

## Application for use of 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

---

### Organisation

### Postal address

### Postcode

### Contact Person

### Phone

### Fax

### Email

### Intended use of Brand

Is sponsorship being provided to the applicant by Council YES/NO

---

*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:*



*If Council is sponsoring the applicant, the Port Augusta City Council’s logo will be provided:*



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 City Manager. Authorisation for use of the Brand and Logo will be delegated to the City Manager.
  - 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 city 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.

I agree to the above terms and conditions

**Signature**

**Name**

**Date**

*Please return this application form via email, fax, post or in person to:*

Attention: City Management  
Port Augusta City Council  
Civic Centre,  
4 Mackay Street  
PO Box 1704  
PORT AUGUSTA SA 5700  
Fax: 08 8641 0357  
Email: [admin@portaugusta.sa.gov.au](mailto:admin@portaugusta.sa.gov.au)

For further information please contact Port Augusta City Council on (08) 8641 9100