

Portfolio	People and Culture	Ref. No.	POL-5514
Department	People and Culture		
Title	RACS Brand		

## 1. PURPOSE AND SCOPE

The Royal Australasian College of Surgeons (**RACS**) strives to build a single, strong and recognisable brand through a branded house approach. A branded house approach recognises that there is one master brand, in this case RACS, and its subsets are not formally branded as separate entities. The intention of this approach is to build strength, visibility and recognition of the master brand. Subset brands may be recognised in limited circumstances but do not overshadow or detract from the master brand.

## 2. RACS BRAND HIERARCHY

### 2.1 RACS Brandmark - Master Brand

RACS as depicted below is the master brand and should be used in all RACS communication and associated collateral.



### 2.2 RACS sub-brands

RACS has endorsed the use of limited sub-brands. The Foundation for Surgery and the surgical mortality audit groups are current examples of this. Sub-brands are treated as subsidiary brands, which while externally facing, still retain the look and feel of the master brand.

At RACS, sub-brands are separate legal entities or entities that have well established ties to substantial external funding. They should never be used as separate brands. Sub-brands are depicted visually using a bold font that is larger than the master brand name putting emphasis on the sub-brand.



### 2.3 RACS brand extensions

In limited circumstances RACS has endorsed the use of brand extensions. A brand extension builds on the master brand. At RACS, brand extensions are depicted visually in italic font that folds under the master brand name.

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### 3. NEW SUB-BRANDS AND BRAND EXTENSIONS

To maintain the branded house approach, RACS is unlikely to approve the development of further sub-brands or brand extensions. Any requests for new branding will require a business case for CEO approval, indicating the merits of the new branding and how it aligns with and adds value to the overall RACS branding approach. Please contact the Marketing and Communications team for further information.

The main goal of building a branded house is to build the recognition and strength of the master brand. Sub-brands which aren't a separate legal entity should have a plan to fold back into the parent brand over time. The Marketing and Communications team can assist with planning this transition.

### 4. ASSOCIATED DOCUMENTS

Please see the RACS Brand Guidelines on Pulse for more detailed brand information.

[http://pulse.surgeons.org/Templates/RACS0113\\_BrandGuidelines\\_final%202.pdf](http://pulse.surgeons.org/Templates/RACS0113_BrandGuidelines_final%202.pdf)