



## **9. GOVERNANCE**

Policy 9.17

Corporate Image Policy

**Version 1**

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### **9. Corporate Image Policy**

#### **PURPOSE:**

Lithgow City Council has a clear Corporate Brand that is recognisable and presents Council as a professional, credible and progressive organisation. This policy aims to protect the image and reputation of Council by clearly defining how the Corporate Brand can be used and establishing the framework to govern activities which ensure that Council is professionally presented in a unified, consistent and positive manner.

#### **OBJECTIVES**

A clear and consistent corporate identity enables the public to recognise Lithgow City Council and can assist with effective service delivery by raising awareness of policy, regulation, services and activities.

- To ensure Lithgow City Council's brand is represented in a professional, unified, consistent and positive manner.
- To ensure application of Council's corporate identity is consistent across all Council community and business activities, programs, communications, assets and facilities.
- To ensure all corporate communication undertaken or produced by Council is of a high standard, consistent, accurate, and represents the Corporation as a professional and highly regarded local government body.
- To ensure staff behave in a way that enhances public confidence in the integrity of Lithgow City Council and local government.

#### **LEGISLATION**

The following legislation is applicable to this policy:

- Local Government Act 1993
- Government Information (Public Access) Act 2009
- Freedom of Information Act, 1982 (Federal)
- Copyright Act 1968
- Lithgow City Council Code of Conduct
- State Records Act 1998
- Trade Marks Act 1995
- Intellectual Property Laws Amendment Act 2006

#### **COUNCIL POLICIES**

The following Council policies should be referred to in conjunction with this policy:

- Policy 4.6 Customer Service
- Policy 4.8 Consultation with Indigenous People
- Policy 4.6 Community Engagement and Communications
- Policy 9.10 Councillor Workshops and Briefing Sessions

## **COMMUNITY STRATEGIC PLAN**

This policy supports the sentiments expressed by the community during the preparation of the *Community Strategic Plan ~ Our Place, Our Future* that “Council focuses on strong civic leadership, organisational development and effective governance with an engaged community actively participating in decision making processes affecting their future”.

- GL1 Our Council works with the community
  - GL1.1 our community is involved in the planning and decision making processes of Council.

## **SCOPE**

This policy applies to:

- All employees of Lithgow City Council, Councillors, Council volunteers, contractors, interns and casual and part-time employees;
- All areas where Council’s brand is required to be displayed to the general public;
- All communications and community engagement activities conducted on behalf of Lithgow City Council; and
- All communications materials produced on behalf of Council.

## **DEFINITIONS**

**Corporate Brand** is a set of perceptions and images that represent a company, product or service. Elements of the corporate brand include the corporate logo, word mark, templates and design examples.

The **logo** is a graphic mark or emblem, which may include a tagline.

**Corporate image** is the reputation Council seeks to establish for itself in the mind of the community and other important stakeholders, created and reinforced by the Executive Management Team.

**Corporate Logos** include all Lithgow City Council logos and trademarks including those representing projects, businesses and facilities.

## **POLICY**

All elected representatives and staff employed by Lithgow City Council have responsibility to ensure that any materials produced on behalf of Council/or any

communications activities undertaken representing Council project a consistent corporate image and that the Corporate Brand is applied uniformly throughout Council.

In addition, Councillors and Council staff are to conduct themselves in a manner that reflects positively on both Council and the city, towns and villages in the Lithgow Local Government Area, in accordance with Council's Code of Conduct.

### **Lithgow City Council Brand Framework and Style Guide**

The Lithgow City Council Brand Framework and Style Guide define the appropriate use of the Council logo including the symbol, word mark and fonts and the correct use and application of the Council logo.

#### **Use of the Corporate Logo**

- Altering the existing artwork of any corporate logo is not permitted;
- All logos must be used in accordance with their specific brand mark guidelines
- Council's corporate logos cannot be reproduced by external parties on any published material or resource without the approval of the IT Manager and/or Corporate Strategy and Communications Officer as the responsible Council officers for ensuring all terms and conditions of the Brand Guidelines are adhered to; and
- Where Lithgow City Council co-operates with other councils to co-brand, materials should always be in accordance with the specific brand mark policy.

#### **Council facilities and campaign brands and logos**

Council recognises that a range of Council businesses, facilities and special communications projects utilise separate logos and visual identify. Such facilities and projects are to be clearly identified as associated with Lithgow City Council by utilising the Council log or a tagline stating: "*A business/facility/project/initiative of Lithgow City Council*".

Corporate logos may not be used to provide or imply endorsement or promotion of third party products or service, or class of products or service, or be associated with commercial interests unless permission is granted by the General Manager. In the first instance, advice is to be sought from the Corporate Strategy & Communications Officer and/or the IT Manager.

#### **Additional corporate brands, trademarks, logos**

Approval must be obtained from the Executive Management Team for the development of additional corporate brands, trademarks or logos. All requests are to be managed through the Corporate Strategy & Communications Officer and/or IT Manager to ensure they comply with appropriate legislation and industry standards such as copyright and intellectual property laws.

Additional corporate brands are to be managed in line with separate brand guidelines.

#### **Photography, footage and image use**

To use photos, footage and complementary graphic elements and images is supported by Council to support effective design of communication material.

Council staff must ensure that the permission of all subjects is gained when taking/publishing photographs or videos on behalf of Lithgow City Council, using the

Photography Consent Form. Images representing (but not limited to) legal matters, contracts or construction projects must be filed in line with the *State Records Act* and Council's Records procedures.

Copyright laws apply to all articles, graphics, or data on the internet. Unauthorised use of a third party's graphic, photo, HTML or text with permission may be in breach of copyright. Staff should not download images/material from the internet for use in communication material including presentation and printed collateral.

### **Managing corporate brand through corporate communications**

Lithgow City council has a responsibility to ensure that accurate and relevant information is disseminated or made available to the public in a timely manner. In addition, clear and consistent branding enables the public to recognise Council activities, improving awareness of and access to information about policies, programs, services and events. Maintaining high standards of communications result in the public having more confidence in the credibility and the authority of information that clearly identifies Council as its source.

### **Graphic design services**

The Corporate Strategy & Communications Officer and IT Manager can assist with in-house graphic design. To ensure consistency, adherence to Brand Guidelines, compliance with this policy all major communications documents should be approved by one of these officers.

This policy advocates a balance of 'flexibility within guidelines', whereby Council Divisions have autonomy to conduct their particular communications activities, but in doing so must meet the requirements of this Policy and other related policies and procedures.

### **Appropriate Content**

Communications activities should not have political purpose (unless authorised by the General Manager and Mayor). Communications should be presented in unbiased and objective language, grammatically correct and in line with the Policy, and all related policies, documents and legislation including approval procedures.

### **Corporate Style**

Corporate design, style and content must protect the integrity of Council's corporate brand by delivering professional, accurate and authorised images, design and information.

## **RESPONSIBILITIES**

The Executive Management Team has overall accountability for Council's Corporate Image which is the way Lithgow City Council is perceived by stakeholders and the community. The Corporate Strategy & Communications Officer and IT Manager have direct responsibility in areas of Corporate Identity and branding, media and public relations, websites and on-line presence and communications.

The Corporate Strategy & Communications Officer and IT Manager also act as a central point of contact for staff who wish to promote their activities, services, programs or events to the community through the production of communications material that requires graphic design.

The Corporate Strategy & Communications Officer and IT Manager also provide service to managers and project leaders to ensure the community and stakeholder

groups are informed of projects, services and decisions that may affect them. Ensuring the community receives the most accurate information is produced in accordance with this Policy is a management accountability of all branches and Divisions of Council.

The Corporate Strategy & Communications Officer and IT Manager advise approvals required for communication collateral using the below table as a guide:

ITEMS	APPROVAL REQUIRED
Advertising of Council services, projects and initiatives (print, radio, online)	Respective Manager
Invitations/certificates/banners/promotional material	Respective Manager
Community notices/project fact sheets/regular newsletters/regulation signs	Respective Director
Building Signage	Respective Director
Plaques, interpretative signage, annual report, annual publications, LGA wide guides or collateral	General Manager

<b>Maintained by Department:</b>	Corporate Strategy & Communications	<b>Approved by:</b>	Council	<b>Exhibition:</b>	<b>23/4/18</b>
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