

## **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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