

POLICY NAME

Penrith City Council Brand

POLICY NUMBER

DATE ADOPTED

XX September 2022

COUNCIL MINUTE NUMBER

ECM NUMBER

POLICY TYPE

Council

REVIEW DATE

June 2026

RESPONSIBLE DEPARTMENT

City Economy and Marketing

RELATED DOCUMENTS

Marketing and Communications Strategy 2022

Brand Style Guide 2022

Thrive Penrith Framework 2022

Communications Policy 2017

Purpose

The purpose of this policy is to ensure consistency in the use of Council's logo, Strategic Positioning graphic and branding. The logo is Council's primary branding tool and the means through which it establishes identity in the community and conveys the authority of the organisation.

The Strategic Positioning graphic speaks to Penrith's strengths and reinforces positive association to Council's logo.

The Brand Style Guide 2022 provides a range of visual and verbal tools to project Penrith as a great place to live, work or play and positions Penrith as a major regional city within Greater Sydney. Council's logo is a critical component of the style guide as it provides a means to identify the wide range of programs, services and projects provided and delivered by Council. It can also be used to represent Council involvement or partnership with other organisations to deliver initiatives or projects.

The Style Guide encapsulates what is distinctive about Penrith, especially its people and our place. Through the Marketing and Communications Strategy 2022, Council seeks to leverage these points of difference to strength our community, encourage more visitation and greater business and investment potential.

Council owns the brand and will activate it across all communications and marketing channels.

Scope

This policy applies to all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractor.

Policy Statement

Council's one logo and Positively Penrith strategic positioning graphic supersedes the previous 'PENRITH IS HERE' brand. Including the policy on the use of these brands that was set out in the previous brand policy CM002 dated November 2019.

POLICY:

Brand Vision

To consistently project the positive image of Penrith City Council and the City of Penrith..

Brand Purpose

The purpose of the Strategy is to guide all marketing and communication activities including campaign implementation across Council's key audience groups.

Brand Mission

Penrith City Council aims to attract the right talent, investment and enrichment to stimulate a confident, productive, happy and well-connected community. To achieve this, Council will always be strongly connected to the surrounding communities through logo and strategic positioning usage, while also retaining an inherent link to the Western Parkland City and Sydney.

Brand Values

Harmony, Lifestyle, Can Do, Invention, Transformation, Openness

Brand Personality

Active, Grounded, Uncompromising, Positive, Adventurous

Brand Positioning

Our strategic positioning 'Positively Penrith' is our key message. The strategic positioning is built on Penrith's differentiating qualities of liveability, lifestyle and optimism.

Brand Narrative

We are proud to be Penrith – it's who we are and the place we call home.

It's our nature to welcome new people and new ideas. We are adventurous, optimistic and care about the people who work and play with us, and all those looking for a better life.

Together, we protect, celebrate and invest in our natural resources, our clean, open spaces, and our hearts and minds. Because in Penrith, nature goes beyond beautiful parks and waterways to encompass the positive spirit of our community.

The river is our life blood – a place of connection, health and energy – and family sits at the heart of all we do.

We love to compete, and our sports people, teams and world class facilities reflect our leadership in sport. It's no surprise we aspire to be the adventure capital of Australia!

Penrith's creative heart beats strong – from our world leading regional gallery and performance spaces to streets enlivened by public art and music. We are an active night and day community.

We design and build the right infrastructure, with and for our community, to provide limitless opportunities for our people, businesses, visitors and investors.

We are enablers of innovation, science, technology and education. Penrith is a positive regional leader with the new airport on our doorstep and located within the Western Parkland City.

We build skills for the jobs of tomorrow and foster local employment so that our people have a better work life balance and more time to enjoy our unique lifestyle.

We choose Penrith, one of Australia's most liveable cities, because we're positive about our future and creating a better tomorrow.

Positively Penrith.

Visual tools and graphic elements

The Brand Style Guide has been developed to allow Council to implement the brand and strategic positioning to promote Penrith.

The major visual tools are:

Council Logo

The following logo is exclusively for Council use. It has been designed to be consistent with the visual requirements of the brand style guide.



Strategic Positioning Graphic

The Strategic Positioning Graphic references a unique 'P' form which is bold, confident and ownable. It represents a marker, pinpointing Penrith on the map and references our strategic positioning "Positively Penrith." This graphic will appear in Council's core corporate PMS colour orange except where colour reproduction is not available where it may appear with white lettering on a background or as a black variation.



This symbol will be used on all Council materials with the exclusion of materials where the messaging is deemed inappropriate to include.

Brand Architecture

PENRITH
CITY COUNCIL

The following table defines the brand application across the various parts of Council’s business. Further information can be found in the Brand Style Guide.

Level	Application of		
	Logo	Strategic Positioning Graphic	Colour Pallete
1 – Regulatory Communication e.g. rates notices, fines	Yes	Not applicable	Limited
2 – Community Communications e.g. programs, tourism, awards, services	Yes	Yes	Full
3 – Integrated Commercial Entities	Yes	Optional	Full
4 – Independent Entities supported by Council e.g. Town Centre Corporations, PP&VA	Yes	Not applicable	Not applicable

Trade Mark Registration

Council registers its key elements of the brand as trademarks. This gives Council the authority to stop uses which detract from the positive characteristics that the brand represents.

Comprehensive documentation of brand

This policy statement provides a concise summary of the core values and visual standards of the brand strategy.

The strategy, brand values and visual usage of the brand are set out in detail in the following documents:

- Communications and Marketing Strategy 2022
- Brand Style Guide 2022: This provides comprehensive guidance on the use of the visual symbols, the colour palette and the special fonts.

Document Control

POLICY HISTORY	DATE
Version 1	July 2012
Version 2 <i>Minor changes made in regard to the responsible department</i>	November 2019
Version 3 Inclusion of brand refresh project	July 2022