

# APPLICATION

## USE OF THE CITY OF PORT AUGUSTA BRAND (LOGO)



Please complete this form in **BLOCK LETTERS** and return to:

CITY MANAGEMENT  
PORT AUGUSTA CITY COUNCIL  
4 Mackay Street, PORT AUGUSTA SA 5700  
Phone: (08) 8641 9100 / Email: [admin@portaugusta.sa.gov.au](mailto:admin@portaugusta.sa.gov.au)

Please ensure that the application form is completed entirely and all requested documentation is attached to avoid delays in processing your application.

### Part 1 – Applicant Details

Organisation:

Contact Person:

Address: (Postal)

Address: (Suburb & Post Code)

Phone:

Email:

### Part 2 – Intended Use of Brand

List details of how you intend to use the City of Port Augusta Brand:

“With its strategic top-of-the gulf location *only* Port Augusta offers a healthy waterfront lifestyle at the gateway to Australia’s iconic Outback, Flinders Ranges and booming mineral resources industry, making the city the top choice for lifestyle, tourism and business investment”.

The Port Augusta Logo depicts elements that are truly representative of Port Augusta, namely its spectacular landscape, strategic location and traditional role as a meeting place and crossroads. The landscape is represented by broad terracotta horizon with blue gulf waters and golden sunlight. The star represents the City at the top of Spencer Gulf. The eight arrows of the star denotes crossroads or a meeting place. The spokes radiate from a central hub to denote Port Augusta’s role as a major economic centre.

***Below are the 4 versions of the Brand that you will receive upon approval for use. The brand will only be supplied in an electronic format via email. Please circle preferred brand:***



Please refer reverse side for Terms, Conditions and Acceptance.

1. I have read, understood and agree to comply with the following **Terms and Conditions**:
  - 1.1 The brand may be used by any organisation, community group, business group, service club, educational institution, sporting club or association or person that wishes to promote the City of Port Augusta. All applications to use the Brand and Logo must be made in writing to Council and must be addressed to the Chief Executive Officer. Authorisation for use of the Brand and Logo will be delegated to the Chief Executive Officer.
  - 1.2 The "Brand Identity Guide" outlining how the brand is to be deployed is attached as an addendum to this policy. This Guide must be strictly adhered to.
  - 1.3 The Port Augusta City Council may exercise its right to withdraw authorisation at any time if the user is deemed to not comply with the conditions outlined within the Brand Identity Guide.
  - 1.4 No fee applies for the use of the Port Augusta City Brand and Logo.
  - 1.5 The Port Augusta City Council retains all commercial rights to the use of the Port Augusta City Brand and Logo.
  - 1.6 No business, organisation, or individual shall use the Port Augusta City Brand or Logo in any commercial manner for profit or fund raising without the prior consent of Council.
2. The following elements will be used in any promotional material for the event or organisation:
  - Port Augusta City Council Brand
3. I understand that I must provide a draft copy of any material incorporating the Port Augusta City Council Brand to the Council to obtain approval of the design before publication.
4. I understand that the Port Augusta City Council Brand can only be used in relation to the promotion of the above mentioned event or organisation.
5. I understand the Port Augusta City Council has the right to refuse the production and distribution of a design should they deem it inappropriate or non-compliant with these Terms or Conditions.
6. I understand that deviations from these Terms and Conditions are not acceptable unless agreed to in writing by the responsible officer of the Port Augusta City Council.

**I acknowledge that I have read and understand the terms and conditions and agree to abide by the said conditions.**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Position: \_\_\_\_\_ Signature: \_\_\_\_\_

#### COUNCIL AUTHORISATION

Approved: ☐ Yes ☐ No Is sponsorship being provided to the applicant by Council: ☐ Yes ☐ No

Event Date/Timeframe of Approval:

Authorised Officer Signature:

Date Issued: