

<b>POL</b>	<b>COMMUNITY USE OF CITY OF COCKBURN CORPORATE LOGO</b>	<b>SC24</b>
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<b>POLICY CODE:</b>	SC24
<b>DIRECTORATE:</b>	Community Services
<b>BUSINESS UNIT:</b>	Communications Services
<b>SERVICE UNIT:</b>	Public Relations
<b>RESPONSIBLE OFFICER:</b>	Manager, Corporate Communications
<b>FILE NO.:</b>	086/001
<b>DATE FIRST ADOPTED:</b>	17 September 2002
<b>DATE LAST REVIEWED:</b>	12 December 2013
<b>ATTACHMENTS:</b>	N/A
<b>DELEGATED AUTHORITY REF.:</b>	N/A
<b>VERSION NO.</b>	2

<b>Dates of Amendments / Reviews:</b>	
DAPPS Meeting:	22 March 2012 28 November 2013
OCM:	9 September 2010 12 April 2012

## **BACKGROUND:**

In 1998, Council adopted a "Corporate Identity Logo" as an additional marketing tool to the City of Cockburn Crest. The logo featured a distinctive "wave" which was formed into "C's" to identify Cockburn City Council. Since that time.

## **PURPOSE:**

To apply principles on community usage of the logo by organisations external to the City of Cockburn.

## **POLICY:**

1. In cases where the City supports an organisation financially in kind, it may be part of the agreement that the organisation must use the City's logo in agreed market material.
2. In this case, that organisation must request the logo through the City of Cockburn's Communications Department and submit all proposed uses of it, electronic or printed, for approval by the City. The logo may only be used for the duration of the agreement.
3. In cases where the City is a project partner, the City of Cockburn's most current style guide must be adhered to.

