



Council Policy Manual

CP3.1 Coat-Of-Arms (Council Crest) and "City of Perth" Title - Use Of

POLICY OBJECTIVE

1. To clarify and provide for the protection of the use of the City's Coat-of-Arms and Crest and to prohibit the use of these emblems for unofficial purposes.
 2. To distinguish the official City of Perth flag from other flags that may be used by the City from time to time.
 3. To establish the Council's formal position in respect to use of the title "City of Perth" by organisations in their own official title/name.
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POLICY STATEMENT

1. Coat-of-Arms and Crest

- 1.1 The City of Perth Coat-of-Arms includes the original 'Arms and Supporters' granted by Patent of the Kings of Arms dated 2 December 1926 and the additional 'Arms and Supporters' incorporating the Arms of Perth, Scotland dated 27 November 1948. Although the motto "Floreat" in the scroll below the shield is not part of the official grant of Arms, it is considered to be part of the City of Perth's Coat-of-Arms.
 - 1.2 The City of Perth Crest is the corporate image of the City of Perth. It incorporates the City of Perth's Coat-of-Arms, and the words "City of Perth" underneath in partial italics.
 - 1.2 In certain circumstances, the Coat of Arms can be used on the left-hand side of the wording 'City of Perth' when required for specific publications and sponsorship material.
 - 1.3 In certain circumstances, the wording 'City of Perth' may be used without the Coat-of-Arms. This requires approval of the Manager Marketing and Events.
 - 1.4 The City of Perth Crest, Coat-of-Arms, or any Arms so nearly resembling the City's Arms to cause confusion, shall not be used by any person or organisation without the authorisation of the Chief Executive Officer.
 - 1.5 The Lord Mayor and Councilors are authorised to use the City of Perth Coat-of-Arms on Council business.
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Council Policy Manual

CP3.1 Coat of Arms (Council Crest) and City of Perth Title – Use of

- 1.6 The Chief Executive Officer is authorised to use the City of Perth Crest for all other executive and administrative purposes.
- 1.7 The City of Perth Crest or Coat-of-Arms are not to be used by any person for election purposes.

2. Official City of Perth Flag

- 2.1 The official City of Perth flag has a red cross of Saint George on a white background with the City's Coat-of-Arms superimposed in the centre of the cross.
- 2.2 The official City of Perth Flag is to be flown during working hours from the flag post at the front of Council House and is to be displayed at civic and ceremonial functions such as Council meetings, citizenship ceremonies and civic receptions.
- 2.3 Subject to Part 2.4 below, any person may fly the City of Perth flag, in the same way as they may use the Australian or Western Australian flags.
- 2.4 The official City of Perth flag is not to be used by any person for election purposes.

3. Other Flags and Promotional Banners

- 3.1 The City's crest may be used on the City of Perth's Promotional banners and flags as approved by the Chief Executive Officer.
- 3.2 It is recognised that a marketing flag has been produced to assist in promoting the City and a commemorative flag that was used for the launch of the Perth Town Hall, however these two flags are not the official flag of the City of Perth and are not to be used for official ceremonial functions of the City.

4. City of Perth Title

The Council does not encourage the use of the title "City of Perth" in the name of an organisation, unless authorised by the Council.

5. Application for Use of City of Perth Emblems

Applications from other organisations to use the City of Perth Coat-of-Arms or Crest should be addressed to the Chief Executive Officer in writing with an explanation of the organisation's connection to the City of Perth to justify its reasons for the use of the emblems.



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