



GLEN INNES SEVERN COUNCIL

Logos Usage Guidelines

RESOLUTION NUMBER:	4.03/19	MEETING:	28 March 2019
	18.08/14		28 August 2014
	19.10/09		22 October 2009

INTRODUCTION

Guidelines have been developed in an effort to direct and set quality control standards and an approval procedure for the usage of all Council logos. All persons and organisations are required to apply to the General Manager to use any Council logos, and without detracting from the generality, the “Logos Usage Guidelines” is a policy of Council applicable to all Council officials, businesses, media organisations and their representatives, community and sporting organisations, and event organisers and sponsors.

AIMS OF POLICY

The Policy aims to provide guidance on the use of the following logos:

1. Glen Innes Severn Council Corporate logo;
2. Glen Innes Highlands logo;
3. Australian Celtic Festival logo;
4. Australian Standing Stones Management Board logo;
5. Minerama logo;
6. Glen Innes Tartan;
7. Glen Innes Severn Council, Children and Family Services logo;
8. Glen Innes Severn Council, Life Choices – Support Services logo.

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Related Documents:			

POLICY STATEMENT

1. Glen Innes Severn Council Corporate Logo



Image: Glen Innes Severn Council Corporate Logo

Council Publications*

Council produces various publications that provide information relating to Council, its services and products, corporate performance, community initiatives and community participation, consultation and awareness. Any publication that exhibits the Council logo is deemed to be a Council publication and may be in the form of:

- Any written material (such as the text of brochures/flyers, documents/guidelines, posters, newsletters, display advertisements, newspaper articles, text and or images on a website);
- Council letters on Council letterhead;
- Council letters on Council Section 355 Committee letterhead;
- Council and Committee of Council agendas/business papers.

*Publication/s refer to printed, electronic and video format.

Local Government Elections

Council's logo is not to be used for any purpose during a Local Government Election that seeks to promote an individual candidate over another candidate. This applies to current Councillors seeking re-election, as well as new candidates. Inappropriate use includes candidate based promotional ballot papers, fliers, advertising, posters, letters, electronic and social media or any other form of electoral material.

Sponsorship

From time to time the logo may need to be used when Glen Innes Severn Council is the sponsor of an event, for example, Council is a major sponsor of Minerama and the Australian Celtic Festival. The Council logo is displayed on print documents, social media, websites and the respective websites.

Media

From time to time Council's Corporate Logo may need to be used for publishing purposes in the media, such as for editorial or advertising purposes. Any use of the Council Corporate logo must be notified to Council's Media and Communications Officer

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who will inform the General Manager prior to such use and will communicate any conditions or provisions of usage to the relevant media.

Instructions

Use of the corporate logo must be endorsed by the General Manager.

Please adhere to the following guidelines when using the logo:

- Download an application form from www.gisc.nsw.gov.au or use the application form appended as an Annexure to these Guidelines.
- Forward the application form using one (1) of the following formats:

POST General Manager
Glen Innes Severn Council
PO Box 61
Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey Street
Glen Innes NSW 2370

Your application will be processed as soon as possible and the logo sent to you for use in accordance with these guidelines.

Once approved for use:

- All logos must be processed as per an electronic file which will be provided on disc or by email;
- The logo should not be copied from the website or letterheads;
- Do not alter the logo;
- Do not add or delete any elements or use unauthorised colours;
- The logo may be produced in full colour, black ink, grey scale or blue ink. It is preferred that 'one colour' logos be produced in black ink or reflex blue ink;
- Colours or wording cannot be altered in any way;
- It is essential that the logo is used in its entirety;
- The logo should never be reproduced as an outline;
- All resizing of logo files must be constrained to retain correct proportions.

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Please contact Council's Media and Communications Officer on (02) 6730 2300 or at council@gisc.nsw.gov.au if you have any questions.

Staff Note

If you need a copy of the current version of the logo, or you are unsure if you have the correct version on file, contact the Media and Communications Officer.

You must use the current version of the logo with the "sharp edges". An earlier version which had "fuzzy edges" should not be used and should be deleted from all databases.

2. Glen Innes Highlands Logo



Image: Glen Innes Highlands Main Colour Logo



Images: Glen Innes Highlands Adventure Country Colour Logo



Images: Glen Innes Highlands Celtic Country Colour Logo

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Images: Glen Innes Highlands Heritage Country Colour Logo



Images: Glen Innes Highlands High Country Colour Logo



Images: Glen Innes Highlands Ngorabul Country Colour logo



Images: Glen Innes Highlands Progressive Country Colour Logo

The new Glen Innes Highlands brand was adopted by Council in December 2016 as the destination brand to represent the Glen Innes Severn Local Government Area in a consistent way to visitors and the community. The brand style guidelines were adopted in March 2017 as well as the refined logo.

The typeface for this design incorporates a subtle mixture of both modern and Celtic elements. The logo incorporates hills that represent the undulating highland landscape. The colour is deliberately muted to provide contrast with all the colourful images of Glen Innes Highlands.

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The Glen Innes Highlands logo is the essence of the brand. It must always be used properly, if brand consistency is to be achieved. Everything within a layout that contains the logo should be considered in terms of the brand.

The six (6) storylines that make Glen Innes Highlands sub-brands

Many people come to Glen Innes to experience Celtic country. However, there are many other interests that attract visitors, movers and investors. In recognition of the diverse stories that make up Glen Innes Highlands, they have been arranged them into six distinct categories or storylines:

1. Celtic Country;
2. High Country;
3. Adventure Country;
4. Heritage Country;
5. Ngoorabul Country;
6. Progressive Country.

Businesses, primary producers, industry and service organisations are encouraged to use the logo when representing Glen Innes Highlands to contribute to the singular promotion of the destination.

Instructions

Please adhere to the following guidelines when using the logo:

- Download an application form from www.gisc.nsw.gov.au, <https://www.gleninneshighlands.com/wp-content/uploads/2018/06/Application-for-use-of-GIH-Logo-1-6-2017.pdf> or use the application form appended as an Annexure to these Guidelines.
- Forward the application form using one of the following formats:

POST General Manager
 Glen Innes Severn Council
 PO Box 61
 Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey Street
 Glen Innes, NSW 2370

Your application will be reviewed and upon acceptance you will be sent the relevant files and the applicable usage guidelines.

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Once approved for use:

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- The logo should not be copied from the website or letterheads;
- Do not alter the logo;
- Do not add or delete any elements or use unauthorised colours;
- Colours or wording cannot be altered in any way;
- It is essential that the logo is used in its entirety;
- The logo should never be reproduced as an outline;
- All resizing of logo files must be constrained to retain correct proportions.

Please contact Council's Manager of Economic Development on (02) 6730 2400 or at council@gisc.nsw.gov.au if you have any questions.

3. Australian Celtic Festival Logo



Image: Australian Celtic Festival Main Colour Logo



Image: Australian Celtic Festival Stacked Colour Logo

The Australian Celtic Festival logo was developed in 2018 to provide a distinctive identity to the signature event held in Glen Innes Highlands each year. The logo colour palette links with the Glen Innes Highlands Celtic Country sub-brand/storyline and features the iconic Celtic knot widely recognised within the Celtic Culture.

Use of the logo is restricted to Australian Celtic Festival assets, sponsors and partners.

Please adhere to the following guidelines when using the logo:

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- Download an application form from www.gisc.nsw.gov.au or use the application form appended as an Annexure to these Guidelines.
- Forward the application form using one (1) of the following formats:

POST General Manager
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 Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey Street
 Glen Innes, NSW 2370

Your application will be processed as soon as possible and the logo sent to you for use in accordance with these guidelines.

Once approved for use:

- All logos must be processed as per an electronic file which will be provided, on disc or by email;
- The logo should not be copied from the website or letterheads;
- Do not alter the logo;
- Do not add or delete any elements or use unauthorised colours;
- Colours or wording cannot be altered in any way;
- It is essential that the logo is used in its entirety;
- The logo should never be reproduced as an outline;
- All resizing of logo files must be constrained to retain correct proportions.

Please contact Council's Manager of Economic Development on (02) 6730 2400 or at council@gisc.nsw.gov.au if you have any questions.

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4. Australian Standing Stones Management Board Logo



Image: Australian Standing Stones Management Board Logo

This logo was designed to represent the Australian Standing Stones. The logo comprises a representation of a Torc (also spelled Torque) as the symbol surrounding a graphic image of the Standing Stones and the Southern Cross.

This logo is used by members of the Australian Standing Stones Committee on all correspondence and promotional material. However, there may be instances where it may be required to be used on sponsorship material.

The logo comes in two (2) versions: full colour and one (1) colour only.

There is no fee for using the logo.

Instructions

Please adhere to the following guidelines when using the logo:

- Download an application form from www.gisc.nsw.gov.au or <http://www.gleninnestourism.com> or use the application form appended as an Annexure to these Guidelines.
- Forward the application form using one (1) of the following formats:

POST General Manager
 Glen Innes Severn Council
 PO Box 61
 Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey St
 Glen Innes NSW 2370

Your application will be processed as soon as possible and the logo sent to you for use in accordance with the guidelines.

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Once approved for use:

- All logos must be processed as per an electronic file which will be provided on disc or by email;
- Do not alter the logo;
- Do not add or delete any elements or use unauthorised colours;
- It is preferred that 'one colour' logos be produced in black or reflex blue however other colours are allowed;
- All resizing of logo files must be constrained to retain correct proportions.

Please contact the Australian Stones Management Board at the above address if you have any questions.

5. Minerama Logo



Images: Minerama Logos

The Minerama logo was developed as a means of identifying and promoting Minerama Gem and Jewellery Show. However, Businesses, industry and service organisations who are sponsors of Minerama are permitted to use the Minerama Logo for the period of their agreed sponsorship.

The logo comes only in full colour with a choice of a white background or a black background.

There is no fee for using the logo.

Instructions

Please adhere to the following guidelines when using the logo:

- Download an application form from www.gisc.nsw.gov.au, or www.minerama.com.au or use the application form appended as an Annexure to these Guidelines.

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- Forward the application form using one of the following formats :

POST General Manager
 Glen Innes Severn Council
 PO Box 61
 Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey St
 Glen Innes NSW 2370

Your application will be processed as soon as possible and the logo sent to you for use in accordance with the guidelines.

Once approved for use:

- All logos must be processed as per an electronic file which will be provided, on disc or by email;
- Do not alter the logo;
- Do not add or delete any elements or use unauthorised colours;
- Colours or wording cannot be altered in any way;
- It is essential that the logo is used in its entirety;
- The logo should never be reproduced as an outline;
- All resizing of logo files must be constrained to retain correct proportions.

Please contact Council's Manager of Economic Development on (02) 6730 2400 or at council@gisc.nsw.gov.au if you have any questions.

6. Glen Innes Tartan



Image: Glen Innes Tartan

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The Glen Innes Tartan was designed by Peter Maxwell Bruce and Alexander L Ritchie and was the first District Tartan in Australia. Representation or reproduction of the Tartan in all of its forms is not permitted unless approval has been first sought and received from the Glen Innes Severn Council.

Where approval has been given there is no fee for using the logo.

Instructions

Please adhere to the following guidelines when applying for use of the Tartan:

- Download an application form from www.gisc.nsw.gov.au, or use the application form appended as an Annexure to these Guidelines.
- Forward the application form using one (1) of the following formats:

POST General Manager
 Glen Innes Severn Council
 PO Box 61
 Glen Innes NSW 2370

EMAIL council@gisc.nsw.gov.au

FAX 02 6732 3764

BY HAND 265 Grey St
 Glen Innes NSW 2370

Your application will be processed as soon as possible and file will be sent to you for use in accordance with the guidelines. Once approved for use:

- The Glen Innes Tartan must be processed as per an electronic file which will be provided, on disc or by email;
- Do not alter the Tartan;
- Do not add or delete any elements or use unauthorised colours;
- Colours or wording cannot be altered in any way;
- The Tartan should never be reproduced as an outline;
- All resizing of the Tartan for reproduction files must be constrained to retain correct proportions.

Please contact Council's Manager of Economic Development on (02) 6730 2400 or at council@gisc.nsw.gov.au if you have any questions.

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7. Glen Innes Severn Council, Children and Family Services

This logo is not available for use by members of the general public.



Image: Glen Innes Severn Council Children and Family Services logo

8. Glen Innes Severn Council, Life Choices – Support Services

This logo is not available for use by members of the general public.

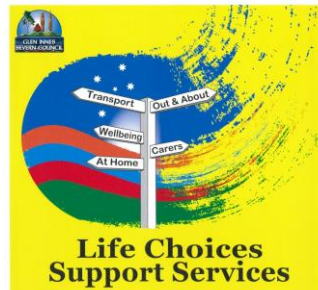


Image: Glen Innes Severn Council Life Choices Support Services logo

APPLICATION FORMS

Application forms are available in the attached Annexure.

VARIATION AND REVIEW

This Policy shall be reviewed every three (3) years or earlier if required. Council reserves the right to vary or revoke this Policy at its discretion.

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IMPLEMENTATION / COMMUNICATION

A media release in Our Council will be provided on adoption of the Guidelines informing the community of the new Guidelines.

Application forms will be made available on Council's website and the websites as specified in the Guidelines.

Council's Media and Communications Officer will inform all Departments of Council that the new Guidelines have been adopted by Council.


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General Manager

8-4-2019
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Date

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