

BRAND AND SIGNAGE POLICY

1. SCOPE

- 1.1 Council advertising, promotional material, electronic material, stationery and web content shall comply with this policy.
- 1.2 All new or replacement Council owned and/or managed signage shall comply with this policy.

2. PURPOSE

- 2.1 To ensure the consistent use of the Waratah-Wynyard Council brand and logo.
- 2.2 To ensure consistency, cost effectiveness and efficiency in the design and construction of all Council owned and/or managed signage.

3. POLICY STATEMENT

- 3.1 All Council advertising, promotional material, electronic material, stationery and web content shall comply with the provisions of the Waratah-Wynyard Brand Guidelines 2017.
- 3.2 The Waratah-Wynyard Council logo shall be used only in accordance with the provisions of the Waratah-Wynyard Brand Guidelines 2017.
- 3.3 The design, structure and placement of all Council signs must comply with the provisions of the Waratah-Wynyard Signage and Design Strategy.
- 3.4 Directors should approve the requirement for signage and ensure consultation is undertaken with key stakeholders prior to ordering.
- 3.5 Council's Signage Strategy and Design Guide should be used to guide the design, installation and management of any new or replacement signage. The strategy will provide a clear process for staff to follow, saving time and avoiding costly mistakes.
- 3.6 The following Council officers, or officer designated by same, should approve final design/s before printing and installation. These are:
 - (a) Manager Tourism and Corporate Communications (brand compliance);
 - (b) Strategic Communications Coordinator;
 - (c) Technical officer and/or Building Surveyor (engineering requirements); and
 - (d) Staff member designated by one of the above.
- 3.7 The Council Officer responsible for developing the signage will update Council's Signage Register immediately after the signage has been installed. Final proofs and quotes will also be electronically stored for future reference.
- 3.8 Signage should always, where possible, be installed on Council owned and/or managed land. Not doing so can create significant issues around gaining approval from other land managers/owners.

LEGISLATIVE REQUIREMENTS:

Chief Executive Officer/General Manager: At the Waratah-Wynyard Council, the title Chief Executive Officer is a term of reference for the General Manager as appointed by Council pursuant to section 61(1) of the Local Government Act 1993; and carries the same meaning for the purposes of the Local Government Act 1993 and all other legislation administered by or concerning the Council.



RELATED DOCUMENTS:

- Signage Strategy and Design Guide
- Waratah Wynyard Brand Guidelines
- Signage Flowchart
- Signage Register
- Communications and Engagement Strategy 2024-2027