

# POLICY



**Date adopted:** 30/05/2017  
**File no:** 719459-1  
**Minute number:** 148/2017

**Policy title:** USE OF COUNCIL LOGOS AND BRANDING

**Directorate:** INNOVATION & CITY TRANSFORMATION

**Branch:** MARKETING & EVENTS

**Policy objective:** To ensure consistency in the use of Council's logo and branding. The logo is the community's primary branding tool and the means through which it establishes identity in the community and conveys the authority of the organisation.

**Policy scope:**

Council's logo can be used by the organisation and organisations external to Council for publications, correspondence, uniforms, products or promotional material.

This policy provides direction on:

- (a) what is classed as a Council logo and branding
- (b) how the logo/s should be used
- (c) who can use the logo/s.

**Definitions:**

TERM	DEFINITION
Council logo	A symbol is declared to be a council logo if the symbol is: (a) a registered trademark owned by the local government; or (b) a trademark lodged for registration by the local government; or (c) produced or used by the local government in the exercise of its jurisdiction of local government.
Brand	Can be used to refer to abstract, semi-tangible notions related to an organisation, and not just a logo or symbol.
Visual style	The unique visual language employed by an organisation to identify itself from another.

**Policy statement:**

The following procedure is to be undertaken for this policy:

1. The Marketing & Events Manager will keep a register of all logos.
2. The logo must be used in accordance with Council's visual standards manual (Id: 6564998), logo use guide (Id: 6601628), visual standards in MS Word (Id: 6601545) and visual standards for correspondence (Id: 6601101). A logo cannot be used, either in part, or in full, in another organisation's logo or branding.

3. Council's logo may be used by external individuals or organisations, but not unless authorised by the prior written permission of Logan City Council, and only if that individual or organisation is endorsed by Council via resolution (i.e. through a sponsorship or other funding arrangement). The artwork must also be approved by the Marketing & Events branch before it is distributed for public use.
4. A person (other than Logan City Council) must not use a symbol, which:
  - (a) is substantially similar to a council logo; or
  - (b) so nearly resembles a council logo that it is likely to deceive or cause confusion as to whether the symbol is a council logo.

**Related policies/legislation/other documents:**

<b>DOC ID</b>	<b>DOCUMENT TYPE</b>	<b>DOCUMENT NAME</b>
<a href="#">6564998</a>	Administrative	Logan City Council visual standards manual
<a href="#">6601628</a>	Administrative	Logo use guide
<a href="#">6601545</a>	Administrative	Visual standards in MS Word
<a href="#">6601101</a>	Administrative	Visual standards for correspondence
<a href="#">7399304</a>	Register	Register of Logan City Council logos
	Local Law	Local Law No. 12 (Council Property and Other Public Places) 2003