

## Policy Details

<b>Directorate:</b>	People and Engagement
<b>Branch:</b>	Corporate Communications
<b>Responsible Manager:</b>	Corporate Communications Manager
<b>Date adopted:</b>	04/03/2020 (minute number 25/2020)
<b>Date for review:</b>	2 years from the date of adoption or date of last review
<b>Legislative basis:</b>	N/A
<b>Related Documents - forms and procedures</b>	LCC Style Guide 2018 (DM: 13548988) LCC Logo User Guide 2018 Snapshot (DM: 13548924) Local Law No. 12 (Council Property and Other Public Places) 2003 (DM: 12640159) Use of Council Logos and Branding Procedure (DM: 13547626)

### 1. Policy Purpose

The purpose of this policy is 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.

### 2. Scope

This policy applies to all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

### 3. Policy Statement

Council's logo can be used by approved community organisations and sporting groups external to Council for publications, correspondence, uniforms, products or promotional material provided approval has been obtained from Council's Corporate Communications Manager or delegate, a funding or sponsorship arrangement has been approved through Council, the Council logo is used in its original format, all of Council's brand guidelines are met and the use of the logo is maintained to a high standard at all times.

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

#### Use of Council Logos and Branding Procedure

All decisions and/or actions made under this policy must be made in accordance with the Use of Council Logos and Branding Procedure (DM: 13547626).

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#### 4. Definitions

The following definitions apply to this policy.

<b>TERM</b>	<b>DEFINITION</b>
Brand	Words and or logo used to refer to a name, term, design, symbol or any feature that directly identifies Council.

#### Document Control

<b>File:</b>	719459-1	<b>Document Id:</b>	13471751
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#### Amendment History

<b>Version Number</b>	<b>Description of Change</b>	<b>Author / Branch</b>	<b>Date</b>
1.0	Original version	Marketing & Events	19 February 2020
2.0	Amended	Marketing & Events	4 March 2020