

1.12 SHIRE OF GINGIN LOGOS AND BRANDING

OBJECTIVE

To ensure consistent management and appropriate use of the Shire's corporate logo and other related branding elements by external organisations and individuals.

POLICY

From time to time organisations external to the Shire of Gingin may wish to use the Shire's logo and/or corporate branding for promotional purposes.

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

The Shire may develop and use, 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 of Gingin.

1. Use of Logos and Corporate Branding

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

The use of the Shire's logo/s or corporate branding may be authorised under the following circumstances:

- a. Use by a person or entity that is working in partnership with the Shire (usage shall be restricted to activities and functions related to the partnership).
- b. Use by a person or entity in acknowledgement of the Shire's provision of sponsorship or in-kind support (usage shall be restricted to activities and functions directly related to the sponsorship).
- c. Use by a person or entity in the promotion of an undertaking that is aligned with the strategic objectives of the Shire, where the use is considered to have the effect of promoting the Shire and the undertaking is not-for-profit or altruistic.

2. Applications to Use

Applications must be made, in writing, to the Shire's Chief Executive Officer prior to any use occurring, and must specify the planned use of the logo or corporate branding, including (but not limited to):

- a. The full text of the materials to which the logo or corporate branding is proposed to be applied.
- b. A visual representation of how the logo or corporate branding will appear once published.
- c. The manner and format by which the materials are to be distributed or published.

- d. Details of the person/s who will be responsible for the administration of the Shire's approval and its conditions, should such an approval be provided.

3. Conditions on Use

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

- a. Use of the logo or corporate branding will be in accordance with any Shire style guidelines.
- b. The Shire may determine a period for which the approval will remain valid.
- c. The Shire retains the right to withdraw its approval, with the applicant subsequently being obligated to remove the Shire's logo and/or corporate branding from their materials and circulation.
- d. Any other conditions deemed appropriate to the circumstances of the application.

4. Limitations on Commercial Use

Approval to use the Shire of Gingin logo/s or corporate branding will not generally be given for suppliers of commercial products or services if such a use could be inferred, either directly or indirectly, as a testimonial or endorsement for said product or service.

5. "Shire of Gingin" Title

The use of the title "Shire of Gingin" in the name of an entity will not be approved by the Shire.

GOVERNANCE REFERENCES

Statutory Compliance	Nil
Industry Compliance	Nil
Organisational Compliance	Nil

POLICY ADMINISTRATION

Review Cycle	2 years	Next Review	2021
Department	Office of the CEO		

Version	Decision Reference	Synopsis
1.	07/09/1999	Policy adopted
2.	19/04/2011	Policy reviewed
3.	21/01/2020 - Item 11.1.2	Previous Policy 1.12 repealed and new Policy adopted.