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| Responsible Directorate | Community Services |
| Responsible Business Unit/s | Corporate Communications |
| Responsible Officer | Deputy Chief Executive Officer / Director Community Services |
| Affected Business Units | All |

Objective

The objective of this policy is to ensure consistent management and appropriate use of the Shire's corporate logo and other related branding elements by external organisations and groups.

Scope

This policy applies to organisations which are external to the Shire of Serpentine Jarrahdale and which seek to utilise the Shire of Serpentine Jarrahdale corporate logo or branding for any purpose.

Policy

Introduction

From time to time organisations external to the Shire of Serpentine Jarrahdale may wish to use the Shire's logo and or corporate branding on its publications. This policy will provide guidance where these situations arise.

Shire of Serpentine Jarrahdale Logo

The Shire of Serpentine Jarrahdale logo is the organisation's primary corporate brand mark. The consistent and professional application of this logo ensures appropriate recognition for the Shire while also protecting brand and reputation.

Corporate branding and logos

The Shire develops and uses, from time to time, a range of corporate branding and logos in its official marketing and promotional publications and materials. Such corporate branding and logos remain the property of the Shire.

Use of corporate branding and logos

Any Shire of Serpentine Jarrahdale corporate branding or logos are not to be used by any person or entity without the express authorisation of the Shire.

The use of the Shire's corporate branding or logo by any organisation is free of charge and is to be authorised under the following circumstances:

- Used by an entity that is in partnership with the Shire, however the usage may only be used in activities and functions in relation to the partnership.
- Used by a person or entity in acknowledgement of the Shire's provision of sponsorship or in-kind support, however may only be used in activities directly related to the sponsorship.
- Used by a person or entity in the promotion of a not for profit undertaking that is aligned with the strategic objectives of the Shire and where the use is considered to have the effect of promoting the Shire.



Applications to use

Applications are to be made prior to any use occurring and are to be made in writing, specifying the planned use of the corporate branding or logos, including but not limited to:

- a) The full text of the materials to which the corporate branding or logos are proposed to be applied.
- b) A visual representation of how the corporate branding or logos will look once published.
- c) The manner and format by which the materials are to be distributed or published.
- d) Contact details of the person(s) who will be responsible for the correct usage of the corporate branding or logos as approved by the Shire.

Conditions of use

The following criteria is conditional on any authorisation for the use of the Shire's corporate branding or logos and is to be communicated to the applicant on issue of an authorisation:

- a) Use of the corporate branding or logos is to be in accordance with the Shire's Corporate Style Guide. The Shire is to determine a period for which the approval remains valid.
- b) The Shire retains the right to withdraw its approval, with the applicant subsequently being obligated to remove the Shire's corporate branding or logos from their materials and circulation.
- c) Any other conditions deemed appropriate to the circumstances of the application.

Limitations of commercial use

Approval to use Shire of Serpentine Jarrahdale corporate branding or logos will not generally be given for suppliers of commercial products or services if such a use could be inferred, directly or indirectly, as a testimonial or endorsement for said product or service.

Definitions

Logo means a graphic representation or symbol which acts to identify an organisation. 'Logo', 'Council logo', 'Shire logo' and 'Shire of Serpentine Jarrahdale logo' refers to both the primary logo used by the Shire of Serpentine Jarrahdale on its printed materials, websites and general correspondence and any other logos, brand marks and/or visual devices which the Shire has developed at any given time.

Corporate Branding refers to a wide range of tangible and non-tangible, visual and non-visual elements which contribute to the identity of the organisation.

Relevant Policies/Council Documents

- Corporate Style Guide

Legislation/Local Law Requirements

- Local Government Act 1995



| Office Use Only | | | | |
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| Relevant Delegations | Nil | | | |
| Council Adoption | Date | 29/09/2015 | Resolution # | OCM187/09/15 |
| Reviewed/Modified | Date | 18/12/2017 | Resolution # | OCM179/12/17 |
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