

## **CORPORATE IMAGE**

### *Objective*

- To ensure Gilgandra Shire Council and its departments have a clear corporate brand that is recognisable and representative of Council's professionalism, credibility and progressiveness.
- To establish guidelines for staff and contractors in the use of Council logos to protect the image of the Council by clearing establishing how and when the brand can be used.
- To define standards for Corporate Image and governance of activities to ensure Council is presented in a unified, consistent and positive manner

### *Scope*

This policy applies to:

- All employees of Gilgandra Shire Council, Councillors and contractors
- All communication and engagement activities and materials
- All areas where Council's brand is displayed to the general public

### *Policy*

1. The corporate image and all communication should express Council's approach to its business, culture and values. Council has a responsibility to ensure that all marketing materials produced on behalf of Council or any communications activities undertaken represent Council with a consistent approach and that the brand is applied uniformly through Council under the GSC Style Guide.

The GSC Style Guide details the communications platform including logos use, tone of voice, key words/phrases, photography guidelines and marketing templates.

2. Other brands under Council's management, with corresponding Brand Style Guides and templates, include:
  - Orana Living
  - Carlginda Enterprises
  - Gilgandra Youth Services
  - Gilgandra Fitness Centre
  - Coo-ee Heritage Centre
  - Gilgandra Lifestyles

Such projects should clearly be identified as associated with Gilgandra Shire Council by stating "a division/facility/project/initiative of Gilgandra Shire Council" on all material and communications developed.

3. Altering the existing artwork of any corporate logo is not permitted.

4. With the exception of approved templates, staff are not permitted to use logo without approval.
5. All logos must be used in accordance with their specific Brand Style Guides.
6. Council's logos cannot be reproduced or used by external parties without approval to ensure Brand Style Guides are adhered to.
7. This policy advocates a 'flexibility within guidelines', whereby Council divisions have autonomy to conduct their particular communication activities however in doing so must meet the requirements of this policy and other related policies and procedures.

All staff have a responsibility to communicate ethically, responsibly and within Council guidelines.

The Marketing and Communications team holds accountability for Council's Corporate Image and is responsible for areas of corporate identity and branding, media and public relations, websites and on-line presence and communication, including Social Media.

The Marketing and Communications team acts as a central point of contact for staff wishing to promote their activities, services, projects or events to the wider community through communications material or Project Engagement Plans.

## Relevant Legislation

Copyright Act 1968 (Cth)  
 Trade Marks Act 1995 (Cth)  
 Intellectual Property Laws Amendment (Regulator Performance) Act 2023 (Cth)  
 Privacy and Personal Information Protection Act 1998 (NSW)  
 State Records Act 1998 (NSW)  
 Government Information (Public Access) Act 2009 (NSW)  
 Local Government Act 1993 (NSW)

## Associated Documents

Communications & Engagement Policy  
 Media Policy  
 Brand Style Guides

<b>Responsible Officer:</b>	Director Growth and Liveability		
<b>Date Adopted:</b>	20/3/2018 23/6/20 21/02/23 20/02/24	<b>Resolution No:</b>	48/18 102/20 11/23 6/24
<b>Version:</b>	4	<b>Review Date:</b>	February (annually)