

POL-C-133 Use of City of Swan Logo and Civic Crest

1. OBJECTIVE

This policy outlines the appropriate use of the City of Swan Logo and Civic Crest.

2. POLICY STATEMENT

This policy will assist with ensuring that the Council's and City's role in the community is clearly recognised and that its reputation is protected and enhanced through accurate, consistent and high quality reproduction of its logos in all applications.

Any approved use of the logos must be in accordance with the City of Swan Corporate Style Guide, and the City of Swan Civic Crest Style Guide.

The Civic Crest, which is part of the common seal, is equivalent to a brand or trademark for the Council and is part of the corporate existence of the Council. The use of the City of Swan logo is equivalent to a trading symbol for the administration.

2.1 General Provisions

- a) The Civic Crest and City of Swan logos are the authorised logos to be used to represent the City of Swan. Any transitions to using these approved logos will occur once items require replacement.
- b) No other logos must be employed to represent the City in any capacity without Executive approval via the Manager, Marketing and Public Relations.
- c) The City of Swan logo and Civic Crest must not be used by internal or external agencies, groups or individuals without authorisation from the Manager, Marketing and Public Relations or Council Support Manager respectively.
- d) Any modifications to this logo are strictly prohibited unless authorised by the Manager, Marketing and Public Relations.
- e) The City of Swan logo and Civic Crest must not be used for electoral purposes.
- f) Councillors may use the Civic Crest with the logo of the Eastern Metropolitan Regional Council and/or Western Australian Local Government Association State Council on Councillor business stationery subject to the approval of the relevant organisation.

2.2 Areas of Use

- a) The Civic Crest must be used on:
 - i. Council business stationery;
 - ii. Council generated documents such as invitations, programs, meeting agendas and minutes;
 - iii. buildings for City Governance and Council decision making;
 - iv. naming or commemorative plaques which are permanent fixtures on any recreational, community, heritage, service or operational buildings owned by the City, as defined by the City's asset classifications; and
 - v. street name signage.

- b) The City of Swan logo must be used on:
- i. internal and external corporate business stationery;
 - ii. City marketing material;
 - iii. material to promote events, services, programs or activities sponsored or supported by the City;
 - iv. City of Swan recreational, community, heritage, service or operational buildings and facilities (as defined by the City's asset classifications, including aquatic and recreational centres, community centres, libraries, pavilions and halls) as the primary identifiable logo; and
 - iv. City vehicles (unless for private use) and on corporate clothing for City employees.

2.3 Logo and Crest Management

- a) The Manager, Marketing and Public Relations is responsible for ensuring the use of the City of Swan logo complies with the City of Swan Corporate Style Guide and the Council Support Manager is responsible for ensuring the use of the Civic Crest complies with the City of Swan Civic Crest Style Guide.
- b) All City marketing material must be approved by Marketing and Public Relations prior to distribution to ensure consistent and effective use of the City of Swan logo and design.

Document Control

Document Approvals:			
Version #	Council Adoption		
1.	Ordinary Meeting of Council 23 September 2009 - adopted policy.		
2.	Ordinary Meeting of Council 10 September 2014 - adopted policy for 2 years.		
3.	Ordinary Meeting of Council 15 March 2017 - adopted revised policy.		
4.	Ordinary Meeting of Council 28 August 2019 - adopted revised policy.		
5.	Ordinary Meeting of Council 25 August 2021 - adopted policy.		
Document Responsibilities			
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Organisational:	City of Swan Corporate Style Guide City of Swan Civic Crest Style Guide		
Strategic Community Plan:	G1.2 Promote the City of Swan as a place to live, work and visit		