

# Wagga Wagga City Council

## USE OF COUNCIL LOGO AND COAT OF ARMS POLICY

<b>REFERENCE NUMBER</b>	POL 026		
<b>ORIGINAL APPROVAL DATE</b>	May 1995		
<b>RESPONSIBLE MANAGER</b>	General Manager		
<b>RESPONSIBLE DIRECTORATE</b>	Governance		
<p>This document is to be reviewed every four years or in the first twelve months of the new term of Council, whichever is the earliest.</p> <p>Next Review Date: September 2020</p>			
<b>Revision number</b>	<b>Issue Date</b>	<b>Council Resolution</b>	<b>Council Meeting Date</b>
1	25/05/1995	Res No: 641/95	25 May 1995
2	25/09/2000	Res No: 1155/00	25 September 2000
3	27/01/2003	Res No: 70/03	27 January 2003
4	23/08/2004	Res No: 04/243	23 August 2004
5	27/07/2009	Res No: 09/077	27 July 2009
6	4/6/2012	N/A	N/A
7	12/2/13	N/A	N/A
8	August 2013	Res No: 13/244.1	26 August 2013
9	July 2016	General Manager approval	August 2016
10	August 2017	Res No: 17/279	28 August 2017

## PART 1: INTRODUCTION

The Wagga Wagga Coat of Arms is a registered heraldic crest which specifically identifies the City of Wagga Wagga.

The City of Wagga Wagga Logo is the corporate image of Council.

Both symbols are important to the ongoing reputation and brand of the city and organisation of Council, and as such, must be treated with appropriate respect by organisations outside of Council and in the public domain.

This policy does not relate to the city branding which is covered by its own style guide, which can be found here:

[http://www.wagga.nsw.gov.au/\\_\\_data/assets/pdf\\_file/0016/20176/WW\\_BRAND\\_GUIDE\\_LINE\\_LR.pdf#City Brand Style Guide](http://www.wagga.nsw.gov.au/__data/assets/pdf_file/0016/20176/WW_BRAND_GUIDE_LINE_LR.pdf#City Brand Style Guide)

### 1.1 Policy Objectives

To protect the image of Council through control of the use of Council's Logo and the Wagga Wagga Coat of Arms.

### 1.2 Scope of Policy

This policy applies to all use of Council's Logo or the Wagga Wagga Coat of Arms by organisations outside of Council.

### 1.3 Definitions

The Coat of Arms is defined as the Armorial Bearings of the City of Wagga Wagga (see image below)



The corporate logo is defined as the Crow head and associated wording (see example below)



## 1.4 Related Documents

- Corporate Brand Guidelines.
- Wagga Wagga Brand Guideline (City Brand)

## 1.5 Responsibilities

The General Manager (or delegate) is responsible for approving the use of the Coat of Arms.

Council's Strategy and Communications Team is responsible for approving the use of the City of Wagga Wagga logo.

## 1.6 Approval Arrangements

### Coat of Arms:

The use of the Wagga Wagga Coat of Arms shall be permitted by bodies, organisations or individuals where:

- Prior written application has been submitted, stating the purpose, form and extent of the proposed use and the reason for such use. Any approval granted applies only for the specified use/s, and must not in any way be taken as an overall approval to cover a number of uses from time to time.
- Approval in writing for the use has been obtained from the General Manager or delegate. Any approval given may be withdrawn or cancelled at any time at the absolute discretion of the Council by written notification, thereupon that symbol shall not be further used.

## City of Wagga Wagga Logo (Corporate Logo):

The use of the City of Wagga Wagga Logo shall be permitted by bodies, organisations or individuals where:

- Application has been submitted to Council's Strategy and Communications Team stating the purpose, form and extent of the proposed use and the reason for such use. Any approval granted applies only for the specified use/s, and must not in any way be taken as an overall approval to cover a number of uses from time to time.
- Any approval given may be withdrawn or cancelled at any time at the absolute discretion of the Council by written notification; thereupon that symbol shall not be further used.

## **PART 2: POLICY CONTENT**

### **2.1 General Provisions**

#### **2.1.1 Coat of Arms**

- The use of the Coat of Arms shall be restricted to formal representation of the City of Wagga Wagga
- The use of the Coat of Arms must not in any way discredit the Coat of Arms, the Council or the city.
- The Coat of Arms shall be accorded due honour and the design shall not be departed from or distorted in any way.

#### **2.1.2 Corporate Logo**

- Council shall be referred to as City of Wagga Wagga
- The use of Council's Corporate Logo must not in any way discredit the Logo, the Council or the City.
- The Logo must not be departed from, distorted or changed in anyway.
- The use of the Council Logo shall be in accordance with the Corporate Guidelines

#### **2.1.3 Contrary Use**

Council may instigate legal proceedings where the use of the Coat of Arms or Council corporate logo is contrary to this policy.