



ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

USE OF ORANGE CITY COUNCIL LOGO

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OBJECTIVES

To protect the integrity of Council's logo and help all organisations promote Orange in a positive manner as a place to visit, live and do business.

APPLICABILITY

This policy applies to any individual or organisation wishing to use the Orange City Council logo.

Council will allow not-for-profit community groups to utilise the Orange City Council logo to promote the City, or promote Council's support of an event.

Council will not approve the use of the logo to promote individual business.

PROCEDURE

Councils Use of Orange City Council Logo procedure provides the detail on how to apply for the use of the logo, and the logo interpretation.

RELATED POLICIES/DOCUMENTS

Orange City Council Application for use of logo.

Responsible Area – Corporate and Commercial Services

REVISION					
	DATE	RESOLUTION		DATE	RESOLUTION
1	November 2009	09/453	6		
2	21 May 2013	13/223	7		
3			8		
4			9		
5					

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SUMMARY OF AMENDMENTS

Date	Amendments
February 2013	Format update
May 2013	Updated to protect the integrity of Council's logo. Use of the logo is restricted to non-profit community groups/events and cannot be used as an endorsement of any particular commercial business.



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PROCEDURE

Any user of the logo must have written authorisation of Orange City Council.

A completed copy of the Application For Use form attached to these guidelines must accompany all submissions.

It is expected that there will be a high quality shown in the reproduction of the logo ensuring the logo is displayed clearly.

AUTHORISATION OF USE

Authorisation of use of the logo will not be forthcoming for use in promoting drugs, alcohol, sex, guns, tobacco products or violence or any other use deemed unfit by Council.

The use of the logo is not to be seen as an endorsement by Orange City Council for goods and/or services.

Council reserves the right to revoke authorisation of use of the logo at any time.

All organisations wishing to use the Orange promotional logo must complete this form and submit it to Orange City Council where a decision will be notified within 48 hours (weekdays).

The use of the Orange logo is restricted to promotional purposes only. Use on business stationery will not ordinarily be approved as it could be mistaken as Council endorsement of a business.

THE LOGO INTERPRETATION

To ensure the integrity of the logo, it is essential that the logo is used in its entirety.

The design of the logo encaptures many significant references to Orange; the four distinct seasons, Mount Canobolas, Lake Canobolas and Orange's gold history and enterprise.

The design is based on a fallen leaf, indicative of the signature season of Orange, autumn. The colours of the logo represent the other seasons of Winter, Summer and Spring. The design symbolically represents the important geographical and activity based icons of Mount Canobolas overlooking Lake Canobolas.

The stem of the leaf represents the rich stems of gold which is part of Orange's gold history and current enterprise at Cadia Mines.

FULL COLOUR VERSION

The best effect of the logo is seen when it is reproduced in full colour. This version should be used in signage, static display, brochures, selected souvenirs and promotional clothing. The background should be light in colour to best reflect the image. For maximum effect, avoid using the colour logo on dark backgrounds. There are no size restrictions. As a guide, it is recommended the smallest version likely to be acceptable is the size of a 10 cent piece.

PMS colours of the logo are;

100% PMS 874 Gold

100% PMS 349 Green

100% PMS 287 Blue



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Following Council approval the logo may be used for the following (excluding business stationery)

- signage
- flags/ banners
- use through media
- use by major event organisers
- stickers on backs of envelopes
- displays in places of business (eg - framed logo on office wall)
- stickers
- brochures
- signs for operators
- promotional clothing
- souvenirs



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APPLICATION FOR USE OF COUNCIL LOGO

Company Name.....

Contact Name

Address

Phone Fax.....

Email.....

Please give a brief outline of the intended use of the logo

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Please give all distribution details.....

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THE INFORMATION YOU PROVIDE IS CONFIDENTIAL UNDER THE PRIVACY & PERSONAL INFORMATION PROTECTION ACT. IF YOU DO NOT PROVIDE THE DETAILS REQUESTED COUNCIL MAY BE UNABLE TO PROCESS YOUR APPLICATION.

PLEASE SUBMIT THIS COMPLETED FORM TO
Orange City Council PO Box 35 ORANGE NSW 2800 Fax 6393 8199 Email council@orange.nsw.gov.au

ORANGE CITY COUNCIL - OFFICE USE ONLY

APPROVAL Yes No

COMMENTS.....

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DATE.....

SIGNATURE.....

MANAGER ADMINISTRATION AND GOVERNANCE

RECORDS USE ONLY