



Wallingford Town Council

USE OF THE TOWN COUNCIL LOGO

Approval and Review	
Adopted on	
Next Review October 2029	or before if the policy becomes unworkable or following changes to the law.

Version History		
Date	Version	Changes
14 August 2024	1.0	Draft created

1. Purpose

The purpose of this policy is to offer clear guidance and guidelines as to when and how the Wallingford Council logo should be used externally.

- 1.1 Officers have delegation to manage all requests through to granting or refusal. An appeal against the decision may be made by written request to the Town Clerk. The decision of the Town Clerk shall be final.
- 1.2 Groups granted permission must sign to confirm that they will abide by the style guide provided with the digital file of the logo. Failure to comply with those guidelines may result in permission being withdrawn.
- 1.3 Permission will not generally be reviewed but the Council reserves the right to review any permission at any time.
- 1.4 All groups holding permission will receive written notification if requirements of use or permission is to be amended or retracted at any point. 3 months' notice will be provided.

2. Usage externally

- 2.1 The use of the Town Council's logo may be used where appropriate to indicate that it is a Council project,
- 2.2 Permission needs to be agreed by Full Council if the community group or organisation who wishes to use the Town Council for event promotion requires

decision from the Town Council. Such a request is usually if a grant has been awarded by the Town Council to support the event or activity.

2.3 The Council will consider a request to use the Town Council for the purposes of promoting events. The Town Council logo must not be used for any other purposes by community groups or organisations.

2.4 The Town Council reserves the right to request that a community group removes the logo if used without written permission or inappropriately.

2.5 Ideally the flyer or poster containing the Town Council logo should be sent to the Clerk for information and sign off.

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