Use of the Moreton Bay Regional Council Corporate Identity (Logo)

**Head of Power**

Local Government Act 2009  
Corporate Plan 2009-2014

**Objective**

To ensure that Council's role in the community is clearly recognised and that its image and reputation are protected and enhanced through accurate, consistent and high quality reproduction of its logo in all applications, including its use by approved sponsors and other entities.

**Definitions/Application**

**Definitions**

"Logo" - the graphic representation or symbol of a company name, uniquely designed for ready recognition.

"Elected Members" - persons elected as Councillors.

"Employee/Officer" - An employee/office is an employee of Council, whether employed on a permanent, temporary, part time or job share basis, or is a volunteer. An employee for the purpose of this policy is also a person, or an employee of a company, that is contracted to provide services to, or on behalf of, Council.

**Application**

This policy applies to the application and use of the Moreton Bay Regional Council logo on facilities and infrastructure, plant, fleet and equipment, the corporate internet site, advertising and other communication materials, promotional items and tools, official stationery and business documents and Council apparel. It applies to all areas of Council, including its business units, elected members, employee/officers, and external agencies that have been granted permission to use the logo.

**Policy Statement**

Council has adopted this logo, to be identified within the region and globally, as the graphical representation of Moreton Bay Regional Council.

Many customers develop perceptions of Council – its image, reputation and direction – based on the representations of its corporate brand. The brand is visually represented by the logo and its associated design elements. Correct use and application of the logo will help the community and other stakeholders identify the range of programs, services, activities, facilities and events that Council provides or supports and ensure that Council is perceived as a professional, integrated and focussed organisation. Therefore, clear guidelines apply to the reproduction of the logo:

1. No other symbol or logo may be used to represent Moreton Bay Regional Council.
2. The two elements of the logo; the graphic icon and the text, may not be separated or used on their own, unless authorised by the Chief Executive Officer (CEO).
3. The logo may not be modified, distorted or in any way re-drawn.
4. The typeface of the text element of the logo - Moreton Bay Regional Council, may not be changed and no further type may be added to the logo.
5. The minimum usage size of the logo is 35mm in diameter, which will ensure legibility.

6. No text or other graphic may be positioned on, around or within 7mm of the logo.

7. The logo may not be placed on any photographic backgrounds that interrupt or break the image.

8. The logo may not be rotated or placed at an angle.

9. In full colour printing, the logo must be reproduced in the corporate process colours; a single colour black or white version of the logo may also be used in place of the full colour version. No other single colour version of the logo is permissible.

10. The logo must not be reproduced in spot colour, unless prior permission is sought from the CEO.

11. When the full colour logo is applied, unless approved by the CEO, is to always appear on a white background, with a minimum white space requirement as specified in the digital file.

12. The corporate footer, which contains the logo, corporate website and general business telephone number, must appear on all corporate documents. Variations to this rule may apply if approval is sought from the CEO.

13. The corporate tab, which is used in conjunction with the corporate footer and contains the logo only, must always appear on the reverse side of any corporate document, unless prior approval has been sought from the CEO.

14. Preferred placement of Council’s logo on documents, when not contained within the footer or tab, is top or bottom right-hand position.

Uniforms and promotional wear
A centred version of the logo has been created for branding use on all uniforms and promotional wear, including hats, scarves and ties.

Correct application of this logo is to be approved by the CEO.

Sub-identities
Council has also adopted four (4) sub-identities, for corporate use only. These identities represent the different business interests ofCouncil – Arts & Culture, Community, Environment and Infrastructure, and may only be used with permission from the CEO.

Each sub-identity has a specific colour and no other colour may be substituted in its place.

All sub-identities are to be used in conjunction with the logo and all of the guidelines outlined above apply to the sub-identities.

Program visual identities
Where a Council program or project requires an identifying image, a unique visual identity may be created to identify the program or project; however, this identity should not be confused with, compete with or be a substitute for the Council logo. Such identities are designed and positioned so as to remain subservient to the logo. No individual department of Council unless having approval of the CEO, may develop for use a specific logo to identify themselves. All departments are required to use the corporate Council logo and Corporate Brand Guide and any exceptions to this position are to be approved by the CEO.
The logo should be used on all Council documents, classified and display advertising, printed and electronic communication and promotional materials that are distributed or made available to external audiences, including other government agencies. It should also be applied to Council facilities and infrastructure signage.

The logo will be formally reviewed at least every 7 years to ensure it maintains its relevance and connection to both the Council and the region. Specific details on reproduction of the logo are available in the Corporate Brand Guide. The guide, as amended from time to time, forms part of this policy.

Any exceptions to the requirements of the guide must first be discussed with the Communications Section and then approved by the Chief Executive Officer.

**Use by external parties**
Authorisation of its use by external parties may be given where a sponsorship, partnership, joint venture or other similar relationship exists. Such authorisation is to be discussed with the Communications Section and then approved by the CEO under the terms of a specific agreement.

In such cases, the logo may be used only for the express purpose for which approval was granted and its reproduction should accord with requirements of the Corporate Brand Guide. Approval to use the logo in a particular circumstance does not constitute an ongoing right to use.

Additionally, the logo should be accompanied by a statement identifying the nature of Council’s involvement or relationship, for example, ‘Proudly supported/sponsored by Moreton Bay Regional Council’. Where the logo appears in conjunction with the logos of other external entities, the size of the Council logo should be proportionate to its level of investment or support relative to that of other entities involved.

A copy of the proposed use/layout showing the positioning and relativity of the logo must be forwarded to the Communications Section for approval and any deficiencies remedied before publication.

The Communications Section should co-ordinate distribution of the logo to external organisations. This ensures consistency in reproduction and assists in monitoring external use of the logo.

The logo may not be used in any manner by any person or organisation for electoral or other political purposes.

Moreton Bay Regional Council reserves the right to take legal action to prevent or curtail the unauthorised use of its logo.

**Review Triggers**

This Policy is reviewed internally for applicability, continuing effect and consistency with related documents and other legislative provisions when any of the following occurs:

(1) The related documents are amended.
(2) The related documents are replaced by new documents.
(3) Amendments which affect the allowable scope and effect of a Policy of this nature are made to the head of power.
(4) Other circumstances as determined from time to time by a resolution of Council.

Notwithstanding the above, this Policy is to be reviewed at least once every two years for relevance and to ensure that its effectiveness is maintained.
Responsibility

This Policy is to be:

1. implemented by all elected members and employee/officers; and
2. reviewed and amended in accordance with the "Review Triggers" by the Manager Communications.

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Related Links:

Corporate Plan 2009-2014