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COMMUNITY LOGO USE POLICY

Policy Reference Number: 036

Author: Town Clerk

Responsibility: Arts, Culture & Tourism Committee

Grade: Three - Low - five year review

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Version Control:

Version	Date	Author	Rationale/Detail
0.1	26/7/2022	Town Clerk	

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1. OUTLINE

- 1.1 The purpose of this policy is to provide guidelines for a community use version of the logo designed for the town boundary signs in accordance with a resolution of the Art Culture and Tourism Committee on 3rd May 2022:

To create a community use version of the Town Sign image with synergy with the original logo and a policy to provide the framework for use.

2. PURPOSE

- 2.1 Any not-for-profit community group in Shepton Mallet who wishes to use the logo may do so through application to the Town Council.
- 2.2 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.
- 2.3 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 Failure to comply with those guidelines may result in permission being withdrawn.

- 2.4 Permission will not generally be reviewed but the Council reserves the right to review any permission at any time.
- 2.5 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.

3. REVIEW

- 3.1 This policy will be reviewed in line with the Policy Management Policy and in the timescales identified at the top of this document. Responsibility will rest with the Arts, Culture and Tourism Committee. The Policy and Resources Committee and Full Council reserve the right to review at any time during the interim period.

4. USAGE GUIDE

- 4.1 This policy must be read in conjunction with the usage guide.

5. AGREEMENT

- 5.1 I confirm that the Community Group will abide by the policy above and the usage guide provided with the logo and that I have authorisation from the Community Group to enter into this agreement with Shepton Mallet Town Council.

Signed _____ Date _____

On behalf of _____

- 5.2 Shepton Mallet Town Council confirms that it will provide the community group with the logo and usage guide and abide by the policy above. Any future versions of the policy will be provided to this community group and confirmation of acceptance of any amended terms sought.

Signed by the Town Clerk, 4th August 2022



On behalf of Shepton Mallet Town Council