



Policy Type

Council

Policy Purpose

To protect and clarify the use of the City's corporate branding and logos and to control the use of the title 'City of Cockburn'.

Policy Statement

(1) Office of the Mayor Gold Crest

The Office of the Mayor Gold Crest (the crest) retains the historical and ceremonial significance of the City. The crest is used on all Mayoral stationary, e-Signature, the Mayor's name badge, the Mayoral chain, Mayoral attire, the City flag (used for Civic Events), decor in and around the Mayor's office and for other Mayoral related activities. It may also be used in combination with the City's logo on invitations to civic events. Otherwise the Crest is not to be used for any other purpose.

(2) City of Cockburn corporate logo

The logo represents the City of Cockburn and must be used on all online and hard copy internal and external communications and marketing material used by staff and Councillors.

(3) Use of Council crest (not the office of the Mayor crest)

Councillors use the Council crest (not the office of the Mayor crest) in all Councillor communications, including badges, shirts, e-signatures, headed paper, envelopes, business cards etc..

(4) The corporate logo may not be used for promoting the political interest of Elected Members or of any State or Federal Political Party or representative.

(5) Community usage of the logo

In cases where the City supports an organisation financially or in kind, or is a project partner, it may be part of the agreement that the organisation must use the City's logo in agreed marketing material for the duration of the agreement.

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| Title | City of Cockburn Branding & Logos |
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| Strategic Link: | Communications Strategy & Action Plan |
| Category | Governance |
| Lead Business Unit: | Communications and Marketing |
| Public Consultation: (Yes or No) | No |
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