



PURPOSE	To specify use of the Shire logo in all formats and to promote the Shire's corporate identity.
OBJECTIVES	<p>To clarify use of the Shire logo for:</p> <ul style="list-style-type: none"> • Mayor and Councillors; • Shire officers; • Shire vehicles and plant; • Shire properties; • Shire stationery and literature; • Shire newspaper advertisements; • Street signs; • Gift items and; • Staff clothing items.
SCOPE	This Policy applies to use of the Shire 'shell' logo and the 'Sustainable Peninsula' logo.
DEFINITIONS	<p>Logo</p> <p>Means the logo used by the Shire. The logo consists of a shell symbol, sand device and words "Mornington Peninsula Shire Council" or "Mornington Peninsula Shire" and the Sustainable Peninsula symbol and words attached (as shown below).</p> <div style="text-align: center;">   <p>COMMITTED TO A SUSTAINABLE PENINSULA</p> </div>
POLICY	That the Shire logo shall only be used in accordance with the guidelines and standards determined from time to time by Shire Officers.
PROCEDURE	<p>The procedures and standards to be followed in using the Shire logo are determined by the Manager of Communications.</p> <p>All new uses of the logo (eg. new signage, publications etc.) need to be approved by the Manager of Communications.</p>
RESPONSIBILITY	Manager – Communications: For ensuring the Policy and procedures are implemented and maintained and for ensuring that the guidelines and standards are complied with.



Use of Shire Logo Policy

RELATED POLICIES	Nil.
RELATED LEGISLATION	Local Government Act 1989.
REFERENCES	Nil.
REVIEW	This Policy shall be subject to review within 12 months of the next general Council election to be held in October 2016.