

Use of Council Logo Guidelines



CITY OF
TEA TREE GULLY
Naturally Better





Use of Council Logo Guidelines

Portfolio:	Business Support and Strategy
Team / Department:	Customer and Communications
Responsible Officer:	Manager Customer and Communications
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1. Purpose

The purpose of this guideline is to establish the use of the City of Tea Tree Gully's logo. The existence of this guideline will assist to ensure that Council's role in the community is clearly recognised and that its reputation is protected and enhanced through accurate, consistent and high quality reproduction of its logo in all applications, including its use by approved external groups and organisations.

2. Applies To

All external stakeholders who want to use the City of Tea Tree Gully's logo.

3. References

Visual Standards Guide 2011

4. Definitions

Nil

5. Procedure

Council recognises that it is important to establish a guideline for the use of its logo to ensure a consistent and professional image of Council is promoted publicly that also minimises Council's exposure to poor publicity through inappropriate use of Council's logo. Any approved use of the logo will be in accordance with Council's corporate style guide.

Use of Council Logo by External (Non-Council) Groups

Where an external group requests permission from Council to use the logo on printed and other materials, the following conditions will apply:

- Use of Council's logo is not permitted without approval from Council
- Requests must include details of the reason and application for its use
- Where approved an electronic logo will be supplied and will be accompanied by instruction for its reproduction taken from the Visual Standards Guide 2011
- No fees will be charged but eligible groups will be responsible for any costs associated with artwork, design and production
- The use of Council's logo must not in any way bring discredit or disrepute upon Council
- Council may exercise its right to withdraw any authorisation at any time if the approved user is deemed to be not complying with the conditions as set out in this policy or any approval
- Any other reasonable condition may be applied.
- Any unauthorised use of any Council logo is a breach of copyright and any application that is not consistent with this policy can only be approved by Council at a formal meeting of Council.