



# Communications Policy

## Scope

This policy applies to Brook RED Community Members, Nominated Support People, Board Members, employees, volunteers, and students on placement.

## Purpose

Brook RED is committed to effective dissemination and receipt of information and communication within the organisation and with Community Members, external stakeholders, and the media.

## Principles

Internal and external communications are essential to the operation of Brook RED and we want to ensure that these represent Brook RED in manner that is professional and consistent with our Guiding Principles.

## Policy

### 1. General Communications Guidelines

All Brook RED communications:

- Must be in line with Brook RED's Anti-Discrimination Policy, Personal Use of Communications Technology Policy, Privacy and Confidentiality Policy, and Style Guidelines
- Are professional and respectful
- Uphold Brook RED's Guiding Principles
- Are consistent with Brook RED's Guiding Principles
- Respect the privacy of Brook RED Community Members, Nominated Support People, Board Members, employees, volunteers, and students on placement
- Ensure that confidential and/or sensitive information owned by Brook RED is respected
- Do not violate any laws
- Are not designed to harass, offend, or threaten

### 2. Use of Branding and Corporate Image

All outgoing communications must carry the Brook RED name and/or logo, including letters, reports, project materials, emails and advocacy submissions. The organisation name and logo are copyright and must not be used for communications that are not directly related to Brook RED. The Brook RED name and logo are to be used in forms authorised by management in the Brook RED Style Guidelines and may not be modified without permission of the General Manager or Business Services Manager.

### 3. Record Keeping

All documents bearing the Brook RED name and/or logo must be saved in electronic filing systems.

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## 4. Mechanisms and tools to collect and distribute communications:

### **Website**

The Brook RED website is a primary tool for distributing outgoing information to broad audiences. The website is maintained and modified by management and those delegated by it. All login details and any changes to these must be promptly communicated to the General Manager and Business Services Manager by email.

### **Email and Electronic Calendars**

The use of email and electronic calendars is essential for effective communication about projects, meetings, internal business/operations, external sector news and activity. These tools also provide a record and may be considered formal documentation. All staff are expected to use email and share electronic calendars. Login details are maintained by individual staff.

### **Social Media**

Instagram is used for sharing information with Community Members regarding centre based services. Social media is initiated and maintained by management, and their delegates. All login details and any changes to these must be communicated promptly to the General Manager and Business Services Manager by email.

### **Online Tools**

Online tools such as Survey Monkey and Doodle polls assist in planning activities and collecting information from stakeholders. Such online tools are maintained by management, and their delegates. All login details and any changes to these must be communicated promptly to the General Manager and Business Services Manager by email.

### **Telephones and Mobiles**

Voice and SMS communications by telephone or mobile are used to coordinate activities and share information. Where employees are provided with paid mobile plans, it is expected that the telephone number will be provided to a range of stakeholders'. It is not expected that calls or SMS messages be responded to outside of working hours. Unless otherwise agreed with employees, mobiles, telephone numbers, mobile and data plans provided are the property of Brook RED.

### **Calendar of Activities**

Calendars are produced with a primary target audience including Community Members and other service providers. A manager or their delegate must approve calendars prior to distribution.

# Communications Policy

## **Conference, Forum and External Meeting Representation**

Employees, volunteers, students on placement, and Community Members participate in conferences, forums, and advisory groups representing Brook RED. Attendance at these events is on behalf of Brook RED and opinions expressed are to be consistent with Brook RED's Guiding Principles and policies. Information gathered at these events is to be fed back to Brook RED to ensure that the organisation is appropriately informed. Determinations about attendance at conferences, forums, and external meetings is delegated by managers in consultation with employees, volunteers, students on placement, and Community Members.

## **Community Member and Stakeholder Consultation**

In recognition of the role Community Members and stakeholders play in assisting in strategic endeavours, regular consultation with Community Members and stakeholders is undertaken. Ensuring that Community Members and stakeholder consultation occurs regularly is the responsibility of managers.

## **Meetings**

Meetings provide opportunity for information sharing and decision making on a range of project and operational issues for the organisation. All Brook RED employees, volunteers, and students on placement are required to participate in Brook RED meetings as directed.

## **Media Communication**

The Brook RED General Manager and Board President are responsible for liaising and communicating with the media. Brook RED Board Members, employees, volunteers, and students on placement are prohibited from communicating with the media unless they have been given the specific permission of the Brook RED General Manager or Board President.

## **Personal Use of Communications Technology**

Permissible personal use of communications technology is outlined in the Brook RED Personal Use of Communications Technology Policy.



# Style Guidelines

## Rationale

It is important to ensure that our print and electronic communications are professional, consistent, and accessible. Our logo, devices, and type are the visual expression of the Brook RED brand and correct usage communicates an immediate visual association with Brook RED. These guidelines should be observed when producing marketing material including print, web, electronic, or other special promotional material.

## Type

For ease of readability, we tend to use sans serif fonts such as Arial, Verdana, Calibri, or Open Sans. We endeavour to keep font sizes about 11 so that they are more easily seen.

Text is easier to read when there is significant contrast between the background and the type. For example: **Low contrast** **High contrast**. In general, we use black or dark grey type on a white background for most documents other than posters.

## General Tips:

- Avoid using flashing or moving text as it can be distracting and hard to read
- Avoid using a lot of different font styles in one place (such as all caps, highlighted text, varying font sizes, italics, and bolding of text) as these can make reading more difficult and may look unprofessional
- Don't use the Comic Sans font. Really, just don't.

## Acceptable Logos

1. For most uses our primary logo (below) should be used. It should not be less than 2x2cm in size and the aspect of the logo should not be changed.



# Style Guidelines

2. If the logo will be sitting on a black background, this version should be used. It should not be less than 2x2cm in size and the aspect of the logo should not be changed.



3. Alternative logos (below) may be used occasionally where a rectangular logo is more appropriate. These should be no less than 2cm on the shortest side and the aspect of the logo should not be changed.



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4. For promotional events and for programs that provide support to the LGBTQIAP+ community, this logo (below) may be used in compliment with our primary logo. Permission to use this logo must be provided by the Belong Coordinator prior to use.



## Logo Usage

### General Tips:

- Brook RED logos may not be used without the permission of Brook RED
- A buffer of clear space should surround logo such that the logo is easy to distinguish and is not impinged on any other graphic elements, type, or the edge of a page. It is ideal to have a least 1x1cm of clear space from each edge of the logo; an example is provided below where the dark grey demonstrated the placement of clear space.



## Colour Palate

Where we pull out colours from our logo to use in other design elements it is important to colour match as closely as possible. The following RGB information provides a guide for colour matching.

<b>Black</b>	0 red, 0 green, 0 blue
<b>White</b>	255 red, 255 green, 255 blue
Grey	189 red, 190 green, 193 blue
Fuchsia	227 red, 7 green, 133 blue
Fuchsia-orange	246 red, 65 green, 96 blue
Orange	244 red, 88 green, 50 blue

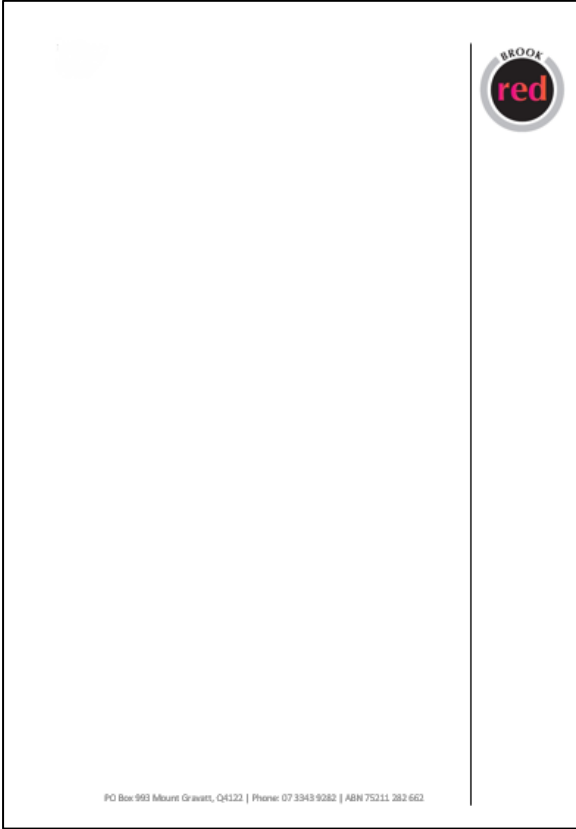
# Style Guidelines

## Letterhead

First page



Follower



## Business cards

Business cards will follow the format below.



**Kathryn Kelly**  
 (my pronouns are she/her/hers)  
 HUMAN RESOURCES & COMPLIANCE  
 MANAGER

P: (07) 3343 9282  
 M: 0412 963 566  
 E: kathryn@brookred.org.au

88 Norton St, Upper Mount Gravatt, Q, 4122 ● www.brookred.org.au



# Style Guidelines

## Email Signatures

Email signatures should follow the example below for all employees. A template can be requested from Brook RED managers.

**Eschleigh Balzamo**  
*GENERAL MANAGER*

P: (07) 3343 9282  
M: 0422 512 750  
E: [eschleigh@brookred.org.au](mailto:eschleigh@brookred.org.au)



Additional information, such as a statement acknowledging the traditional owners of our country, may be put email signatures only where this is approved by the Brook RED General Manager, or Business Services Manager.

## References

Brook RED Anti-Discrimination Policy  
Brook RED Personal Use of Communications Technology Policy  
Brook RED Privacy and Confidentiality Policy  
Brook RED Suicide and Self-Harm Response Policy



# Style Guidelines

## Document Control and Record of Changes

Version	Effective Date	Approved by	Summary of Change	Date of Next Review
Version 01	January 2017	Eschleigh Balzamo	Introduction of new policy and guidelines	-
Version 02	April 2017	Eschleigh Balzamo	Change of format	January 2018
Version 03	May 2017	Eschleigh Balzamo	Change to version control	January 2018
Version 04	September 2019	Eschleigh Balzamo	Review and Update	January 2021
Version 05	June 2021	Eschleigh Balzamo	Review and Update	July 2023
Version 06	August 2023	Eschleigh Balzamo	Review and Update	August 2024

The General Manager has overall responsibility for this policy and guidelines. If there are any questions regarding this policy and guidelines, please direct these to the Business Services Manager or General Manager.