



Mildura Rural City Council

Use of Council Logo Policy

Policy – CP044

Prepared	Reviewed	Approved	Date	Council Minute No.
Executive Communications Officer	ELT	Council	December 2022	2023/0020
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1. The purpose of this policy is

To protect the integrity of Mildura Rural City Council's brand mark and ensure the correct use and application of the Council logo at all times, within the organisation and by third parties.

2. Policy Statement

Mildura Rural City Council's logo is the organisation's brand mark. Accurate, consistent and high-quality reproduction of the logo will help ensure Council is clearly recognised and its reputation protected.

The Council logo must be used consistently and correctly when applied to any medium both within Council and by approved external groups and organisations. This includes, but is not limited to, use of Council's logo on internal and external publications, documents, advertisements, stationery, signage, vehicles, buildings, online and uniforms.

3. Principles

- Application of the Council logo must be in line with Mildura Rural City Council's brand guidelines. .
- Council's logo incorporates both a graphic diamond emblem as well as the text Mildura Rural City Council. The two should never be separated without prior approval from Council's Marketing & Communications unit. The current version is available from Council's website.
- Adaptation or variations of the Council logo are not permitted without prior approval from Council's Manager Governance & Performance.

3.1 Use of Council logo by internal groups

- The correct Council logo must be used by all branches, units, teams and service areas within Mildura Rural City Council.
- Individual units, branches, teams and service areas within Mildura Rural City Council must not adapt the Council logo without prior approval from Council's Marketing & Communications unit.
- The Marketing & Communications unit may exercise its right to remove or request changes to application of Council's logo that do not comply with the brand guidelines. All collateral materials must be forwarded to the Marketing & Communications unit for approval prior to printing or publishing.
- Staff supplying Council's logo to third parties, printers, suppliers or graphic designers must ensure the correct version is supplied. The current version is available from Council's website.
- Development of new or altered logos, brand marks or designs to identify individual units, branches, teams or service areas within Mildura Rural City Council is not permitted without prior approval from the Executive Leadership Team. Approval will only be granted where there is a business case outlining why the new logo, brand or image is required and any potential costs associated with the new branding.

3.2 Use of Council logo by external groups

- Third parties may use the Council logo, in line with the logo usage guidelines and pending prior approval from Council's Marketing & Communications unit.
- Use of the Council logo alongside other logos must only be done so in line with the Council brand guidelines.
- No fees will be charged to use Council's logo however eligible third parties will be responsible for any costs associated with artwork, design and production.
- The use of Council's logo must not in any way bring discredit or disrepute upon the organisation.
- Council may exercise its right to withdraw any approval at any time if the approved user is deemed to be not complying with the conditions as set out in this policy or any approval.

4. Who is responsible for implementing this policy?

Overall policy responsibility: Manager Governance & Performance
 Logo application approval: Marketing & Communications unit

5. Definitions

Logo

Visual device for identifying an organisation

6. Legislation and other references

6.1 Legislation

For further information related to this policy see:

- *Trade Marks Act 1995 (Commonwealth)*

6.2 Documents

This Policy is implemented in conjunction with the following documents:

- Mildura Rural City Council brand guidelines
- Process Flowchart – Approvals for use of the Council Logo
- Process Flowchart – Approvals for development of new Logos
- CP029 Intellectual Property Policy

6.3 Risk Assessment Reference

Risk Category	Risk Category	
Asset Management	Financial Sustainability	
Committees	Human Resource Management	
Compliance – Legal & Regulatory	Leadership & Organisational Culture	
Contract Management	Occupational Health & Safety	
Contract Tendering & Procurement	Organisational Risk Management	✓
Corporate Governance	Project Management	
Environmental Sustainability	Public Image and Reputation	✓