

STC Seals & Logo

RESPONSIBLE COMMITTEE: P&F

This is a policy/procedure document of Saltash Town Council to be followed by both Council Members and Employees.

Current Document Status

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May 2021	1/2021	AJT	Reapproved – new council
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Document Retention Period

Until superseded

Saltash Town Council

Policy on use of STC Seals & Modern Logo

Context

STC receives a number of requests for use of the STC Seals and Logo, many of which are similar to previous requests. Due to the proper desire to protect the use of the seals and logo, these are all referred to P&F and/or Full Council – a time consuming process. A clear policy of when permission will be given for the use of the logo, without reference to Full Council and exercised via delegated authority to the Town Clerk, would allow for continued protection of the seals whilst saving council meeting time to concentrate on other priorities. A written policy of when permission generally will and will not be given for the use of the seals will also aid the council in maintaining consistency.

Protocol

1. The Town Seals represent the history and dignity of the town and need to be preserved and respected as such, with their use limited to situations that will not devalue them.
2. The Modern Logo represents the modern face and image of Saltash: it can be used more widely, but must still only be used in situations that could not bring the town into disrepute or associate it with inappropriate commercial ventures.
3. Requests to use the Town Seals must be approved by Full Council, with recommendation through P&F where time allows.
4. Requests to use the modern logo will be delegated to the Town Clerk to either:
 - a. approve or decline with reference to 7 below;
 - b. refer to Full Council, via P&F where not urgent.
5. Except in exceptional circumstances, and only then by approval of Full Council, permission to use either the Modern Logo or Seals will not be permitted in a context where it might be seen to be supporting a commercial venture.
6. The Council will generally only be minded to approve the use of the Seals for instances that are:
 - a. Within Saltash;
 - b. Are for Town Council projects or requests that have a strong direct link to the town council – i.e. through funding or ongoing association;
 - c. Are in a permanent stationary place (e.g. not on vehicles, memorabilia, flyers etc.) or, on official Town Council publications;
 - d. Are of a suitably dignified nature;
 - e. Not unacceptable under point 5 above.

7. The use of the Modern Logo should be approved without reference to Full Council only for instances that:
 - a. Are for Town Council projects or have a direct relevant link to the Town Council – i.e. through funding or ongoing association;
 - b. Will not bring the Town or Town Council into disrepute;
 - c. Not unacceptable under point 5 above.