Organisational policy	
Sunshine Coast Council Brand Policy	
Corporate Plan reference	4. Service Excellence
Endorsed by Chief Executive Officer	
Manager responsible for policy	Manager Communication, Office of the Mayor and CEO

Introduction

The Sunshine Coast Council brand represents the image and aspirations of our organisation. It is the cornerstone of all communication actions.

While the focus of a brand is usually a symbol or logo, a brand is much more. A comprehensive brand is the framework for communicating and presenting information about our organisation distinctively, logically, and clearly.

Used consistently, our brand can effectively communicate the vision and personality of council.

Establishing and maintaining a strong brand helps an organisation manage its business reputation. Developing meaningful relationships with our community and stakeholders, and upholding them, in turn develops brand loyalty. Our brand gives the community an indication of council's standards of quality, professionalism and leadership. It is also a flagship for organisational pride and morale.

Used consistently, both in the way we do business (what each individual staff member says and does in their day to day business) and the way we showcase our business (our communication/marketing tools and activities) council's brand can effectively communicate council's vision *to be Australia's most sustainable region – healthy, smart, creative.*

Living council's brand also has the potential to positively impact on the culture of the organisation and the relationship council desires with its community—both now and into the future.

By establishing and maintaining a strong brand we develop:

- A positive, professional and unified council

- A reputation that is respected and in which both the organisation and the community have pride

- A consistent demonstration of council as an organisation with a common vision for both itself and its community

- Appropriate recognition of all council's activities, projects and services

- An enhanced position of council as a desirable workplace

- Recognition of council within local, regional and global communities as the governing body of an area in which it is desirable to invest.

Policy purpose

The Branding Policy purpose is to articulate council's brand and set the framework within which the brand is to be applied and used.

This policy is to be read in conjunction with the *Sunshine Coast Council Brand Identity Guidelines*.

Policy outcome

The anticipated outcomes of the implementation of this policy are to:

- ensure the brand reflects the core values of Sunshine Coast Council
- manage the reputation and protect the corporate identity of the Sunshine Coast Council
- achieve the desired brand positioning
- ensure consistent application of the corporate brand, sub-brands, and brand elements and to manage any proposed new sub-brands
- develop a strong, respected identity and brand for the Sunshine Coast Council.

Policy scope

The policy governs the Sunshine Coast Council brand in its entirety, including:

- all council brands
- sub-brands (including proposed new sub-brands and 'look and feel' concepts)
- branding guidelines
- logo usage
- advertising
- publications
- style guide specifications
- sponsorship of events, projects or operations
- corporate wardrobe
- stationery
- vehicle identification
- websites
- signage
- communication tools generally
- use of council brand on council materials.

The policy sets a standard for the brand which includes very strict criteria around the development of any sub-brands and the retention or review of current sub-brands.

Policy statement

Council has endorsed a brand to represent the identity of the Sunshine Coast Council. The brand will be used to promote the development of a strong identity for the Sunshine Coast Council.

Maintaining quality control and design consistency in everything we do will reflect our commitment to our corporate image and reputation. Consistent application of the brand, as detailed in the *Brand Identity Guidelines*, will help ensure council benefits from a unified and consistent visual brand while minimising risk from misuse of the brand.

Use of the council brand is limited to that outlined in this policy.

Guiding principles

The key principles that guide the application of this policy are:

- alignment with the corporate vision and values
- alignment with the brand identity as endorsed by council
- consistency of use and application of the brand.

Sunshine Coast Council Brand

Council's brand

Council's brand is detailed in the Brand Identity Guidelines and includes details of its registration as a trademark.

Brand Identity Guidelines

A Brand Identity Guidelines details the use and application of council's brand, sub brands and logo.

The Brand Identity Guidelines:

- endorse a strong identity and brand for the Sunshine Coast Regional Council
- refer to the detailed standards that define appropriate and professional usage
- ensure council benefits from a unified and consistent visual brand
- minimise reputation risk from the misuse of the brand or inappropriate development of sub-brands
- maintain quality control and design consistency in everything council does and reflects the organisation's commitment to council's corporate image and reputation.

The *Brand Identity Snapshot* is a brief summary of council's *Brand Identity Guidelines* and can be referred to for basic logo use.

Application of council's brand

The brand, in its entirety, is to be applied to all communication actions initiated by council staff and councillors as detailed in the Brand Identity Guidelines.

Use of council's brand

The use of council's brand is governed by detailed standards as set out in the *Brand Identity Guidelines*.

Logo usage

Logo standards are incorporated into the *Brand Identity Guidelines* to guide the use and application of council's logos and sub brands.

Legal implications

Council's current logo depicts the words 'Sunshine Coast Council' however the registered legal business name of the organisation is the Sunshine Coast Regional Council.

Roles and responsibilities

Council has the role of considering and endorsing a brand for council and in setting the parameters for the application of its brand.

The Communication Branch, in the Office of the Mayor and CEO, is responsible for the management of council's brand in line with the Brand Policy and Brand Identity Guidelines. The Communication Branch also provides advice, clarification and confirmation about any proposed use.

All staff and councillors are required to refer to the *Brand Policy* and *Brand Identity Guidelines* before use of the Sunshine Coast Council logo and brand; and to complete council's *logo request form* (available on council's intranet).

Measurement of success

- Internal—ease of internal accessibility to brand manual and information
- External—broad recognition of the Sunshine Coast Regional Council brand measured through internal feedback and externally through biennial surveys

Definitions

Brand	A brand is the combination of a name, sign, symbol, slogan, action or anything that is used to identify and distinguish a specific product, service, or business.
Brand identity	A product identity, or brand image are the attributes one associates with a brand - how the brand owner wants the consumer to perceive the brand, and by extension, the branded company, organisation, product or service. The brand owner will seek to bridge the gap between the brand image and the brand identity.
Brand architecture	The hierarchy of brands within an organisation. The architecture should define the different leagues of branding within the organisation; how the corporate brand and sub-brands relate to and support each other; and how the sub-brands reflect or reinforce the core purpose of the corporate brand to which they belong.
Brand positioning	Positioning is the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organisation. A well-positioned brand is distinctive and holds a long-term opinion in the minds of its consumers.

Brand recognition	A brand that is widely known in the marketplace acquires brand recognition.
Logo	A logotype, commonly known as a logo, is the graphic element of a trademark or brand that is set in a special typeface/font, or arranged in a particular, but legible, way. The shape, colour, typeface, etc should be distinctly different from others in a similar market. The logo of a business should be a symbol or have a special meaning that defines a business. The logo is also seen as a shortcut to the brand.
Sub brand	A sub brand is a product or service that has a persona and brand values that separate it from the parent brand (e.g. Sunshine Coast Airport).
Trademark	A symbol, word, or words legally registered or established by use as representing a company or product.

Related policies and legislation

- *Brand Identity Guidelines*
- *Brand Identity Snapshot*
- *Sponsorship Policy*

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Create new	Y	Claudia Di Blasi (Author - Manager, Corporate Communication)	20/5/10
1.1	Review	Y	Jac Burrage (Peer review – external marketing consultant)	23/6/10
1.2	Review	Y	Adriane Seaborn (Peer review – internal Corporate Communication Branch officer)	30/6/10
1.3	Review	Y	Megan Zatorski (Policy review - Governance Branch)	7/7/10
1.4	Review	N	Richard O'Leary	November 2010
1.5	Agreement by ELT	N	ELT	16/12/10
1.6	Review	Y	Belinda Warren	06/11/2018