

DETAILS

Council Admin

Effective from:	02 May 2019	
Contact officer:	Manager Corporate Communication	
Next review date:	May 2021	
File reference:	LG473/312/05	
iSpot #	This policy	23742878
	Value Proposition	41968406

OBJECTIVES AND MEASURES

Objectives	<ul style="list-style-type: none"> ensure the consistent use of the Council of the City of Gold Coast (Council) brand and logo ensure consistency, cost effectiveness, and efficiency in the design and structure of Council signs and plaques ensure that signage compliments the character and visual amenity of the area as well as facilitating a visual information need
Performance Measures	<ul style="list-style-type: none"> signage development is only undertaken by the Creative Arts department of Corporate Communication or those trained in use of the Brand Guide % of complaints received about signage not fit for purpose
Risk	Low

POLICY STATEMENT

All Council advertising, promotional material, electronic material, stationery and web content containing City of Gold Coast branding shall comply with the provisions of the City of Gold Coast Brand Guide.

The City of Gold Coast logo shall be used only in accordance with the provisions of the Brand Guide.

The design, structure and placement of all Council signs and plaques must comply with the provisions of the [City of Gold Coast Signage Masterplan](#) (available on request to Corporate Communication Branch).

The written format of the dedication message must comply with the Parks Usage Policy: Naming of Parks and Community Facilities.

SCOPE

Council advertising, promotional material, electronic material, stationery and web content shall comply with this policy. All Council signs shall comply with this policy. The policy applies to:

- utility and signature signs
- signage packages
- permanent and temporary signs
- indoor and outdoor signs
- new and retrofit signs
- plaques.

This policy does not apply to Councillor stationery.

DEFINITIONS

Council – Council of the City of Gold Coast.

Permanent signs – include signs, posters and directories that are in place for more than four weeks.

Plaques – includes a sign or plaque relating to the opening of an asset.

Signature signs - include:

- corporate identification signs
- building livery
- corporate precinct signs
- city assets.

Signage packages - include all other Council related signage, such as signs for:

- parks, recreation and conservation areas
- beaches and waterways
- suburbs.

Temporary signs - are those that are in place for less than four weeks.

Utility class signs - include:

- alert signs
- prohibition signs
- information signs
- project promotional signs
- workplace health and safety signs.

(Please note this is not a complete list of Council signs. This policy applies to all signs).

RELATED POLICIES AND DELEGATIONS

Parks Usage Policy- Naming of Parks and Community Facilities Policy and Guidelines.

LEGISLATION

Not applicable

SUPPORTING DOCUMENTS

[City of Gold Coast Signage Masterplan](#)

Gold Coast Brand Guide

RESPONSIBILITIES

Sponsor	Chief Operating Officer
Owner	Executive Coordinator Corporate Communication

VERSION CONTROL

Document	Date	Approved	Amendment
23742878 v6	02.05.19	COO #73428325	Minor changes
23742878 v5	15.03.17	COO #60926674	Minor changes
23742878 v4	12.12.14	GA.14.1209.018 / G14.1212.014	Amendment to include plaques in parks
23742878 v3	23.05.13	GA13.0523.006/G13.0528.027	2013 Rebranding Project
23742878 v2	10.07.09	iSpot #26269727	Minor changes, reviewed performance measures
23742878 v1	11.12.06	CD06.1204.002/G06.1211.016	Original policy