

Administration

Use of Shire of Koorda Logo

Objective

To ensure that;

1. The Shire of Koorda's ("the Shire's") corporate logo is used for authorised purposes only and that the brand and image of the Shire are maintained and upheld, and
2. Local Groups and Organisations have access to a logo as a promotional and recognised symbol.

Policy

Scope

This policy applies to the use of the Shire's corporate logo and the Koorda Logo.

Definitions

TERM	DEFINITION
Corporate Logo	The copyright logo of the Shire of Koorda and includes variations of the Corporate Logo that are not substantially different from the copyright.
Community Logo	The copyright logo of the Koorda Community and includes variations of the Koorda Logo that are not substantially different from the copyright.

Shire Corporate Logo

The Shire's corporate logo belongs to the corporate body of the Shire of Koorda and may only be used with the express permission of the Shire. The logo is not to be used by other members of the community unless authorised. Its identity should not be allowed to be diffused by other uses.

Where authorised, the use of the logo must comply with the [Shire of Koorda Style Guide](#). The Shire corporate logo should be featured in one of the approved forms on any document, project or sponsorship event which the Shire issues or promotes.

The Shire's corporate logo is to be used for administrative purposes as authorised by the Chief Executive Officer. The logo is copyright and its use is restricted to bona fide Council situations as set out in the Shire Style Guide.

Use of the Shire's corporate logo is not permitted for the purpose of electioneering.

Community Logo

The Shire will make available a high resolution "Community Logo" available for use by Local Groups and Organisations, as a promotional and recognised symbol.

Guidelines for Use

Where a group requests permission to use the Shire of Koorda Corporate Logo or the Community Logo the following conditions will apply:

- An application must be made in writing to the CEO and include details of the purpose, form and extent of the proposed use and the reason for such use. Although permission to use the logo in the first instance is to be referred to the CEO, they may delegate this assessment to another employee.
- Approval may be granted providing the group:
 - Is based in the area and provides a service to the Shire of Koorda residents; and

- Has a direct relationship with the Shire, either through funding or operational arrangements.
- Eligible groups will be advised in writing that approval has been granted to use the logo. (Use of the Corporate logo must be in accordance with the Shire of Koorda's Corporate Style Guide standards).
- Ineligible groups will be advised in writing that approval has not been granted to use the logo and provided with an explanation under the guidelines of this policy.
- No fees will be charged for the use of either logo, but eligible groups will be responsible for any costs associated with artwork, design and production.
- The Shire may exercise its right to withdraw any authorisation 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.

Prohibited Usage of Logo

The logo shall not:

- Be computer enhanced (e.g. represented in 3D perspective),
- Be used in a visually congested or confined manner (e.g. surrounded by a border or tightly positioned with other material), or
- Be used for any purpose during a Local Government Election that seeks to promote an individual candidate over another candidate.

Related Documents (Legislation/Local Law/Policy/Procedure/Delegation)
[Shire of Koorda Corporate Style Guide](#)

Review History

Date	Council Resolution	Description of review/amendment
17/04/2024	RES: 060424	V1.0. Update policy wording.
Former Policy No: A41 Koorda Corn Dolly Emblem - Permission to Use		
15/08/2001		Adoption of Policy