

USE OF THE CITY OF BAYSWATER LOGO POLICY

Responsible Division	Finance and Corporate Services
Responsible Business Unit/s	Finance Services
Responsible Officer	Finance Manager
Affected Business Unit/s	Finance Services
Document Ref	3268009



PURPOSE:

To set out the protocols and conditions for use of the City of Bayswater logo.

POLICY STATEMENT:

The City of Bayswater does not have a Coat of Arms. Its logo is a stylised olive tree that represents the early settlement of the area. The colours and features of the logo also hold significance. The central cog represents industry and commerce; the tools, trunk and leaves identify the past, continuing strength and future growth. The colours include green and yellow, depicting the natural environment, and red which represents the arteries of transport and other vital services provided by the City to its ratepayers.

The City's logo shall be displayed so as to ensure that a consistent and professional image of the City is maintained and Council's exposure to poor publicity through inappropriate use of the City's logo is minimised.

The elements of the design and text are integral to the logo device and shall not be deleted or modified.

USE OF THE LOGO BY OFFICERS

Management Guidelines shall set out the design, colours and placement of the logo for printed material, stationery, buildings, vehicles and staff uniforms.

Where promotional material for events contains emblems of co-sponsors or other agencies, the size and placement of the City of Bayswater logo shall be appropriate to the level of contribution of each co-sponsor or agency.

USE OF THE LOGO BY COMMUNITY ORGANISATIONS

Use of the City's logo by a community organisation shall only be granted where:

- A positive public image will accrue to Council and;
- The relationship between the City and the organisation is clearly identified to the community in the published material or signage, or;
- The community organisation is located within, or provides services within the City of Bayswater or;
- Council has provided financial or in-kind sponsorship.

Any use by a community organisation shall require written application to the Chief Executive Officer and shall include details on how and where the logo will appear and the period of time for which the use is required.

Where use is approved by the CEO or an officer authorised by the CEO against the above criteria, the design requirements shall be adhered to by the applicant.

Any application to alter the design elements of the logo or to superimpose or incorporate it into another emblem of any community organisation shall not be approved.

Community organisations shall not be charged for use of the emblem but they shall be responsible for all costs associated with such use.

DEFINITIONS:

Nil

RELATED LEGISLATION:

Nil

RELATED DOCUMENTATION:

Nil

Relevant Delegations		
Risk Evaluation		
Council Adoption	Date	22 November 2011
Reviewed / Modified	Date	28 February 2017
Reviewed / Modified	Date	27 November 2018
Reviewed / Modified	Date	