

USE OF COUNCIL LOGOS POLICY

STRATEGIC POLICY

Responsible Department: Office of the General Manager

Responsible Section: Community & Economy

Responsible Officer: Department Leader - Community & Economy

Objective

The objectives of Cabonne Council's Use of Council Logo's Policy is to:

- Ensure the consistent management and appropriate use of Cabonne Council's corporate logo and other logos which represent Council business units, facilities and services.
- To protect the integrity of Council's corporate brand and services, both within the organisation and by third parties.
- Outline the process for gaining approval to use a Council logo.

Introduction

This policy applies to:

- Council Officials
- Any third-party individual, group or organisation seeking to use the Cabonne Council logo and other corporate logos which represent Council business units, facilities and services.

Policy

The Permission for the use of Council's logos should only be granted to external organisations which have a direct relationship with Council, either through their operations or the receipt of funding from Council.

The use of Council's logos by external organisations is permitted only in cases where the user has sought and obtained Council's written permission. Any request for permission should be made in writing through the completion of the "Agreement For the Use of Cabonne Council's Logo" and submitted to the Community & Economy team for approval. Nine conditions of use are listed and included with the agreement form.

Any approval for the use of Council Logo applies only for the specific instance and must not be taken as general approval for a number of uses from time to time.

Council may seek a legal action for any unauthorised use of its logo.

Cabonne Council “Food Basket” Logo –

- Council’s logo is the organisation’s corporate brand mark. Council must approve any use of this logo by external parties.
- The Council logo must be used consistently and correctly when applied to any material or medium by both internal and approved external parties, including organisations, groups or individuals.
- Council uses the logo on documentation, signage, uniforms, advertisements, vehicles, and marketing collateral and online platforms.
- For Council’s internal governance, the words “Cabonne Council” are to be retained at the bottom of the Australia’s Food Basket Logo for official Council use.

Other Corporate Logos -

- Council has a number of logos representing Council services, facilities and business units. These include, but are not limited to, the logos for The Cabonne Collective, Discover Cabonne, Age of Fishes Museum, Cabonne Family Day Care, Cabonne Home Support, and Cabonne Community Transport.
- These logos are the brand mark for these services, facilities and business units. The General Manager must approve any use of a corporate logo by external parties.
- These logos must be used consistently and correctly when applied to any material or medium by both internal and approved external parties, including organisations, groups or individuals.

The correct usage of the logo with regards to sizing, proportions, alterations, rotating, and cropping can be found in the Cabonne Council Brand, Style & Writing Guidelines.

Use of any Council Logo

Third party individuals, groups and organisations are permitted to use a Council logo once they have received Council’s permission. Any use of the logo must be approved by the General Manager. Permission will be granted if they are conducting an event or project which Council has provided financial or in-kind support by way of sponsorship. Permission may also be granted where Council supports a community event or project.

If a third party individual, group or organisation obtains permission to use a logo, the following three conditions apply:

- The logo remains the property of Cabonne Council.
- The logo must not be used in conjunction with any merchandise, fundraising appeal or activity, or any product, without prior written approval;
- The logo must be reproduced without alteration or modification and in accordance with the Cabonne Council Brand, Style & Writing Guidelines.

No fees will be charged to use a logo, however eligible third parties will be responsible for any costs associated with artwork design and production.

Council Officials must seek permission to use Council logos on any new materials or mediums that have not been approved.

The use of Council's logo or other corporate logos which represent Council services, facilities or business units must not in any way bring the organisation into disrepute.

The General Manager may exercise the right to remove or request changes to the application of logos that do not comply with this policy.

Breaches and complaints as per this policy

Any complaints or breaches under this policy will be lodged and managed in accordance with Council's Code of Conduct and/or Council's Complaint's Handling Policy.

Responsibilities

The General Manager: responsible for the overall control and implementation of the policy, including ensuring this policy aligns with relevant legislation, government policies and/or Council's requirements/strategies/values.

Deputy General Managers, Leaders and other Council staff: responsible for the control of the policy and procedures within their area of responsibility.

References

Cabonne Council Brand, Style and Writing Guidelines – located on council's Electronic Record Management System

Cabonne Council Code of Conduct Policy – located on council's website

Media and Social Media Protocols Policy – located on council's website

Cabonne Council Complaint's Handling Policy– located on council's website

History

Minute No.	Summary of Changes	New Version Date
92/4/14-5		6 April 1992
10/09/33	Updated and readopted by Council	20 September 2010
13/09/30	Readopted as per s165(4)	17 September 2013
18/05/20	Readopted as per s165(4)	22 May 2018
22/10/11	Readopted as per s165(4)	27 October 2022