

Policy Details

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	Logan City Council Visual Standards Manual (DM: 6564998) Logo User Guide (DM: 6601628) Local Law No. 12 (Council Property and Other Public Places) 2003 (DM: 12640159)

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.

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 Marketing and Events 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.

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.

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:

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

3. Policy Statement

1. The Marketing and Events Manager is the custodian 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. The logo must be used in accordance with Council's Style Guide.

3. Council's logo may be used by external individuals or organisations with prior written authorisation from Logan City Council to indicate official endorsement. Council's logo may be used by external individuals, organisations or sporting associations, but not unless authorised in writing by Logan City Council, and only if that individual, organisation or sporting association has been endorsed by Council (i.e. through a sponsorship, partnership agreement or other funding arrangement). The logo must be provided to the individual, organisation or sporting association by the Marketing and Events branch. All artwork must be approved by the Marketing and Events branch prior to publication, production or distributed for public use.
4. This may be via Council resolution or through a sponsorship or other funding arrangement. An individual, organisation or sporting association (other than Logan City Council) must not use a symbol, which uses any part of Council's logo.
5. All artwork bearing the logo must be approved by the Marketing and Events branch before it is distributed for public use. Any use of Council's logo by internal Council branches must be approved by the Marketing and Events branch.
6. 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.
7. 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.

4. Definitions

The following definitions apply to this policy.

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

Document Control

File:	719459-1	Document Id:	13471751
Amendment History			
Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	