

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.

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Document Retention Period
Until superseded

Saltash Town Council

Policy on use of STC Seals & Modern Logo

All applications to use the Town Seals or Modern Logo should be submitted in writing to the Town Clerk.

This policy provides guidance on when permission will or will not be given for use of the Town Seals or Modern Logo by external organisations.

Background

The need to protect the integrity of the Town Seals requires any organisation wishing to use the seals or Modern Logo to seek permission before using them. The copyright remains with the Town Council at all times.

The Town Seals

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.

The Modern Logo

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.

Permission to use the Town Seals or Modern Logo

The Town Clerk, or in their absence the Assistant Town Clerk, has delegated authority to make decisions on requests to use the Town Seals or Modern Logo. Decisions made under delegated authority will be reported to the next meeting of the Town Council.

Protocol

1. Except in exceptional circumstances, permission to use either the Town Seals or Modern Logo will not be granted where use is not in line with the purposes, policies and values of Saltash Town Council.

2. Approval to use the Town Seals will normally only be granted:
 - a. For use within Saltash;
 - b. 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 1 above.

3. The use of the Modern Logo should be approved 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 1 above.