

POLICY ON USE OF LOCAL GOVERNMENT PROCUREMENT APPROVED CONTRACTOR LOGO



Logo

Contractors, who are approved contractors on Local Government Procurement (LGP) contracts, are granted approval to use the LGP Approved Contractor logo within certain guidelines. The objective is to provide certification that the contractor is a current Approved Contractor and to increase awareness of both that contractor and of our organisation. Please note this logo supersedes any previous logos issued. Use of the LGP Approved Contractor logo is an indicator of the Approved Contractor status and can be used towards marketing material with the condition that LGP approves the final copy.

Policy on Use

Types of Publications

The LGP Approved Contractor logo may only be used in advertisements, brochures or web pages (including Social Media) specifically related to the LGP contract held by the contractor (It can be used on the Company's home page to indicate they are an LGP approved contractor). It may be used in promotional items, advertisements, email signatures, business cards and any other marketing material, but may not be used in general printing of items such as corporate stationery including letterheads, signage on vehicles etc.

Appearance

The LGP Approved Contractor logo must appear as shown above with proportions intact. No changes are to be made to the logo by contractors. Electronic versions of the LGP Approved Contractor logo are available from LGP. The contractor may change the size of the logo to suit the purpose.

Design approval is required for any use of the logo. Send requests including a proof for approval to events@lgp.org.au.

Ownership

The Approved Contractor logo remains the property of LGP and any use of the logo by a contractor may only be for the period that the contract exists and the contractor remains an LGP Approved Contractor. If in any doubt as to its correct use, contractors should first seek the approval of the Business Manager, Client Relationships or nominated LGP contact. Improper use of the Approved Contractor Logo will result in approval for its use by that contractor being withdrawn indefinitely.

Maintenance of Records

A file will be maintained at LGP of those contractors who have been issued with the logo and LGP reserves the right to view copies of any instances of its use. Should the contract expire or the contractor cease to be an LGP Approved Contractor their right to use the logo is revoked.

Term of Use

The contractor is permitted the use of the LGP logo for the period of the contract and any extensions exercised and agreed to by the contractor. The contractor, if not participating in a new tender process or having tendered and being unsuccessful, must remove the LGP Approved Contractor logo from its email signatures, website and all marketing material within one (1) month of the current existing contract expiry date.