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## **1.8 C-1SCCL08 – Shire Corporate Crest / Logo**

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*Previous Policy Number – 1.1*

### **PART A - Policy**

#### **Objective**

The objective of this Policy is to provide for the protection of the use of the Shire of Dandaragan (Shire) Council Crest/Logo and to prohibit its use for unofficial purposes.

#### **Policy Statement**

The Council has adopted designs for its official crest and branding to establish a clear and positive identity for the Shire.

The official crest and branding is to be utilised for Council/Shire business and is to be shown on letterheads, envelopes and other Council/Shire material and stationery, as and when considered appropriate in accordance with the Shire of Dandaragan Corporate Style Guide.

Council supports the use of the corporate brand by local organisations seeking to identify geographically with the district.

Any application for the use or reproduction of the crest and/or branding is to be considered on its merits and the Chief Executive Officer shall determine such applications.

The crest and branding is not to be used by any Council Member of the Council or other person for election purposes.

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## **PART B – Management Procedures**

### **Definitions**

Nil.

### **Detail**

Consideration for the use of Shire’s crest and branding shall be within the following guidelines:

- All requests shall be in writing.
- Details of how and where the crest and branding is to be used must be supplied on application.
- In applications from organisations with a profit motive, it will normally be a requirement that Council has a direct involvement with the specific purpose.
- The use to have the effect of promoting the district to people or target groups living both inside and outside of the district.

Any such applications will only be granted permission to use the official crest and/or branding in its original design and colour.

If use is granted, it may be withdrawn at any time by the Chief Executive Officer, if evidence of abuse or by evidence of perceived or real disrepute being associated with the use is evident.