

<b>COUNCIL'S BRAND POLICY</b>	
Administration Policy	
TRIM Reference	AR19/37778[v2]
First Issued	23 June 2008
Last Reviewed	February 2024
Next Review	February 2027

## 1. POLICY STATEMENT

- 1.1** The Port Augusta City Council retains all commercial rights to the use of the Port Augusta City Brand and Logo.
- 1.2** With the approval of the Chief Executive Officer, the Council 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 Port Augusta City Council.

## 2. PURPOSE

### 2.1 Purpose

To ensure that clear guidelines are provided in relation to the approval and use of Council's official documents including Council's Common Seal, Council's logo and branding provisions.

### 2.2 Scope

This policy applies to all Council Elected Members, staff, volunteers, contractors and the public.

The use of Council's Common Seal, Council's Brand and Logo and how it is to be managed and deployed must be strictly adhered to. No business, organisation, or individual shall use the Port Augusta City Brand or Logo in any commercial manner for profit or fundraising without the prior consent of Council.

### 2.3 Strategic Reference

#### 1. Community

- 1.2 We are resilient, inclusive, safe and a vibrant community where people feel proud to live.

#### 5. Governance and Financial Sustainability

- 5.5 We meet to exceed legislative and accreditation requirements for all relevant programs.

## 3. PRINCIPLES

### 3.1 Brand and Logo

The Council Logo, as depicted at the top of this Policy, is the adopted brand for the Port Augusta City Council. The Council Logo depicts elements that are representative of Port Augusta, namely its spectacular landscape, strategic location and traditional role as a meeting place, crossroads and regional hub:-

- 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 denote crossroads, meeting place.

- d) The spokes radiate from a central hub to denote Port Augusta's role as a major economic centre.

**3.1.1** The Council Logo will form the basis for branding all Council owned locations. Council locations may be identified with the branding logo. For Council use, the application of this branding will include but not be limited to:-

- a) Letterheads and Envelopes;
- b) Business Cards;
- c) Advertising;
- d) Clothing and other labels;
- e) Banners and flags;
- f) Signage;
- g) Promotional material and brochures; and
- h) Corporate documentation.

### **3.2 Use of Brand and Logo by Elected Members**

Elected Members when undertaking official functions or duties of the Council, may require access to various official documents of the Council, for example letterheads as well as use of the Brand and Logo.

**3.2.1** Elected Members may develop a personal letterhead for their own use and may include the Council Logo, however the words "City Council" must not be inserted.

**3.2.2** A copy of the Elected Members' personal letterhead must be submitted to the Chief Executive Officer for approval prior to distribution.

**3.2.3** Elected Members' personal letterhead must include a disclaimer, that the views expressed are personal views only and not necessarily the views of the Council.

**3.2.5** Council's Corporate Letterhead stationery is not to be used by Elected Members, for personal correspondence purposes. Elected Members may use Council's Corporate Letterhead under the following conditions:

- a) As an official letter of the Council, forwarded by an Elected Member for an official purpose.
- b) Elected Members letters are only to be distributed from the City Management Department and must be approved by the Chief Executive Officer prior to being distributed.

### **3.3 Use of Brand and Logo by the General Community**

**3.3.1** 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.

**3.3.2** The "Brand Identity Guide" outlining how the Brand is to be deployed must be strictly adhered to and will be provided upon approval of use of the branding logo.

**3.3.3** 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.

**3.3.4** No fee applies for the use of the Council Brand and Logo.

#### **3.4 Use of Council Seal**

Council's Common Seal is the official seal of the Council and the use of this seal is to be managed as follows:-

**3.4.1** Council's Common Seal is not to be externally used by any organisation or person.

**3.4.2** The Council's Common Seal will be used for any application or document that requires a 'Common Seal' for execution.

**3.4.3** The Common Seal may only be used where there is a Council resolution pertaining to the document that requires sealing/signatures.

**3.4.4** If a Council resolution does not exist, a report must be prepared seeking Council approval for the affixing of the 'Common Seal' and signing of the document by the Mayor and Chief Executive Officer.

### **4. RESPONSIBILITY & REVIEW**

#### **4.1 Responsible Officer**

Director City Services

The Chief Executive Officer has delegated authority to approve the external use of the Council's Brand and Logo and use of Council's Corporate Letterhead.

#### **4.2 Availability**

This Policy will be available on Council's website.

#### **4.3 Review**

This Policy will be reviewed within 12 months of a General Election for Local Government, or as required to meet other obligations.

### **5. REFERENCES**

#### **5.1 Legislation**

Local Government Act 1999  
State Records Act 1997

#### **5.2 Other References**

Elected Members' Allowances and Benefits Policy  
Port Augusta Brand Identity Guide  
Records Management Policy