

# Victorian Landcare Grants

## Guide for Official Logo Use

### Introduction

This Guide covers the key elements that need to be considered when using the Victorian Landcare Grants and Victorian State Government official logos together.

**All recipients of Victorian Landcare Grants (VLG) funding should adhere to this Guide.**

Funding recipients should use the 'caring hands' VLG logo and the Victorian State Government logo in all publications and promotional materials that relate to VLG funded projects.

It is important you follow the specifications in this Guide, as you may be asked to dispose of any promotional materials that misuse the official logos.

### Victorian Landcare Grants logos package

The 'Victorian Landcare Grants logos package' zip file includes the VLG logo and the Victorian State Government logo in a variety of colours and formats. The two official logos are 'locked' together to ensure correct spacing between the two logos. The 'locked' logos should not be unlocked. The Victorian Landcare groups and networks should use these two official logos for all publications and promotional materials.

**By downloading these resources you agree to abide by the restrictions that govern use of the official logos.**

The VLG logos package contains both official logos in a variety of approved colours and formats, including:

- inline and stacked logos
- jpg and png formats suitable for digital use (social media, website, etc.) or low resolution print
- eps and ai formats suitable for high resolution professional design/printing

Note for professional designers reference: spot colours have been used in this file type. Please convert these logos into CMYK (process colour) when going to press print.

### When to use the official logos

The official logos are to be used for publications and promotional materials, such as:

- signage and advertising
- brochures, flyers and newsletters
- presentations and websites
- email signatures.

The official logos should not be used for projects/programs that have not received funding through the VLG. This includes, but is not limited to:

- reports that were not commissioned by the Victorian Government
- publications and promotional materials for projects wholly funded by other sources, e.g. funding from the Australian Government or local government.

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## Size & spacing

When using the official logos alongside other logos, including your group/network logo, careful consideration must be given to the sizing and balance. It is important that logos placed alongside the official logos are not dominant i.e. larger, and that minimum size and clear space specifications are adhered to for visual balance.

- The **minimum height** of the official logos is 15mm.
- The size and spacing of the official logos, when placed together, takes into consideration the minimum height requirement for each of the logos to achieve a combined minimum height.
- All other logos within 50mm of the official logos, must be of equal height to or smaller than the official logos. This includes your group/network logo (see page 4, examples A and B).
- If your group/network logo is in an alternative position to the official logos i.e. not placed in the bottom right corner, height restrictions do not apply (see page 4, examples A and C).
- There must be 'clear space' around each official logo with no text, images or other logos. The clear space is 50% of the height of the Victoria State Government logo, as below:



Logo spacing (both horizontally & vertically) is 50% of the height of Brand Victoria logo

## Placement

- The official logos must always be placed in the bottom right corner, no less than 10mm from the corner edge.
- All other logos, including your group/network logo, if placed within 50mm of the official logos must be to the left and/or above the official logos and comply with minimum 'clear space' and height requirements (see page 4, for examples).
- If your group/network logo is placed more than 40mm from the official logo, height restrictions do not apply.

## Colour

The official logos must contrast on plain white or solid dark backgrounds. They must not be used on backgrounds that are multi-coloured, including gradients, pictures and photos. The logos package contains the 'locked' together VLG and Victorian State Government logos, in a range of formats to ensure correct spacing between the logos.

The Victoria State Government logo must be printed in PMS 2945 (for web content, RGB 0-78-168).

The Victorian Landcare Grants logo must be printed in PMS 370U (for web content, RGB 130-165-35).

Professional printers will reference these colour codes.

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## Colour (continued)

Full colour versions of the official logos should be used for documents that will be printed in colour, but where the background colour is white.



Choose black and white versions of the official logos for documents that will be printed in black and white on a white background.



Reverse black/white official logos can be used on solid colour backgrounds. The official logos must contrast against the background and be clearly visible.

Use the black logos on light backgrounds and the white logos on dark backgrounds.



## More information

To download the 'Victorian Landcare Grants Logos Package' zip file, please visit the Victorian Landcare Gateway at: [landcarevic.org.au/resources/landcare-logos](http://landcarevic.org.au/resources/landcare-logos)

If you need more information about the correct use of these official logos, please contact the Regional Landcare Coordinator from the Catchment Management Authority in your area, your local Landcare facilitator, or email [landcare@delwp.vic.gov.au](mailto:landcare@delwp.vic.gov.au)

# Examples



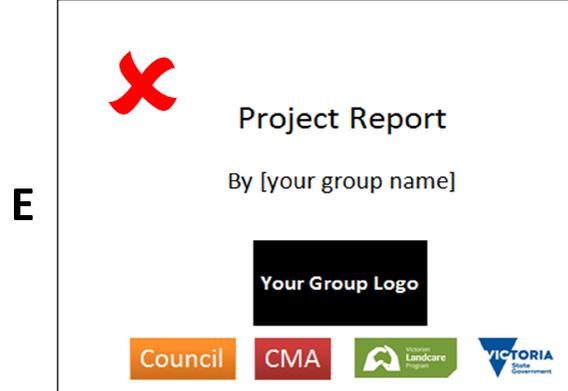
Correct official logo placement, with all logos the same height



Incorrect - other logos must be same height as official logos when placed next to official logos



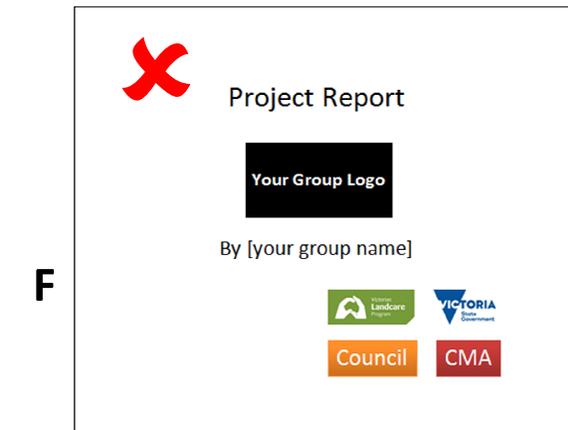
Correct official logo placement, with all logos the same height



Incorrect - your group logo is too close to the official logos



Correct official logo placement – all logos same height & official logos in bottom right corner



Incorrect - official logos must always be placed in bottom right corner

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