

# Guidelines for acknowledging the government's funding support

## Acknowledging Coastcare Victoria and the Victorian Government's funding support in promotions, media and other forms of publicity.

A common condition of Coastcare Victoria's community grants managed by the Department of Environment, Land, Water & Planning (DELWP) grants is that grant recipients must agree to follow DELWP guidelines for acknowledging the government's funding. A breach of these guidelines is considered a breach of your funding agreement with Coastcare Victoria and DELWP.

The guidelines are as follows:

### **You may be required to keep the funding confidential until a public announcement is made.**

Once approved, many grants remain highly confidential until the Minister has publicly announced that funding has been approved. If that applies to an activity your organisation has been funded for, you will have been advised of this in writing at the time that funding is offered. Media arrangements will be led by DELWP via Coastcare facilitators in each region.

### **You must give the government's representative an opportunity to open or launch the funded activity, and invite them to events.**

If your organisation plan to launch the activity at a public event or similar, you must give the relevant Minister the opportunity to officially open or launch the activity.

You must also invite Coastcare Victoria and the Minister to all significant events associated with the Activity.

You will need to give adequate notice and work with DELWP, via your Coastcare facilitator to coordinate the Minister's and his or her representative's role in an opening or launch, or their attendance at events.

### **At all openings, launches and events supported by or associated with government funding support, you must prominently display Coastcare Victoria and Victorian Government signs or banners, if available.**

Coastcare Victoria signs and banners can be borrowed from DELWP. Your organisation is responsible for organising for their collection and their prompt return.

### **You must acknowledge the government's funding support on written materials and in speeches and other forms of presentations.**

Examples include:

- annual report – Coastcare Victoria and Victorian Government logos and written acknowledgment statement to be included in the report, for example on an acknowledgment or supporter page rather than on the front page.
- research - written acknowledgement
- print and electronic documents, reports, brochures and the like – logos and written acknowledgement statement placed where appropriate

- posters – logos and written acknowledgement
- videos – logos and written acknowledgment in credits, end slides or another appropriate part of the production
- websites – written acknowledgment statement and logos (as relevant). The acknowledgement only needs to occur on relevant pages describing the funded initiatives. Websites developed with the Victorian Government's funding support should also include a link to the Department of Environment, Land, Water and Planning's (DELWP) website. An organisation can contact its DELWP 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/invites/websites.
- Signs - Coastcare Victoria and Victorian Government logos must be placed where appropriate on any signs produced.

In limited circumstances, an organisation may be exempt from using the Brand Victoria logo in particular publicity and publications related to projects or initiatives funded through grants. Please contact your DELWP contact for further advice if you feel there is a publication or printed materials which you believe should be exempt.

**You must use the Coastcare Victoria and Victorian Government logo.**

### Written acknowledgement statement of Victorian Government funding

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

- The [name of program/s/projects/s/ initiative/s] was/were supported by Coastcare Victoria and the Victorian Government.
- The [name of program/s/projects/s/ initiative/s] are/is supported by Coastcare Victoria and the Victorian Government.
- [Name of organisation] acknowledges the support of Coastcare Victoria and the Victorian Government.

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

### Brand Victoria logo



The Brand Victoria logo is the primary branding device of the Victorian Government. It replaced the previous Victorian Government logo on 12 August 2015 and should be used for all new acknowledgements.



Where a logo acknowledgement by a funded organisation is required, the guidelines outlined below for using the Brand Victoria logo must be followed.

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



The area surrounding the text and triangle should reveal the underlying background colour and should not default to white on a coloured background. It should never appear with a white box around it.

For reasons of clarity and impact, consideration should be given to the appropriate contrast between the background and the logo.

Where the background is a solid dark colour, use a white logo.

Logos cannot be stretched or distorted in any way – the ratio between width and height measurements should always be kept the same.

CORRECT - WHITE



CORRECT - REVERSED OUT HIGH CONTRAST BACKGROUND



CORRECT - WHITE BACKGROUND



INCORRECT - WHITE BOX



INCORRECT - LOW CONTRAST



INCORRECT - DISTORTED



## Logo usage and placement

The visual style of the organisation receiving the funding should be the primary brand of the publication or website.

The organisation's logo **and the Coastcare Victoria logo**, should be placed to the left of the Brand Victoria logo, if possible, and clear space left around it.



**Clearspace is an exclusion zone surrounding a logo where no other text or graphic may appear and should allow enough space to visually separate logos.**

## How to access the logo

To access the logo, or to seek advice on use, please contact your Coastcare facilitator or DELWP Regional Media & Communications Adviser.

If an organisation is unsure about when and how the logo should be used, an organisation should contact the Coastcare Coordinator or DELWP Regional Media & Communications Adviser.