

PROTOCOL FOR THE USE OF THE CITY'S COAT OF ARMS

Granting approval for the use of the Coat of Arms is delegated to the Director of Legal and Governance.

On receipt of a request for its use, Democratic Services will notify the Director of Legal and Governance of the request and provide a suggested recommendation, based on previous approvals (precedents), in order to promote consistency.

Whilst each application is considered on its merits, the following general criteria will be taken into account:-

- (1) If use is not for commercial purposes and is for an "official" event or activity, such as for use by the Authority or a third party on behalf of the Authority, approval will generally be given and the person requesting use will usually be sent a pdf.doc, containing the Coat of Arms.
- (2) If use is for purposes such as a logo for an organisation (for example a sports club) and is not for commercial purposes, permission to use the central shield from the Coat of Arms, rather than the Coat of Arms itself, will usually be granted.
- (3) If use is for commercial purposes, permission will generally be refused.

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