

Corporate Branding Policy

1 Purpose

The purpose of this policy is to ensure clear and consistent branding for Coffs Harbour City Council.

This policy and the Coffs Harbour City Council Corporate Image Manual provide the framework to deliver Council’s corporate brand in a consistent and professional manner across all applications. It is important to understand that our image is our corporate signature and we must be very conscious of where it appears and how it is used.

The proper use of corporate branding will assist the community in identifying the services and activities provided by Council.

2 Policy

The Coffs Harbour City Council corporate brand must be used (when appropriate) to promote and assist the community in identifying the breadth of services and activities provided by Council.

The day-to-day use of the corporate brand within and for Coffs Harbour City Council purposes must be done in accordance with this policy and Council’s Corporate Image Manual.

The corporate brand is the official identity of Coffs Harbour City Council and must not be modified in any way.

Requests by third parties to use Council’s corporate branding (including the corporate logo) must comply with the guidelines stipulated in the Corporate Image Manual.

All staff are required to comply with this policy unless an approval to use alternate branding has been granted by the General Manager following consultation with the Group Leadership Team.

Requests for approval to use alternate branding will be considered on a case-by-case basis upon application.

3 Definitions

Logo: A logo is a name, symbol, or trademark designed for easy and clear recognition.

Brand: A brand is a name, term, design, symbol or other feature that distinguishes one entity or product from others. It has an important role to play in the reputation and/or monetary value of an organisation or company.

4 Key Responsibilities

Position	Directorate	Responsibility
General Manager	Executive	To lead workers (either directly or through delegated authority) in their understanding of, and compliance with, this policy and related guidelines.
Directors	All Directorates	To communicate, implement and comply with this policy and related guidelines.
Section and Group Leaders	All Directorates	To implement this policy and related guidelines.
Communication Officers	Business Services	To support workers and Councillors in their understanding of, and compliance with, this policy and related guidelines.
All Council workers	Council	To implement this policy and related guidelines.
Council Committees		To be aware and adhere to this policy and related guidelines.

5 References

- Council's Corporate Image Manual

6 Details of Approval and revision

- Approval date: 13/07/2017
- Responsible Section: Customer Resolution
- Superseded policies/procedures:
- Next review date: 13/07/2021

Table of amendments

Amendment	Authoriser	Approval ref	Date