

EME017	USE OF SHIRE LOGO		
POLICY OWNER:	Council		
DEPARTMENT:	Office of the CEO		
CREATION DATE:	23/08/2022	REVIEW SCHEDULE:	Annually
RELATED PROCEDURES:	N/A		
RELATED FORMS:	N/A		
RELATED DELEGATIONS:	N/A		
RELATED POLICIES:	Shire of Carnarvon Code of Conduct for Council Members, Committee Members and Candidates		
LEGISLATION:	Local Government Act 1995, Pt. 5. Div 7 Local Government (Administration) Regulations 1996, Pt. 7		
DOCUMENT CONTROL			
DATE REVIEWED:	REVIEWED BY:	CHANGES (IF ANY):	ENDORSED BY COUNCIL:
23/08/2022	Council	Nil	FC7/8/22
28/03/2023	Council	Nil	FC 5/3/23
26/03/2024	Council	Nil	OCM 07/03/24

EME017 Use of Shire logo

OBJECTIVES

To provide clear and precise guidance on the use of the Shire of Carnarvon Logo.

POLICY STATEMENT/S

This policy will assist with ensuring that the Council's and Shire'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 logos in all applications.

Any approved use of the logos must be in accordance with the Shire's condition attaching to any such approval. The logo, along with the common seal, is equivalent to a brand or trademark for the Council and is part of the corporate existence of the Council. The use of the Shire of Carnarvon logo is equivalent to a trading symbol for the administration.

The Shire of Carnarvon logo should be used:

- a. Internal and external corporate business stationery,
- b. Shire marketing material,
- c. Material to promote events, services, programs, or activities sponsored or supported by the Shire,
- d. Shire recreational, community, heritage, service or operational buildings and facilities (including aquatic and recreational centres, community centres, libraries, pavilions, and halls) as the primary identifiable logo; and
- e. Shire vehicles (unless for private use) and on corporate clothing for Shire employees.



- f. Where the Shire has provided sponsorship or support for a program, activity, or advertisement.

Private use of the logo is not permitted unless:

- a. The proposed use benefits the Shire or community through promotion of the district, directly or indirectly, i.e.
- On a tourism promotion brochure indicating a facility or event is located within the Shire,
- b. On materials which are provided by the Shire; and
- c. The prior approval of the CEO has been obtained.

Approval for use of materials provided by the Shire or for private use of the logo may be withdrawn if Council is of the opinion that it is being misused or is for an inappropriate purpose.

At no time is the logo to be altered i.e. (stretched, colour changed, wording removed etc).