

## Policy

### Coat of arms, logo and common seal

<b>Reference Number:</b>	<b>SG18</b>
<b>Type:</b>	Strategic
<b>Legislation:</b>	<i>Local Government Act 1995</i>
<b>Procedure:</b>	"<Insert hyperlink or NA>"
<b>Delegation:</b>	3.5
<b>Other related document:</b>	"<Other related document or NA>"

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### Objective

To build and protect the brand and subsequently the corporate image of the City of Fremantle through the use of the words *The City of Fremantle, the Coat of Arms, the City of Fremantle Logo and the Common Seal*.

A supporting style guide featuring guidelines for use of any aspect of the Coat of Arms and the Logo must be read in conjunction with this policy.

### Policy

The words *the City of Fremantle, the City of Fremantle Logo, Coat of Arms and Common Seal* are the City's identification for the Local Government Authority of Fremantle and as such carry significant weight within and outside the City. These identifiers are the brand for the City of Fremantle. *The Coat of Arms and the City of Fremantle Logo* are protected under the Copyright Act 1968 (Cth) and section 4.15(d) of the Trade Marks Regulations.

The City of Fremantle supports and defends the use of its brand and reputation by insisting on strict adherence to guidelines as described in the City of Fremantle Style Guide.

Permission to use the *Coat of Arms* for commercial purposes that is not covered by this policy must be approved by council.

Permission to use the *City of Fremantle logo* for commercial purposes that is not covered by this policy must be approved by the CEO.

## 1. City of Fremantle Coat of Arms

The coat of arms is the official identification symbol of the principality of Fremantle and can only be used by Council, the Mayor and/or in conjunction with official civic events and/or documents.

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2.2 A civic event is one which specifically involves the mayor and/or councillors, is requested by the elected members, community, other organisation or person to celebrate a specific milestone or activity and which is not held yearly or on a regular basis (a one off event ie courtesy calls, receptions for special conference/reunions, 100<sup>th</sup> birthdays for citizens).

## 2. City of Fremantle Logo

The City of Fremantle Logo and words *the City of Fremantle* are the official identification of the organisation. The City of Fremantle and its services, events, responsibilities, initiatives and assets must always be identified by use of *the City of Fremantle Logo* or words *the City of Fremantle* as detailed in the style guide.

Where the City of Fremantle is sponsoring an event or providing support to an external organisation the City of Fremantle must be acknowledged correctly. Permission to reproduce the City of Fremantle logo must be sought in writing from the Marketing Officer detailing the:-

- reason for the request
- brief history of the organisation making the request
- detailed information on proposed use including media, placement and location.

The external organisation must supply final artwork for approval from the Marketing Officer and agree to reproduce the City of Fremantle logo in accordance with the City of Fremantle Style Guide.

## 3. City of Fremantle Common Seal

The City of Fremantle common seal is the official symbol of the City of Fremantle and is to be used for official city documents including contracts, official documents and international agreements. The common seal is to be used jointly by the mayor and CEO.

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**Responsible directorate:** City management

**Reviewing officer:** Marketing officer

**Decision making authority:** Council

**Policy adopted:** 28 April 1992

**Policy amended:** 19 September 1995 (replaced)  
24 October 2001  
March 2003  
27 August 2008 (SGS0808-07)

**Next review date:** 31 October 2012