



Glamorgan Spring Bay Council

Use of Council Logo Policy

Version 3

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Minute No.: 162/19

Document Control

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| Use of Council Logo Policy | |
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| Version number | 3 |
| Responsible Officer | General Manager |
| Department responsible for policy development | Corporate & Community |
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1 Introduction

1.1 Objective

The objective of this policy is to ensure the integrity of the Council logo and control its use.

1.2 Scope

This policy incorporates use of the policy in all sectors of the community and in media and printed form.

1.3 Definitions

Council Logo means the multi coloured sail logo, a monotone logo and a two tone teal logo which appears on Council property, signage, website and correspondence.

1.4 Delegation

This policy is delegated to the General Manager who is authorised to approve any request and provide written agreement for the use of the logo in accordance with this policy.

1.5 Policy Review and Update Cycle

This policy is to be as required, but no later than 2023.

2 Procedure

Council will approve the use of Council's logo by community, sporting groups and local business subject to written agreement that:

- The logo will be in accordance with its correct format.
- The logo is not to be used so far as to infer endorsement by Glamorgan Spring Bay Council of commercial products or services, unless written permission is specifically given by the General Manager.
- Use of the logo will not reflect negatively on Council or bring it into disrepute;
- Councillors may use the Council logo on correspondence whilst they are current serving Councillors only.
- The logo is not to be used by Councillors on any election material;
- Permission may be withdrawn for non-compliance with the above conditions by the General Manager.
- The multi coloured sail logo must be used for signage, letterhead, business cards and emails.
- The teal, two tone option is used for the official website.

3 Implementation

Implementation of this Policy rests with the General Manager.