



04 SEPTEMBER 2009, for immediate release

USAGE OF THE MIDVAAL LOGO

Meyerton, Gauteng – 04 SEPTEMBER 2009 = MIDVAAL LOGO

Issued to: All Local Media

The Midvaal Logo, approved by the Midvaal Local Municipality in 2002, represents the municipality's overall corporate identity. The logo is well recognised and the application for a trade mark has been registered in favour of the municipality by the Registrar of Trademarks and Copyright Designs.

The Municipal Council has also recently adopted a policy with reference to the use of the Midvaal Logo. In terms of this policy no person or entity/organisations may use the Midvaal Logo. Particular elements of the logo (for example the letter "M") may only be used with the prior written approval of the Mayoral Committee and subject to certain terms and conditions.

Persons/entities/organisations currently also making use of the Midvaal logo or elements of it must therefore cease to do so or apply at the Office of the Executive Director: Corporate Services, Room 201, Civic Centre, Meyerton. If such person/entities/organisations wish to use elements of the Midvaal logo in future they must first apply to do so in writing in terms of the policy in this regard. The policy is available on request.

If any person or organisation uses the Midvaal Logo without due approval or fails to meet the applicable conditions or requirements after having received due approval or who/which acts in any manner that injures the municipality's name, reputation or goodwill, the Council will follow any or all remedies available to it in law.

The co-operation of the residents of Midvaal is therefore requested to protect the reputational and legal integrity of the Midvaal logo. Any enquiries with reference to the use of the Midvaal logo may be directed to Mr Thom Peeters or Mr Hendrik Brits at tel no (016) 360 7400 at the Midvaal Local Municipality during office hours.

Issued by:

Mary Sanderson
Head: Public Relations & Marketing
Midvaal Local Municipality
t: 016 360 7627
f: 016 360 7519
c:082 059 6392