

POLICY NO: 4.1.11

COUNCIL LOGO

OBJECTIVES

To provide for the protection of the use of the Council Logo and to prohibit its use for unofficial purposes.

POLICY STATEMENT

1. No person, without the authority of the Council, shall assume or use the City of Vincent Logo, device or design so nearly resembling the City of Vincent Logo as to be likely to be confused therewith on any letter, pamphlet, notice or handbill.
2. The Chief Executive Officer is authorised to permit the use of the Corporate Logo on Council business. Those persons authorised to use the Corporate Logo must recognise that the corporate logo is subject to copyright and shall strictly ensure that the Corporate Logo is used in accordance with the City's approved Style Guide.
3. If use is granted, it may be withdrawn at any time by the Chief Executive Officer, if evidence of abuse or by evidence of perceived or real disrepute being associated with the use is evident.
4. The Corporate Logo is not to be used by any Council Member of the Council or other person for election purposes.

At the Ordinary Meeting of Council held on 12 February 1994 at Item 12.4.2, the Council approved of the design of the City of Vincent Corporate Logo. This Logo was registered with the Australian Industrial Property Organisation on 24 June 1996 (Registration No 710894) under the Federal Trademarks Act 1995.

The PMS Numbers are 187 (Maroon/Dark Red) and 3165 (Dark Green).

In late 1995 a public competition was conducted to design and create the City's corporate logo. The joint winners of the Competition were Renato Perino and Paul Glasson. The logo was adopted by the Council on 12 February 1996.

The logo concept has been developed combining some of the elements that characterise the diversity of the area. These include:

THE SUN - symbolising warmth and energy, reflecting the pleasant lifestyle in this area.

THE TREE BRANCH - symbolising the lush, well kept parks and gardens and a strong commitment to a clean, healthy and safe environment, which are aspects of the City of Vincent's outdoors.

THE BIRD - symbolising peace, harmony and friendliness which prevails within the City.

THE CORNICE - symbolising the architectural and historic aspect of the area, which features on many character houses and buildings, some of which were built in the late 1890s and early 1900s.

THE DIAMOND SHAPE - symbolising strength and prosperity.

The Colour Values of maroon/deep red are closely associated with the heritage and represent action, youth and vitality which symbolises the City. The direct opposite colour is green/blue and represents strength and reliability.

Date Adopted:	4 November 2003
Date Amended:	-
Date Reviewed:	22 April 2008, 26 February 2013
Date of Next Review:	February 2018