



POLICY DOCUMENT

18.63.3

Policy Name	Use of Council Logo and Crest
Policy No.	18.63.3
Version:	2
Strategic Reference:	Goal 3 – Governance and Leadership
Responsible Department:	Corporate & Community
Policy Adopted:	19 February 2024
Last revised date:	16 December 2019
Minute reference:	CO 24/011
Next review date:	Council will review this policy 4 years after adopted date or following significant change to legislation or aspects included within this policy.
Applicable Legislation:	Local Government (Elections) Act 1999
Related Policies:	Caretaker Policy 9.63.17
Related Documents:	Council Logo Style Guide 20080718

1. **PURPOSE**

The purpose of this policy is to ensure the use of Council's corporate logo and Council crest are protected and their use by Council, community groups and organisations is authorised and is used in a consistent manner that best represents Council.

2. **POLICY STATEMENT**

Council's corporate logo and Council crest remains the sole property of City of Port Lincoln and must not be altered or modified in any way.

The corporate logo may be used by community groups and organisations that have gained approval from Council for an event, project and/or activity to promote and enhance the City's image to the local community or the wider region.

The corporate logo must be used in line with Council's Logo Style Guide. A copy of the Logo Style Guide will be provided electronically with Council's corporate logo to groups who have obtained approval.

Council reserves the right to withhold the Council corporate logo for use in promotional material where an application may be inappropriate, controversial or offensive to the community. The use of Council's corporate logo must not in any way bring discredit or disrepute upon the Council.

Council also reserves the right to request the removal of the corporate logo from promotional or marketing material where circumstances change, and the community group or organisation is deemed to have compromised the integrity and/or credibility of Council.

Other than on business cards and name tags which are supplied and authorised by the Chief Executive Officer, Elected Members (with the exception of the Mayor) are not permitted to use Council's corporate logo or Council crest for any purpose, including on any documentation or materials, whilst carrying out their functions as a public officer.

The use of corporate logo and other corporate branding by any candidates, or others acting on behalf of candidates, for electioneering activity is prohibited.

The corporate logo represents Council's identity and brand and is to be incorporated on the following, but is not limited to:

- All internal and external Council correspondence and stationery;
- Internal and external publications and documents;
- Marketing activities by the Council;
- Web devices and social media channels;
- Materials to promote community events, services, programs or activities sponsored or supported by Council (such as banners, flags, A frames);
- Naming and commemorative plaques;
- Employee and elected member name tags;
- Council vehicles (leased and owned);
- Depot plant and machinery; and
- Signage within the City including street name signage.

A member of Council or a council employee must not use council stationery (such as, but not limited to letterheads, business cards, envelopes, with compliment slips, banners and flags) for personal or other non-Council purposes. A breach of the use of Council's corporate logo and/or Council crest will be seen as a breach of the relevant Code of Conduct or corporate policy and further action may be taken by Council.

Any unauthorised use of Council's corporate logo by external groups, organisations or third parties will be a breach of copyright and Council reserves the right to have the corporate logo removed from any unauthorised material as soon as possible

3. USE OF COUNCIL CREST

The Council crest represents the City of Port Lincoln and its connection with Lincolnshire, England and is the 'Official Logo' of Council and is incorporated on formal/official documentation, for example:

- Embossed seals for certificates and agreements (ie. Key to the City certificates and Friendship agreements)

The Council crest may also be used in conjunction with Council's corporate logo on corporate documents and/or business cards or as directed by the Chief Executive Officer.

The use of the Council crest must be authorised by the Chief Executive Officer.

4. AUTHORISED USE OF CORPORATE LOGO

The Chief Executive Officer or his nominated delegate is responsible for ensuring the use of the corporate logo is authorised and complies with the Council Logo Style Guide.

All marketing material must be approved by the Chief Executive Officer or his nominated delegate prior to distribution to ensure consistent and effective use of the Council's logos and designs.

5. RELEVANT DELEGATED POWERS AND DUTIES

Any actions or decisions made regarding this policy, will be enacted upon as per Council's current Delegations Register.