

FRDC Event Branding

Principal Investigators (PI's) can assign a portion of an FRDC project's budget towards Communication and Extension events with assistance from the FRDC Extension Officer network (EON). Extension events are an excellent way to create tight knit networks and help develop communities of practice surrounding project outcomes. FRDC has created a checklist to ensure that you are well-equipped to correctly brand and acknowledge FRDC and (potential) funding partners.

Checklist (All actions to be completed before and during the extension event)

Task	Rationale	Responsibility (who initiates & approves branding)
Have you notified FRDC Communication about your event prior to its commencement?	The first action is to contact FRDC Communication (comms@frdc.com.au) about your plan for an extension event. FRDC's Communication team will help ensure your event goes smoothly, whilst ensuring FRDC and funding partners are correctly acknowledged and branded. Note: FRDC Extension Officers should also be involved in any extension events. Please check the FRDC website for the relevant EO.	Initiator: PI/FRDC Extension Officer Approver: FRDC Comms
Is FRDC's Logo visible throughout the entirety of the event?	FRDC's logo must be visible throughout the entirety of the event, whether it's online or in-person. Examples of ways to ensure FRDC's logo is visible throughout an entire event include: <ul style="list-style-type: none"> • Logo placed on presentation slides • Placement of FRDC banners or purpose-built banners (with FRDC's logo) placed near podium and in background of photos taken at event. • FRDC logo on handout material at event FRDC has a suite of logos for PI's to choose from. For more information on how to correctly use FRDC's logos, see the FRDC Style Guide . Ensure that you contact any other funding partners for direction on their correct use of logos.	Initiator: PI/FRDC Extension Officer Approver: FRDC Comms
Should all event promotions acknowledge FRDC correctly?	It's essential that any promotional materials used for an extension event correctly acknowledge FRDC as a funding partner for the project. This includes ensuring FRDC's logo is clearly visible on any promotional materials, written and verbal acknowledgement. Written promotional materials (such as emails or texts) and event speakers will also need to acknowledge FRDC. The same applies for any other funding partners.	Initiator: PI/FRDC Extension Officer Approver: FRDC Comms
Is FRDC's logo being used in conjunction with FRDC's Brand guide?	You must ensure that FRDC's logo is being used correctly. Our Style Guide provides directions on how to apply FRDC branding. If you are still unsure, please contact the FRDC Communications team (comms@frdc.com.au).	Initiator: PI/FRDC Extension Officer Approver: FRDC Comms
Is FRDC and all other funding partners, correctly acknowledged?	You must ensure that FRDC and other funding partners are correctly acknowledged for providing funding and/or support for both the project, and the extension event. A commonly used phrase for acknowledging FRDC as a funding partner is "funding was provided by the Fisheries Research and Development Corporation on behalf of the Australian Government." Ensure that you contact any other funding partners for guidance on correct acknowledgement.	Initiator: PI/FRDC Extension Officer Approver: FRDC Comms and/or other funding partners