



Council Policy Name: City Branding

Responsible Directorate: Finance and Corporate Services

Version: Current

1. PURPOSE

1.1. The purpose of this Policy is to provide for the appropriate development and application of the City of Busselton’s Brand, associated Brands, Logos and Emblems, to ensure that a positive and consistent image of the City of Busselton is maintained.

2. SCOPE

2.1. This Policy is applicable to internal and external individuals or organisations in relation to the development, reproduction and application of the City’s Branding, including those no longer in use.

2.2. This Policy also applies to facilities, events or programs that may have separately identifiable Logos but still fall under the City of Busselton Brand. These include, but are not limited to:

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

3. DEFINITIONS

Term	Meaning
Branding	The City of Busselton’s Brand, associated Brands, Logos and Emblems
Brand	An identifying symbol, design or feature distinguishing the organisation from others.
Emblem	A symbolic or distinctive badge of an organisation
Logo	A symbol or object adopted by an organisation to identify its products, services or uniform
Policy	This City of Busselton Council policy entitled “City Branding”

4. STRATEGIC CONTEXT

4.1. This Policy links to Key Goal Area 6 of the City’s Strategic Community Plan 2017 and specifically the following Community Objective 6.2: Council engages broadly and proactively with the community.

5. POLICY STATEMENT

5.1. Any development and application of the City’s Branding must be in accordance with and reflect this Policy and any associated principles and guidelines of the City, ensuring the City is able to maintain and present a consistent professional image.

- 5.2. The City of Busselton Geographe Bay Brand is a registered trademark. Variations to this Brand require the approval of the Chief Executive Officer.
- 5.3. The official Emblems of the City of Busselton are:
 - a. Fauna – The Common (Western) Ringtail Possum
Pseudocheirus peregrinus occidentalis
 - b. Flora – The One-Sided Bottle Brush
Calothamnus graniticus var graniticus
- 5.4. Permission for the use of the City’s Branding, by any person or organisation external to the City is to be obtained from the City, prior to use.
- 5.5. The City of Busselton Logo is to be displayed at all City of Busselton operated facilities, in addition to the display of other separately identifiable Logos.
- 5.6. Any changes to the City’s Branding 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	14 November 2018	Resolution #	C1811/221
Previous Adoption	DATE	12 November 2014	Resolution #	C1411/284