

POLICY:-	
Policy Title:	Use of Council Logo and Seal Policy
File Reference:	F10/618-04
Date Policy was adopted by Council initially:	24 August 2006
Resolution Number:	223/06
Other Review Dates:	19 May 2011, 20 March 2014 and 18 July 2019
Resolution Number:	70/14, 184/19
Current Policy adopted by Council:	18 August 2022
Resolution Number:	189/22
Next Policy Review Date:	2025

PROCEDURES/GUIDELINES:-	
Date procedure/guideline was developed:	N/A
Procedure/guideline reference number:	N/A

RESPONSIBILITY:-	
Policy developed by:	General Manger
Committee/s (if any) consulted in the development of this Policy:	N/A
Responsibility for implementation:	General Manager
Responsibility for review of Policy:	Director of Finance and Administration

OBJECTIVE

To ensure that Council retains control over the use of its Logo and Seal with consistent and quality controlled branding.

COUNCIL SEAL POLICY STATEMENT

The Local Government Act 1993, Section 22 (1) (b) and the Interpretation Act 1987, Part 8 Section 50 (1) (b) apply to statutory bodies and state that Council shall have a Seal. The affixing / use of Council's Seal is for the sole purpose of Upper Lachlan Shire Council and only to be used for authentication of official documentation and legal documentation, in conjunction with the Resolution of Council and signed by the Mayor and General Manager on the relevant official documentation and / or legal documentation.

Council will not grant permission for any other organisation or individual/s to use Upper Lachlan Shire Council's Seal.

The Local Government Act 1993, Section 683, states that a document requiring authentication by the Council may be sufficiently authenticated without the Seal of Council if signed by the General Manager.

COUNCIL LOGO POLICY STATEMENT

This policy sets out the terms and conditions that Council uses the Upper Lachlan Shire Council Logo on all Council documentation, signage, advertising and promotional material, with the exception of legal documents where the Common Seal of Council is used under the Resolution of Council.

- The use of Council's Logo by private enterprises / commercial organisations is only permitted where some advantage could accrue to Council. The approval in writing by Council's General Manager shall be required to each case the use of the Logo is requested.
- That Council permits an organisation / individual to use their Logo if it relates to conducting an event or project towards which Council has approved financial or in-kind support by way of a Section 356 contribution, donation or other sponsorship.
- That Council permits advertising agencies and/or newspapers to use its Logo if it relates to Upper Lachlan Shire Council business, i.e. media press releases, public notices and job vacancy advertisements.
- That Council permits the joint use of its Logo when usage relates to Council approved Joint Organisation or Joint-Partnerships, i.e. Canberra Region Joint Organisation of Councils, Central NSW Joint Organisation of Councils, Memorandum of Understanding Goulburn Mulwaree, Upper Lachlan and Yass Valley Councils.

- If an organisation obtains permission to use Upper Lachlan Shire Council's Logo the following conditions will apply:-
 1. The Logo remains the property of Upper Lachlan Shire Council and can only be used on Council approved materials and publications.
 2. The Logo must not be used in conjunction with any merchandise, fundraising appeal or activity, or any product, without prior written approval of Council General Manager.
 3. The Logo must be reproduced without alteration or modification. There is to be no manipulation of individual elements, including colour, in any way. The elements of design and text are integral components to Council's Logo and must not be deleted or modified in any form.

RELEVANT LEGISLATION AND COUNCIL POLICIES

The following legislation and Council policies that are relevant to this Policy include:

- Local Government Act 1993;
- Local Government (General Regulation) 2021;
- Government Information (Public Access) Act 2009;
- Privacy and Personal Information Protection. Act 1998;
- Interpretation Act 1987;
- Conveyancing Act 1919;
- Roads Act 1993;
- State Records Act 1998;
- Environmental Planning and Assessment Act 1979;
- Council Code of Conduct;
- Council Code of Business Practice;
- Council Code of Meeting Practice;
- Government Information (Public Access) Policy;
- Privacy Policy;
- Procurement Policy;
- Digital Information Security Policy;
- Internal Audit and Risk Management Policy;
- NSW Ombudsman - Good Conduct and Administrative Practice (Guidelines for State and Local Government) June 2006; and
- ICAC publication "No Excuse for Misuse, preventing the misuse of council resources".

VARIATION

Council reserves the right to vary or revoke this policy.