



Brand Policy

Policy Number	22/01/2025/CO
Policy Category	Communications – Office of the Chief Executive Officer
Responsibility	Chief Executive Officer
Date to Take Effect	17 December 2025
Legislative Reference	Section 175 of the Local Government Act 2019
Policy Reference	Delegation Manual, Acceptable Network Use & Media Release Statement, External Media Consent Form, Brand Guidelines
Next Review Due	1 year
CEO Adoption	

1. Purpose

- 1.1. This policy deals with the protocols governing the use of tangible (physical / visual) elements that make up the East Arnhem Regional Council's (EARC) Brand.
- 1.2. The objective of this policy is to assist EARC employees in the implementation of EARC's branding to help achieve a consistent, professional and unified identity in all printed, electronic and intangible material.

It aims to give clear guidance to EARC employees on:

- The use of the EARC logo and branding on all printed and electronic materials, such as leaflets, posters, signage, presentations, EARC stationary, reports, advertisements, newsletters and corporate templates / document suites.
- The use of images, both photographic and pictorial.
- The use of colour.

2. Background

- 2.1. The EARC, formally East Arnhem Shire Council (EASC), brand was first developed upon creation of the Council in 2008. A Shire Council Logo Competition was held to ask local East Arnhem people to design the new Council's logo.

Miss Sheridith Manggurra of Groote Eylandt with the help of her grandmother, Ms Rosalind Lalara designed the winning logo design. The concept of the logo was then developed further along with additional branding elements by a Darwin based Graphic Design company.

In 2011, EARC sought to redefine the brand from a very corporate / seed company based brand, to a community based brand linked to the Vision/Mission of EARC with more functional corporate elements to allow for easy implementation. In 2025, EARC





Brand Policy

updated its brand identity to ensure it reflects a modern, contemporary style while remaining aligned with the Council's Vision/Mission and complying with accessibility standards.

EARC has one approved logo, which can be applied in a variety of formats and has been developed in colour (primary), grayscale, and monotone to cater for all EARC applications. EARC's branding also consists of Secondary Elements such as the turtle, swirls, blobs, and wave. EARC has a versatile colour palette which caters for all functions of EARC operations. Employees and Elected Members are encouraged to incorporate the use of EARC Branding in operations.

3. Application

3.1. Referencing Our Name

3.1.1. For all purposes the organisations official name is East Arnhem Regional Council. You may refer to East Arnhem Regional Council in the following ways:

- East Arnhem Regional Council.
- EARC, only after referred to as East Arnhem Regional Council (EARC) in previous text in the publication.
- The Council, only after referred to as East Arnhem Regional Council (EARC) in previous text of the publication.

3.1.2. When referring to East Arnhem Regional Council services, you must firstly acknowledge the Council, and then you may proceed to only acknowledge the service in text. For example: "The East Arnhem Regional Council – Active Communities & Youth Services deliver programs to a range of participants in all communities of East Arnhem Land. The Active Communities & Youth Services will be running programs..."

3.2. Logo

3.2.1. The logo must not be modified or altered in any way. It is not acceptable to develop alternative versions of the logo or attempt to recreate the logo. Only use the official, authorised version, which can be found on MagiQ or the EARC website.

3.2.2. As per the EARC Delegation Manual – Public Relations, the Chief Executive Officer must approve the use of the Logo and Name by external organisations (for example, sponsors, partners etc).

3.3. Logo Lockups

3.3.1. Logo Lockups for **EARC Services** can be provided on request. Only approved logo lockups can be used and must not be modified or altered in any way.

3.3.2. Logo lockups for **EARC Local Authorities** can be provided on request. These must be approved at a Local Authority Meeting by members. Only approved logo lockups can be used and must not be modified or altered in any way.





Brand Policy

3.4. Brand Elements

3.4.1. Brand elements can be used in design applications to assist in the brand identity of EARC. These include the turtle, swirls, blobs, and wave. Refer to the Branding Guidelines for elements and correct use.

3.5. Typefaces

3.5.1. The EARC typefaces and use are listed in the table below. Refer to the Branding Guidelines for details.

Typeface	Use
Complete In Him	Logo
Helvetica Neue	Print
Arial	Digital and print applications ie. Microsoft Office (when Helvetica Neue is not available).
Gloria Hallelujah	Decorative typeface for use in headings if required.

3.6. Colour Palette

3.6.1. The brand colour palette is defined in the Brand Guidelines and consists of two categories: primary and secondary colours. The primary palette represents the core colours of the EARC brand and should be used as the standard for brand identification. The secondary palette provides additional colours that may be used alongside the primary palette or independently where appropriate.

3.6.2. Due to the large range of services delivered by EARC, complete 'ownership' of colour palettes will not be given to services. However, to help with consistency and recognition across EARC, some services may opt to use the brand to create minor differentiation.

3.7. Other EARC Logos

3.7.1. Occasionally EARC projects and initiatives will be assigned their own logo, to help instantly identify information and details. As per the East Arnhem Regional Council Delegation Manual – Public Relations, only the Chief Executive Officer can approve the development of any East Arnhem Regional Council sub branding elements and logos for services, programs and subsidiaries. Logos must always be used alongside the EARC logo; they will not replace the EARC logo or branding.

3.8. Partner Logos

3.8.1. As per the EARC Delegation Manual – Public Relations, only the Chief Executive Officer may approve the use of any external logos displayed in EARC publications. The following guidelines should be adopted when asked to include





Brand Policy

another organisation logo on any EARC document, literature, publication or branding:

- The EARC logo must be used in its correct size and position (refer to the Brand Guidelines).
- If a second logo is added, the EARC logo must retain position in the top left if appropriate.
- Additional logos must not be larger in size than the EARC logo.
- If there are multiple logos to be included, consider writing the names of the organisation in a list format instead.

3.9. Images, illustrations and photography

3.9.1. Photography and imagery are powerful, emotive, and memorable tools that express our values. Use of images, illustrations, and photography is an important communication element within East Arnhem land as many of our constituents speak multiple languages.

3.9.2. EARC's mission is '**Dedicated to promoting the power of people, protection of community and respect for cultural diversity**'. Images, illustration and photography must echo this, not only showing people in a positive light, but also showing the real picture of our communities and reflecting the values of EARC.

3.9.3. Images, illustrations, and photographs must try to reflect the diverse nature of EARC, both in terms of people who work for us, who use our services, the services that we offer, and the wide population. They should represent real people, services, and situations and be sourced within our own services where possible.

3.9.4. EARC will never use gimmicky, corporate images that are not source from our own services or reflective of our workforce or operations.

3.9.5. Well drawn/ designed imagery and illustrations can enhance publications if they are of high quality. Clipart and word art must not be used, as they do not create a professional image and often use business or lifestyle clichés

3.9.6. Images and illustrations must be easy to understand by the target audience, they can be modern and stylised so long as they remain clear and enhance the overall design. 'Funny' images and illustrations should be avoided. Humour is very subjective and funny imagery runs the risk of being disrespectful.

3.9.7. Photographs must be good quality, respectful and serve a clear purpose. EARC will not use photographs or corporate images that are not sourced from our own services or reflective of our workforce, not connected to EARC or operations. It is very important that issues of consent are addressed while taking and using photographs of people. Written consent must be obtained for through an External Media Consent Form for use by EARC. Before a photograph is taken a clear explanation of where the photo may be used must be given. No-one should be pressured to be in a photograph; it is entirely the choice of the individual.





3.9.8. Employees do not need to separately provide consent for the use of photographs, as consent is covered in the Acceptable Network Use & Media Release Statement upon recruitment. Employees may however, wish to request that their photo is not used within this form. For cultural purposes, photographs must not be knowingly used of people who have since past. Similarly, once EARC has become aware that a person within a photo has passed; reasonable steps will be taken to remove and permanently archive images and/or place warnings on publications that for legislative reasons cannot be amended.

3.10. Language

3.10.1. All EARC material must be written in plain English. EARC serves a wide range of people in East Arnhem Land of whom; English will often be the second, third or even fourth language. EARC will factor in use of appropriately identified Regional Languages in physical branding elements and in the development of publications.

3.11. Templates

3.11.1. A number of EARC templates have been produced, with the branding pre-applied. These templates are available in MagiQ. They must not be modified or altered without prior consent. Templates must not be provided to anyone outside EARC without prior consent from the Chief Executive Officer. The following templates are made available:

- Letterhead – with address
- Document – without address
- Manual
- Standard Operating Procedure (SOP)
- Policy
- Procedure

3.12. Specific Materials

3.12.1. Over time and as identified, specific material will be developed to allow easy implementation of EARC Branding and increase functionality within programs and workforce. Examples of this are email signature blocks, job advert templates, website, posters, business cards, with compliments slips, publications, newsletter templates, and information flyers etc. As these are developed, templates/artwork will be made available in MagiQ. They must not be modified or altered.

4. Authorisations

4.1. Refer to the EARC Delegation Manual – Public Relations for approved Branding delegation.

5. Variation to this policy

5.1. This policy may be varied from time to time at the discretion of the Chief Executive Officer and/or Council.

5.2. The Branding Policy will be reviewed once every 12 months.





Brand Policy

Version Control

Version	Decision Number	Adoption Date
22/00/2012/CO	Res 097/2012	25 July 2012
22/01/2020/CO	MOC 2025/196	17 December 2025

