

# Policy

## Use of City of Kwinana Logos and Branding



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Adopted:	21/01/2015 #369
Last reviewed:	22/03/2017 #452 11/09/2019 #545
New review date:	11/09/2021
Legal Authority:	Local Government Act Section 2.7 – The Role of Council
Directorate:	City Business
Department:	Marketing and Communications
Related documents:	D12/76754[v4] - City of Kwinana Branding Guidelines

*Note: Changes to references may be made without the need to take the Policy to Council for review.*

## Policy:

### 1. Title

Use of City of Kwinana Logos and Branding

### 2. Purpose

To ensure consistent management and appropriate use of the City's corporate logo, sub-brand logos and other related branding elements by external organisations and groups.

### 3. Scope

This policy applies to organisations which are external to the City of Kwinana and which seek to utilise any of the City of Kwinana's logos or branding elements for any purpose.

### 4. Definitions

Logo means a graphic representation or symbol which acts to identify an organisation. 'Logo', 'Council logo', 'City logo' and 'City of Kwinana logo' refers to both the primary logo used by the City of Kwinana on its printed materials, websites and general correspondence

and any other logos, brand marks and/or visual devices which the City has developed at any given time.

Sub-brand means a service that is affiliated with a parent brand (City of Kwinana), but are stand-alone brands due to target audience requirements. The City's sub-brands include Kwinana Recquatic, Zone Youth Space, Lyrik and Bright Futures Children's Services.

Logos refers to both the City of Kwinana's primary logo and the logo of its sub-brands.

Branding refers to a wide range of tangible and non-tangible, visual and non-visual elements which contribute to the identity of the organisation, its primary brand and sub-brands.

## **5. Policy Statement**

### **5.1 City of Kwinana logo**

The City of Kwinana logo is the organisation's primary corporate brand mark. The consistent and professional application of this logo ensures appropriate recognition for the City while also protecting brand and reputation.

### **5.2 Sub-brand logos and branding elements**

The City also has a range of sub-brand logos and branding elements to support each of the individual brands in its official marketing and promotional publications and materials. Such sub-brand logos and branding elements remain the property of the City.

### **5.3 Use of branding elements and logos**

Any City of Kwinana branding elements or logos are not to be used by any person or entity without the express authorisation of the City.

The use of the City's branding or logos may be granted free of charge to organisations who have a formal affiliation with the City, this includes:

- (a) Any entity that is in partnership with the City. Usage may only be for activities and/or functions in direct relation to the partnership.
- (b) Used by a person or entity in acknowledgement of the City's provision of sponsorship, in-kind support or a community grant. Usage may only be for the activity for which the support was received.
- (c) A person or entity in the promotion of a not-for-profit undertaking that is aligned with the strategic objectives of the City and where the use is considered to have positive benefits for the City of Kwinana brand.

#### 5.4 Applications to use

Applications are to be made prior to any use occurring and are to be made in writing, specifying the planned use of the branding or logos, including but not limited to:

- (a) The full text of the materials to which the branding or logos are proposed to be applied.
- (b) The manner, volume, reach and format by which the materials are to be distributed or published.
- (c) Contact details of the person(s) who will be responsible for the correct usage of the corporate branding or logos as approved by the City.
- (d) A draft artwork concept depicting the City's logo placement for approval prior to finalising.
- (e) (If requested) a copy of the final artwork for the City's records.

#### 5.5 Conditions of use

The following criteria is conditional on any authorisation for the use of the City's branding or logos and is to be communicated to the applicant on issue of an authorisation:

- (a) Use of the branding or logos is to be in accordance with the City's Style Guide.
- (b) The City is to determine a period for which the approval remains valid.
- (c) The City retains the right to withdraw its approval, with the applicant subsequently being obligated to remove the City's corporate branding or logos from their materials and circulation.
- (d) Any other conditions deemed appropriate to the circumstances of the application.

#### 5.6 Limitations of commercial use

Approval to use City of Kwinana branding or logos will not generally be given for suppliers of commercial products or services if such a use could be inferred, directly or indirectly, as a testimonial or endorsement for said product or service.

### **6. Financial/budget implications**

There are no specific financial or budget implications associated with this Policy.

### **7. Asset management implications**

There are no specific asset management implications associated with this Policy.

### **8. Environmental implications**

There are no specific financial or budget implications associated with this Policy.

## **9. Strategic/social implications**

Strategic Community Plan 2019-2029

Objective 1.1 Develop and strengthen community identity to create a sense of belonging.

## **10. Occupational safety and health (OSH) implications**

There are no specific OSH implications associated with this Policy.

## **11. Risk assessment**

A risk assessment conducted as part of the Policy review has indicated that the risk to the City by the incorrect or unapproved use of the City's logos or branding by external organisations is low.

It is assessed that the risk rating following implementation of this Policy would remain low.