Arial

Size: 12px (minimum)

1.4. The Logo – Off Line Uses

Beefsteak & Burgundy Inc. provides two version of the Beefsteak & Burgundy Logo that can be used for printed material, glass etchings etc. These are the 'Logo Square Print' and 'Logo Badge Print'.

The provided logos must be used as is and:

- a) Should not be edited in any way, including proportion changes, quality (prior to printing) and colour.
- b) Should not have text added to the image or laid out over the image. Text must also be clear the square image bounding box.

It is understood that size will vary based on the printing application and quality may also vary. Both size and quality must also be at a level which allows clear reading and recognition of the logo.

Examples of the guidelines are provided – see “Logo Guidelines”.

Please contact the General Secretary to get a copy of these logos.

2. Web Addresses, Domain name, URL

It is desirable that a Beefsteak & Burgundy club does not use an URL that could:

- Cause confusion to the public and lead them to think they are on the Incorporated site when in fact they are not

- Cause search engines ranking other pages above the main Beefsteak and Burgundy site as this is important to the brand recognition and integrity

The preferred web address for Australian based clubs is:

www.(clubname)bsb.org.au

For example: www.adelaidebsb.org.au

Overseas clubs are encouraged to use the same web address format with their country suffix if possible. For example www.wellingtonbsb.org.nz

Beefsteak & Burgundy Clubs are requested:

- 2.1. Not to register, re-register, own or use an Internet domain name using the words “Beefsteak”, “Burgundy” or the abbreviations “BSB”, “BSandB”, “BandB” or “BAB” for their club
- 2.2. Not to use a sub domain of another business, for example www.internode.on.net/baymoreclub, as this promotes another business and by association it is breach of an advertising free web policy.

3. Web Content

Clubs which have their own web site are requested that the site content reflects that objectives and image appropriate to Beefsteak and Burgundy.

4. Social Networking

Again it is important to ensure the integrity of Beefsteak and Burgundy and again clubs and members are requested for not to:

- 4.1. Start, control or use a *Facebook* group or page under the name “Beefsteak and Burgundy” using the words “Beefsteak” and “Burgundy” or the abbreviations “BSB”, “BSandB”, “BandB” or “BAB” for their branch club
- 4.2. Start, control or use a *Twitter* account under the name “Beefsteak and Burgundy” using the words “Beefsteak” and “Burgundy” or the abbreviations “BSB”, “BSandB”, “BandB” or “BAB” for their branch club
- 4.3. Start, control or use an account on any *social network, business network or community network* or under the name “Beefsteak and Burgundy” using the words “Beefsteak” and “Burgundy” or the abbreviations “BSB”, “BSandB”, “BandB” or “BAB” for their branch club
- 4.4. Establish Blogs under “Beefsteak and Burgundy” or associated branding and to not use inappropriate language or comments regarding Beefsteak and Burgundy, clubs, members or any other organisations or businesses on any Blog

5. Directories & Advertising

Beefsteak & Burgundy Clubs are requested not to:

- 5.1. List their club in any online or printed public directory e.g. <http://sacommunity.org>
- 5.2. Advertise in any form of media online or offline without the expressed permission of the General Secretary.

We thank members and clubs for reading and adhering to the above guidelines. Following them will assist in maintaining the image of Beefsteak and Burgundy internationally.

General Secretary
March 2013