

Brand Management Policy

Date Adopted: 15 April 2025

Version: 1.0

Policy Objectives

The objectives of this policy are to:

- protect and enhance Maitland City Council's brand (referred to as Brand Maitland), image and reputation.
- minimise risk from misuse of the Brand Maitland.
- ensure Brand Maitland is promoted in a clear, positive, correct and consistent manner.
- provide frameworks for brand and visual identity use, enhancement, growth and development.
- help staff and third parties maintain a consistent, high quality visual brand identity.

This policy must be read in conjunction with the [Brand Maitland Guidelines](#).

Policy Scope

This policy applies to all branding across Maitland City Council, its staff, elected Council and third parties who use Council's brand including:

- all council brands and sub-brands.
- branding guidelines.
- logo and any visual identity usage.
- photography and videography.
- all marketing, promotional activities, advertising and collateral representing Council, its services, events or facilities.
- sponsorship of events, projects or operations.

Policy Statement

Brand Maitland is a valuable asset, used to:

- represent ownership or interest.
- communicate the Council's positioning and reputation.

Council staff, elected staff and third party providers are required to comply with this Policy, the Brand Maitland Guidelines, templates, Language and Writing Style Guide, Social Media and Media Policies.

The Brand Maitland Guidelines are the official register, source of reference and approved application of the Brand Maitland, sub brand and visual identity elements.

Use of the Maitland City Council's name (written and/or verbal) must comply with the Language and Writing Style Guide.

Staff must not progress, develop or use New Identifiers except in accordance with this Policy.

1. Application and use of Council's brand

Brand Maitland must be used (when appropriate) to promote and assist the community in identifying the breadth of services and activities provided by Council.

All staff and elected Council, when using a Brand Maitland logo and any other branding elements, must comply with the [Brand Maitland Guidelines](#) and have a general authorisation to use brand in this way. Staff, councillors and third parties can request the logo and seek approval of use via marketing@maitland.nsw.gov.au.

2. Roles and responsibilities

Council has the role of considering and endorsing a brand and in setting the parameters for the application. The Brand & Marketing team is responsible for the management of Brand Maitland in line with this Policy and [Brand Maitland Guidelines](#).

The Brand & Marketing team:

- provide advice, clarification and confirmation about any proposed internal and external use.
- ensure alignment of the brand with the Council's strategic direction and values.
- are the custodians and responsible for ensuring compliance with brand guidelines.
- approve use of the logo and brand materials.
- review and recommend changes or enhancements of the brand to the Manager Communication, Engagement & Marketing for final approval.
- takes action to rectify breaches of policy or address disputes.

ROLE/PERSONS	RESPONSIBILITIES
General Manager	To lead workers in their understanding of, and compliance with, this Policy and the Brand Maitland Guidelines .
Executive Managers/Directors	To communicate, implement and comply with this Policy and the Brand Maitland Guidelines . Encourage all team members to be using the brand in accordance with this Policy.
Managers	To implement this Policy and the Brand Maitland Guidelines .

Staff and elected Council	To comply with this Policy and the Brand Maitland Guidelines .
Manager Communication, Engagement & Marketing	Ensure alignment of the brand with the Council's strategic direction and values. Ensure processes are developed and implemented in support of this Policy, are aligned with this Policy at all times, and are regularly reviewed and revised in a manner that facilitates their continuous improvement. Approve the processes and guidelines for the use and protection of the Councils brand, name and reputation.

3. Approval of use

The Brand & Marketing team will review all requests for approval in a reasonable timeframe, having regard for production timelines and market imperatives as outlined in the Marketing, Communications and Design Core Service Matrix.

All staff and the elected Council must comply with the [Brand Maitland Guidelines](#) by:

- a. using only approved brand marks and brand elements such as logos, icons, emblems, colours, patterns and typefaces.
- b. following the style templates and guidelines for Microsoft Word documents, letterhead, business cards, Microsoft PowerPoint displays, charts, tables, icons, patterns, signage, photographs, devices, emblems, advertising and other forms of communication.
- c. not using third party design software to create collateral for internal and external use.

Any engagement of external contractors for the following types of projects must be done in consultation with the Brand & Marketing team:

- photography and/or videography.
- graphic design, marketing campaign, advertising or social media agency.
- communications and public relations.
- website development.

4. Ensuring brand consistency

Development of a sub brand, visual identity or using alternate or co-branding

The development of a New Identifier or sub brand as part of Brand Maitland or to use alternate branding or co-branding must be discussed with the Brand & Marketing team. Requests will be reviewed by the Brand & Marketing team and a recommendation submitted to the Manager Communications, Engagement & Marketing for consideration.

Brand Review Process

- Ad hoc brand audits shall be conducted by the Brand & Marketing team to assess perception of the brand and make necessary adjustments to stop any further damage to the brand via incorrect use, restoring trust and credibility in the brand.
- An audit of the brand shall be conducted every five years to evaluate the effectiveness of the brand, the [Brand Maitland Guidelines](#) and Policy.
- The audit should consider feedback from key internal stakeholders, Councillors, residents and organisations and should identify any areas for improvement. The audit must include a digital audit.

Training

- An overview of the brand and importance of using the branded templates correctly will be provided to all staff as part of their staff induction.
- The [Brand Maitland Guidelines](#) provide education around the proper use of the brand, brand elements and templates. The Brand & Marketing team are available to further educate and provide assistance regarding the use of Brand Maitland.

5. Internal use of the brand

Staff do not need approval to use the Brand Maitland brand marks and elements on the following items, provided they comply with the Brand Maitland Guidelines and templates:

- Material used to support and/or promote presentations they make as a staff member, relevant to their work and position.
- Administrative information intended for staff, e.g. memos, letters, notices.
- Corporate reports, submissions or other corporate documents using approved templates.
- Impermanent/temporary signage in controlled areas and internal spaces.
- Where a department must use a third party system to generate visual materials (e.g. library notices, policies, intranet), every effort must be made to ensure compliance with the [Brand Maitland Guidelines](#).
- Requests for Adobe Creative Cloud licence will be approved by the Manager Communications, Engagement & Marketing via the IT Services Portal.

Staff are encouraged to seek advice from the Brand & Marketing team if they are unsure of any use.

6. Unauthorised use of logo and brand

The Manager Communication, Engagement & Marketing will initiate investigations into alleged breaches of this Policy and [Brand Maitland Guidelines](#). Any breaches will be referred to the General Manager for appropriate action.

- The inappropriate or unauthorised use of Brand Maitland may result in legal or other action to enforce Council's ownership and rights in relation to its brand.

- The Manager Communications, Engagement & Marketing may directly remove any inappropriate or unacceptable content or usage of the brand from any of Councils digital publishing channels.
- The Manager Communication, Engagement & Marketing may direct the taking of any necessary correctional steps, including but not limited to the surrender for destruction of non-compliant materials or products.

Policy Definitions

Brand	A brand is a name, term, design, symbol or any other feature that identifies as a product, service or organisation. Any reference to brand within this policy covers all brands across maitland city council excluding maitland regional art gallery.
Brand Maitland Guidelines	Latest version of the Brand Maitland Guidelines as published by the Maitland City Council's Brand & Marketing team here .
Logo	A logo is a name, symbol, or trademark designed for easy and clear recognition.
New Identifiers	Visual identity that has not been approved under this policy.
Staff	All employees and councillors of the Maitland City Council.
Sub brand	A sub brand is a product or service that has a persona and brand values that separate it from the parent brand (ie Maitland Regional Art Gallery).
Third Parties	Non Maitland City Council entities. Any reference to Third Parties within this policy and procedure includes contractors and consultants performing work for Maitland City Council.
Visual elements	Visual elements are the building blocks of art and design and can be a line, shape, colour, value, form, texture, pattern and space. The visual elements are listed in the Brand Maitland Guidelines.

Policy Administration

Business group:	People & Performance
Responsible officer:	Coordinator Brand & Marketing
Council reference:	Ordinary Council Meeting, 15 April 2025
Policy review date:	Three (3) years from date of adoption
File number:	139/95
Relevant legislation:	Copyright Act, 1968.
Related policies/ procedures/ protocols:	Brand Maitland Guidelines

Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	15 April 2025	New policy adopted