



# **Use of Council Brand Materials Policy**

## GOULBURN MULWAREE COUNCIL USE OF COUNCIL BRAND MATERIALS POLICY

### POLICY OBJECTIVE

To protect the image of Council by preventing the unauthorised and/or improper use of Council's brands and by ensuring that any use of the brands is appropriate

### LEGISLATIVE PROVISIONS

Nil

### POLICY STATEMENT

Permission from Council is required to use any Council brand materials including logos.

#### **Brands** (in whole or part):

- Goulburn Mulwaree Council
- Visitor Information Centre
- Goulburn Regional Art Gallery
- Goulburn Mulwaree Library
- Goulburn Aquatic and Leisure Centre
- Goulburn Historic Waterworks
- Rocky Hill War Memorial and Museum
- Goulburn Australia
- Goulburn Multifunction Centre
- Goulburn Performing Arts Centre (GPAC)

#### **Materials to be Known as Brand:**

- Logos
- Slogans
- Stationery
- Designs
- Marketing materials and campaigns
- Associated style guides and specifications
- Websites
- Banners & Marquees

Permission for the use of Council brands may be granted to groups, organisations or individuals which have a direct relationship with Council, received significant levels of funding from Council or assist with promoting Goulburn Mulwaree.

The use of the Council brands by outside organisations is permitted only in cases where the user has sought and obtained Council's express and written permission. Any request for permission should be made in writing and include details about where and how the brand will appear. A copy of the final proof must also be submitted and approved.

In the case of Council Materials, requests for loan may be given subject to the use being for a community event and for promotion of Goulburn Mulwaree.

Council permission for external users can only be given by the General Manager and the Communications Manager and advice will be provided in writing to the applicant following this decision.

Any approval for the use of Council brands applies only for the specific instance and must not be taken as general approval for multiple or continued use.

Brands may not be altered, changed, used in part or combined with any additional material.

Council may seek a legal remedy including damages for any unauthorised use of its Brands.

# GOULBURN MULWAREE COUNCIL

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Version	Council Meeting Date	Resolution	Adoption Date	Effective From
1	15 May 2007	07/230	15 May 2007	15 May 2007
2	16 December 2008	08/821	16 December 2008	16 December 2008
3	17 November 2009	09/698	17 November 2009	17 November 2009
4	19 April 2011	11/118	8 June 2011	8 June 2011
5	18 June 2013	13/249	26 July 2013	26 July 2013
6	15 August 2017	2017/362	15 August 2017	15 September 2017
7	4 October 2022	2022/362	4 October 2022	1 November 2022
8	15 April 2025	2025/80	15 April 2025	22 May 2025
<b>All policies can be reviewed or revoked by resolution of Council at anytime.</b>				

**DIRECTORATE:** Executive Services

**BUSINESS UNIT:** Executive Services