

1 Policy History

Revision No.	Council Meeting Date	Minute No.	Adoption Date
1		0	Before 24/04/1990
2	13/07/1999	403	13/07/1999
3	14/01/2003	25	14/01/2003
4	11/05/2010	0142	11/05/2010
5	09/06/2015	15/161	09/06/2015
6	24/09/2019	19/302	25/10/2019
7	28/11/2023	23/275	02/01/2024

2 Policy Objective

To control the use of Council's official Coat of Arms and Logo on products and publications produced by other organisations.

3 Policy Statement

- 3.1 Council will permit the usage of the Council logo when associated with sponsorship arrangements agreed by Council (see Promotion, Advertising and Sponsorship of Events Policy – FS-CP-606 and Sponsorship & Acknowledgement of Assistance Policy – CC-CP-701).
- 3.2 Council may allow the use of the Council's Coat of Arms and/or Logo in connection with locally produced goods subject to the payment in advance of an annual fee to be determined by the Council. Approval is to be on the condition that it may be terminated at any time at the Council's discretion.
- 3.3 Council will provide an electronic version of the Council logo.
- 3.4 Images provided are not to be distorted.
- 3.5 Any proposed colour changes to the logo must be approved by Council. This will be limited to one block colour or monochrome.

4 Definitions

None

5 Exceptions

None

6 Legislation

None

7 Related Documents

Promotion, Advertising and Sponsorship of Events Policy – FS-CP-606
Sponsorship & Acknowledgement of Assistance Policy – CC-CP-701

8 Directorate

Economic & Organisational Development