



Policy Type:	Administrative
Date Adopted:	12 May 2009

Policy No:	CM184 (NEW)
Date Last Reviewed:	May 2009

Legal (Parent): 1. Section 2.7 of the Local Government Act 1995.
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Legal (Subsidiary): 1.

ADOPTED POLICY	
Title:	USE OF COUNCIL LOGO, ARMORIAL CREST AND NAME
Objective:	To establish guidelines for the use of the City of Canning Logos and Armorial Crest and name.

1.0 Policy Statement

Council recognises that it is important to establish a framework for the use of its corporate logos, armorial crest, name and other branding elements to ensure a consistent and professional image of Council is promoted publicly. A framework also minimises Council's exposure to poor publicity through inappropriate use of Council's corporate logos, crest and other branding elements. Any approved use of the logos and crest will be in accordance with Council's corporate style guide.

2.0 Approval for use of Corporate Logos, Armorial Crest and Name

No person, without the authority of the Council, shall assume or use the City of Canning's Logos, armorial crest or design so nearly resembling the City of Canning's Logos or armorial crest as to be likely to be confused therewith on any letter, pamphlet, notice or handbill.

The Chief Executive Officer is authorised to permit the use of the Corporate Logos, Armorial Crest and other branding elements for Council business. Those persons authorised by the Chief Executive Officer to use the corporate logo must recognise that the corporate logos are subject to copyright and shall strictly ensure that the corporate logos are used in accordance with the City's approved corporate style guide.

2.1 No Alteration or Amendment Permitted

Where the Council or Chief Executive Officer grants approval under 2.0 above, no part of a logo, crest or name may be amended or altered in any way whatsoever.

2.3 Withdrawal of Permission

If use is granted, it may be withdrawn at any time by the Chief Executive Officer, if evidence of abuse or by evidence of perceived or real disrepute being associated with the use is evident.

3.0 Use of Corporate Logo for Electioneering Purposes

The Corporate Logo is not to be used by any person in any manner for electioneering purposes.