

Guide for using the 30 Years of Landcare official logos

Introduction

The *Guide for using the 30 Years of Landcare official logos* has been created to assist with the production of promotional material related to 30 years of Landcare in Victoria activities.

Funding recipients are encouraged to use the Celebrating 30 Years: Landcare in Victoria since 1986 'caring hands' logo alongside the Victoria State Government logo (as specified below) on all publications and promotional materials that relate to 'Celebrating 30 years of Landcare' activities. This guide covers the key elements that need to be considered when using these official logos.

Following this guide is important, as you may be asked to dispose of any promotional materials that use incorrect logos.

30th Years of Landcare Logos Package

Victorian Landcare groups are encouraged to use the logo branding package as specified below for all website publications and promotional materials in specific relation to Celebrate 30 Years of Landcare in Victoria activities.

Use of this logo is restricted to these activities only, and not to be used in association with any other event.

Please also be advised that this lock up must be used in full exactly as it has been provided, **and must not be:**

- Broken down into individual elements
- Altered, stretched, tampered with in any shape or form. This includes changes to text, colour, shape, background or other physical or structural feature.

By downloading and using these branding resources you are agreeing to abide by these restrictions that govern and qualify eligibility for their use.

The "30 Years of Landcare Logos Package" file that is on Victorian Landcare Gateway includes the logo especially developed to Celebrate 30 years of Landcare in Victoria and the Victoria State Government logo that was released in January 2016.

The package contains both logos in a variety of approved colours and formats including the below.

- Jpg and png, which are suitable for office and home printing and web
- Eps and Ai which are suitable for professional design/printing.
Note: Spot colours have been used in this file type. Please convert these logos into CMYK (process colour) when going to press print.

Please speak to your printer prior to printing to ensure you are using the correct format for the media required.

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When to use the 30th Year of Landcare Logos

The official logos are to be used for publications related to and the promotion of 30 years of Landcare in Victoria. Publications and promotion material may include:

- signage, advertising and promotional materials
- brochures and newsletters
- presentations and websites

Size and spacing

- The size and spacing of the logos, when placed together, takes into consideration the minimum height requirement for each of the logos to achieve a combined minimum height.
- The **minimum height** of the logos is 22mm.
- All logos nearby must be equal height or smaller. **This includes your group logo** (See last page, example A and B).
- If your group logo is set apart from the official logos (i.e. the top or middle of the page) height restrictions do not apply. (See last page, example A and C).
- There must be “**clear space**” around each logo, with no text, images or other logos. The clear space is 50% of the height of the Victoria State Government logo (x).



Placement

- The official logos **must** always be placed in the bottom right corner of the front page, no less than 10mm from the corner edge.
- All other logos **must** be placed to the left and/or above the official logos. (See last page, see all examples).
- **Your group logo can go anywhere** on the page. (See last page, example B for best placement). However, if your group logo is placed near the official logos, then it must be to the left and/or above and comply with minimum “clear space” and height requirements.

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Colour

The 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 30th Year of Landcare Logos Package contains all the logos on this page, in a range of formats.

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

Colour logos on white



Colour logos on colour



The Victoria State Government logo must be printed in PMS 2945 (for web content, RGB 0-78-168). The Landcare in Victoria since 1986 logo must be printed in PMS 370U (for web content, RGB 130-165-35). Professional printers will understand these colour codes.

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

Black & white logos on white



Black & white logos on colour



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

Black logos on a light background



Logos on a gradient



White logos on a dark background



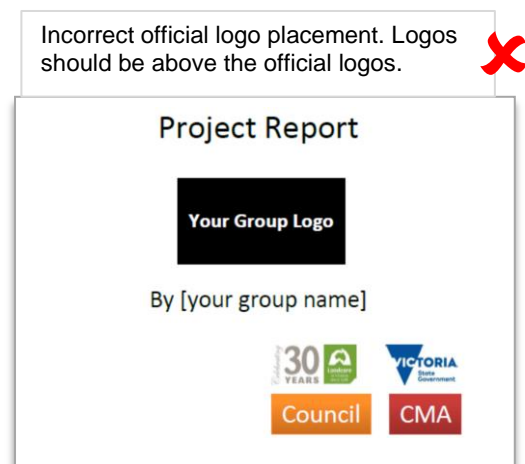
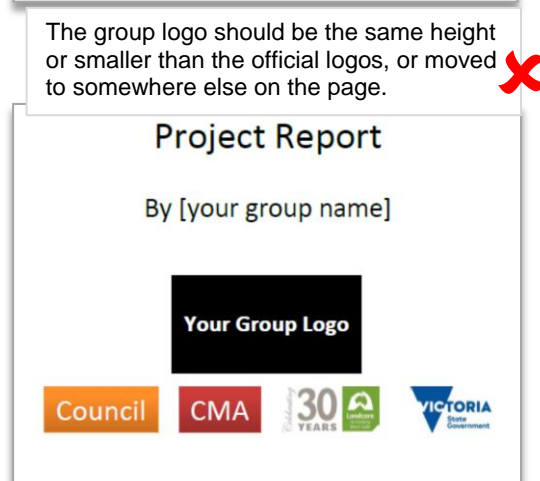
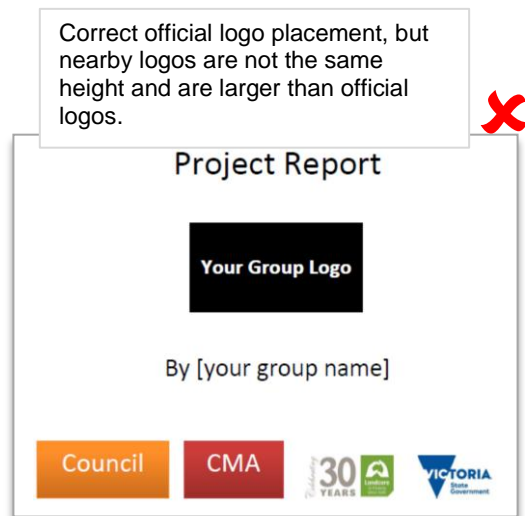
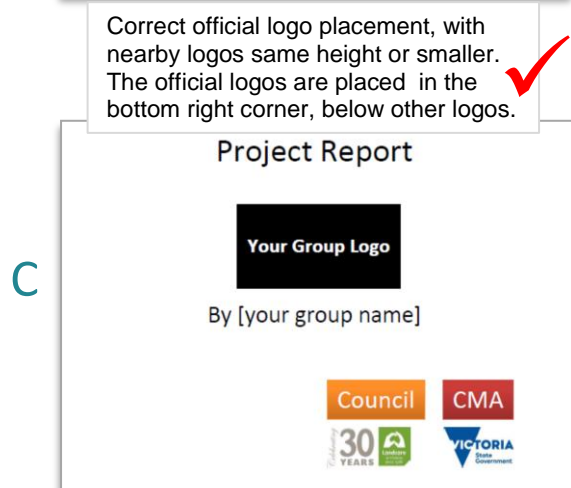
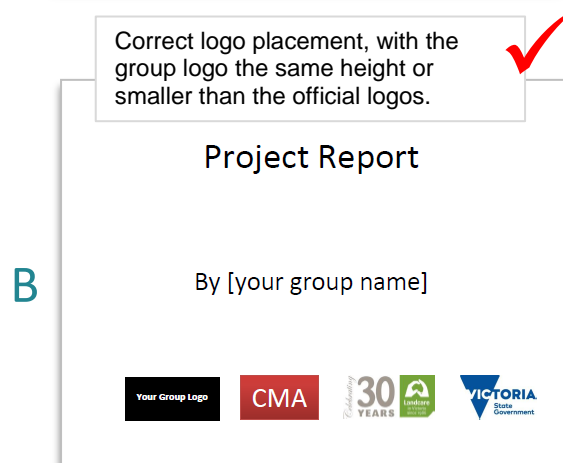
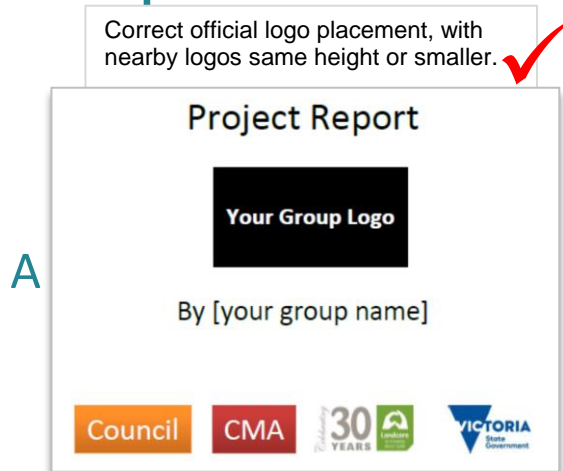
Logos without enough contrast



Environment,
Land, Water
and Planning

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Examples



More information

If you need more information about the correct use of the Landcare in Victoria since 1986 logos, or if you need a copy of the “30th Year of Landcare Logos Package” zip file of logos, please go to the Victorian Landcare Gateway. Alternatively contact the Regional Landcare Coordinator from your local Catchment Management Authority or your Landcare facilitator, or, who will be able to provide you with zip file of the logos and these guidelines.