



NORTHERN MIDLANDS COUNCIL

POLICY MANUAL

USE OF NORTHERN MIDLANDS COUNCIL LOGO

Originated Date: Adopted 19 March 2012 – Min. No.75/12 (as Policy 62)

Amended Date/s: Amended 21 March 2016 – Min. No. 62/16
Endorsed 20 August 2018 – Min. No. 219/18

Applicable Legislation:

Objective To ensure that Council retains control over the use of its logo; and Council's role in the community is clearly recognised and its image, reputation and brand are protected and enhanced through accurate, consistent and high quality reproduction of its logo.

Administration: Governance

Review Cycle/Date: Next review 2022.

1. POLICY

Council recognises that it is important to establish a framework for the use of its logo to ensure that Council and its brand are promoted publicly in a consistent and professional manner, minimising Council's exposure to poor publicity through inappropriate use of the Council logo.

Any approved use of the logo will be in accordance with Council's "*Application / Guidelines for the Use of the Northern Midlands Council Logo*".

USE BY EXTERNAL PARTIES

Authorisation for the use of the logo by external parties may be given where a sponsorship, partnership, joint venture or other similar relationship exists. Such authorisation is to be discussed with the General Manager (or his delegate). In such cases, the logo may only be used for the express purpose for which approval was granted and its reproduction must be in accordance with the "*Application / Guidelines for the Use of the Northern Midlands Council Logo*".

Approval to use the logo in a particular circumstance does not constitute an ongoing right to use.

The logo should be accompanied by a statement identifying the nature of council's involvement or relationship, for example, '*Proudly supported/ sponsored by the Northern Midlands Council*'. Where the logo appears in conjunction with the logos of other external entities, the size of the council logo should be proportionate to its level of investment or support relative to that of other entities involved.

A copy of the proposed use/layout showing the positioning and relativity of the logo must be forwarded to the General Manager (or his delegate) for approval and any deficiencies remedied prior to publication.

The General Manager (or his delegate) should coordinate distribution of the logo to external organisations. This ensures consistency in reproduction and assists in monitoring external use of the logo.

The logo may not be used in any manner by any person or organisation for electoral or other political purposes.

Northern Midlands Council reserves the right to take legal action to prevent or curtail the unauthorised use of its logo.

2. WHO CAN REQUEST TO USE THE LOGO?

Any individual, group, business, community organisation or school that has been supported in the way of in-kind or sponsorship agreements with Northern Midlands Council may request to use the logo by submitting the "*Application / Guidelines for the Use of the Northern Midlands Council Logo*".



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Permission to use the logo does not include any guarantee of sponsorship or support.

3. WHERE CAN THE LOGO BE DISPLAYED?

The Northern Midlands Council logo may be displayed on written correspondence, documents, media publications including television, website and social media advertising, stationery, posters, buildings, billboards and vehicles upon receipt of written approval by the Northern Midlands Council. Displaying of the logo must be in accordance with the *“Guidelines for the Use of the Northern Midlands Council Logo”* and only for the specified period.

4. HOW CAN I REQUEST THE LOGO?

Applications should be made at least four weeks in advance of any specific date for which the use of the logo is requested.

Applicants are required to read the *“Guidelines for the Use of the Northern Midlands Council Logo”* and complete the *“Application for the Use of the Northern Midlands Council Logo”*.

Completed application forms are to be faxed or emailed as per the directions included in the document. A proof of the intended artwork including placement of the logo must be provided for approval by Northern Midlands Council prior to publication or display.

Northern Midlands Council will confirm the terms and conditions of use of the logo in writing.



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APPLICATION FOR USE OF LOGO

Please complete this application form and email, fax or post, **along with a draft of your promotional material/documentation**, to:

Post: Northern Midlands Council
P O Box 156
Longford Tasmania 7301
Fax: (03) 63 977 331; or
email: council@nmc.tas.gov.au

Organisation:

Postal address:

Postal Code:

Contact Person:

Phone: **Fax:**

Email:

Event:

Date of Event:

Describe Briefly the intended use of the logo:

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To help us supply you with the correct version of the logo and graphic for use, please select from the options below. The logo will only be supplied in an electronic format via email.

LOGO / FORMAT:



JPEG - Monochrome



TIFF - Colour



JPEG - Colour



PNG – Colour (Opaque background)

1. I have read, understood and agree to comply with the Terms and Conditions
2. The Northern Midlands Council logo is only to be used in promotional material for the event.
3. I understand that I must provide a draft copy of any material incorporating the Northern Midlands Council logo to the General Manager (or his delegate) to obtain approval of the design before publication.
4. I understand that the Northern Midlands Council logo can only be used in relation to the promotion of the above mentioned event.
5. I understand that the Northern Midlands Council logo **must not** be edited or distorted in any way.
6. I understand that the General Manager (or his delegate) has the right to refuse the production and distribution of a design should it be deemed inappropriate or non-compliant with these Terms or Conditions.
7. I understand that deviations from these Terms and Conditions are not acceptable unless agreed to in writing by the

General Manager
Northern Midlands Council
P O Box 156
Longford Tasmania 7301

I agree to the above terms and conditions

Signature

Name

Date

Office Use Only

Logo Request approved by:

Signature:

Date:



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GUIDELINES FOR USE OF LOGO

These guidelines specify the way in which the Northern Midlands Council logo should be used on all promotional material you produce for your initiative.

Throughout this document the term “NMC Logo” refers to the graphics below:



JPEG - Monochrome

NORTHERN
MIDLANDS
COUNCIL



TIFF - Colour

NORTHERN
MIDLANDS
COUNCIL



JPEG - Colour

NORTHERN
MIDLANDS
COUNCIL



PNG – Colour (Opaque background)

NORTHERN
MIDLANDS
COUNCIL

WHERE TO USE THE LOGO

The NMC Logo may be applied to all materials produced for your initiative; including signage, invitations, posters, programs, newsletters, advertising, websites, merchandise and brochures once a draft of each has been approved by the Northern Midlands Council.

SIZE AND SCALE

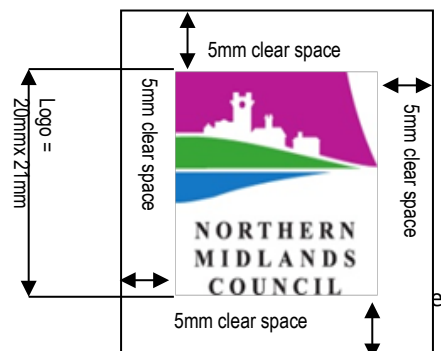
The minimum logo size is 15mm in height.

MINIMUM FIELD

A minimum field should always be observed so any logo has adequate ‘breathing space’, the defined minimum field of the border should be equivalent to 1/4 of the measurement of the logo size allowance on each side of the logo.

No graphics, images included, should encroach upon the field identified. The field identified should always be scaled within proportion to the logo.

Example: the logo on the right is 20mm (height) x 20.3mm (width) a border of 5mm should be allowed on all 4 sides of the logo.



LOGO RESTRICTIONS

The NMC logo should never be altered in any way other than described within these guidelines, specifically:

- No other colours should be used apart from the corporate colours of the NMC logos. Colours should never be changed.
- The logo should never be reproduced as an outline.
- The symbol should never be used without the words “Northern Midlands Council”.
- The full colour logo should never appear with an image as the background.

The logo should never be reproduced in white on a light background.