

Policy Type	<u>COUNCIL</u>	Process Owner: Roshan
Business Function	Corporate Management	Effective Date:

**POLICY NO: 03-003**

---

## USE OF THE CITY OF MELVILLE NAME AND LOGO

---

### POLICY PURPOSE

To protect of the reputation and brand of the City of Melville.

### POLICY OBJECTIVES

The brand and reputation of the City of Melville carries significant weight and credibility within and outside the City. The City of Melville must therefore support and defend the use of this brand and reputation by insisting on strict adherence to guidelines both internally and externally, and be able to take justifiable defensive action if it believed that harm would or could come to the City of Melville by reason of a defamatory, illegal or otherwise derogatory association with the City of Melville's logo or title.

The following must be adhered to:

- The City of Melville logo consists of both the armorial design and words 'City of Melville' as specified in the Style Guide. Other logos developed by the City of Melville as 'sub-brands' or supporting logos for specific uses also fall within the terms of this policy.
- No body, organisation, individual or other entity may use the title "City of Melville" or adopt as part of its public image the logo or name of the City of Melville without permission being formally granted by resolution of the Council.
- A City of Melville logo may be authorised for use by external organisations for use in particular projects and circumstances.
- In the event the City of Melville grants permission to use a logo, it is absolutely understood that no part may be amended under any circumstance, and useage must adhere strictly with the Style Guide.
- If granted, the use of the title or any logo may be withdrawn at any time by evidence of abuse of the use or by evidence of perceived or real disrepute being associated with the use. Such evidence will be compiled by public survey carried out for the purpose at the behest of the Chief Executive Officer.
- The authorisation for use of the City of Melville logo and other brand elements is within the day to day management role of the Chief Executive Officer. A supporting Style Guide featuring guidelines for use of any aspect of the logo or brand must be read in conjunction with this policy.



Supporting Documentation :

1. Style Guide
2. Publications Guidelines
3. Advertising Procedure

### Other References Applicable to this Policy

Delegated Authority No:

Procedure No:

---

**ORIGIN/AUTHORITY**

Corporate & Community Services Committee

06 / 01 / 01

**ITEM NO.**

A01/1001

**REVIEWS**

Corporate & Community Services Committee

04 / 12 / 01

A01/1017

Community & Technical Services Committee

06 / 07 / 04

C04/5011

Community & Technical Services Committee

01 / 11 / 05

C05/5010

---