

## **Document 6.9**

# **USE OF COUNCIL LOGOS POLICY**

**Adopted 27 March 2017**

**Review by March 2019**

**1. INTRODUCTION**

1.1 The Council has historically used a variety of logo to promote its various services. These range from stationary specific to Hertford Castle to the formal headed notepaper used for Town Council correspondence. This policy provides firm guidance for the future use of these various logos.

**2. LOGOS - TYPES AND USES**

2.1 Town Crest



HERTFORD TOWN COUNCIL

The Hertford Town Council Crest is the official logo recognised by the public and the local authorities and is appropriate for use on all advertising material, promotional publications, and official stationery, including that of the Town and Tourist Information Centre. To further identify the crest as the official logo of the Town Council, the words 'Hertford Town Council' have been incorporated in an appropriate font, beneath the crest.

2.2 Hertford Castle Corporate/Wedding Stationery



HERTFORD CASTLE

The Hertford Town Council Corporate Crest was created to provide attractive an attractive marketing tool for the Castle as a wedding/corporate/private hire venue. It is to be used on all such stationery and in advertisements. This logo should not be used for any other purpose.

2.3 Mayor's Stationery



## MAYOR'S PARLOUR

The Mayor is often called upon to write to organisations and individuals in his/her role as 'first citizen' of Hertford, rather than in an official Town Council capacity. It is therefore appropriate that there is a specific logo to represent the Mayoralty. This logo should not be used for any other purpose.

3. **EVENT LOGOS**

Larger events such as Rock at the Castle and the Food and Drink Festival use individually designed logos, (which must be pre-approved by the Committee Chairman) All posters and advertising literature incorporates the Town Crest as in 2.1 above.