

## Corporate Image Policy

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**Responsible Position** Manager Communications and Stakeholder Engagement  
**Branch** Communications and Stakeholder Engagement  
**Division** Economic Development and Business  
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Document Revision History	
Description	Date
To ensure Dubbo Regional Council's brand is represented in a professional, unified, consistent and positive manner.	
<b>Notes</b>	
Update to Dubbo Regional Council template.	
Refined Policy to focus on brand management, image and visual representations that impact reputation.	

# POLICY

## PURPOSE

Dubbo Regional 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 the Organisation by clearly defining how the Corporate Brand can be used and establishing the framework which governs activities which ensure the organisation is professionally presented in a unified, consistent and positive manner.

## BACKGROUND AND RELATED LEGISLATION

A clear and consistent corporate identity enables the public to recognise Dubbo Regional Council and can assist with effective service delivery by raising awareness of policy, regulation, services and activities. The objectives of this policy are:

To ensure Dubbo Regional Council's brand is represented in a professional, unified, consistent and positive manner.

Application of Council's corporate identity is consistent across all Council community and business activities, programs, communications, assets and facilities.

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.

Staff behave in a way that enhances public confidence in the integrity of Dubbo Regional Council, and local government.

- *Copyright Act 1968*
- *Trade Marks Act 1995*
- *Intellectual Property Laws Amendment Act 2006*
- *Privacy and Personal Information Protection Act 1998*
- *State Records Act 1998*
- *Government Information (Public Access) Act 2009*
- *Local Government Act 1993*

## SCOPE

This policy applies to:

- All employees of Dubbo Regional Council, Councillors, and all 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 Dubbo Regional Council
- All communications materials produced on behalf of Council.

## DEFINITIONS

Term	Definition
<i>Corporate Brand</i>	A 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
<i>Communications team</i>	The communications function under the Communications and Stakeholder Engagement Branch – part of the Economic Development and Business Division - which includes the Communications Coordinator, the Graphic Design Production Co-ordinator, the Stakeholder Engagement Coordinator and the Digital Communications Coordinator
<i>Logo</i>	A graphic mark or emblem, which may include a tagline
<i>Corporate Image</i>	The reputation Council seeks to establish for itself in the mind of the community and other important stakeholders, created and reinforced by the Organisation’s communications team.
<i>Corporate Logos</i>	All Dubbo Regional Council logos and trademarks including those representing projects, businesses and facilities (eg. Dubbo City Regional Airport / DRTCC / Wellington Caves).

## POLICY

All elected representatives and staff employed by Dubbo Regional Council have a 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 and towns in the Dubbo Regional Local Government Area in accordance with Council’s Code of Conduct.

### Dubbo Regional Council Brand Guidelines

The Dubbo Regional Council Brand Guidelines were adopted by Council on 26 September 2016 and defines 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.
- Staff are not permitted to use corporate logos and trademarks unless approval is granted by the Communications and Stakeholder Engagement Branch via the Graphic Design and Production Co-ordinator.
- All logos must also 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 Graphic Design and Production Coordinator as the responsible Council officer for ensuring all terms and conditions of the Brand Guidelines are adhered to.
- Where Dubbo Regional Council co-operates with other councils to co-brand materials should always be in accordance with the specific brand mark policy.

- The Dubbo Regional Council corporate logo/and or tagline must be shown on all official stationery, publications, electronic and multimedia presentations, publicity display material and signage.

### **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 identity. Such facilities and projects are to be clearly identified as associated with Dubbo Regional Council by utilising the Council logo or a tagline stating: “A *business/facility/project/initiative of Dubbo Regional Council*”.

Corporate logos may not be used to provide or imply endorsement or promotion of third party products or services, or class of products or services, 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 Communications team.

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

Approval must be obtained from Communications and Stakeholder Engagement for the development of additional corporate brands, trademarks or logos. All requests are to be managed through the Graphic Design and Production Co-ordinator 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**

The use of 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 Dubbo Regional Council, using the Corporate 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 Procedure Policy.

Copyright laws apply to all articles, graphics, or data on the internet. Unauthorised use of a third party’s graphic, photo, HTML, or text without 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**

Dubbo Regional 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.

Council’s centralised Communications team has staff expertise to assist with issues and crisis management which affect Council’s reputation.

### **Graphic design services**

The Communications team provides an in-house graphic design and production service to the Organisation. To ensure consistency, adherence to Brand Guidelines, compliance with this policy

and value-for-money production of materials, all major communications documents should be managed through this service. As a general rule, any promotional material that features the Council logo should be directed through this service. The Graphic Design and Production service has first right of refusal on all communications material that requires graphic design.

This policy advocates a balance of ‘flexibility within guidelines’, whereby Council Divisions have autonomy to conduct their particular communication 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 this 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 DRC Communications team operates within Council’s Communications and Stakeholder Engagement branch. The team has overall accountability for Council’s Corporate Image which is the way DRC is perceived by stakeholders and the community. Communications and Stakeholder Engagement has direct responsibility in areas of Corporate Identity and branding, media and public relations, websites and on-line presence and communication.

The Communications team also acts 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 Communications team also provides services 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 Communications team through the Graphic Design and Production Coordinator will advise approvals required for communication collateral using the below table as a guide:

<b>ITEMS</b>	<b>APPROVAL REQUIRED</b>
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	Asset Manager/Director
Plaques, interpretative signage, annual report, annual publications, LGA wide guides or collateral	General Manager

**APPENDICES**

