

	<p><b>LG513</b> <b>TOWN OF CLAREMONT BRANDING</b></p>
<p><b>Key Focus Area</b> Leadership and Governance</p>	<p><b>Responsible Directorate</b> Office of Chief Executive</p> <p><b>Council Delegation</b> Nil</p>

## Purpose

To provide the guiding principles for the use of the Town of Claremont branding to maintain our brand image, the general impression of the Town held by our customers. It is a requirement to maintain a strong and quality reputation through the use of all of the Town's mediums (publications, website, social media, and facilities) through the use of the Town of Claremont name, crest and logo...

## Policy

The Town of Claremont provide local government and council information specific to the Town to its ratepayers, stakeholders and interested parties through

- Facilities
- Events
- Services
- Publications
- Digital Media

The Town of Claremont through the use of the Town name, logo and crest supports the consideration:

1. Official Council information.
2. Information from other local governments, from the State and Federal Governments and their agencies.
3. Mass distribution of publication shall be restricted to Council publications.
4. Petitions shall not be displayed or circulated in Council facilities;
5. State level community information shall be accessed through the State Library of WA.

Document Control Box			
<b>Business Unit:</b>	Office of the Chief Executive		
<b>Legislation:</b>	Nil		
<b>Organisational:</b>	Town of Claremont Style Guide		
<b>Review Frequency:</b>	Annual	<b>Next Due:</b>	2021
<b>Version #</b>	<b>Decision:</b>	<b>OCM Date:</b>	<b>Resolution Number:</b>
1.	Adopted	5 October 2010	210/10
2.	Reviewed	10 December 2013	360/13

<b>3.</b>	Reviewed	9 December 2014	203/14
<b>4.</b>	Modified	13 December 2016	206/16
<b>5.</b>	Modified	18 December 2018	228/18