

Guide for Using Victorian Landcare Program Official Logos

Introduction

This *Guide for Using Victorian Landcare Program Official Logos* has been created for recipients of Victorian Landcare Program funding, including recipients of the Victorian Landcare Grants and Victorian Landcare Facilitator Program funding.

Funding recipients are encouraged to use the 'caring hands' Victorian Landcare Program logo and the Victorian State Government logo on all publications and promotional materials that relate to Victorian Landcare Program funded projects and the Victorian Landcare Facilitator Program. 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 the official logos incorrectly or use the incorrect logos.

Victorian Landcare Program Logos Package

The 'Victorian Landcare Program Logos Package' zip file includes the new Victorian State Government logo (released in January 2016) and the Victorian Landcare Program logo in a variety of colours and formats. Victorian Landcare groups and networks are encouraged to use the logo branding as specified in this *Guide* for all website publications and promotional materials that relate to Victorian Landcare Program funded projects and the Victorian Landcare Facilitator Program.

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

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

- inline and stacked logos
- jpg and png formats, which are suitable for office, home printing and websites
- eps and ai formats, 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.

For professional printing please ensure you use the correct format for the media required.

When to Use

The official logos are to be used for publications and promotional materials related to Victorian Landcare Program funded projects and the Victorian Landcare Facilitator Program, which may include:

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

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When to use (continued)

The official logos **are not** to be used for projects/programs that have not received funding through the Victorian Landcare Program or the Victorian Landcare Facilitator Program. 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 a local government, and
- opinion pieces.

Size & 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 15mm.
- All logos nearby must be of equal height or smaller. **This includes your group/network logo** (see page 4, examples A and B).
- If your group/network logo is set apart from the official logos (i.e. at the top or in the middle of the page), height restrictions do not apply. (See page 4, examples 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 page 4, for all the examples).
- **Your group/network logo can go anywhere** on the page. (See page 4, example B for best placement). However, if your group/network 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 'Victorian Landcare Program 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, but where the background colour is white.



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



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.



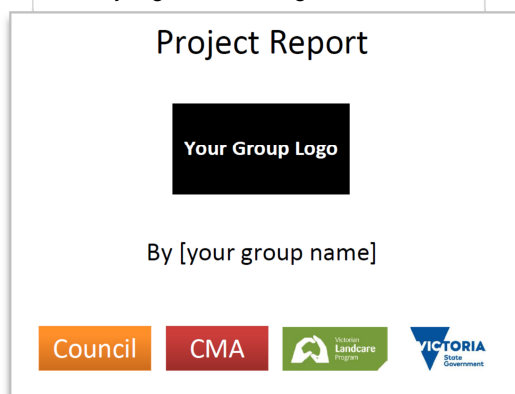
More Information

If you need more information about the correct use of these official logos, or if you need a copy of the 'Victorian Landcare Program Logos Package' zip file of logos, please contact the Regional Landcare Coordinator from your Catchment Management Authority, your Landcare facilitator, or go to the Victorian Landcare Gateway (<http://www.landcarevic.net.au/resources/logos>) where the zip file is available.

Examples

A

Correct official logo placement, with nearby logos same height or smaller. ✓



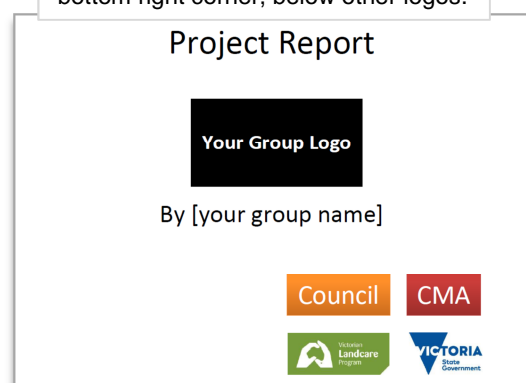
B

Correct logo placement, with the group logo the same height or smaller than the official logos. ✓



C

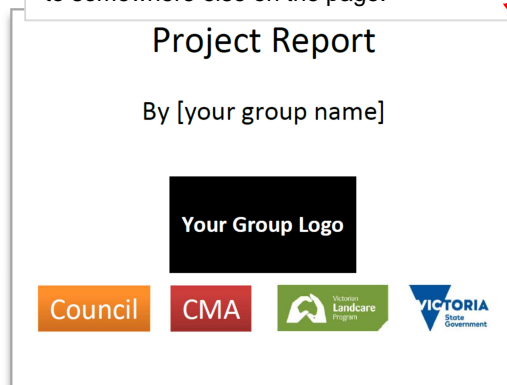
Correct official logo placement, with nearby logos same height or smaller. The official logos are placed in the bottom right corner, below other logos. ✓



Correct official logo placement, but nearby logos are not the same height and are larger than official logos. ✗



The group logo should be the same height or smaller than the official logos, or moved to somewhere else on the page. ✗



Incorrect official logo placement. Logos should be above the official logos. ✗



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