

# Acknowledgment and publicity guidelines for Victorian Government funding support



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ISBN 978-1-76047-972-5 (Print)

ISBN 978-1-76047-973-2 (PDF)

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## Introduction

Under clause 4.17 of the Service Agreement or under a short form agreement, organisations must acknowledge the funding support provided by the Victorian Government for the services funded.

This acknowledgement must be made in:

- publications and publicity related to services funded – for example, websites, media releases, print and electronic documents and speeches/ launches
- an organisation's annual report.

**Please note:** No acknowledgement is required for general administrative notices or messages such as weekly newsletters relating to operational aspects of the business. These guidelines are focused on publications that directly relate to services funded by the Victorian Government.

By acknowledging this support, organisations are informing the community about how public funding is spent.

This change is not retrospective. Only publications or publicity developed, revised or updated after 18 March 2013 need to include this funding acknowledgement. Existing publications or publicity does not need to be revised to include this acknowledgment, until the content of the document is updated for other purposes.<sup>1</sup>

Unless otherwise specified in any other applicable departmental policy or schedules to an organisation's Service Agreement, the acknowledgment requirements listed in this document are required to be followed.

Some services have program specific acknowledgement requirements described in other applicable departmental policies or schedules to an organisation's Service Agreement. This is often the case where service funding is provided jointly from the State and Commonwealth Government.

Specific program requirements will continue to apply, and to the extent that there is a conflict between program specific acknowledgment requirements and the acknowledgement requirements described in this document, specific program requirements will prevail.

Organisations should ensure that they are aware of their specific acknowledgement requirements. If an organisation has any questions about the funding acknowledgement requirements that apply to the services they deliver, it should contact its Service Agreement department contact.

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<sup>1</sup> For websites, this does not include HTML or automatic updates of pages. The funding acknowledgement only needs to be included where there is additional content or a new page is being added about an initiative, program or service funded by the Victorian Government under the Service Agreement.







## Keeping the funding confidential

Organisations may be required to keep the funding confidential until a public announcement is made.

Once funding has been approved for the delivery of services by an organisation, it may remain highly confidential until the relevant minister or their representative has publicly announced that funding has been approved. An organisation will be advised in writing if this is the case at the time it is notified that funding has been approved.

## Format of acknowledgement

Organisations may be required to keep the funding confidential until a public announcement is made.

Once funding has been approved for the delivery of services by an organisation, it may remain highly confidential until the relevant minister or their representative has publicly announced that funding has been approved. An organisation will be advised in writing if this is the case at the time it is notified that funding has been approved.

Organisations must acknowledge the Victorian Government's funding support for services funded under the Service Agreement in published or printed materials, speeches, or other forms of presentations.

The funding acknowledgment format required in publications and publicity related to funded services is as follows:

- annual report – logo and written acknowledgment statement to be included in the report, for example on an acknowledgment or supporter page rather than on the front page
- videos – logo and written acknowledgment in credits, end slides or another appropriate part of the production.
- print and electronic documents, reports, brochures and the like – logo and written acknowledgement statement placed where appropriate
- posters – logo and written acknowledgement
- websites – written acknowledgment statement and logo (as relevant). The acknowledgement only needs to occur on relevant pages describing the funded services. Websites developed with the Victorian Government's funding support should also include a link to the department's website. An organisation can contact its department contact for the relevant URL
- media releases – written acknowledgement statement
- speeches/launches/conferences – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invitations/websites.

In limited circumstances, an organisation may be exempt from using the Brand Victoria logo in particular publicity and publications related to services funded. Please contact your department contact for further advice if there is a publication which you believe should be exempt.

## Written acknowledgement statement of Victorian Government funding

Any written acknowledgement statement in published or printed materials associated with the funded service should include one of the statements below:

The [name of program/s/projects/s/ service/s] was/were supported by the Victorian Government.

The [name of program/s/projects/s/ service/s] are/is supported by the Victorian Government.

[Name of organisation] acknowledges the support of the Victorian Government.

**Please note:** The Victorian Government is to be acknowledged, not the individual department.

## Victoria State Government brandmark

The guidelines outlined below for using the Brand Victoria logo must be followed.

### Colour palette



Do use this logo.

The department's brandmark must adhere to the State Government brand colour palette and only be used in State Government blue, black or reversed out in white.

Government blue



**Pantone 2945 C**  
C100. M50. Y0. K15  
R0. G76. B151  
HEX 004C97

**Pantone 2935 U**  
C98 M52. Y0. K0  
R27. G95. B170  
HEX 1B5FAA

Black



C0. M0. Y0. K0  
R0. G0. B0  
HEX 000000

White



C0. M0. Y0. K0  
R255. G255. B255  
HEX FFFFFFFF



✓ Do use State Government blue on white background.  
**Please use as first preference.**



✓ Do use black as a second preference.  
**Please use when first preference is not appropriate.**



✓ Do reverse white out.



✓ Do reverse white out.

## Position

When using the State Government logo in a partnership or sponsorship context, careful consideration must be given to sizing and balance.

The size relationship of our landmark and the organisations to be endorsed must appear visually balanced.

The preferred position of the State Government logo is to the right.



## Clear space

A minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element.

Wherever possible, apply additional clear space beyond the minimum requirement.

### Print applications



✓ Do leave a clear space for print applications of at least 50 per cent of the height of the triangle in the logo.

### Screen applications



The clear space for screen applications is at least 20 per cent of the height of the triangle in the logo.

## Minimum size

The minimum size for **print applications** is 10 mm from the top to the bottom of the triangle in the Brand Victoria logo.



The minimum size for **screen applications** is 60 pixels from the top to the bottom of the triangle in the Brand Victoria logo.



Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.



## How to access the logo

The logo files can be requested from the DELWP Digital and Customer Communications team, via email request to [printing.design@delwp.vic.gov.au](mailto:printing.design@delwp.vic.gov.au).

There are variations on how the logo is to be used depending on what an organisation is publishing or printing, please provide these details when requesting the logo.

Under no circumstances should funded organisations alter this logo or copy and paste the logo from this or any other Victorian Government publication or website.

## Events/conferences/launches

Where a conference supported by the Victorian Government or an event/launch has been organised in relation to a service funded by the Victorian Government:

- programs/invitations/websites should display the Brand Victoria logo (as relevant)
- any speeches and presentations should include a verbal acknowledgement of Victorian Government support. Where appropriate the relevant Minister should be acknowledged together with the relevant program/service name.

Departmental or Victorian Government signs and banners may be available for use by organisations to display at relevant events/launches and conferences and can be used where practical. When organising an event or conference, an organisation can contact its department contact to discuss the use of these signs and banners. If organisations have their own banners developed related to the service or initiative funded which includes the Brand Victoria logo a department/Government banner may not be required in some cases.

If the minister/other government representative has agreed to launch the service/project/conference, the department will coordinate participation by the minister or representative and work with organisations on the details of the event, including ensuring that appropriate banners and signs are available for the event.

## Further information

### *Department of Environment, Land, Water and Planning (DELWP)*

An organisation can contact its DELWP policy contact if they require further information on the funding acknowledgement requirements above. The DELWP policy contact may consult with the DELWP Digital and Customer Communications team via email to [content@delwp.vic.gov.au](mailto:content@delwp.vic.gov.au).

