

# Acknowledgment and publicity guidelines for Victorian Government funding support

For organisations funded under the Service Agreement by the Department of Health and Human Services and Department of Education and Training (Early Childhood area)

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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 (including, youth programs, men's sheds and the Home and Community Care (HACC) program). This is often the case where service funding is provided jointly from the State and Commonwealth Government, such as the HACC program.

These 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 (department contact).

## 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 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:

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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.

- 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.

## Brand Victoria logo

The Brand Victoria logo 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 downloadable logos available in conjunction with this document on the Funded Agency Channel must be used.

There are variations on how the logo is to be used depending on what an organisation is publishing or printing.

## Official colours and correct logo usage

Black is the official colour of the logo. The web-safe equivalent is RGB (R = 0, G = 0, B = 0).

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 Brand Victoria logo can be placed on either side or above or below the organisation's own logo.

Clear space must be maintained around the Brand Victoria logo.

### Clear space

To maintain the clarity and integrity of all logos, 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

The clear space for print applications is 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 Brand Victoria logo can be downloaded from My Agency on the [Funded Agency Channel](https://hns.dhs.vic.gov.au/facadmin/home.aspx):  
<<https://hns.dhs.vic.gov.au/facadmin/home.aspx>>.

The logos are located under the heading 'Resources' on the front screen when entering My Agency. The page is titled Victorian Government insignia – logo for acknowledgment of funding support.

My Agency is a secure website. To access My Agency, staff members of organisations are required to be registered for eBusiness. Further information about [registering for eBusiness](http://www.dhs.vic.gov.au/funded-agency-channel/accessing-my-agency/accessing-my-agency-for-funded-organisation-users) is provided on Funded Agency Channel <<http://www.dhs.vic.gov.au/funded-agency-channel/accessing-my-agency/accessing-my-agency-for-funded-organisation-users>>.

If an organisation is unsure about when and how the logo should be used, an organisation should contact its department contact.

## 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 Health and Human Services

An organisation can contact its department contact if they require further information on the funding acknowledgement requirements above. The department contact may consult with the Communications and Media branch on [publishing.studio@dhhs.vic.gov.au](mailto:publishing.studio@dhhs.vic.gov.au)

### Department of Education and Training

An organisation can contact its department contact if they require further information on the funding acknowledgement requirements above. The department contact may consult with the Communications division on [sponsorship@edumail.vic.gov.au](mailto:sponsorship@edumail.vic.gov.au)

To receive this publication in an accessible format, email [publishing.services@dhhs.vic.gov.au](mailto:publishing.services@dhhs.vic.gov.au)

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This document is available as a Word document in the [Service Agreement Information Kit for Funded Organisations](http://www.dhs.vic.gov.au/facs/bdb/fmu/service-agreement/3.-terms-and-conditions/3.4-funding/3.4.4-acknowledgement-and-publicity-guidelines). <[www.dhs.vic.gov.au/facs/bdb/fmu/service-agreement/3.-terms-and-conditions/3.4-funding/3.4.4-acknowledgement-and-publicity-guidelines](http://www.dhs.vic.gov.au/facs/bdb/fmu/service-agreement/3.-terms-and-conditions/3.4-funding/3.4.4-acknowledgement-and-publicity-guidelines)>.

# Sport and Recreation Victoria infrastructure grants

## Acknowledgement and publicity guidelines

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# Introduction

A common condition that Sport and Recreation Victoria grant recipients need to adhere to is the acknowledgement of government funding support in publications, promotions, media, capital works signage and other forms of publicity.

These guidelines should be used for any type of signage, publication, promotion, media, capital works signage and other publicity associated with a project funded by Sport and Recreation Victoria.

Important to the success of our on-going partnership with funded organisations is the acknowledgement of financial support provided by the Victorian Government, through Sport and Recreation Victoria.

## Confidentiality of funding until a public announcement is made

Once approved, grants remain confidential until the relevant minister or their representative has publicly announced the funding. If that applies to an activity for which your organisation has been funded, you will have been advised of this in writing at the time you were offered funding.

Sport and Recreation Victoria is responsible for coordinating participation by the minister or their representative for these announcements.

Sport and Recreation Victoria will contact your organisation to make arrangements for the announcement. If you are aware of any upcoming events that might provide a good opportunity to make the announcement, let your Sport and Recreation Victoria primary contact know.

Opportunities to open or launch the funded activity and attendance at events

When your organisation wishes to launch an infrastructure project which is receiving funding from the government at a public event or similar, you are required to give the Minister for Sport the opportunity to officially open or launch the activity.

Your organisation is also required to invite the Minister for Sport to significant events associated with the project including ground breaking ceremonies, construction inspections and photo opportunities.

Your organisation will need to give adequate notice (at least two months lead time is required) to the Minister's Office and once the date and time is confirmed, work with SRV to coordinate the Minister's (or representative's) role in the event.

When inviting the Minister for Sport to events, please follow these steps:

**Step 1:** That the Minister is invited, providing several date/time options for the consideration of the Office of the Minister for Sport. Invitations should be sent directly to the Minister for Sport by [emailing invitations](mailto:invitations.eren@minstaff.vic.gov.au) <invitations.eren@minstaff.vic.gov.au> with your Sport and Recreation Victoria primary contact copied into emails.

**Step 2:** Once this is confirmed, Sport and Recreation Victoria will work with your organisation on the details of the event, including logistics and proceedings.

## Prominent display of Victorian Government signage at openings, launches and events

Victorian Government signage or banners will be required to be displayed at openings, launches and other events supported by the government.



Victorian Government banners will either be provided by Sport and Recreation Victoria at the event, (through your primary contact) or can be borrowed and returned to Sport and Recreation Victoria after the event, with your organisation responsible for organising for their collection and prompt return, or alternative arrangements by negotiation.

## Acknowledging the Victorian Government’s funding support

Organisations are required to acknowledge the Victorian Government’s funding support for projects or initiatives that are funded by Sport and Recreation Victoria infrastructure programs.

### Better Indoor Stadiums and CSIF Better Pools

#### Requirements during construction

##### Construction signage

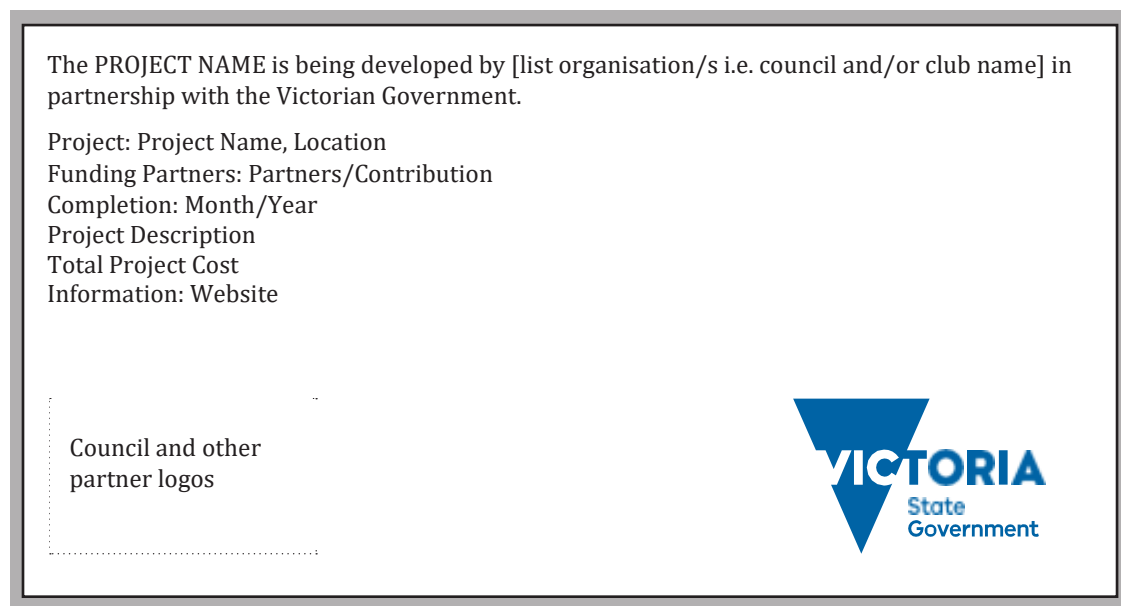
For Victorian Government grant funding up to or equal to \$3,000,000 construction signage should meet the following requirements:

**PEDESTRIAN CAPITAL WORKS SIGN (minimum size of 1000mm H X 2000mm W)** Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Construction of the sign should reflect the intensity of the construction phase to ensure signage is displayed throughout the building phase.

The sign should be free standing where possible, but may be wall mounted or secured to a perimeter fence where it is more appropriate (subject to Sport and Recreation Victoria approval).

##### Example:



##### Victorian Government fence wrap

Funded organisations will also be required to display Victorian Government fence wrap on fencing as detailed below.

The wraps are produced using mesh/vinyl and are attached to a 1.8 metre high cyclone fence (usually temporary fencing) using UV resistant cable ties and eyelets positioned every metre. The signs should be vertically centred on the fence.

Projects funded through the Community Sports Infrastructure Fund – Better Pools category and the Better Indoor Stadiums Fund are required to display 25m of fence wrap acknowledging the Victorian Government’s contribution.

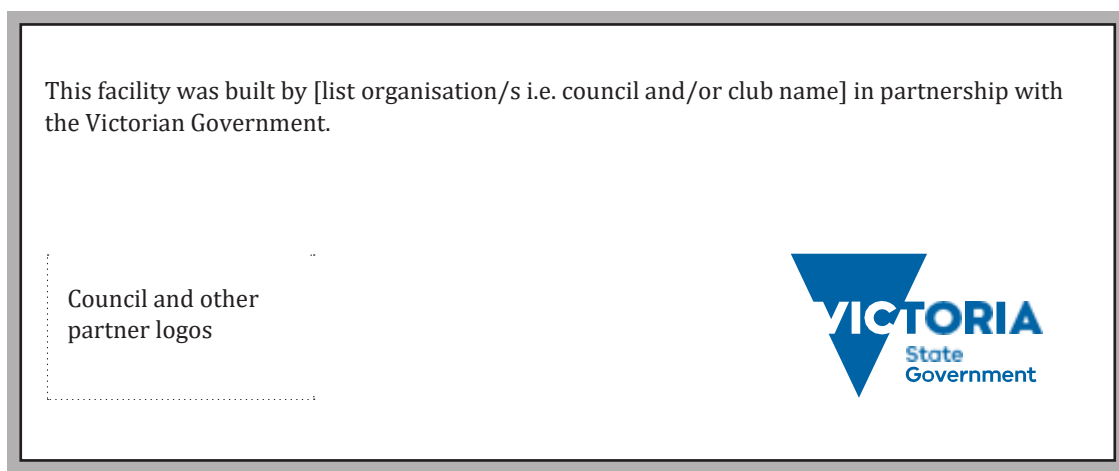
Sport and Recreation Victoria will provide the fence wrap for installation by your organisation and/or appropriate contractor in a prominent location at the project site. Councils must return the wrap to Sport and Recreation Victoria upon completion of the project.

## Signage Requirements for completed projects

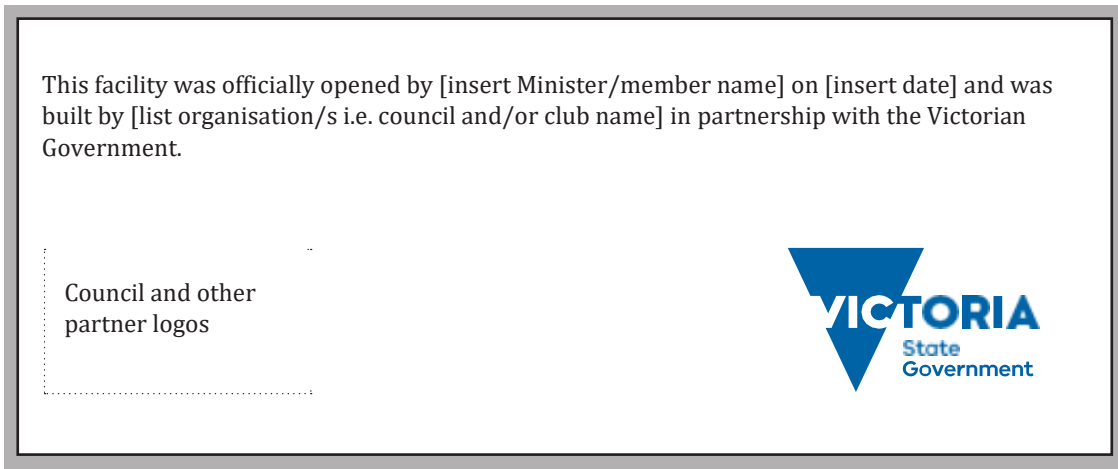
Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

### Example:

The example signs below are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.



(For projects where no Victorian Government representative is present)



(For projects where the Minister or representative is opening the facility)

Please note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation with a specific request made by Sport and Recreation Victoria.

Important note: Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Sport or Government representative.

## CSIF Major Facilities

### Requirements during construction

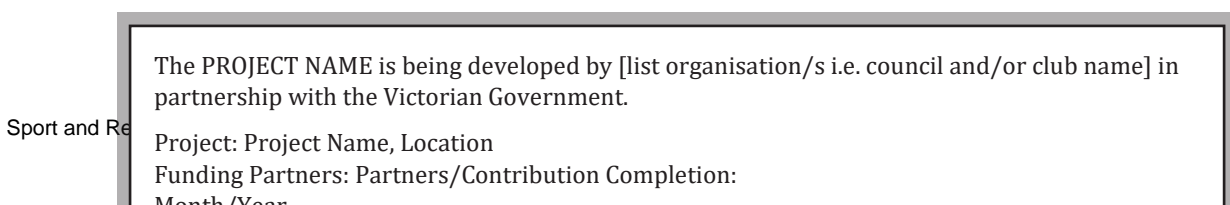
Please note that the examples below are for indicative purposes only. It is not artwork and should not be used to reproduce the logos.

PEDESTRIAN CAPITAL WORKS SIGN (minimum size of 1000mm H X 2000mm W) Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Construction of the sign should reflect the intensity of the construction phase to ensure signage is displayed throughout the building phase.

The sign should be free standing where possible, but may be wall mounted or secured to a perimeter fence where it is more appropriate (subject to Sport and Recreation Victoria approval).

### Example:

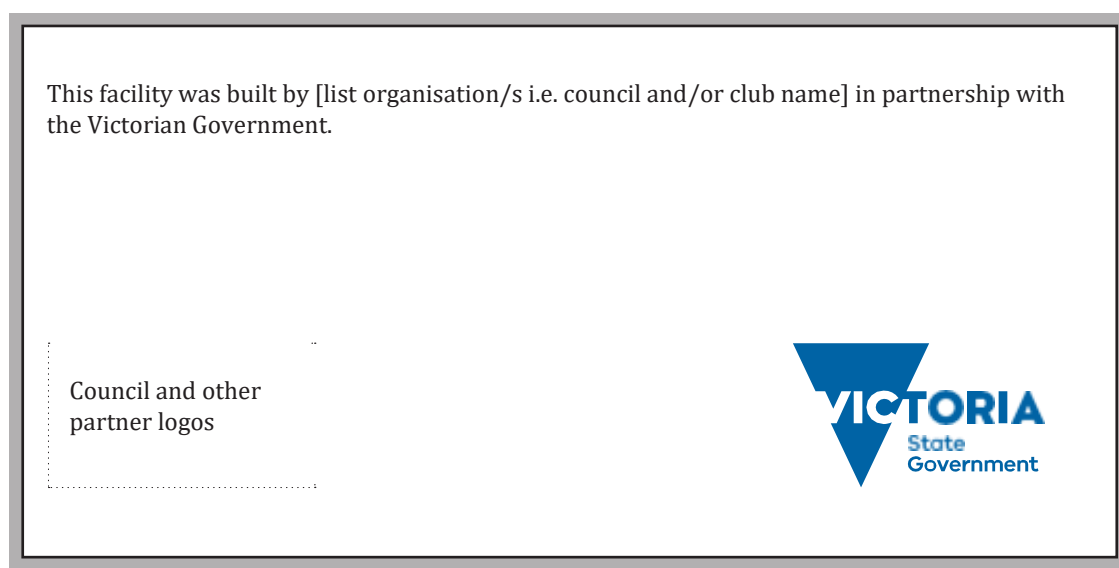


## Signage Requirements for Completed Projects

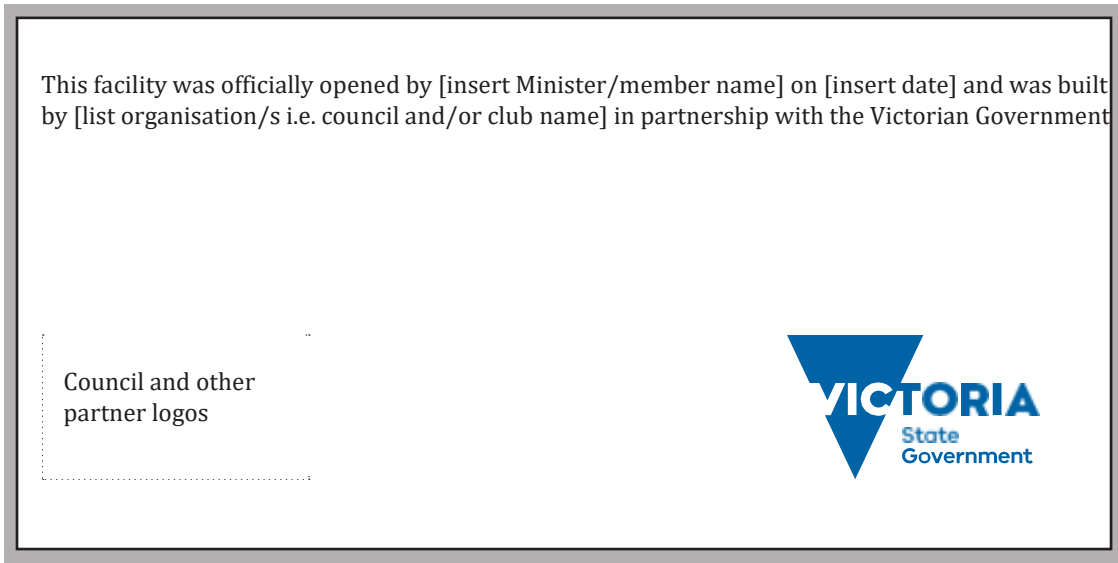
Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

Example:

The examples below are for indicative purposes only. It is not artwork and should not be used to reproduce the logos.



(For projects where no Victorian Government representative is present)



(For projects where the Minister or representative is opening the facility)

Please note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation with a specific request made by Sport and Recreation Victoria.

**Important Note:** Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Sport or Government representative.

## CSIF Female Friendly Facilities, Minor Facilities and Small Aquatic Projects

Requirements during construction

Please note that the signage examples below are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.

### **FUNDING ACKNOWLEDGEMENT SIGN (minimum size of 420mm H X 595mm W)**

During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government with the text and logo below.


Construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under the funding agreement.

Example:

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government.

Project: Project Name, Location  
Project Description  
Total Project Cost  
Information: Website

Council and other partner logos

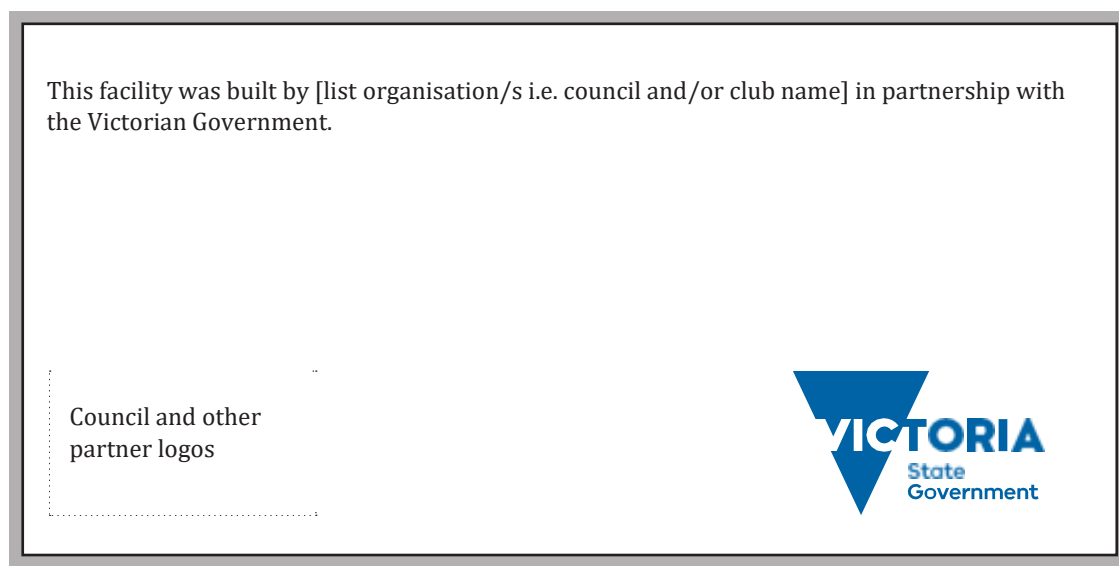


## Signage Requirements for Completed Projects

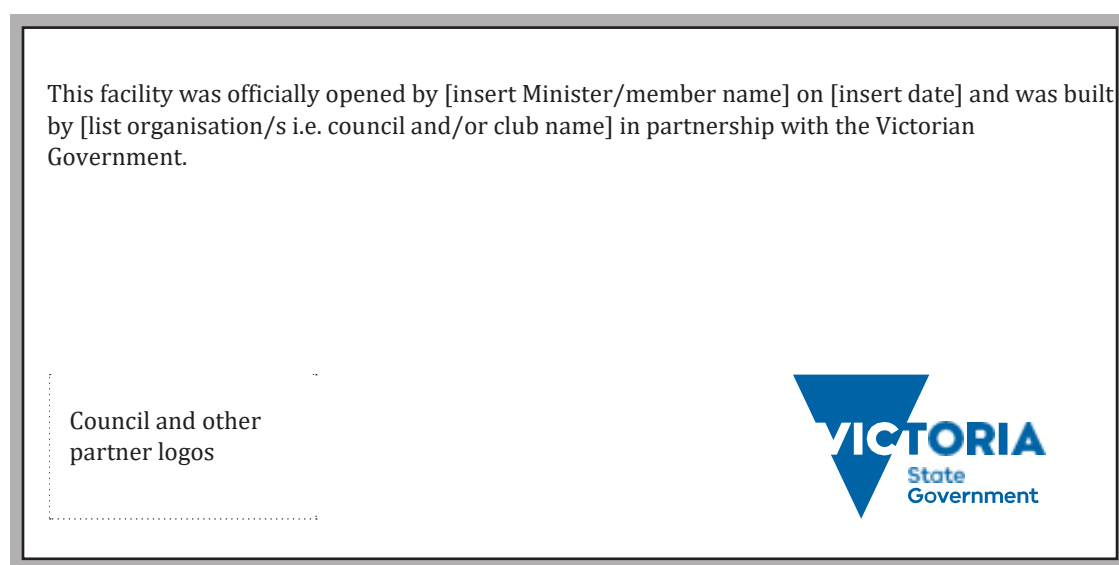
Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

## Example:

The example signs below are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.



## (For projects where no Victorian Government representative is present)



## (For projects where the Minister or representative is opening the facility)

Please note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation with a specific request made by Sport and Recreation Victoria.

**Important note:** Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage

approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Sport or Government representative.

## CSIF Cricket Facilities

### Requirements during construction

Please note that the examples below are for indicative purposes only. It is not artwork and should not be used to reproduce the logos.

For Victorian Government funding of Cricket Facilities projects construction signage should meet the following requirements:

**FUNDING ACKNOWLEDGEMENT SIGN (minimum size of 420mm H X 595mm W)** During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, Cricket

Australia and Cricket Victoria with the text and logos below.

Construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under the funding agreement.

Example:



## Signage Requirements for Completed Projects

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government, Cricket Australia and Cricket Victoria using the text and logos below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.



## Examples:

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria.



This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria.  
(For projects where no Victorian Government representative is present)

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Cricket Australia and Cricket Victoria.



(For projects where the Minister for Sport or representative is opening the facility)

### Requirements for events and promotions

The logo and appropriate acknowledgement of the Victorian Government, Cricket Australia and Cricket Victoria contributions is to be included on invitations for events associated with the funded project.

The Victorian Government, Cricket Australia and Cricket Victoria are to be given the opportunity of having a representative attend all significant events associated with the funded project.

All promotional/information material such as leaflets, brochures and advertisements (including invitations to launches/openings etc.) for the funded project must carry the text and logos. Colour publications should use colour logos.

Any press releases/announcements must acknowledge the source of funding and carry the supplied logos.

## CSIF Planning

### Acknowledgement

Planning category projects are required to include logo and written acknowledgement of the Victorian Government contribution to the project in final publications.

Organisations are also required to acknowledge the Victorian Government's funding support for projects or initiatives funded through Sport and Recreation Victoria in published or printed materials, draft strategies, websites, presentations, speeches, or other forms of presentations such as community consultations.

Examples include:

**Research/Strategies/Plans** – logo and written acknowledgement statement to be included in the report.<sup>1</sup>

**Print and electronic documents, reports, brochures, etc.** – logo and written acknowledgement statement placed where appropriate.

**Posters** – logo and written acknowledgement.

**Videos** – logo and written acknowledgment in credits, end slides or another appropriate part of the production.

**Websites** – logo and written acknowledgement where appropriate. The acknowledgement only needs to occur on relevant pages describing the funded initiatives.

**Media releases** – written acknowledgement describing the Government's contribution and funding source.

**Speeches/launches/conferences/events** – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invites/websites

1 - A specific acknowledgment of Victorian Government grant support, such as: 'Research reported in this [publication/press release] was supported by [name of the grant program] grant from the Victorian Government'.

## Victorian Asian Cup 2015 Legacy Fund

### Requirements during construction

Please note that the examples below are for indicative purposes only. It is not artwork and should not be used to reproduce the logos.

For Victorian Asian Cup 2015 Legacy funded projects receiving Victorian Government funding up to \$249,000, construction signage should meet the following requirements:

**FUNDING ACKNOWLEDGEMENT SIGN (minimum size of 420mm H X 595mm W)** During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, Football Federation Australia and the Asian Cup 2015 Legacy Fund with the text and logo below.

Construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under the funding agreement.

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, Football Federation Australia and the Asian Cup 2015 Legacy Fund.

Project: Project Name, Location  
Project Description  
Total Project Cost  
Information: Website

.....  
Council and other partner logos



### Example:

For Victorian Asian Cup 2015 Legacy funded projects receiving Victorian Government funding up to \$249,000, construction signage should meet the following requirements:

**PEDESTRIAN CAPITAL WORKS SIGN (minimum size of 1000mm H X 2000mm W)** Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Construction of the sign should reflect the intensity of the construction phase to ensure signage is displayed throughout the building phase.

The sign should be free standing where possible, but may be wall mounted or secured to a perimeter fence where it is more appropriate (subject to Sport and Recreation Victoria approval).

### Example

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with Football Federation Australia, Asian Cup 2015 Legacy Fund and the Victorian Government.

Project: Project Name, Location  
Funding Partners: Partners/Contribution Completion:  
Month/Year  
Project Description Total  
Project Cost Information:  
Website

Council and other partner logos



### Signage Requirements for Completed Projects

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

Example:

The examples below are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with Football Federation Australia, Asian Cup 2015 Legacy Fund and the Victorian Government.

Council and other partner logos



### (For projects where no Victorian Government representative is present)

This facility was officially opened by [insert Minister/member name] on [insert date] and was built by [list organisation/s i.e. council and/or club name] in partnership with Football Federation Australia, Asian Cup 2015 Legacy Fund and the Victorian Government.

Council and other partner logos



### (For projects where the Minister or representative is opening the facility)

Please note that there may be specific circumstances where the Victorian Government requests alternative signage to those indicated in the thresholds above. This will be negotiated with the funded organisation with a specific request made by Sport and Recreation Victoria.

**Important Note:** Artwork for all draft signage and plaques must be provided to your Sport and Recreation Victoria primary contact for approval prior to installation. Funded organisations should allow sufficient time to have signage approved by Sport and Recreation Victoria and made prior to formal events that include the Minister for Sport.

## Country Football and Netball Program

### Requirements during construction

Please note that the examples below are for indicative purposes only. It is not artwork and should not be used to reproduce the logos.

For Victorian Government funding of Country Football and Netball projects construction signage should meet the following requirements:

**FUNDING ACKNOWLEDGEMENT SIGN (minimum size of 420mm H X 595mm W)** During construction a temporary (but sturdy) sign must be erected and prominently displayed acknowledging the contribution of the Victorian Government, the Australian Football League, Netball Victoria and AFL Victoria with the text and logo below.

Construction signage must be endorsed by your Sport and Recreation Victoria primary contact and forms part of your obligations under funding agreements for all projects.

**Example:**

The [project name] is being developed by [list organisation/s i.e. council and/or club name] in partnership with the Victorian Government, the Australian Football League, Netball Victoria and AFL Victoria.

Project: Project Name, Location  
 Project Description  
 Total Project Cost  
 Information: Website

Council and other partner logos



**Signage Requirements for Completed Projects**

Completed projects must carry a permanent acknowledgment of the contribution of the Victorian Government using the text and logo below in a form (e.g. permanent sign or plaque) and scale appropriate to the project.

This facility was built by [list organisation/s i.e. council and/or club name] in partnership with the Australian Football League, Netball Victoria, AFL Victoria and the Victorian Government.

Council and other partner logos



(For projects where no Victorian Government representative is present)



(For projects where the Minister or representative is opening the facility)

#### Requirements for events and promotions

The logo and appropriate acknowledgement of the Victorian Government, Cricket Australia and Cricket Victoria contributions is to be included on invitations for events associated with the funded project.

The Victorian Government, Cricket Australia and Cricket Victoria are to be given the opportunity of having a representative attend all significant events associated with the funded project.

All promotional/information material such as leaflets, brochures and advertisements (including invitations to launches/openings etc.) for the funded project must carry the text and logos. Colour publications should use colour logos.

Any press releases/announcements must acknowledge the source of funding and carry the supplied logos.

## Written acknowledgement in digital and printed materials

Organisations are required to acknowledge the Victorian Government's funding support for projects or initiatives funded through Sport and Recreation Victoria in published or printed materials, draft strategies, websites, presentations, speeches, or other forms of presentations such as community consultations.

#### Examples include:

**Community Sports Infrastructure Fund** – Planning category projects are required to include logo and written acknowledgement of the Victorian Government contribution to the project in final publications.

**Research/Strategies/Plans** – logo and written acknowledgement statement to be included in the report.<sup>2</sup>

**Print and electronic documents, reports, brochures, etc.** – logo and written acknowledgement statement placed where appropriate.

**Posters** – logo and written acknowledgement.

**Videos** – logo and written acknowledgment in credits, end slides or another appropriate part of the production.

**Websites** – logo and written acknowledgment where appropriate. The acknowledgement only needs to occur on relevant pages describing the funded initiatives.

**Media releases** – written acknowledgement describing the Government’s contribution and funding source.

**Speeches/launches/conferences/events** – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invites/websites.

## Written acknowledgement statement of Victorian Government funding

Any written acknowledgement statement in published, electronic, video 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 the Victorian Government.*

*The [name of program/s/projects/s/ initiative/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.  
2 A specific acknowledgment of Victorian Government grant support, such as:

‘Research reported in this [publication/press release] was supported by [name of the grant program] grant from the Victorian Government.’

## 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.

There are variations on how the logo is to be used depending on what an organisation is publishing or printing.

### Official colours and correct logo usage

To maintain the consistent use of the Victoria State Government logo, the preferred colour usage is either Government Blue (PANTONE 2945) or Black.

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 and/or 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.



### Logo usage and placement

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

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



Clear space is an exclusion zone surrounding a logo where no other text or graphic may appear and should allow enough space to visually separate logos. The clearspace should constitute 50% of the width/height of the logo itself.





## Size

Minimum size for logo usage is that it should be 10mm in height.

## How to access the Brand Victoria logo

To access the logo please contact your Sport and Recreation Victoria representative.

If your organisation is unsure about when and how the logo should be used, contact your Sport and Recreation Victoria representative.

Should council receive funding for a project that requires alternative signage to those described in these guidelines, Sport and Recreation Victoria can negotiate these guidelines on a case-by-case basis.

## More information

### Department of Health and Human Services

Contact your Sport and Recreation Victoria contact if you require additional information on the funding acknowledgement requirements above.

To receive this publication in an accessible format, please contact the Grants Information Line on 1300 366 356, using the National Relay Service 13 36 77 if required or [email Grants Information Line](mailto:grantsinfo@sport.vic.gov.au) <grantsinfo@sport.vic.gov.au>.

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