

Policy Name:	Town of Gawler Brand
Classification:	Public – Council Policy
Adopted:	28 November 2023
Frequency of Review:	Triennial
Last Review:	September 2023
Next Review Due:	September 2026
Responsible Officer(s):	Executive Manager Community and Strategy
Policy and Code of Practice Manual File Ref:	CC10/2601
Council File Reference:	CR23/82205
Legislation Authority:	N/A
Related Policies and Codes:	N/A
Related Procedures:	Brand Standards

1. INTRODUCTION

The brand identity of the Town of Gawler was first reviewed over the course of 2011 and was redesigned to be more powerful and easily recognisable. The consistent use of the brand and its application will increase recognition and value to the Council and the community. Conversely, inconsistent use of the brand will dilute its value.

The brand identity represents the history, environment, culture and heritage in a contemporary interpretation.

Town of Gawler is the official Council name.

2. PURPOSE

The purpose of this policy is to provide a framework for Council and Management in brand standards to support the application of the identity and to ensure consistency across all markets.

3. CONDITIONS OF USE

- 3.1 To assist with the consistent and appropriate application of the brand, the Town of Gawler has adopted the Town of Gawler Brand Standards May 2012. The standards outlined are the only approved applications of the Town of Gawler brandmark.
- 3.2 A whole of Council approach will ensure consistency of application of the brand and as such all departments, business units, the Mayor and Council Members

will follow these standards. Some key examples of this application include:

- 3.2.1 All official Council /Mayoral correspondence
- 3.2.2 Council business cards/name tags
- 3.2.3 General Council advertisements
- 3.2.4 Council meeting templates
- 3.2.5 Council vehicle branding
- 3.2.6 Council visual displays/publications/website
- 3.2.7 Council newsletters
- 3.2.8 Council signage

For a complete list and explanation of approved application styles please refer to the Town of Gawler Brand Standards September 2020.

3.3 Copyright

Council has or will have copyright in relation to the:

- Gawler brandmark
- Council crest,
- Existing/original (pre this policy) Council crest,
- Existing Gawler (pre this policy) - Best of Town and Country panorama logo

- 3.4 All units of Council will be branded with the brandmark. The departments have the option to have the coloured dots in their unit brandmark or have icons relevant to their department with the approval of Council.

4. THIRD PARTY APPLICATION

- 4.1 It is recognised in some instances that third parties may seek to utilise the Town of Gawler brandmark or the Council Crest in its original (pre this policy) and revised form.
- 4.2 Use of any of these will require Council approval. In general such approvals will only be appropriate where the use is related to broad community interest rather than private or commercial interest. Use of historical logos or Council crest may be appropriate for activities or publications related to Gawler history.
- 4.3 All applications must be submitted to Council's Marketing and Communications Department where they are assessed within a 10 day working period. Authority is delegated to Chief Executive Officer to provide approval to such applications.
- 4.4 The Council may fix an application fee in relation to requests for use of Council copyright brandmarks, logos and such copyright material.
- 4.5 Any use of previous versions of Town of Gawler logos, including all previous versions of the Town of Gawler Official Crest, after 2/4/2012 will require application to Council prior to further use. Each application will be assessed on its merits taking account of this policy
- 4.6 The following terms and conditions will apply to third party use of the logo:-
- 4.6.1 That the Town of Gawler is the owner of the GAWLER brandmark and use of the logo is subject to Town of Gawler direction. This includes the right to refuse the use of the GAWLER brandmark or to ask that the logo no longer be used in the requested material.
 - 4.6.2 That standards as outlined in the Town of Gawler Brand Standards - September 2020 will be adhered to.

- 4.6.3 That NO distortion to artwork in regard to the GAWLER brandmark be made.
- 4.6.4 That the GAWLER brandmark will only be utilised on the material outlined in the application.
- 4.6.5 All applications for the use of the GAWLER brandmark is for one distinct or individual item.
- 4.6.6 Approvals for use of the GAWLER brandmark are specific to the application and do not transfer to any other use. For additional uses, a further application must be submitted.
- 4.7 Council reserves the right to accept or reject applications for the use of the brandmark where its application may be controversial, inappropriate or offensive to the community. In certain circumstances a proposal may be referred to the Council for decision.
- 4.8 Council reserves the right to request removal of previously approved brandmark application where circumstances change and the association with third parties is deemed to compromise the credibility of Council.

5. REVIEW AND EVALUATION

The effectiveness of this Policy will be reviewed every three (3) years.

The Chief Executive Officer will report to Council on the outcome of the evaluation and if relevant make recommendations for amendments, alteration or substitution of a new Policy.

The Policy will not be altered or substituted so as to affect a process already commenced.

6. FURTHER INFORMATION

Further information about this Policy can be obtained by:-

Telephone: 8522 9211

Email: council@gawler.sa.gov.au

Appointment: Town of Gawler Administration Centre, 43 High Street, Gawler East.

Letter: PO Box 130, Gawler SA 5118

7. AVAILABILITY OF POLICY

This Policy is available to be downloaded, free of charge, from Council's website at www.gawler.sa.gov.au

A printed copy may be purchased on request from the Council's Administration Centre.