

# Logan City Council

## Use of Council Logos and Branding Procedure

### Document Control

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### Amendment History

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1	Original version	Marketing and Events	4 March 2020

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## 1 Procedure

- (a) The Corporate Communications Manager is the custodian of all logos.
- (b) The logo must be used in accordance with Council's LCC Style Guide 2018 (Id: 13548988) and LCC Logo User Guide 2018 Snapshot (Id: 13548924). A logo cannot be used, either in part, or in full, in another organisation's logo or branding. The logo must be used in accordance with Council's Style Guide.
- (c) Council's logo may be used by external individuals or organisations with prior written authorisation from Logan City Council to indicate official endorsement. Council's logo may be used by external individuals, organisations or sporting associations, but not unless authorised in writing by Logan City Council, and only if that individual, organisation or sporting association has been endorsed by Council (i.e. through a sponsorship, partnership agreement or other funding arrangement). The logo must be provided to the individual, organisation or sporting association by the Corporate Communications branch. All artwork must be approved by the Corporate Communications branch prior to publication, production or distributed for public use.
- (d) This may be via Council resolution or through a sponsorship or other funding arrangement. An individual, organisation or sporting association (other than Logan City Council) must not use a symbol, which uses any part of Council's logo.
- (e) All artwork bearing the logo must be approved by the Corporate Communications branch before it is distributed for public use. Any use of Council's logo by internal Council branches must be approved by the Corporate Communications branch.
- (f) Council officers from the Corporate Communications branch will be responsible for specifying branding requirements for signage in accordance with the Use of Council Logos and Branding Policy.
- (g) A person (other than Logan City Council) must not use a symbol, which:
  - (i) is substantially similar to a council logo; or
  - (ii) so nearly resembles a council logo that it is likely to deceive or cause confusion as to whether the symbol is a council logo.

## 2 Definitions

Definitions for terms used within the procedure can be found in the Use of Council Logos and Branding Policy (DM: 13471751).

## 3 References

Use of Council Logos and Branding Policy (DM: 13471751)
LCC Style Guide 2018 (Id: 13548988)
LCC Logo User Guide 2018 Snapshot (Id: 13548924)