



ADM06 USE OF SHIRE OF ASHBURTON LOGO AND CREST

Aim	To establish guidelines for the use of the Shire of Ashburton logos
Application	Elected Members and Employees
Statutory Environment	Not Applicable
Principles	Strategic Community Plan 2017 – 2027 (Desktop Review 2019) Goal 05 Inspiring Governance Objective 4 Exemplary team and work environment
Approval Date	OMC 17 December 2019 (MINUTE: 722/2019)

OVERVIEW

The Shire of Ashburton has two logos:

1. Traditional Crest Logo; and
2. Reef to Range Logo

No other logos are approved to be used.

Use of Logos & Crest by Shire

The Council wishes to highlight a distinction between the role of the Council and the Organisation through the use of the official crest of the Shire of Ashburton (for Council and Councillor Functions) and the use of the promotional logo (for Operational activities). Below is a table that clarifies the different uses.

COUNCIL	OPERATIONAL
Use of Crest	Use of Reef to Range
President/Councillor correspondence (Letterhead and E-signatures, With Compliments slips)	Staff Business Cards, Letterhead, With Compliments slips, E-signatures, Invoices
Council Policies	Operational Directives
Rates notices	Vehicles/Plant
Councillor Name Badges, Business Cards and Uniforms.	Employee Uniforms and Name Badges
Entry doors to offices (as applicable eg, Council Chambers)	Entry doors to offices (as applicable) e.g., Administration Centre/Offices
Council Plaques and Gifts	Community Communications – Newsletter



Website	Website
Banners (Council related)	Promotional materials e.g. Schools, Giveaways
Shire Street Signage	Banners (marketing/organisational)

Use of both logos in certain areas is accepted i.e. Website, Promotional materials.

Use of Logos by External Groups

Where an external group requests permission to use the logos on printed and other materials, the following conditions will apply:

1. All applications to use the Shire of Ashburton logos must be made in writing to the Chief Executive Officer (CEO) and include details of the purpose, form and extent of the proposed use and the reason for such use. Although permission to use the logos in the first instance is to be referred to the CEO, he/she may delegate this assessment to another employee. The artwork for the promotional material must be supplied for assessment against this policy.
2. Approval may be granted providing the group:
 - i. Is based in the area and provides a service to the Shire of Ashburton residents; and
 - ii. Has a direct relationship with the Shire, either through funding or operational arrangements.
3. Eligible groups will be advised in writing that approval has been granted to use the logo, which must be in accordance with the Shire of Ashburton's corporate standards.
4. Ineligible groups will be advised in writing that approval has not been granted to use the logo and provided with an explanation under the guidelines of this policy.
5. No fees will be charged for the use of the Shire of Ashburton's logos but eligible groups will be responsible for any costs associated with artwork, design and production.
6. The Shire of Ashburton 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 or any approval.

Any unauthorised use of any Shire of Ashburton logos is a breach of copyright and any application that is not consistent with this policy is to be approved by the Shire of Ashburton Council.



Local Government Elections

The Shire of Ashburton logos are not to be used for any purpose during a Local Government Election that seeks to promote an individual candidate over another candidate. This inappropriate use includes candidate based promotional ballot papers, fliers, advertising, posters, letters or any other form of electoral material. A breach of this section will be considered to be a serious breach by the Shire of Ashburton.

****Added to procedures****

Implementation

This policy will be implemented by the Shire of Ashburton Chief Executive Officer.