

POLICY TITLE: CORPORATE IMAGE
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1. Purpose

The aim of this policy is create a framework that governs how Isaac Regional Council (IRC) is perceived, what it stands for, and how it is visually seen in the community. This includes guidelines around corporate identity, quality control, corporate communications, image management and responsibilities. It includes protecting IRC image and reputation by controlling the official use of the 'corporate identity' design elements.

Consistent and professional applications of IRC branding elements are crucial in maintaining the integrity of the IRC brand, and creating a recognisable visual style.

2. Scope

This policy applies to elected members and staff conducting the following activities:

- Where IRC's identity is required to be displayed to the general public or external stakeholders
- Corporate communications activities conducted on behalf of IRC
- Corporate communications materials produced on behalf of IRC

3. Definitions

Term	Meaning
BMC	The Brand, Media and Communications team which is the in-house custodians of the Corporate Image Policy and the IRC brand.
Brand	The term 'brand' is used in reference to abstract, semi-tangible notions related to an organisation, and not just the logo, or symbol itself.
Copyright	Copyright is a type of legal protection for people who express ideas and information in certain forms (eg writing and visual images). Copyright protects the form or way an idea or information is expressed, not the idea or information itself.
Copyright notice	There is no need to put a copyright notice on a work for it to be protected in Australia under the Copyright Act 1968 – although one may be included as a reminder of the copyright protection.
Corporate communications	Includes (but not limited to) the development and application of IRC's corporate image including internal/external communications, sponsorship, advertising, media relations, events, online communications, stakeholder participation/surveys, corporate stationery, correspondence, publications, PR and marketing materials, communications strategies and associated materials and the development, production and distribution of IRC communication materials.
Corporate image	The reputation IRC seeks to establish for itself in the mind of the community and other important stakeholders, created and reinforced by the IRC's corporate communications.

Term	Meaning
Corporate logos	All IRC logos and trademarks including those representing projects, businesses and facilities.
Corporation	IRC employees (including volunteers, contractors, interns, and part-time/casual employees) and Councillors.
IRC	Isaac Regional Council
Isaac Regional Council logo	IRC's overarching, official logo as per the Visual Style Guide
Logo	The logo is the distillation of an organisation's unique visual identity and style. It is the embodiment of all core brand beliefs, the component that is trademarked
Record	Any document or other source of information compiled, recorded or stored in written form or on film, or by electronic process, or in any other manner or by any other means
SSG	The signage style guide provides specific guidance to IRC staff and external suppliers, such as graphic designers and sign makers, on the use of the IRC visual identity on signage and the IRC standard signage style
Trademark	A trade mark is used to distinguish the goods and services of one trader from those of another. A registered trade mark is legally enforceable
Visual identity	A visual identity is the unique visual language employed by an organisation to identify itself from another
Visual Style Guide	Contains information and guidelines for the correct application of a brand from colour choice, provision of templates, to logo positioning

4. Policy Objectives

The objective is to ensure IRC 'the brand' is represented in a professional, unified, consistent and positive manner. This can be achieved by ensuring:

- The appropriate development and application of IRC's corporate identity
- There is a consistent 'look and visual identity' across all IRC community and business activities, programs, communications, assets and facilities
- All corporate communication undertaken/produced by IRC is of a high standard, consistent, accurate, and represents IRC as a professional and highly regarded local government body

4.1 Roles and Responsibilities

Elected Members and Staff

All elected representatives and staff employed by IRC have a responsibility to ensure that any materials produced on behalf of IRC or any communication activities undertaken whilst representing IRC must comply with this policy, and other related policies, documents, legislation.

Consultation with the Brand Media and Communications (BMC) team at IRC is required prior to undertaking brand management, graphic design, production projects, corporate communications strategies/plans, community consultation, media campaigns, promotions and/or event management.

IRC's Code of Conduct sets a mandatory minimum standard of conduct for all IRC officials including Councillors and IRC staff. It provides guidance to IRC officials and the community on what standards of behaviour apply.

Employees of IRC are ambassadors for the region and for IRC. It is important that staff conduct themselves in a manner that reflects positively on both the region and IRC. The employee handbook provides guidance and information about the Code of Conduct, terms and conditions associated with employment at IRC, organisational values and leadership.

Brand, Media and Communications Team

BMC are the custodians of IRC's Corporate Image policy. To ensure the consistency, accuracy and integrity of corporate communications materials, BMC provides advice, expertise, education and support in relation to:

- Visual identity (Branding, signage, graphic design)
- Development and implementation of communication plans and materials
- Media relations
- Digital communication (website, social media and applications)
- Community participation communication
- Event management (reputational, event and public relations)
- Internal communication management
- Placement and design of advertising

4.2 Managing Corporate Image

Corporate Identity

How IRC is visually seen in the community, usually by way of branding, use of the logo and graphic devices, contributes to IRC's corporate image. A clear and consistent corporate identity enables stakeholders to recognise IRC. The following guidelines aim to ensure the appropriate development and application of IRC's corporate identity.

4.3 Visual Style Guide

The IRC Visual Style Guide (VSG) was adopted by IRC in April 2013. The VSG, which is overseen by the Branding and Graphic Design Officer and Manager of BMC, stipulates guidelines for using the adopted IRC logo, colours and typefaces.

VSG provides specific guidance to both IRC staff and external suppliers, such as graphic designers and printers, in the use of the IRC visual style and brand elements including the logo, graphic devices, and templates.

When the VSG is applied correctly, a clean, consistent and successful visual style will be observed through the application of typography, images, logos and grids. The purpose of this guide is to ensure consistency in the IRC visual identity.

VSG and the approach behind it will also assist IRC departments and officers in the development and use of corporate documents, by streamlining design and decision-making authorisation processes. The VSG is divided into sections describing the visual style and rules on how logos and devices are to be used. Examples are provided to demonstrate how the identity and logo can be used, and just as importantly, how they should not be used.

4.4 Signage Style guide

IRC Signage Style Guide (SSG) provides specific guidance to IRC staff and external suppliers, such as graphic designers and sign makers, on the use of the IRC visual identity on signage and the IRC standard signage style. This includes all visual elements, IRC branding and the application and use of these elements.

The SSG outlines the foundations of a visual style for IRC signs. A diverse range of signs are produced by IRC, and it is important to maintain a strong, professional and consistent visual style throughout all sign applications. When the SSG is applied properly, a consistent and successful visual style will be preserved, a style which provides a distinct visual identity for all IRC signage applications.

4.5 Use of Corporate Logos

Altering the existing artwork of any corporate logo is not permitted. Employees are not permitted to use corporate logos or other trademarks unless approval is granted by BMC. This can be obtained through the manager of BMC. All logos must be used in accordance with their specific branding guidelines. Consistent and professional application of IRC branding elements is crucial in maintaining the integrity of the IRC brand, and creating a recognisable visual style.

External use of Corporate Logos

IRC's corporate logos cannot be reproduced by external parties on any published material or resource without the approval of BMC. This can be obtained through the Branding and Graphic Design Officer. The responsible IRC officer must ensure all terms and conditions are adhered to.

Collaborative Branding

Examples where IRC cooperates with other Councils or external stakeholders to co-brand materials should always be in accordance with the VSG. A proof of the design must be sent through to the Branding and Graphic Design Officer for approval.

IRC Businesses, Facilities, Projects

IRC recognises that a range of IRC businesses, facilities and special communications projects (for example, Sport and Recreation and Wetlands Weekend) have their own logo and branding. To ensure they are clearly identified as associated with IRC, they must incorporate either the IRC colours or font, or incorporate the IRC logo or IRC device.

Development of New Brands, Trademarks and Logos

Approval must be obtained from BMC for the development of additional corporate brands, trademarks or logos. All requests are to be managed through the Branding and Graphic Design officer to ensure they comply with appropriate legislation and industry standards (such as copyright and intellectual property laws) and comply with the VSG.

4.6 Image Management

All IRC images are considered records under the Public Records Act 2002, and are subject to privacy and copyright legislation, must be managed accordingly. Appropriate use of images reflects IRC's professionalism and integrity.

Corporate image library

The BMC team is the custodian of the organisation's electronic Corporate Image Library. All images (photographs/multi-media) representing IRC must be filed according to the Corporate Image Library Protocols, which can be obtained from the BMC team. Images representing (but not limited to) legal matters, contracts or construction projects must be filed in line with the Public Records Act 2002 and IRC's Record Keeping policy.

Consent

IRC staff must ensure that the permission of all subjects is gained when taking/publishing photographs or videos on behalf of IRC, for both external and internal use. Image consent forms are available on IRIS or from BMC and must be filed in line with IRC's Record Keeping policy, by the responsible IRC officer. Staff taking photos at external locations, such as a shopping centre, must obtain permission from the facility manager.

Publication of images

The Privacy Act protects personal information that is held, or collected for inclusion, in a 'record'. A 'record' is defined to include a photograph or other pictorial representation of a person. If an individual's identity is apparent, or can reasonably be ascertained, from a photograph or other image, then the collection, use and disclosure of that image is covered by Privacy Act 2009. This extends to video images as well as still photographs. All staff have a responsibility to abide by this Act.

This legislation applies to old file photographs; if there is no record of consent, they cannot be published.

Use of Brand/Corporate Photos

To protect the integrity of the various IRC brands, specific photos relating to city promotions, IRC businesses, facilities and projects, may only be used with consent from BMC. Photos usually have restrictions around their use / consent provided.

Photographing Corporate Events

To ensure important/high profile corporate events are photographed appropriately, BMC maintains a database of 'preferred suppliers' who can be contracted to take photographs/videos of special occasions (examples include Mayoral ceremonies/celebrations/awareness days). If any IRC employees are photographing/video corporate events, permission must be obtained from all persons being photographed, including ensuring these persons understand what/where these images will be used.

4.7 Corporate Communications

IRC has a responsibility to ensure that accurate and relevant information is disseminated or made available to the public in a timely manner. In addition, clear and consistent branding enables the public to recognise IRC activities, improving awareness of and access to information about policies, programs, services and events. Managing corporate image through a high standard of corporate communications will result in the public having more confidence in the credibility and the authority of information that clearly identifies IRC as its source.

Strategic Planning

It is essential that IRC considers communications as an essential tool to achieve organisational goals. Internal and external communication requirements must be identified when developing or reviewing policy, services and programs, or undertaking projects that will affect the community or stakeholder groups (for example major construction projects, high profile road works). Effective communication can enhance service delivery to the community by managing expectations, enabling identification of issues, and improving overall community interactions with IRC. For example, IRC's credibility can be positively influenced by consistent key messages being delivered to stakeholders in a timely manner.

Corporate Style

Corporate design, style and content must protect the integrity of IRC's corporate brand by delivering professional, accurate and authorised images, design and information. IRC corporate logo/and or device must be shown on all official stationery, publications, electronic and multimedia presentations, publicity display material and signage.

In-house Graphic Design Service

The BMC team provides an in-house graphic design and production service to the organisation. To ensure consistency, adherence to VSG, and value-for-money production of materials, all major corporate communications documents should be managed through this

service. All promotional material that features the IRC logo should be directed through this service.

Corporate Templates

To ensure consistency across IRC, branded templates have been created for word documents, procedure manuals, communication plans, fact sheets, posters, power point presentations, meeting minutes, media invites, public notices, award certificates, meeting agendas, letterheads and memorandums. Templates can be obtained on IRIS through the templates quick link, or by contacting the Branding and Graphic Design officer.

5. Related Council Policies and Documents

- Internal and External Communication Strategy
- Media Policy
- Web Policy
- Social Media Policy
- Advertising Spending Policy
- Visual Style Guide
- Signage Style Guide
- Procurement Policy

6. Related Legislation

- Copyright Act 1968
- Trade Marks Act 1995
- Intellectual Property Laws Amendment Act 2006
- Privacy and Personal Information Protection Act 2009
- Public Records Act 2002
- Government Information (Public Access) Act 2009
- Local Government Act 2009