



Council Policy – Shire of Ashburton Logo and Crest

Responsible Directorate	Office of the Chief Executive Officer
Responsible Business Unit/s	Media and Communications
Responsible Officer	Manager Media and Communications
Affected Business Unit/s	All

Objective

To establish guidelines for the use of the Shire of Ashburton (the Shire) logo and crest.

Scope

This policy applies to all elected members and employees.

Policy Statement

The Shire has two primary logos, the:

1. traditional Council crest, and
2. corporate logo.

Council crest

When the Shire was renamed to Ashburton, the Council changed the design of the crest by replacing the Sturt Pea with the Ashburton Pea, which is native to the Ashburton area.


The FE symbol represents iron, which is mined in Tom Price, Paraburdoo and Pannawonica. The cattle and sheep represent the stations and pastoral land located within the Shire. The railway symbolises the expansion of the land due to the iron ore industry and the ship refers to the bulk carriers that transport the iron ore to overseas markets. The fish depict the mullet, which translates to 'Pilbara' in traditional Aboriginal language.

Corporate logo

The Shire corporate brand identity is a stylised design concept that depicts the symbolic connection of the Mackerel Islands and the iconic Hamersley Ranges.

As a visual representation of the 'reef to range' connection, these two powerful images are featured as the Shire's logo icon which highlights the diversity of the landscape and the grand distance within the Shire.

The inspiration for the colour palette is drawn from the iconic landscapes of the Shire's region. These colours provide a strong visual connection to the natural beauty of the Pilbara region as well as the shire's culture and community.



The Shire logo is accompanied by the positioning statement, or tagline, 'opportunity to community', is the preferred choice in most cases, however in certain applications (e.g., where the logo would be reproduced so small as to make the tagline illegible, or where the positioning statement is already featured prominently within the same application), the logo without the line can be used.

No other logos are approved to be used.

When another brand is to be used in conjunction with the Shire logo, then the guidelines below must be applied:

1. Both logos are to be positioned next to each other proportionately.
2. The Shire logo is always placed on the left-hand side of the co-branded logo.
3. Logos are to be divided by a 1-point stroke in either mid-blue (pantone 295C) or white.
4. The spacing on either side of this line is equal to the height of the letter 'A' in the name 'Ashburton'.

Use of the Council crest and corporate logo

The Council highlights a distinction between the role of the Council and the organisation by using the Council crest of the Shire (for Council and elected member functions) and the use of the corporate logo (for administrative functions and activities).

A version of the Shire logo is available as a lock-up with the Council crest. Whilst the use of this lock-up can be flexible depending on the application, its core purpose would be considered for 'corporate' or 'official' applications.

For example, it may be used on the Shire's stationery, the Annual Report, corporate advertising or signage for the Council. In most cases, it would not be considered appropriate on more 'socially orientated' promotional communications.

The lock-up should never be deconstructed or altered in any way. Also, the 'opportunity to community' tagline is not to be used in this context.

Any Shire marketing that includes the logo with the Council crest must be approved by the Shire's Media and Communications team. Any use of the Shire's logos must be in accordance with the Corporate Style Guide.

Below is a table that clarifies the different uses.



COUNCIL	ADMINISTRATION
Use of crest	Use of corporate logo
President/Councillor correspondence (letterhead and e-signatures, With Compliments slips)	Employee business cards, letterhead, With Compliments slips, e-signatures, invoices
Council policies	Operational directives
Rates notices	Vehicles/plant
Elected member name badges, business cards and uniforms	Employee uniforms and name badges
Entry doors to offices (as applicable e.g., Council Chambers)	Entry doors to offices (as applicable) e.g., Administration Centre/Offices
Council plaques and gifts	Community communications – newsletter
Website	Website
Banners (Shire related)	Promotional materials e.g., schools, giveaways
Shire street signage	Banners (marketing/organisational)

Secondary logos

The Shire has developed the following secondary logos which will be used for tourism and location specific promotions.

- Visit Ashburton
- Tom Price logo
- Onslow logo

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:

- All applications to use the Shire 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. Approval may be granted providing the group:
 - Is based in the area and provides a service to the Shire residents; and
 - Has a direct relationship with the Shire, either through funding or operational arrangements.

- Eligible groups will be advised in writing that approval has been granted to use the logo, which must be in accordance with the Shire’s corporate standards and style guide.
- 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.
- No fees will be charged for the use of the Shire’s logos, but eligible groups will be responsible for any costs associated with artwork, design and production.
- The Shire 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 logos is a breach of copyright and any application that is not consistent with this policy is to be approved by Council.

Local government elections

The Shire 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 a serious breach by the Shire.

Definitions

Paragraph text

Relevant policies/documents

Corporate Style Guide

Tourism Style Guide

Council Policy – Election Caretaker

Council Policy – Media and Communications

Relevant legislation/local laws

Nil

Office use only			
Relevant delegations	Nil		
Council adoption	Date	13 December 2022	Resolution # 171/2022
Reviewed/modified	Date		Resolution #
Next review due	Date	2024	