

Council Policy

Council Policy Name: City Brands

Responsible Directorate: Finance and Corporate Services

Version: ADOPTED

1. PURPOSE

1.1. The purpose of this Policy is to guide the appropriate use of the City of Busselton's Brands.

2. SCOPE

2.1. This Policy is applicable to the reproduction and application of the City's Brands, including, but not limited to the Brands for:

- a. Geographe Leisure Centre;
- b. ArtGeo Cultural Complex;
- c. Saltwater Busselton;
- d. Naturaliste Community Centre;
- e. Busselton and Dunsborough Libraries;
- f. Busselton Jetty Tourist Park;
- g. Busselton Margaret River Airport; and
- h. Busselton Youth Services and SHIFT.

2.2. This Policy applies to the use of the official emblems of the City of Busselton:

- a. fauna – the Common (Western) Ringtail Possum
Pseudocheirus peregrinus occidentalis
- b. flora – the One-Sided Bottle Brush
Calothamnus graniticus var graniticus

3. DEFINITIONS

Term	Meaning
Brands	an identifying symbol, design or feature distinguishing the organisation from others
Policy	this City of Busselton Council policy titled "City Brands"

4. STRATEGIC CONTEXT

4.1. This Policy links to Key Theme 4. – LEADERSHIP - A Council that connects with the community and is accountable in its decision making, of the City's Strategic Community Plan June 2021 and specifically Strategic Priority 4.2 Deliver governance systems that facilitate open, ethical and transparent decision making.

5. POLICY STATEMENT

5.1. The City of Busselton Style Guide sets out the City's Brands and their appropriate use, and must be adhered to in order to maintain professional and consistent branding for the City.

- 5.2. Use of the City’s Brands by persons or organisations external to the City must be approved by the City prior to use.
- 5.3. The City of Busselton logo is to be displayed at all City of Busselton operated facilities, in addition of other separately identifiable logos.
- 5.4. Any changes to the City’s Brands are subject to Council approval on recommendation by the Chief Executive Officer.

6. RELATED DOCUMENTATION / LEGISLATION

- 6.1. Trade Mark 1477428

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	15 February 2023	Resolution #	C2302/021
Previous Adoption	DATE	14 November 2018	Resolution #	C1811/221