



*South Gippsland Shire Council*

## USE OF COUNCIL LOGO POLICY (C50)

Policy Number	C50	Directorate	Executive Office
Council Meeting	TBC	Department	Customer Information and Advocacy
Meeting Item No.	February 2021	Primary Author	Customer Information and Advocacy Manager
Next Review Date	February 2025		

COUNCIL POLICY

### 1. POLICY OBJECTIVE

The objective of this policy is to establish guidelines for the use of the South Gippsland Shire Council logo. This policy aims to ensure that Council's role in the community is clearly recognised and that its reputation is protected and enhanced through accurate and high-quality reproduction of its logo in all applications.

The Council logo must be used consistently and correctly when applied to any medium both within Council and by approved external groups and organisations. This includes, but is not limited to, use of Council's logo on internal and external publications, documents, advertisements, stationery, signage, vehicles, buildings, web devices and uniforms.

### 2. SCOPE

This policy applies to all circumstances where Council's logo is sought to be used, or is used. Copyright laws apply to it. Approvals are required for its use in certain circumstances.

Councillors presenting views not adopted or endorsed by Council are not allowed to use the logo, however they are able to use an alternative masthead that can be made available to them.

It is not to be used by any candidate for electioneering purposes in any form.

### 3. POLICY STATEMENT

Council recognises that it is important to establish a framework for the use of its logo to ensure a consistent and professional image of Council is promoted publicly. This 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.

COUNCIL POLICY



### 3.1 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:

1. Applications to use the logo should be addressed to the Customer Information and Advocacy Manager. This must include details of the reason and application for its use and where possible the inclusion of a draft publication;
2. Where approved an electronic logo will be supplied and will be accompanied by instruction for its reproduction taken from the Corporate Style Guide;
3. No fees will be charged but eligible groups will be responsible for any costs associated with artwork, design and production;
4. The use of Council's logo must not in any way bring discredit or disrepute upon Council;
5. 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; and
6. Any other reasonable condition may be applied.

### 3.2 Use of Council Logo by Councillors

The Council logo shall only be used in publications by Councillors such as on documents from individual Councillors to constituents i.e. Councillor letterheads, flyers for Ward meetings and matters promoting an event which is promoted by the broader Council.

Ward Councillor(s) use of logo is permitted for:

1. The use on a Councillor letterhead for responding to constituents on Council business, where the views expressed are consistent and representative of Council's operational, and corporate policies, procedures and ethos; and
2. The use in documentation when undertaking specific public lobbying and campaigns where approved by Council.

Ward Councillor(s) Masthead for non-approved Council uses:

1. An alternative Masthead is available for Councillors to use in place of the Council logo for activities that have not been endorsed by Council. The masthead will be unique to each Councillor, featuring the Councillor name, Ward and contact details.



### 3.3 Unauthorised Use

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.

Candidates at elections are to be expressly advised that the Council logo is not authorised to be used for electoral purposes.

## 4. RISK ASSESSMENT

Inappropriate, unapproved use or misuse of the Council logo may result in damaging publicity to the image of Council. Protecting Council's image is one of Council's highest rated risks. Misuse leads to confusion and may damage the integrity of Council's brand.

The perception of Council within the community and to its stakeholders could also face risk of being compromised. Appropriate, approved and well-considered use of the Council logo is likely to result in positive outcomes for Council.

## 5. IMPLEMENTATION STATEMENT

Council's Corporate Style Guide will include the information from the Policy Statement and will apply use of the logo as referenced in the Guide.

Councillors and Council staff will be informed of the policy through Council's induction process, all staff communications including email and intranet postings. Directorates will inform their staff members through team meetings. The Customer Information and Advocacy team will also update staff through newsletters and as they utilise the team's services for proofing and approving media releases, publications and advertising.

## 6. LEGISLATIVE PROVISIONS

This policy has been developed to support the Council to comply with its good governance and conduct obligations in line with various legislation, principally the *Local Government Act 2020*.

SUPPORTING INFORMATION	
Legislative Provisions	Local Government Act 2020 Charter of Human Rights and Responsibilities Act 2006
Council Supporting Documents	Council Plan 2020-2024 Governance Rules 2020 South Gippsland Shire Council Governance Framework Fraud and Corrupt Conduct Policy C19 Human Rights Policy C52
File Number	D XXXXXXX

## 7. DEFINITIONS

<b>Candidates</b>	Means a person who has nominated as a candidate for an election under section 256 of the <i>Local Government Act 2020</i> (the Act)
<b>Council</b>	South Gippsland Shire Council
<b>Councillor</b>	Is an elected member of the Council as defined by the <i>Local Government Act 2020</i> (the Act).
<b>Chief Executive Officer / CEO</b>	Is the Chief Executive Officer appointed by Council as defined by the <i>Local Government Act 2020</i> (the Act)

<b>Customer Information and Advocacy Department</b>	Refers to the Council Department responsible for overseeing the approval of Council's marketing and promotional material and managing risks associated with protection of Council's image for all Council or community requested events.
<b>Logo</b>	Refers to Council's logo as a component of Council's branding, including references to Council's website <a href="http://www.southingippsland.vic.gov.au">www.southingippsland.vic.gov.au</a> , document templates, corporate colours, corporate designs and any other insignia or signs that would make it recognisable to the community as potentially created, promoted or supported by the South Gippsland Shire Council.
<b>Mayor</b>	Is the Mayor elected by Council and/or Councillor(s) as defined by the <i>Local Government Act 2020</i> (the Act).

REVISION HISTORY			
Version	Approved	Approval Date Range	Sections Modified
1.0	Council Meeting	24 October 2012	New Policy
1.1	Council Meeting	24 February 2016	Revised Version
1.2	Council Meeting	24 February 2021	Revised Version