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1. Statement

To ensure that Council's role in the community is clearly recognised and that its image and reputation are protected and enhanced through accurate, consistent and high-quality reproduction of its logo in all applications, including its use by approved sponsors and other entities.

Council's logo can be used by the organisation and organisations external to Council for all council advertising, promotional material, electronic material, stationery and web content containing the City of Ipswich branding shall comply with this policy. This applies to:

- Utility and signature signs
- Signage packages
- Permanent and temporary signs
- Indoor and outdoor signs
- New and retrofit signs
- Vehicle signage

This policy does not apply to plaques as this is covered in the Public Monuments and Memorials Policy.

2. Purpose and Principles

This policy aims to protect the image and reputation of Council by clearly defining how the Corporate Brand can be used and establishing the framework which governs activities which ensure the organisation is professionally presented in a unified, consistent and positive manner.

Council logos must be used appropriately to maintain Council's image and identity. Logos must not be recreated, manipulated or changed in any manner or under any circumstances.

The inappropriate or unauthorised use of Council's visual identity will be a breach of this policy. Measures will be taken to correct inappropriate or unauthorised use and may include destruction of material which breaches the guidelines.

3. Strategic Plan Links

This policy aligns with the following iFuture 2021-2026 Corporate Plan theme/s:

- A Trusted and Leading Organisation

4. Regulatory Authority

- *Local Government Act 2009*
- [Ipswich City Council Visual Style Guide](#)

5. Human Rights Commitment

Ipswich City Council (Council) has considered the human rights protected under the *Human Rights Act 2019 (Qld)* (the Act) when adopting and/or amending this policy. When applying this policy, Council will act and make decisions in a way that is compatible with human rights and give proper consideration to a human right relevant to the decision in accordance with the Act.

6. Scope

This policy applies to:

- All employees of Ipswich City Council, Councillors, and all Council volunteers, contractors, interns and casual and part-time employees,
- All areas where Council's brand is required to be displayed to the general public,
- All communications and community engagement activities conducted on behalf of Ipswich City Council,
- All communications materials produced on behalf of Council.

7. Roles and Responsibilities

- The Marketing Services Branch is responsible for the administration and management of all requests regarding Council's Corporate Image.
- All staff should be aware of this policy to ensure requests are directed to the Marketing Services Team.

8. Key Stakeholders

The Marketing Services Branch - Community, Cultural and Economic Development will be consulted during the review process.

9. Policy

The Crest

The City of Ipswich Crest (Crest) is used for completing legal and other official documents; in matters of historical significance; for ceremonial purposes; and on other selected civic occasions. The use of Council's Crest is for the sole purpose of Council. Council will not grant permission for other organisations or individuals to use the Crest under any circumstances.

Examples of Crest use include:

- Permanent city building plaques and signs
- Legal documents

- City Seal
- Office of the Mayor (Letterhead)

Procedure for the use of the Crest

Authority to approve the use of the City of Ipswich Crest is the responsibility of Marketing Services. This will ensure that the use of the Crest is accurate and consistent. Councillors or staff wishing to use the City of Ipswich Crest for the purposes mandated must complete an application for review (Refer to the [Visual Style Guide](#) for guidance).

City Logo

The City of Ipswich logo forms the basis of our organisation's visual identity and reflects who council is in symbolic form. The use of Council's logo is governed by the Corporate Identity Guidelines outlined in our Visual Style Guide and must not be reproduced by external parties, without the approval of Council.

Procedure for the use of the city logo

Requests for the use of the adopted City of Ipswich logo, received in writing from community and business organisations, will be considered on an individual basis, in accordance with the Visual Style Guide, and will be granted under conditions of an agreement between council and the applicant.

Use by external parties

Where an external party requests permission from Council to use the logo on printed and other materials, the following conditions will apply:

- Applications to use the logo must include details of the reason and application for its use and where possible the inclusion of a draft publication;
- Where approved an electronic logo will be supplied and will be accompanied by instruction for its reproduction taken from the Visual Style Guide;
- No fees will be charged to use Council's logo but eligible external parties will be responsible for any costs associated with artwork, design and production;
- The use of Council's logo must not in any way bring discredit or disrepute upon Council;
- Council 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; and
- Any other reasonable condition may be applied.

Unauthorised Use

Any unauthorised use of any Council logo is a breach of copyright and any application that is not consistent with this policy can only be approved by Council at a formal meeting of Council.

Candidates at elections are to be expressly advised that the Council logo is not authorised to be used for electoral purposes.

10. Monitoring and Evaluation

This policy will be reviewed every 4 years, or earlier should changes occur to ensure that the process continues to meet the standards referenced in the policy.

11. Definitions

Term	Definition
<i>Logo</i>	The graphic representation or symbol of a company name, uniquely designed for ready recognition.
<i>Corporate Logos</i>	All Ipswich City Council logos and trademarks including those representing projects, businesses and facilities.
<i>Corporate Image</i>	The reputation Council seeks to establish for itself in the mind of the community and other important stakeholders.
<i>Crest</i>	Refers to the official Council Crest approved and endorsed by Ipswich City Council for marketing purposes. Ipswich City Council retains copyright over the Crest design at all times.

12. Policy Owner

The General Manager (Community, Cultural and Economic Development Department) is the policy owner and the Manager (Marketing and Promotions Branch) is responsible for authoring and reviewing this policy.