

 City of Mount Gambier	C700 CORPORATE BRANDING AND IDENTITY	Version No:	1
		Issued:	19 September 2017
		Next Review:	September 2019

1. INTRODUCTION

This document sets out the policy of the City of Mount Gambier (“Council”) for Corporate Branding and Identity.

Council has a number of means we identify ourselves to the community. Establishment and maintenance of our branding is important in promoting our image external to Council

2. POLICY

Community Identity - Council and Community Identification

Council (as a means of providing a community identity for itself and the community of Mount Gambier) has developed and adopted a logo.

This community identity should assist the Council and the community of Mount Gambier in creating unity, presentation and a sense of purpose for Mount Gambier and any joint endeavours for the City's promotion.

Corporate Colours

The official colours of Mount Gambier logo be:

	<u>Coated</u>	<u>Uncoated</u>
• Grey	Cool Grey 9	9c
• Buff	7535u	c
• Green	348u	c
• Blue	Process Cyan u	299c

and wherever possible, these official colours be used (or a combination of the four (4) colours).

Community Logo

The Council logo for Mount Gambier generally and Council specifically, is as depicted and that business, community groups, sporting groups and others, be encouraged to use the Council logo.

In granting consent to use this community logo, any proposed use that has the potential to commercialise, profit from, down-grade, offend or compromise the true intent and meaning of the Council logo, must be referred to Council for consideration.

A Style Guide is available from Media and Communications to ensure accurate representation of all Council Branding e.g. style, version and colour.

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Version One



Version Two



Coat of Arms - Official

Council, (having applied for and been granted official status from the School of Heraldry, London) has had prepared and registered its official Coat of Arms, as depicted herein.

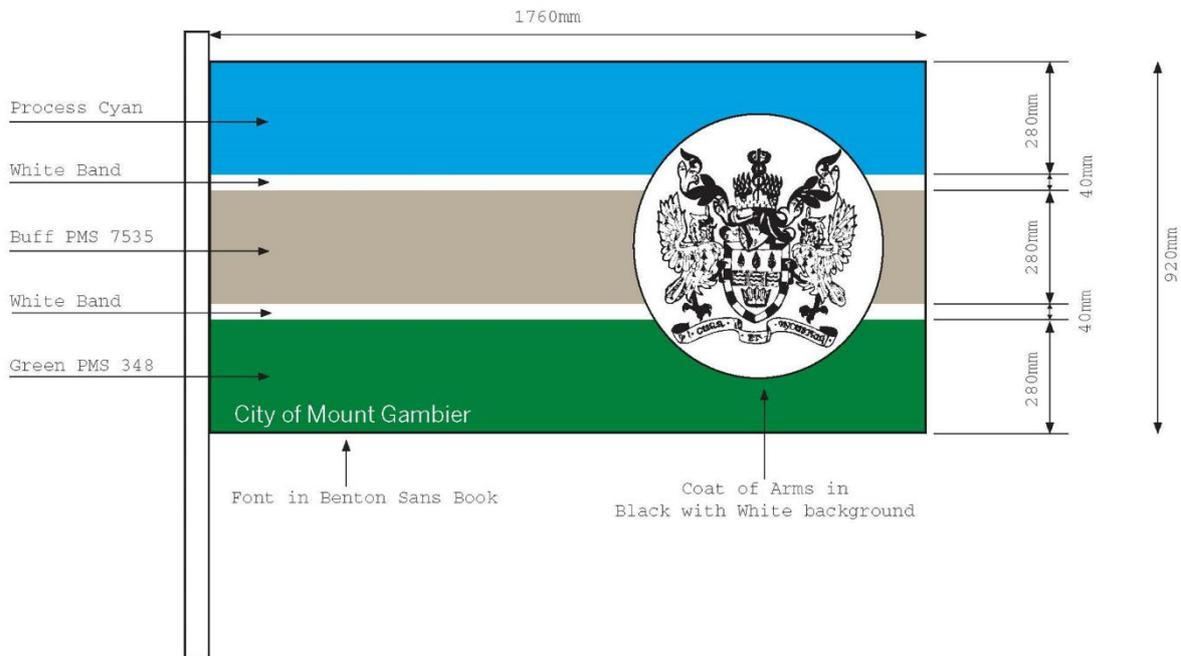
Given the significance and importance of an official Coat of Arms for Council and the citizens of Mount Gambier, Council will restrict the use of the Coat of Arms to official Council and other relevant civic and ceremonial matters and discourages indiscriminate use.



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Flag - Mount Gambier

The official flag for Council and Mount Gambier be as herein depicted:



As a means of promoting the display, use and understanding of the Mount Gambier flag, that Council make available free of charge, the Mount Gambier flag for use by any person, group, business, etc. within the Council area, as and when required.

Members - Use of Council Letterhead

The use of Council letterhead by Members is not permitted, except where a Member is conducting a meeting or follow up on behalf of Council, or wishes to correspond with other Members of other Councils, following attendance on Council's behalf at functions, conferences or seminars. Copies of the correspondence must be registered in Council's record management system.

3. REVIEW & EVALUATION

This Policy is scheduled for review by Council in September 2019; however, will be reviewed as required by any legislative changes which may occur.

4. AVAILABILITY OF POLICY

This Policy will be available for inspection at Council's principal office during ordinary business hours and on the Council's website www.mountgambier.sa.gov.au. Copies will also be provided to interested members of the community upon request, and upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

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File Reference:	AF11/1740
Applicable Legislation:	Local Government Act 1999 Section 63
Reference: Strategic Plan – Beyond 2015	Goal 1 Strategy 7
Related Policies:	C190 Community Identity Council and Community Identification (Superseded) C160 Coat of Arms - Official (Superseded) F130 Flag - Mount Gambier (Superseded) M260 Members - Use of Council Letterhead (Superseded)
Related Procedures:	N/A
Related Documents:	N/A

DOCUMENT DETAILS

Responsibility:	Chief Executive Officer
Version:	1.0
Last revised date:	19 September, 2017
Effective date:	19 September, 2017
Minute reference:	Council Meeting 15 September 2017, Strategic Standing Committee Item 13.10
Next review date:	September, 2019
<u>Document History</u> First Adopted By Council: Reviewed/Amended:	19 September 2017