

Guide to using Official Logos

Branding guide for Victorian Landcare Program funding

Introduction

This branding guide has been put together for Victorian Landcare Program (VLP) funding recipients, including the Victorian Landcare Grants (VLG) and state funded Landcare Facilitators. VLP funding recipients are encouraged to use VLP's "caring hands" logo and the Victorian State Government insignia on publications that relate to VLP funded projects.

This guide covers the key things that need to be considered when using these official logos, to ensure they are used correctly. It is a combination of the requirements for each logo, and may differ from previous style guides that you have received.

Following this guide is important, as you may be asked to destroy any materials that use the logos incorrectly.

Official Logo Package

The Victorian Landcare Team have put together the VLP Approved Logos Package zip file, which contains both logos in a variety of approved colours and formats. It contains EPS/AI files that are intended for professional printers, and JPG/PNG files that are suitable for home printing.

To get a copy of the VLP Approved Logos Package zip file, please contact your Landcare Network, Landcare Facilitator, or the Regional Landcare Coordinator from your local Catchment Management Authority (CMA).

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When to use the Official Logos

The logos **are** to be used for publications that relate to VLP funded projects/programs.

Publications may include:

- Signage, advertising and promotional material
- Publications, brochures and newsletters
- Presentations and websites

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

- Reports that were not commissioned by the State Government
- Opinion pieces
- Publications and promotional materials for projects wholly funded by other sources – such as the federal government, or a local council.

Size and spacing

- The **minimum height** of the logos is 15mm. All logos nearby must be equal height or smaller. **This includes your group logo.** If your group logo is away from the official logos (i.e. the top or middle of the page) it may be whatever size you like.
- There must be “**clear space**” around each logo, with no text, images or other logos. The clear space is equal to the height of the V in Victoria, so it will increase as the logos get bigger.

Logos are at least 15 mm high and are equal height



Logo spacing is the height of the V in “Victoria”



Location

- The logos **must** be located on the front page, in the bottom right hand corner.
- All other logos **must** be on the left of the Victorian State Government insignia, which must be the closest logo to the bottom right hand margin.
- **Your group logo can go anywhere** on the page. If it is near the official logos, it must be to the left and/or above them.

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Colours

The logos can be used on plain white, black or solid colour backgrounds. They must not be used on backgrounds that are multi-coloured, including gradients, pictures and photos. The VLP Approved 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 Victorian State Government insignia must be printed in Pantone® 541 (for web content, RGB 0-51-102). The Landcare logo must be printed in PMS 370U (for web content, RGB 130-165-35). Professional printers will understand these colour codes.

If you are printing the materials yourself, ensure that you only use logos from the VLP Approved Logos Package, and that your printer has enough ink to print the colours properly.

White on Black versions of the logos can be used for documents that will be printed in black and white or have minimal colour. The background needs to be white.



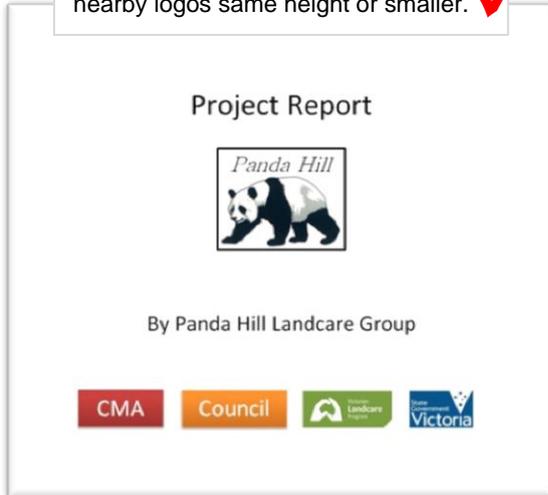
Transparent on White/Black logos can be used on solid coloured backgrounds. Use white logos on dark backgrounds, and black logos on pale backgrounds, so the solid part of the logo has contrast and is clearly visible.



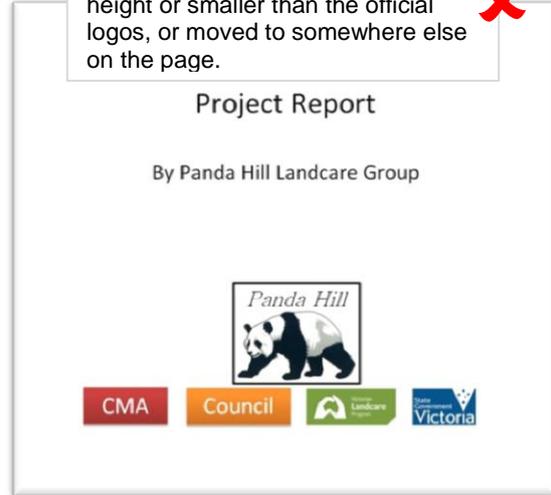
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Examples

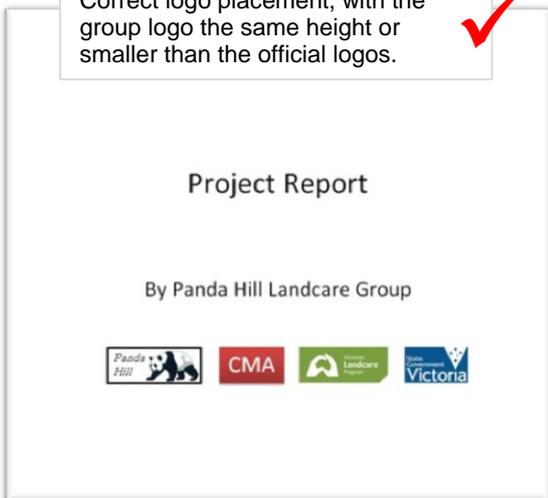
Correct official logo placement, with nearby logos same height or smaller. ✓



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



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



No logos should be underneath the Victorian State Government insignia. ✗



More information

If you need more information about appropriate use of the VLP official logos, or if you need a copy of the VLP Approved Logos Package zip file, please contact the Regional Landcare Coordinator from your local Catchment Management Authority (CMA).

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