

Council Policy – Shire of Ashburton Logo and Crest

Responsible Directorate	Office of the Deputy 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 Council 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', and 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.

The Shire's Corporate Style and Branding Guide is to be used as the reference for all Shire and Council branding, available internally and sent upon request externally. 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, brand templates, letterheads, 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. 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 and Branding Guide.

Below is a table that clarifies the different uses.



COUNCIL	ADMINISTRATION	OFFICIAL
Use of crest	Use of corporate logo	Use of-lock up logo
President/Councillor correspondence (letterhead and e-signatures, With Compliments slips), meeting agendas and minutes	Employee business cards, letterhead, With Compliments slips, e-signatures, invoices	Council policies
Elected member uniforms	Operational directives	Rates notices
Elected member name badges, business cards	Vehicles/plant signage	Letterhead for external communications
Entry doors to offices (as applicable e.g., Council Chambers)	Employee uniforms and name badges	Corporate advertising
Council plaques and gifts	Entry doors to offices (as applicable) e.g., Administration Centre/Offices	Funding and grants
Banners (Council related)	Brandings (brochures, newsletters, pamphlets about the Shire, community bulletins)	
Shire street signage	Website and social media	
	Promotional materials e.g., schools, giveaways	
	Banners (marketing/organisational)	
	Public services (signage for public facilities and parks, informational materials about Shire services)	

The Council Crest, the Corporate and Lock up Logo are detailed in Appendix 1.

Secondary logos

The Shire has developed secondary logos which are used for tourism and location specific promotions.

- Visit Ashburton
- Tom Price visitor logo
- Ocean View Caravan Park

- Onslow Sun Chalets
- Old Onslow
- Ashburton Youth

Examples of these secondary logos and other secondary Shire logos are detailed in Appendix 1.

Any additional branding outside of the corporate logo and crest is to be approved by the CEO and Manager Media and Communications. This may refer to events, promotions and one-off celebrations.

Use of logos by external groups

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

- All applications 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. The CEO or another employee approved by the CEO are to determine applications.
- The artwork for the promotional material must be supplied for assessment against this policy. Approval may be granted providing the group:
 - 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 Style and Branding 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, flyers, 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

Nil

Relevant policies/documents

Council Policy – Election Caretaker
Council Policy – Media and Communications
Corporate Style and Branding Guide

Relevant legislation/local laws

Nil

Office use only				
Relevant delegations	Nil			
Council adoption	Date	13 December 2022	Resolution #	171/2022
Reviewed/modified	Date	19 November 2024	Resolution #	222/2024
	Date	18 March 2025	Resolution #	028/2025
	Date		Resolution #	
	Date		Resolution #	
Next review due	2029			

Appendix 1

<p>Corporate Logo</p>  <p>shire of Ashburton opportunity to community</p>	<p>Council Crest</p> 
<p>Lock up logo</p> 	
<p>Secondary logos</p>	
<p>Visit Ashburton</p>  <p>Visit Ashburton reef to range</p>	<p>Tom Price Visitor logo</p>  <p>Tom Price Karijini country</p>
<p>Onslow Visitor logo</p>  <p>Onslow Pilbara Coast</p>	<p>Tom Price</p>  <p>Tom Price Visitor Centre</p>
<p>Onslow Sun Chalets</p>  <p>Sun Chalets ONSLow</p>	<p>Ocean View Caravan Park</p>  <p>Ocean View CARAVAN PARK ONSLow</p>
<p>Old Onslow</p>  <p>OLD Onslow TOWNSITE</p>	<p>Ashburton Youth</p>  <p>shire of Ashburton AY! Ashburton Youth</p>
<p>Swimming Pools</p> <div>   </div> <div>   </div>	
<p>Pilbara Regional Waste Management Facility</p>  <p>shire of Ashburton PRWMF Pilbara Regional Waste Management Facility</p>	