

USE OF COUNCIL LOGO AND COAT OF ARMS POLICY

Reference number:	POL 026
Approval date:	17 October 2022
Policy owner:	General Manager
Next review:	September 2025

The Wagga Wagga Coat of Arms is a registered heraldic crest which specifically identifies the City of Wagga Wagga.

The City of Wagga Wagga Logo is the corporate image of Council.

Both symbols are important to the ongoing reputation and brand of the city and organisation of Council, and as such, must be treated with appropriate respect by organisations outside of Council and in the public domain.

This policy does not relate to the city branding which is covered by its own style guide.

Purpose

To protect the image of Council through control of the use of Council's Logo and the Wagga Wagga Coat of Arms.

Scope

This policy applies to all use of Council's Logo or the Wagga Wagga Coat of Arms by organisations outside of Council.

Policy Provisions

The Coat of Arms is defined as the Armorial Bearings of the City of Wagga Wagga (see image below)



The corporate logo is defined as the Crow head and associated wording (see example below)



Responsibilities

The General Manager (or delegate) is responsible for approving the use of the Coat of Arms.

Council's Strategy and Communications Team is responsible for approving the use of the City of Wagga Wagga logo.

Approval Arrangements

Coat of Arms

The use of the Wagga Wagga Coat of Arms shall be permitted by bodies, organisations or individuals where:

- Prior written application has been submitted, stating the purpose, form and extent of the proposed use and the reason for such use. Any approval granted applies only for the specified use/s and must not in any way be taken as an overall approval to cover a number of uses from time to time.
- Approval in writing for the use has been obtained from the General Manager or delegate. Any approval given may be withdrawn or cancelled at any time at the absolute discretion of the Council by written notification, thereupon that symbol shall not be further used.

City of Wagga Wagga Logo (Corporate Logo)

The use of the City of Wagga Wagga Logo shall be permitted by bodies, organisations or individuals where:

- Application has been submitted to Council's Strategy and Communications Team stating the purpose, form and extent of the proposed use and the reason for such use. Any approval granted applies only for the specified use/s and must not in any way be taken as an overall approval to cover a number of uses from time to time.
- Any approval given may be withdrawn or cancelled at any time at the absolute discretion of the Council by written notification; thereupon that symbol shall not be further used.

General Provisions

Coat of Arms

- The use of the Coat of Arms shall be restricted to formal representation of the City of Wagga Wagga
- The use of the Coat of Arms must not in any way discredit the Coat of Arms, the Council or the city.
- The Coat of Arms shall be accorded due honour and the design shall not be departed from or distorted in any way.

Corporate Logo

- Council shall be referred to as City of Wagga Wagga
- The use of Council's Corporate Logo must not in any way discredit the Logo, the Council or the City.
- The Logo must not be departed from, distorted or changed in anyway.
- The use of the Council Logo shall be in accordance with the Corporate Guidelines

Contrary Use

Council may instigate legal proceedings where the use of the Coat of Arms or Council corporate logo is contrary to this policy.

Related Documents

- Corporate Brand Guidelines
- Wagga Wagga Brand Guideline (City Brand)

Revision History

Revision number	Council resolution	Council meeting date
1	Res No: 641/95	25 May 1995
2	Res No: 1155/00	25 September 2000
3	Res No: 70/03	27 January 2003
4	Res No: 04/243	23 August 2004
5	Res No: 09/077	27 July 2009
6	Res No: 13/244.1	26 August 2013
7	General Manager approval	August 2016
8	Res No: 17/279	28 August 2017
9	Res No: 22/354	17 October 2022