

2. USE OF COUNCIL LOGOS BY ELECTED MEMBERS AND INDIVIDUALS

Officer responsible Council Secretary	Author Grant McSherry, DDI 371-1998
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The purpose of this report is to seek clarification from the Council regarding the usage by elected members, candidates and political associations of logos associated with the Christchurch City Council.

BACKGROUND

A new corporate visual identity (logo) for the Christchurch City Council was confirmed by the Council on 28 August 1999. This corporate logo consists of a circular graphic and type reading 'City Council. Your people. Your City'. (shown below). Approved variations of this logo consisting of different lines of type also belong to and are in current use by the Christchurch City Council.



This logo was implemented as a solution toward better communicating the Council's service delivery activities to the citizens of Christchurch and was specifically designed to belong to the Council as an organisation. At the time the new logo was adopted the Council agreed that the city's image should remain that of "The Garden City". Accordingly the existing square 'garden city' logo remains in use for Christchurch, The Garden City, as a place.

Businesses and organisations are able to continue to use the square 'garden city' logo (shown below) to promote their place in our city. The round Council corporate logo, however, remains the symbol of the Council and has not been made available for use by bodies outside of the organisation. The corporate logo has been made copyright to preserve the Council's identity in line with the objective of better communicating the Council's service delivery activities to the citizens of Christchurch.



LOGO/CREST USE BY INDIVIDUALS

It is timely to clarify which logos should be available to elected members, candidates and political associations to use before, during and after election campaigning.

The square 'garden city' logo (above) has always been available to candidates for use during campaigning.

Use of the Council crest (shown below) would remain limited to gaining approval from the Legal Services Manager as is the case at present.



Options for ongoing logo/crest use by elected members, candidates and political associations would be:

1. That the Christchurch garden city logo remains available to anyone who wishes to use it, but that the new, Council corporate logo not be made available to any group or individual, except the Council as a whole under the terms of its copyright, and that the use of the Council Crest continue to require the prior approval of the Legal Services Manager.
2. That no logos, which in any way are or have been associated with the Council be made available for use by individual Councillors or groups of Councillors representing themselves or causes that are not necessarily endorsed by the full Council, and that use of the Council Crest continue to require the prior approval of the Legal Services Manager.

Note: It is not proposed that consideration be given to allowing individual Councillors or groups of Councillors representing themselves or causes that are not necessarily endorsed by the full Council to use the Council logo.

PRECEDENTS

Dunedin City Council

Dunedin's logo is used only for the administrative side of the organisation, when the Council is acting as an entire Council. Use by elected members acting individually is not possible.

Auckland City Council

Auckland has two versions of the Council logo, one is modified to clearly signal that the communication is from Councillors or Community Board members.

Wellington City Council

Wellington has a Wellington logo, 'Absolutely Positively Wellington' and a Council version of the Wellington logo. The application form for the Wellington logo states that the logo cannot be used for political purposes. Political groups or members acting individually cannot use the Council logo.

Hamilton City Council

Like Christchurch, Hamilton has a crest, a 'place' logo – 'Hamilton, more than you expect' and the City Council logo. While elected members can use the crest and the place logo, the City Council logo is not available for individual use by elected members.

Christchurch City Council

The Christchurch 'garden city' logo was available for use by elected members and other candidates in the lead-up to the 1998 elections. The crest has not been available for general use and the organisation's logo was not in existence in previous elections.

The City Manager comments:

It is proposed that the circular corporate logo be strictly reserved for use by the Council as a corporate organisation. This would include use by elected members **after election** for Council business, but would exclude any use which could reasonably be construed as campaigning for election.

Recommendation: That the Council adopt option 1 above, ie:

1. That the square Christchurch garden city logo remain available to anyone who wishes to use it, but that the new, Council corporate logo not be made available to any group or individual, except the Council as a whole under the terms of its copyright. This would exclude its use by elected members in any context which could reasonably be construed as campaigning for elections.
2. That the use of the Council Crest continue to require the prior approval of the Legal Services Manager.