



International Amateur Radio Union Region 1 2017 General Conference – Landshut, Germany



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Subject:	The IARU Brand		
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Information Paper

1. Introduction

This information paper is written to update the Region 1 Conference on work that is being undertaken in the Administrative Council and now in the Regions on the IARU Brand.

2. Background

The work on IARU brand started in 2015 with a recognition that the IARU brand was unfocused and presented a less than professional picture of IARU, with the strong Regional styles and the IS styles being starkly different – both in logo and in presentational styles (like business cards). Cross-linking between the four IARU websites showed the totally different “look and feel” of each site and gave an unprofessional appearance.

It also became clear at the same time as we approached WRC 15, that IARU was not well enough coordinated globally and that steps were needed to address this.

Discussions at the AC meeting and subsequently developed an approach to brand which addresses many of the concerns. A detailed paper was submitted to the 2016 AC and decisions were made as follows:

- We will operate a “matrix” to coordinate work leading up to WRCs, so that, insofar as is possible, we will encourage RTOs to develop similar positions on WRC Agenda items of interest to the Amateur Radio Service. This approach is already working, with better communication and coordination of local responses to RTOs
- We will progressively converge all IARU onto one logo, which will be the “corporate” IS logo (see below)
- We will adopt a “strap line” associated with the logo – “Working for the Future of Amateur Radio” The strap line already has been added to the IS website and the new business card style and will be added to the others as they are developed in the new format.
- We will re-engineer all IARU websites to a common platform, “look and feel” and structure, with simpler updating and a friendlier user interface. It is hoped that a “mock-up” of the page layout will be available for the Landshut Conference. An inter-Regional group of web specialists and users is working on the detail structure of the sites
- A new global business card style and lapel badge has been developed

f) Common presentation styles, press release style etc will be developed

In terms of cost, there will be a small cost for some graphics work, but the majority of the work will be by volunteers. Costs will be shared between Regions and the IS. The websites will be based on “Wordpress” which is freeware, and probably the most popular platform for websites where the requirements of the site are relatively modest (as in IARU). We do not need a commercial trading module, nor close integration with many other systems.

These changes and others at a detail level will help build a strong single global brand which is increasingly necessary in our work in ITU and the Regional Telecommunications Organisations.

We can expect to see the results of this work progressively over the course of the next year.

The new global logo is as follows, shown with the strap line



International Amateur Radio Union
Working for the future of amateur radio