



NORTHERN MIDLANDS COUNCIL

POLICY MANUAL

USE OF NORTHERN MIDLANDS COUNCIL LOGO

Originated Date:	Adopted 19 March 2012 – Min. No.75/12 (as Policy 62)
Amended Date/s:	Amended 21 March 2016 – Min. No. 62/16 Endorsed 20 August 2018 – Min. No. 219/18 Amended 17 August 2020 – Min. No.267/20 Amended 31 January 2022 – Min. No. 22/9 Amended 11 April 2022 – Min. No. 22/121
Applicable Legislation:	<i>Trade Marks Act 1995</i> (Cth) <i>Trade Marks Regulations 1995</i> (Cth) <i>Local Government Act 1993</i>
Objective	To ensure that Council retains control over the use of its 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:	This Policy will be reviewed as required.

1. COUNCIL LOGO

Council’s logo is an important part of our brand and similarly, it represents our identity. The three colours within the logo depict various landscapes within the municipality. The pink/purple represents the morning light on the Western Tiers, the green denotes the vast farming lands and the blue signifies the rivers and waterways in and around our communities.

Council adopted the logo at its meeting of 11 October 1993 (Minute Reference 499/93), and adopted the logo as Council arms in accordance with section 336 of the *Local Government Act 1993* at its meeting of 31 January 2022 (Minute Reference 22/9) which adoption was clarified by a resolution of Council passed at its meeting on 11 April 2022 (Minute Reference 22/121).

Council’s logo is also a valuable piece of our intellectual property and accordingly, any approved use of the logo will be in accordance with Council’s guidelines to ensure Council retains control of its use.

The portrait style high resolution logo is the preferred logo to use and following is a breakdown of the correct logo colours:



NORTHERN
MIDLANDS
COUNCIL

 CMYK: c26, m100, y2, k0
RGB: r188 g27 b138
PMS 240C
#ac2e8b

 CMYK: c85, m15, y100, k4
RGB: r11 g149 b71
PMS 362C
#41ad49

 CMYK: c100, m57, y8, k0
RGB: r0 g106 b171
PMS 300C
#006aab

 CMYK: c0 m0 y0 k100
RGB: r0 g0 b0
PMS Black
#000000



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2. WHERE SHOULD THE LOGO BE DISPLAYED?

The Northern Midlands Council logo should be clearly displayed in accordance with the guidelines contained within the Northern Midlands Council Style Guide and the *Application/Guidelines for the Use of the Northern Midlands Council Logo*. The logo should be displayed on all Council stationary, documents, written correspondence, advertising, and media releases. In addition to this, the logo may be displayed on Council buildings and vehicles.

3. WHO CAN REQUEST TO USE COUNCIL'S LOGO

Any individual, business, community organisation, school or group that has been supported by way of 'in kind' or via a sponsorship agreement with the Northern Midlands Council may request to use the logo. Such request must be made directly to Council using the *Application/Guidelines for the Use of the Northern Midlands Council Logo*. Authorisation to use the logo does not guarantee any sponsorship or financial support from the Northern Midlands Council.

Completed application forms are to be emailed to Council, with a proof of the intended artwork, including where Council's logo will be placed, for approval prior to publication or display. Northern Midlands Council will confirm the terms and conditions of the use of Council's logo in writing.

Application should be made to Council at least four weeks in advance of the date for which the use of the logo is requested.

4. AUTHORISATION TO USE COUNCIL'S LOGO

Permission to use the logo will be for the specified period only and does not constitute an ongoing arrangement to use Council's logo. For example, the logo may only be used for the express purpose for which approval has been granted. In addition, the logo's reproduction must be in accordance with the Northern Midlands Council Style Guide and the *Application/Guidelines for the Use of the Northern Midlands Council Logo*.

The logo should be accompanied by a statement identifying the nature of Council's involvement or relationship, for example, 'Proudly supported/sponsored by the Northern Midlands Council'. Similarly, where Council's logo appears in conjunction with logos of other external entities, the size of Council's logo should be proportionate to the level of investment or support that Northern Midlands Council has provided, and relative to that of the other entities as well.

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

The logo must 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 its logo.



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APPLICATION/GUIDELINES FOR USE OF THE NORTHERN MIDLANDS COUNCIL LOGO

Please complete this application form and email or post, with your proposed artwork and the placement of Council's logo to:

Post: Northern Midlands Council
P O Box 156
Longford Tasmania 7301
Email: council@nmc.tas.gov.au

Organisation Name:

Postal address:

Contact Person:

Contact Phone:

Contact Email:

Event Title:

Event Date:

Describe Briefly the intended use of the logo:

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To help us supply you with the correct version of the logo and graphic for use, please select from the options. The logo will be supplied in an electronic format via email.



*Portrait
High Resolution
JPEG File*



*Portrait
Monochrome
JPEG File*



*Landscape
Colour
JPEG File*



*Landscape
Monochrome
JPEG File*



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I acknowledge, understand and accept:

- *To comply with the terms and conditions associated with using the Northern Midlands Council logo.*
- *The Northern Midlands Council logo is only to be used for the express purpose in which it is being sought. If permission is granted, this does not constitute an ongoing arrangement to use the logo.*
- *I must provide a proof/draft of the intended artwork, including where Council's logo will be placed for approval by the General Manager (or his representative) before publication. This should be accompanied by a statement identifying the nature of Council's involvement or relationship.*
- *The Northern Midlands Council logo can only be used for the purpose of the promotion or event outlined in this application.*
- *The Northern Midlands Council logo cannot be edited or distorted in any way and the correct colours as per the Northern Midlands Council Logo Usage Policy must be adhered to.*
- *The General Manager (or his representative) has the right to refuse the design should it be deemed inappropriate or non-compliant with these terms and conditions.*
- *That any deviation from these terms and conditions are not acceptable unless agreed to and confirmed in writing by the General Manager (or his representative).*

Print Name:

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Signature:

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Date:

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Office Use Only:

Logo Request

Approved by:

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Signature:

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Date:

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The following guidelines outline the way in which the Northern Midlands Council logo should be clearly displayed

The Northern Midlands Council logo should never be altered or edited or distorted in any way and likewise, the correct colours as per the Northern Midlands Council Logo Usage Policy must be adhered to.

Establishing the correct size and positioning of the logo will ensure the impact and legibility of the logo is not compromised in any situation.

For example, when using the portrait logo (colour or monochrome) for print purposes the logo should not be less than 20mm wide and for digital purposes, no less than 40 px wide. Similarly, when using the landscape logo (colour or monochrome) for print purposes the logo should not be less than 25mm wide and for digital purposes, no less than 60px wide. This is as per the Northern Midlands Council Style Guide.

To ensure legibility of the logo there is always a minimum clear space around the logo. The clear space isolates the logo from any other graphics that might lessen the impact of the Northern Midlands Council logo. The minimum clear space is calculated as the height of the title area (wording Northern Midlands Council) as shown in the diagram below.



The Northern Midlands Council logo may be applied to materials such as signage, invitations, posters, programs, newsletters, advertising, websites, merchandise, banners, and brochures once the draft has been approved by the General Manager (or his representative).