

USE OF COUNCIL LOGO AND COAT OF ARMS POLICY

Reference number:	POL 026
Approval date:	17 October 2022
Policy owner:	Chief Operating Officer
Next review:	September 2029

Purpose

This policy establishes a framework for the appropriate use of the City of Wagga Wagga's Coat of Arms and Corporate Logo. These visual symbols are key representations of the Council's identity and reputation. The policy is designed to ensure consistent, respectful, and authorised use across all applications.

Scope

This policy applies to any person, organisation, or entity (external or internal) requesting to use the City of Wagga Wagga's Coat of Arms or Corporate Logo. This policy does not relate to the city branding which is covered by its own style guide.

Policy Provisions

Coat of Arms

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



Approval Process

- Written approval must be obtained from the Chief Operating Officer.
- Applications must specify the purpose, duration, and format of use.
- Each application will be assessed on its individual merits.

Conditions of Use

- The Coat of Arms is reserved for formal or official Council use or where the City is being represented in a ceremonial or historical context.
- It must not be altered, distorted, or used in any way that could bring the Council into disrepute.
- Use must not imply Council endorsement where none exists.

Revocation and Misuse

- Council reserves the right to revoke approval at any time.
- Misuse or unauthorised use may result in legal action.

Use of the Corporate Logo

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



Approval Process

- All requests must be submitted in writing to the Communications and Engagement Coordinator.
- Applications must describe the intended use, placement, and duration.

Conditions of Use

- The Corporate Logo must be used in accordance with Council's Brand Guidelines.
- It must not be modified, distorted, or combined with other graphics in a way that misrepresents Council.
- When used, Council must be referred to as the "City of Wagga Wagga."

Revocation and Misuse

- Approval may be withdrawn at any time.
- Unauthorised use may lead to legal action.

Unauthorised Use

Council may take legal or administrative action where the Coat of Arms or Corporate Logo is used without proper authorisation or in a way that may damage the Council's reputation.

Related Documents

- Corporate Brand Guidelines

Definitions

Term	Definition
Coat of Arms	The City of Wagga Wagga's official heraldic symbol, used in formal and ceremonial contexts.
Chief Operating Officer	The person authorised to approve use of the Coat of Arms.
City Brand	
Communications and Engagement Team	The team responsible for managing and approving use of the Corporate Logo.
Corporate Logo	The Council's corporate branding image, incorporating a crow's head and associated text.

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