

POL	COMMUNITY USE OF CITY OF COCKBURN CORPORATE LOGO	SC24
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POLICY CODE:	SC24
DIRECTORATE:	Community Services
BUSINESS UNIT:	Communications Services
SERVICE UNIT:	Public Relations
RESPONSIBLE OFFICER:	Manager, Corporate Communications
FILE NO.:	182/001
DATE FIRST ADOPTED:	17 September 2002
DATE LAST REVIEWED:	14 September 2017
ATTACHMENTS:	N/A
DELEGATED AUTHORITY REF.:	N/A
VERSION NO.	4

Dates of Amendments / Reviews:		
DAPPS Meeting:	22 March 2012 28 November 2013	24 August 2017
OCM:	9 September 2010 12 April 2012	12 December 2013

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 the logo has been updated once to be more contemporary.

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 or 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 Corporate 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 and any future material must be resubmitted to the Corporate Communications department.



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3. In cases where the City is a project partner, the City of Cockburn's most current style guide must be adhered to and material sent to the City for approval.