



NORTHERN MIDLANDS COUNCIL

POLICY MANUAL

USE OF LONGFORD LOGO

Originated Date: Adopted 15 August 2016 – Min. No. 218/16

Amended Date/s: Amended 21 February 2022 – Minute No. 22/53

Applicable Legislation:

Objective To ensure that Council retains control over the use of the Longford logo; and Council's role in the community is clearly recognised and its image, reputation and brand are protected and enhanced through accurate, consistent and high quality reproduction of its logo.

Administration: Governance

Review Cycle/Date: Next review 2026.

1. POLICY

Council recognises that it is important to establish a framework for the use of the Longford logo to ensure that Longford, and its brand are promoted publicly in a consistent and professional manner, minimising exposure to poor publicity through inappropriate use of the Longford logo.

Any approved use of the logo will be in accordance with Council's "*Application / Guidelines for the Use of the Longford Logo*".

USE BY EXTERNAL PARTIES

Authorisation for the use of the logo by external parties may be given where a sponsorship, partnership, joint marketing, joint venture or other similar relationship exists. Such authorisation is to be discussed with the General Manager (or his delegate). In such cases, the logo may only be used for the express purpose for which approval was granted and its reproduction must be in accordance with the "*Application / Guidelines for the Use of the Longford Logo*".

Approval to use the logo in a particular circumstance does not constitute an ongoing right to use.

A copy of the proposed use/layout showing the positioning and relativity of the logo must be forwarded to the General Manager (or his delegate) for approval and any deficiencies remedied prior to publication.

The General Manager (or his delegate) should coordinate distribution of the logo to external organisations. This ensures consistency in reproduction and assists in monitoring external use of the logo.

The logo may not be used in any manner by any person or organisation for electoral or other political purposes.

Northern Midlands Council reserves the right to take legal action to prevent or curtail the unauthorised use of the Longford logo.

2. WHO CAN REQUEST TO USE THE LOGO?

Any individual, group, business, community organisation or school may request to use the logo by submitting the "*Application / Guidelines for the Use of the Longford Logo*".

Permission to use the logo does not include any guarantee of sponsorship or support.

3. WHERE CAN THE LOGO BE DISPLAYED?

The Longford logo may be displayed on written correspondence, documents, media publications including television, website and social media advertising, stationery, posters, buildings, billboards and vehicles upon receipt of written



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approval by the Northern Midlands Council. Displaying of the logo must be in accordance with the “*Guidelines for the Use of the Longford Logo*” and only for the specified period.

4. HOW CAN I REQUEST THE LOGO?

Applications should be made at least four weeks in advance of any specific date for which the use of the logo is requested.

Applicants are required to read the “*Guidelines for the Use of the Longford Logo*” and complete the “*Application for the Use of the Longford Logo*”.

Completed application forms are to be faxed or emailed as per the directions included in the document. A proof of the intended artwork including placement of the logo must be provided for approval by Northern Midlands Council prior to publication or display.

Northern Midlands Council will confirm the terms and conditions of use of the logo in writing.



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APPLICATION/GUIDELINES FOR USE OF LONGFORD LOGO

GUIDELINES

These guidelines specify the way in which the Longford logo should be used on all promotional material you produce for your initiative.

Throughout this document the term “Longford Logo” refers to the graphics below:



Where to use the logo

The Longford Logo may be applied to all materials produced for your initiative; including signage, invitations, posters, programs, newsletters, advertising, websites, merchandise and brochures once a draft of each has been approved by the Northern Midlands Council.

Size and scale

The minimum logo size is 15mm in height.

MINIMUM FIELD

- A minimum field should always be observed so any logo has adequate ‘breathing space’, the defined minimum field of the border should be equivalent to 1/4 of the measurement of the logo size allowance on each side of the logo.
- No graphics, images included, should encroach upon the field identified. The field identified should always be scaled within proportion to the logo.

LOGO RESTRICTIONS

The Longford logo should never be altered in any way other than described within these guidelines, specifically:

- No other colours should be used apart from the corporate colours of the Longford logos. Colours should never be changed.
- The logo should never be reproduced as an outline.
- The symbol should never be used without the words “Longford, Tasmania”.
- The full colour logo should never appear with an image as the background.
- The logo should never be reproduced in white on a light background.



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Please complete this application form and email, fax or post, along with a draft or explanation of your promotional material/documentation to;

POST: Northern Midlands Council
PO Box 156
Longford TAS 7301
FAX: (03) 63 977 331
Email: council@nmc.tas.gov.au

Organisation

Postal Address

Contact Person

Phone number(s)

Email

Event

Date of Event

Describe briefly the intended use of the Longford logo;

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The logo will only be supplied in an electronic format via email.



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1. I have read, understood and agree to comply with the Terms and Conditions.
2. The Longford logo is only to be used in promotional material for the intended purpose listed above.
3. The Longford Logo is for the identity, marketing and promotion of the town of Longford. It does not seek to replace the Northern Midlands Council logo, nor should it be used to promote the council area at large. Its purpose is to position the town as an attraction in its own right, the logo reflects the brand values of the town, and does not aim to represent the Northern Midlands Council area/region.
4. I understand that I must provide a draft copy of any material incorporating the Longford logo to the General Manager (or his delegate) to obtain approval of the design before publication.
5. I understand that the Longford logo can only be used in relation to the promotion of the above mentioned purpose.
6. I understand that the Longford logo must not be edited or distorted in any way.
7. I understand that the General Manager or his delegate has the right to refuse the production and distribution of a design should it be deemed inappropriate or non-compliant with these Terms or Conditions.
8. I understand that deviations from these terms and conditions are not acceptable unless agreed to in writing by the General Manager.

I agree to the above terms and conditions

Signature

Name

Date

Office Use Only

Logo Request approved by:

Signature:

Date: