



Council Policy

Coat of Arms, Logo and
Common Seal



Coat of Arms, Logo and Common Seal

Policy scope

This policy governs the use of the Coat of Arms, the City of Fremantle logo, the common seal and the words *The City of Fremantle* to ensure the City's brand and corporate image are maintained, protected and used consistently

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 statement

1. The words "The City of Fremantle" and 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 1995*.
2. 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.

Coat of Arms

3. The coat of arms is the official identification symbol of the City and can be used for formal civic communications and events. Permission to use the *Coat of Arms* for commercial purposes that is not covered by this policy must be approved by Council.

The coat of arms is the 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.





Logo

4. City of Fremantle employees and Elected Members may use the City of Fremantle Logo in accordance with internal policies and templates.
5. Permission to use the City of Fremantle logo that is not covered by this policy, including for commercial purposes, must be approved by the Chief Executive Officer.
6. 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.
7. 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 Manager Strategic Communications and Stakeholder Relations or delegate 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 Manager Strategic Communications and Stakeholder Relations or delegate and agree to reproduce the City of Fremantle logo in accordance with the City of Fremantle Style Guide.





Common Seal

- 8. The City of Fremantle common seal is the official symbol of the City of Fremantle and is to be used in accordance with the Execution of Documents Policy.



Seeking Approval

- 9. Where approval is required for the use of City of Fremantle Logo and/or Common Seal for purposes covered by this policy, the request and approval are to be captured and recorded in the City’s record management system and relevant register.

Definitions and abbreviations

Chief Executive Officer – The Chief Executive Officer of the City of Fremantle

Civic event – an event 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 i.e. courtesy calls, receptions for special conference/reunions, 100th birthdays for citizens).

Responsibility and review information	
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