



USE OF SHIRE OF WANDERING LOGO POLICY

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1. OBJECTIVE

The purpose of this policy is to establish guidelines for the use of the Shire of Wandering suite of logos. The Shire of Wandering recognises that it is important to establish a framework for the use of its logo to ensure that a consistent and professional image of the Shire is promoted publicly.

The application of this policy is to be in conjunction with all Councillors and employees.

2. OVERVIEW

The Shire of Wandering has one suite of logos. No other logos are approved to be used. The logo is as illustrated:



2.1 General Usage

The Council wishes to highlight a distinction between the role of the Council and the Organisation through the use of the official suite of logos of the Shire of Wandering for Council and Councillor functions for operational activities.

Below is a table that clarifies the different uses.

| COUNCIL | OPERATIONAL |
|--|--|
| President / Councillor correspondence (Letterhead and E-signatures, With Compliments slips | Staff Business Cards, Letterhead, With Compliments Slips, E-Signatures, Invoices |
| Council Policies | Operational Directives |
| Rates notices | Vehicles/Plant |
| Councillor Name Badges, Business Cards and Uniforms. | Employee Uniforms and Name Badges |
| Entry doors to offices (as applicable) eg, Council Chambers) | Entry doors to offices (as applicable) e.g, Administration Centre/Offices |
| Council Plaques and Gifts | Community Communications — Newsletter |
| Website | Website |
| Banners (Council related) | Promotional materials eg. Schools, Giveaways |
| Shire Street Signage | Banners (marketing/organisational) |



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2.2 Usage of Logo by External Groups

Where an external group requests permission to use the logos on printer and other materials, the following conditions will apply:

- (i) All applications to use the Shire of Wandering logo must be made in writing to the CEO and include details of the purpose, form and extent of the proposed use and the reason for such use. Although permission to use the logo in the first instance is to be referred to the CEO, he/she may delegate this assessment to another employee. The artwork for the promotional material must be supplied for assessment against this policy.
- (ii) Approval may be granted providing the group:
 - a. is based in the area and provides a service to the Shire of Wandering residents; and
 - b. has a direct relationship with the Shire, either through funding or operational arrangements.
- (iii) Eligible groups will be advised in writing that approval has been granted to use the logo, which must be in accordance with the Shire of Wandering's corporate standards.
- (iv) Ineligible groups will be advised in writing that approval has not been granted to use the logo and provided with an explanation under the guidelines of this policy.
- (v) No fees will be charged for the use of the Shire of Wandering's logos but eligible groups will be responsible for any costs associated with artwork, design and production,
- (vi) The Shire of Wandering 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.

2.3 Prohibited Usage of Logo


The logo shall not:

- be computer enhanced (e.g. represented in 3D perspective)
- be used in a visually congested or confined manner (e.g. surrounded by a border or tightly positioned with other material.
- be used for any purpose during a Local Government Election that seeks to promote an individual candidate over another candidate. This inappropriate use includes candidate based promotional ballot papers, fliers, advertising, posters, letters or any other form of electoral material. A breach of this section will be considered a breach of copyright as outlined in Section 3.

3 CONSEQUENCES

This policy represents the formal policy and expected standards of the Shire. Any unauthorised use of any Shire of Wandering logo is a breach of copyright and any application that is not consistent with this policy is to be approved by the Shire of Wandering Council.

| | |
|-------------------------|---------------|
| Policy Number: | CP004 |
| Previous Policy Number: | N/A |
| Resolution Numbers: | |
| Last Reviewed: | November 2017 |
| Next Reviewed: | October 2019 |
| Responsible Officer: | CEO |


[Signature]
Signed








B M WHITELEY
[Print Name]
Shire President

This Policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.

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ATTACHMENT 1

Shire of Wandering: Logo refresh

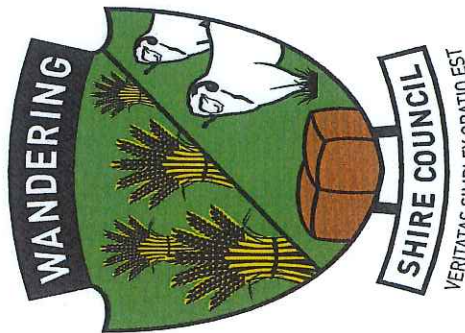
| CMYK Specs | RGB Specs |
|---|--|
|  75C 4M 100Y 1K |  R65 G75 B73 |
|  0C 19M 100Y 0K |  R255 G204 B8 |
|  27C 69M 100Y 16K |  R164 G92 B38 |
|  100K | |

RGB colour is for digital usage only including web, email and Powerpoint.
 CMYK is used for all in-house printed and external marketing and communication materials.

Logo File Formats are supplied in your Logo Suite Folder



PREFERRED OPTION & Primary Logo: CMYK



Black & White logo

