



Council Logo Policy Approved

South Gippsland Shire Council adopted the Use of the Council Logo Policy at its Council meeting this week.

The aim of the policy is to provide guidelines for the use of Council's logo to ensure that Council's role in the community is clearly identified and its publicity is regulated.

The policy was due for review alongside other reputational policies including the Use of the Council Term Mayoral and Civic and Mayoral Reception Policy.

It is important that Council maintains a level of control over the use of its logo to ensure it is utilised appropriately for the organisation.

Where an external group requests permission from Council to use the logo the following conditions apply:

- Applications to use the logo should be addressed to the Media and Communications Coordinator. This must include details of the reason and application for its use and where possible the inclusion of a draft publication;
- Where approved an electronic logo will be supplied and will be accompanied by instruction for its reproduction taken from the Corporate Style Guide;
- No fees will be charged but eligible groups will be responsible for any costs associated with artwork, design and production;
- The use of Council's logo must not in any way bring discredit or disrepute upon Council;
- Council may exercise its right to withdraw any authorisation at any time if the approved user is deemed to be not complying with the conditions as set out in this policy; and
- Any other reasonable condition may be applied.

Any individuals wishing to view the Use of the Council Logo Policy or any other Council policy can visit Council's website.

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