

**POLICY NO. CP 5.4.38 CITY OF GOSNELLS CREST, BRANDING AND LOGOS**

PURPOSE To guide use of the City's Crest, corporate branding and logos, and use of the title 'City of Gosnells'.

POLICY**1. CITY OF GOSNELLS CREST****1.1 Use of the Crest, Corporate Branding and Logos**

The City of Gosnells crest and any corporate branding or logos, must not be used by any person or entity without the express authorisation of the City.

The use of the City's Crest, corporate branding or logo by organisations may be authorised under the following circumstances:

- (a) Used by an entity that is working in partnership with the City. However, the Crest, corporate branding or logo may only be used in activities and functions in relation to the partnership.
- (b) Used by a person or entity in acknowledgement of the City's provision of sponsorship or in-kind support, however may only be used in activities directly related to the sponsorship.
- (c) Used by a person or entity in the promotion of an undertaking that is aligned with the strategic objectives of the City, where the use is considered to have the effect of promoting the City and the undertaking is not-for-profit or altruistic.

1.2 Applications to Use

Applications must be made prior to any use occurring and must be made in writing, specifying the planned use of the Crest, corporate branding or logos, including but not limited to:

- (a) The full text of the materials to which the Crest, corporate branding or logos are proposed to be applied;
- (b) The manner and format by which the materials are to be distributed or published;
- (c) Details of the persons who would be responsible for the administration of the City's approval and its conditions.

1.3 Conditions of Use

The following criteria will be conditional on any authorisation for the use of the City's Crest, corporate branding or logos, and will be communicated to the applicant on issue of an authorisation:



- (a) Use of the Crest, corporate branding or logos will be in accordance with the City’s Visual Style Guide.
- (b) The City will determine a period for which the approval remains valid.
- (c) The City retains the right to withdraw its approval, with the applicant subsequently being obligated to remove the City’s Crest, corporate branding or logos from their materials and circulation.
- (d) Any other conditions deemed appropriate to the circumstances of the application.

2. CITY OF GOSNELLS TITLE

The use of the title ‘City of Gosnells’ in the name of an entity, will not be approved by the City.

3. CITY OF GOSNELLS LETTERHEAD

The City of Gosnells letterhead may only be used by the City for its official functions and duties. It may not be used by:

- (a) Councillors or employees for any purpose other than the fulfilment of their official duties; or
- (b) Any other entity for any purpose.

GOVERNANCE REFERENCES

Statutory Compliance	Nil
Industry Compliance	Nil
Organisational Compliance	City of Gosnells Style Guide Windsor Herald College of Arms, London - Grant of Arms No. 141.75
Process Links	

POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Community Engagement		Manager Marketing and Community Events		9397 3000	
Risk Rating	Low	Review Cycle	Triennial	Next Due:	2024
Version	Decision Reference	Synopsis			
1.	OCM 416/25/08/2009	To protect and clarify the use of the City’s crest, corporate branding and logos and to control the use of the title “City of Gosnells”			
2.	OCM 378/23/08/2011	Reviewed with no amendments.			
3.	OCM 302/11/09/2018	Reviewed with amendments			
4.	OCM 16/08/02/2022	Reviewed with amendmens			