



Communication & Branding Policy

SAFETY AND RIGHTS SOCIETY (SRS)

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PREAMBLE:

Safety and Rights Society (SRS) is a registered not-for-profit organization under the Societies Registration Act 1860 and the Foreign Donation (Voluntary Activities) Regulation Ordinance 1978 in Bangladesh. SRS is dedicated to enhancing workplace conditions and bolstering consumer and public safety throughout the country. The organization's mission is to protect worker and public rights by advocating for the strict enforcement of laws and regulations. Its vision focuses on ensuring that workplaces not only comply with legal standards but also provide decent conditions for workers. To achieve these goals, SRS's objectives include improving workplace health and safety, assisting families and injured workers in obtaining legal compensation for workplace-related incidents, enforcing labor rights, and enhancing the regulation of consumer, environmental, and transport safety. Through these efforts, SRS seeks to mitigate risks associated with food, goods, transportation, and work conducted by others, thereby promoting a safer environment for all.

This Branding and Communication Policy of SRS serves as a basic document designed to guide its efforts in building and maintaining a strong brand identity and engaging in clear, consistent, and impactful communication. This policy outlines the principles and practices that will ensure our branding and communication strategies are aligned with SRS mission, respectful of our diverse stakeholders, and effective in advancing its goals.

This policy will be effective from....., 2024, upon approval of the Executive Committee of SRS.

Policy Review and Update: SRS will review this Policy bi-annually or in response to significant changes in the context. SRS will update the policy as necessary to maintain its relevance and effectiveness.
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1. Policy Statement

In today's fast-paced and interconnected world, where messages are rapidly exchanged and opinions are quickly formed, the significance of a robust, unified brand and clear communication is paramount. At SRS, we are dedicated to our mission. We understand that our potential to create a significant impact relies not only on our initiatives but also on the way we represent ourselves and communicate our values, objectives, and accomplishments to the world. The Branding and Communication Policy of SRS serves as a foundational document designed to guide our efforts in building and maintaining a strong brand identity and engaging in clear, consistent, and impactful communication. This policy outlines the principles and practices that will ensure our branding and communication strategies are aligned with our mission, respectful of our diverse stakeholders, and effective in advancing our goals.

2. Purpose

The purpose of this Policy is to provide a framework SRS dealing with all communications, media and privacy considerations in keeping with its commitment to integrity, inclusivity and respect for all. Following are the main purposes of the policy;

- Establishing a Consistent Brand Identity: A core purpose of a Branding and Communication Policy is to ensure a consistent brand identity is established and upheld.
- Effective Stakeholder Engagement: Effective communication is essential for engaging diverse stakeholders, including beneficiaries, donors, volunteers, partners, and the media to ensure their active involvement and understanding.

3. Principles & Values of Communication & Branding Policy

- I. Equality & Inclusivity
- II. Maintain Confidentiality
- III. Transparency
- IV. Maintain Dignity & Respect
- V. Non conflict with the law of Bangladesh

4. Responsibility

It is the responsibility of all Board members, Directors, employees, volunteers, vendors and program/development partners of SRS to ensure that they comply with this Policy.

It is the joint responsibility of the head of admin and communication focal person of SRS to ensure that:

- Board members, staff, volunteers, Advisory Committee Members, SRS Members, vendors and partners are familiar with their obligations under this Policy; and any breaches of this Policy coming to the attention of management are dealt with appropriately.
- In all communication with the public, SRS will act in an honest and transparent way.
- Media coverage and public perceptions will be monitored, and the strategies will be developed to address any misconceptions or negative publicity through proactive communication and reputation management.
- SRS is committed to accounting for cultural and social sensitivities in its communications and will be inclusive and respectful of all the people it works with.
- All documents produced, for both internal uses and wider circulation, will comply with respective regulation of Bangladesh and Donors and the SRS's administrative Code of Conduct.

5. Internal communication

All internal communication serves the need for objective, true and open information about organizational operations and environment. Internal communication is significant in any organization because it is the building block of the organizational culture. The organizational culture is the atmosphere of the organization based on its values, mission and work processes. When every member of the organization holds the same values, understands the work policies and procedures in the same way, and is focused on the same mission, the organizational culture promotes much more effective use of resources than under a culture that is more diffuse in its interpretation.

Communication channels:

- Verbal communication, phone calls & messaging
- Virtual communication platforms, such as Zoom, Google Meet, Microsoft Teams, WhatsApp, etc.
- Social media channels (Twitter, LinkedIn, Facebook, Instagram, and YouTube)
- Internal periodic meetings
- Newsletters/circulations
- Inter-personal/department communication (Team meetings)
- Events/Day observation

5.1 Internal Communication Guideline

Each member of SRS is expected to follow the given guidelines:

- Each team member is expected to follow proper communication channel of the organization. However, if a demand or request has been made directly and response should be given directly, especially if such demands or requests are urgent.
- For any deliverable (reports, data etc.), if any employee anticipates a delay, they should communicate in advance. Moreover, if they are not able to deliver, they should promptly inform or express their inability to do so, rather than remaining silent.
- While stuck with problems/doubts/ideas, try to communicate with the right person rather than communicating with non-relevant person and getting confused/lost
- All members are expected to do all official communication in writing (digital/non digital). Communications which have a financial aspect involved should always be in written form. Avoid verbal communications where multiple channels are involved.
- Should not disclose budget details with any external person/organization without due permission from organization authorities.
- Should submit their due reports of the project/program they are associated with, on or before the stipulated timeline.
- Reports should be based on facts and evidences to ensure the authenticity of the reports/communication materials. Should not misquote or falsify data/facts/information in any report/document. Deliberate attempt of misreporting or false reporting is liable to disciplinary action.
- While developing any communication materials, always think how does it align with organization's Vision & Mission and/or the program goal & objectives.
- Non-budgetary activities should be clearly communicated to the concerned authorities and seek written approval before conducting of such activities.
- Do not use language (verbal/nonverbal communication), which reflects discriminatory remarks. Should not communicate any political messages in programmatic platforms/events.
- Avoid sharing personal issues with a wide audience when collaborating with a team.

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6. External Communication

External communication refers to exchanging information with external entities such as donors, regulatory authorities, other organizations, investors, media, and the general public. It involves conveying messages and information about the company, its products or services, and its values to the outside world.

Communication channels

- The website
- Email
- Trade shows and events
- Job fairs at universities and colleges
- Webinars
- Events at Community Level
- Advertising
- Social media channels (WhatsApp, Twitter, LinkedIn, Facebook, Instagram, and YouTube)
- Press releases.
- News items and op-eds
- Presentations
- Public Speaking
- Collaboration and Consortium

6.1 External Communication Guidelines:

- Use understandable language or local dialect/language (as far as possible) while dealing with the local community.
- Emphasize that all communications are a two-way process. Try to listen and understand from people rather than imposing your thoughts and ideas for resolving any problems & issues.
- Prepare yourself prior to visiting & engaging into discussion with the stakeholders so that you are clear what to be discussed with stakeholder and it becomes effective.
- Customize your tone, language, content depending upon the context/situation.
- Verify the authenticity of data or information before sharing it with external stakeholders.
- Do not mix personal views with making public statements as it may go against the organization's principles and values.
- Selection of examples should be carefully done and should be non-controversial.
- While in public meetings, the seating arrangements should be of the same level.
- Focus on the issues, be precise and concise. Don't unnecessarily prolong the discussion/communication.
- Continuous flow of communication with stakeholders in order to maintain relationship & rapport with them.
- Use visuals to ensure easy and effective communication with the community people at the local level.
- Avoid sharing any example/problems/experiences when collaborating with stakeholders.

6.2 Responsibility and spokespersons

The Designated individuals of SRS are the key spokespersons authorized to speak to the media on behalf of SRS. Where information or public comment is requested or required by other SRS personnel, the Executive Director shall determine the most appropriate person to respond. Other staff, Board members and volunteers are advised to ensure they are properly briefed and guided by Executive Director and focal person for Communications, before talking to the media on any issue.

7. Social Media

SRS encourages employees, volunteers, partners and Directors to use social media channels as a way to connect with stakeholders and promote SRS work. While social media is important and valuable to SRS, there are some risks that should be kept in mind when using these tools. In the social media world, the lines are blurred between what is public, private, personal or professional. SRS's various social media profiles (Facebook, YouTube, Twitter and Instagram) are part of a conversation between real people.

7.1 Social Media Guideline:

As such, activity on these platforms requires guidelines with regards to what is appropriate interaction with the SRS's online community. These include:

- **Professional Conduct:** Maintain a professional tone and demeanor in all social media interactions, representing the organization positively and respectfully. Always treat others in a respectful, positive, and considerate manner.
- **Be responsible:** Always have the best interests of SRS at heart and always remain a positive advocate of SRS's work. While employees, volunteers, and Directors have the right to express themselves online, they should take individual responsibility for contributions as a representative of the organization.
- **Take Consent:** Do not post photos without permission, including photos of children without the permission of a parent or guardian (Ref. Take consent though using SRS's consent form- Annex-1).
- **Tone of voice:** Adhere to a tone of voice that is always educational, inclusive, respectful, neutral and empowering.
- **Be ethical:** Although employees, volunteers, partners and Directors are approved to represent SRS in social media, they must specifically state that the views expressed in postings are their individual views. Do not respond to negative or insulting commentary. Such comments will be handled offline by SRS Management if necessary.
- **Accuracy and Transparency:** Ensure that all information shared on social media platforms is accurate, up-to-date, and transparent. Provide sources or references when necessary.
- **Avoiding Controversial Topics:** Refrain from engaging in discussions or sharing content on controversial topics unrelated to the organization's mission. Maintain focus on relevant issues and causes.
- **Responding to Comments:** Monitor social media channels regularly and respond promptly and courteously to comments, questions, and inquiries from followers and stakeholders.

7.2 Crisis communication plan

In the event of a crisis or negative publicity, SRS will enact the following protocols to effectively manage communication:

1. **Formation of Crisis Management Committee (CMC):**
 - Immediately form a CMC led by the executive director, preferably with 3 key members of SRS.

- Additional members may be included based on the nature, scale, and scope of the crisis.
2. **Roles and Responsibilities of CMC:**
 - Understand the crisis and gather relevant information.
 - Form teams to create a crisis-related information pool.
 - Develop and execute a crisis communication plan, analyze gathered information, and formulate key messages.
 - Ensure smooth communication with all stakeholders, internal and external.
 3. **Communication Guidelines for CMC:**
 - Coordinate both external and internal communication efforts.
 - Release relevant information to the employees, and other stakeholders promptly coherent to SRS ethical standards.
 - Upholding transparency by disclosing necessary information at the outset.
 - Demonstrate empathy and acknowledge stakeholders' concerns during communication.
 - Disseminate accurate and adequate clarification through the website and social media channels in a humble and personal manner to mitigate negative perceptions.
 - Ensure compliance with securities laws by filing necessary clarifications/intimations.

.3 Disclaimer Statement

SRS welcomes constructive feedback and makes best endeavors to respond to comments as quickly as possible. However, SRS reserves the right to remove any comments that are inappropriate due to inappropriate language, attacks on a single person or group, unsupported accusations, or spam that explicitly promotes a product or service. The SRS also reserves the right to remove people that don't follow this policy from its social media page and report to Facebook. If contact information is available, the SRS will notify comment authors personally to advise that their comments have been removed. SRS reserves the right to ban repeat offenders.

8. Branding

A brand is the identity and story of an organization that makes it stand out from others. The goal of branding is to earn space in the minds of the target audience and become their preferred option. Brands are an effective way for organizations to communicate their vision. A brand clarifies what an organization stands for and why. Branding is the process of creating the brand identity like a logo, tagline, visual design, or tone of voice.

A strong brand will enable SRS to:

- Effectively communicate the values of the organization and the trait of the people who work here;
- Deliver a consistent, authentic message about the community to citizens, stakeholders, and potential partners;
- Provide a single and united message for all communications; and
- Nurture and promote civic pride and engagement.

By following a consistent and accurate identity, SRS wants to create and maintain a positive and lasting impression.

Branding Materials of SRS

- Logo

- Email signatures;
- Pre-printed letterhead;
- Presentation folders;
- PowerPoint presentations;
- Business cards;
- Reports/memos; and
- Various forms.
- Brochures and Flyers
- Website
- Banners
- Stories and Case Studies

8.1 Logo Guidelines

The cornerstone of SRS's brand is its logo. Through the brand's consistent application on all, communications and organizational materials. All public-facing communication (IEC/BCC materials, websites, reports, brochures, forms, etc.) produced by SRS should be branded in accordance to these guidelines. The logo guidelines apply to all departments and projects for communications and branding deliverables including:

- Official correspondence;
- Reports;
- Signage;
- Print collateral (brochures, posters, banners, forms);
- Websites and other electronic communication;
- Clothing;
- Branded merchandise;
- Advertisements; and
- Vehicles.

Do's and Don'ts

The following is a list of "do's" and "don'ts" when using the SRS's official logo.

Do:

- Obtain an electronic file from the SRS
- Ensure the logo is legible and recognizable at various sizes, from large banners to small social media icons.
- Show the visual identity only in the appropriate configurations outlined in this document.
- Select the format that permits the largest size of the corporate tagline possible given the available space and the highest resolution and clarity.
- Always use high-resolution versions of the logo to maintain clarity and readability, especially in print materials.
- Maintain appropriate color standards for maximum impact of the corporate tagline.
- Consult with the administration or communication focal of SRS if in any doubt about logo application on visual communication projects.

Don't:

- DO NOT place the logo in any orientation other than along its horizontal axis
- DO NOT place the logo over another stronger graphic element
- DO NOT substitute any other text or font for the wordmark or tagline
- DO NOT resize or reposition the symbol, wordmark or tagline from each other

- Do not alter or distort the logo in any way, including stretching, skewing, or changing proportions.
- DO NOT add an outer glow or drop shadow to the logo
- Do not use colors that are not specified in the brand guidelines or alter the colors of the logo.
- Do not add elements to the logo, such as additional text, graphics, or effects

Re-sizing the Logo

The logo must be resized properly in order to keep the integrity of the image. When resizing the logo, always grab from the corner rather than the side or top. Grabbing from the corners ensures that the image is resized proportionately. Grabbing from the sides or top will distort the logo, which is unacceptable. Also, be careful not to enlarge a compressed image (e.g. JPG) too much as the image will become pixelated. Also, never resize a GIF (either up or down) because the image will become unreadable.

8.2 Email Signatures

Email signatures are to be used for every email that is sent by the designated SRS emails. Email signatures are to be inserted at the bottom of every email.

8.3 Pre-Printed Letterhead

The letterhead utilizes the Arial Regular font (12pt) in the body text area. The body text area can be modified to suit audience needs. The header design is fixed and is not to be modified.

8.4 Presentation Slides

The presentation slide template will be created in Microsoft PowerPoint® will have similarity in the introductory, internal, and closing slides. This template is intended to be modified as desired, but without modifying the logo and its placement. Although PowerPoint® is intended as a screen application only, there will be occasions when slides will be printed out to supplement handouts distributed after presentations. On these occasions, print two to four slides in a page maximum.

8.5 Photographs and Photography

The use of images plays an important role in effectively communicating information to the intended audience. Images help to convey a message quickly and accurately. Strategic, creative and conceptual photography can server for positive branding.

When using photos, take care to select photos that match the purpose.

- Take consent before click and use of the photo (*Annex-1: Photo Consent Form*)
- Wherever possible, use photos that depict an intended scene, rather than generic stock photographs. Use the most recent photos available if possible.
- If using digital photos, ensure the photos have been optimized to correct brightness and other concerns. Pay attention to resolution and file format issues to ensure professional and positive reproduction.
- When using photographs taken by other people, ensure any copyright or credit requirements have been dealt with.

8.6 Guidelines for the Use of Images and Messages

- Present photographs, films, videos, DVDs and messages of women and men, boys and girls in a respectful manner, honestly portraying their personal experience and context and as partners in the development process.
- Avoid images or messages that manipulate the story to portray people in a pitiful way.

- Children will be portrayed positively as part of their community and in a dignified and respectful manner.
- Do not create images of children where they are not adequately clothed and in poses that could be seen as sexually suggestive.
- Ensure images are honest representations of the context and facts.
- Ensure file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.
- Portray participants in activities which reflect their daily lives.
- Convey the context and complexity of the situations in which local people live. Images of people in vulnerable situations should focus more on the reasons for and the context of a situation, rather than on an individual's suffering.
- Honestly portray the diversity of local people including age, disability and other marginalized groups.
- Inform key persons in images of what the image is being used for and obtain their permission. In the case of a child, obtain informed consent from the child and a parent or guardian before photographing or filming. An explanation of how the photograph or film will be used must be provided
- Show some examples of the kinds of materials that are produced so that those involved understand how their personal details and story might be used.
- Ensure that the identification of or use of images of local people will not bring them into any danger.
- Take care to ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child
- Ensure that those whose situation is being represented have the opportunity to communicate their stories themselves. E.G. Use local spokespersons to show that local people are actively involved in the development or humanitarian work.

8.7 Resolution and Format

The resolution and format of the files will significantly impact quality. When printing, it needs a higher resolution, uncompressed file format (e.g. .tif, .ai). For e-mail memos, web applications and other internal applications, using a compressed low-resolution file (e.g. JPG, PNG) is preferable.

8.8 Official Typing Fonts and Format of SRS

There are four official Microsoft Office fonts that may be used for official purposes as below:

- a) **Arial** - Different weights can be used as necessary.
- b) **Verdana** - Different weights can be used as necessary.
- c) **Calibri** - Different weights can be used as necessary.
- d) **Times New Roman**- Different weights can be used as necessary.

Arial is the primary brand font, and is to be used for all forms of standard body text, ranging from stationery, brochures, and all forms of general correspondence.

Verdana and Calibri may be substituted for Arial in the event that it is unavailable, or for aesthetic purposes.

9. Monitoring and Evaluation

The Executive Director and the Communication focus person of SRS will be responsible for monitoring and evaluation of Communication and Branding policy implementation.

The issues for monitoring and evaluation will be as follows but not limited to:

- Message and email consistency and their alignment with the SRS branding policies
- Disclosure to public media and external communication
- Impact and image building and communications (IEC materials) impact on targeted constituencies and feedback.

10. Privacy

SRS is committed to protecting the privacy of personal information that the organization collects, holds, and administers. Personal information is information that directly or indirectly identifies a person. SRS recognizes the right of individuals to have their information administered in ways that they would reasonably expect – protected on one hand and made accessible to those in need. SRS will:

- Collect only relevant information that the organization requires for its primary function.
- Ensure that stakeholders are informed as to why information is collected and administered.
- Use and disclose personal information only for primary functions or a directly related purpose, or for another purpose with the person's consent.
- Store personal information securely, protecting it from unauthorized access.
- Provide stakeholders with access to their own information, and the right to seek its correction.

All staff, Board members, volunteers, consultants project partners must observe these privacy approaches in regard to any public information presented to the media or the general public.

11. Copyright

All material created by employees, volunteers and consultants of SRS in the course of their engagement, irrespective of whether it is created using SRS facilities or materials, or during normal working hours, will belong to SRS. What constitutes the course of engagement will be determined by: the employee's/volunteer's position description and usual duties; or the consultant's contract. Staff and volunteers of SRS should ensure that every publication of SRS including any books, newsletters, brochures, forms, reports and computer software contains the following statement:

© SRS, Bangladesh, [Year of creation of material]

Annex-1: Photo Consent Form

I, _____ grant permission to _____ for the use of the photograph(s) or electronic media images as identified below in any presentation of any and all kind whatsoever. I understand that I may revoke this authorization at any time by notifying _____ in writing. The revocation will not affect any actions taken before the receipt of this written notification. Images will be stored in a secure location and only authorized staff will have access to them. They will be kept as long as they are relevant and after that time destroyed or archived.

Name _____

Address _____

Phone _____ Email _____

Image(s) Description _____

Signature _____ Date _____