

Policy Details

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| Directorate: | Community Services |
| Branch: | Marketing and Events |
| Responsible Manager: | Marketing and Events Manager |
| Date adopted: | <i>(include date adopted, Council minute number or ELT meeting date)</i> |
| Date for review: | 2 years from the date of adoption or date of last review |
| Legislative basis: | N/A |
| Related Documents - forms and procedures | Administrative Style Guide (DM: 3151360) |

1. Policy Purpose

The purpose of this policy is to ensure uniform guidelines are implemented for Council signage throughout the city.

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

This policy is to be used for the placement of all signage in or on the Council's facilities, to clarify the distinction between the Council's work facilities and community facilities, and ownership of these facilities by the community. This policy is to be used for the placement of all signage containing a Council Logo for Logan City Council, either on Council's facilities or for the purpose of conducting Council business across the City of Logan.

The following procedure is to be undertaken for this policy:

- 1) The signage policy is set to control the quality and volume of signs produced inside the Council's administration centre, and the Council's other buildings, and to keep signage to an appropriate minimum with a clear focus for the community. The signage policy is set to provide brand consistency across all signage and to control the quality and volume of signs produced across Council and for Council-related business across the city.
- 2) Council officers from the Marketing and Events branch will be responsible for specifying branding requirements for signage in accordance with the Use of Council Logos and Branding Policy.
- 3) In relation to the administration centre, signage must comply with the following:
 - a) No handwritten signs will be erected on any walls for public viewing within the administration centre, except where emergency situations shall dictate otherwise, and then only with the approval of the Chief Executive Officer.
- 4) In relation to other facilities, signage must comply with the following:
 - a) All signage requirements for the Council's facilities shall be referred in the first instance to the Marketing & Events Manager for approval of style and placement.
 - b) All temporary or permanent signage requirements for the administration centre shall be directed to the Marketing & Events Manager for approval of style and placement to the Administration Manager for implementation with the exception of signs related to emergency services, and/or are controlled by specific legal requirements.

- 5) Where the Council's logo is used all signage must be approved by the Marketing and Events Manager or delegate prior to any production or installation of signage.

4. Definitions

The following definitions apply to this policy.

| TERM | DEFINITION |
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Document Control

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| File: | 128816-1 | Document Id: | 13471589 |
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Amendment History

| Version Number | Description of Change | Author / Branch | Date |
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| 1.0 | Original version | Marketing & Events | |
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