

Use of Shire Corporate Logo Policy

Corporate and Community Services



November 2022

This policy was adopted by Council to set governing principles in place that align with the Strategic Community Plan 2040: Focus area Performance: Outcome PF.1 Responsible planning and ownership of outcomes.

Objectives

To ensure that the Shire corporate logo is used for authorised purposes only and that the brand and image of the Shire are maintained and upheld.

Application

This policy applies to the use of the Shire's corporate logo by all Councillors and staff.

Definitions

Corporate logo means the copyright logo of the Shire of Augusta Margaret River and includes variations of the Corporate Logo that are not substantially different from the copyright.

Policy

The Shire's corporate logo belongs to the corporate body of the Shire of Augusta Margaret River and may only be used with the express permission of the Shire. The logo is not to be used by other members of the community unless authorised. Its identity should not be allowed to be diffused by other uses.

Where authorised, the use of the logo must comply with the Shire of Augusta Margaret River Style Guide. The Shire corporate logo should be featured in one of the approved forms on any document, project or sponsorship event which the Shire issues or promotes.

The Shire's corporate logo is to be used for administrative purposes as authorised by the Chief Executive Officer. The logo is copyright and its use is restricted to bona fide Council situations as set out in the Shire Style Guide.

Use of the Shire's corporate logo is not permitted for the purpose of electioneering.

Relevant legislation

Not applicable

Related documents

Not applicable

USE OF SHIRE CORPORATE LOGO POLICY

Document and version control table

Responsible Directorate	Corporate and Community Services		
Contact officer	Manager Corporate Performance		
Adopted / approved by:	Council		
Date of adoption / approval:	9 November 2022 Decision Ref: OM2022/199		
Date of next review	2026		
Version	Date	Decision Ref.	Brief description
1.0	27/08/2009		Initial Issue
2.0	23/01/2013		Full review
2.1	24/05/2017		Full review
3.0	09/11/22	OM2022/199	Full review