

# Victorian State Government logo usage and acknowledgment guidelines

For use with third -parties

Version 1 | 07/24



# Contents

<b>Purpose of these guidelines</b>	<b>3</b>	<b>Variations of 'Supported by' and 'In partnership with' logos available</b>	<b>7</b>	<b>Opportunities to acknowledge the Victoria State Government</b>	<b>11</b>
Victoria State Government logo .....	3	<b>Clear space and minimum size</b>	<b>8</b>	Websites and microsites .....	11
Other Victorian Government logos.....	3	Clear space.....	8	Advertising – digital and print .....	11
<b>Using the 'Supported by' and 'In partnership with' phrases</b>	<b>4</b>	Minimum size.....	8	Digital assets and printed material .....	11
'Supported by'.....	4	Application on large formats.....	8	Acknowledgment in Social Media .....	11
'In partnership with' .....	4	Application on digital assets and social media .....	8	Signage – hoarding, announcements, plaques .....	12
<b>Application of logos</b>	<b>5</b>	<b>Victoria State Government logo – Colour palette</b>	<b>9</b>	Event Material .....	12
Hierarchy level of participation or contribution.....	5	Victoria State Government logo colour palette .....	9	Verbal acknowledgement.....	12
Grouping of supporting or partnering logos .....	5	<b>Incorrect applications of the logo</b>	<b>10</b>	Written acknowledgement in lieu of a logo .....	12
Clearly delineating the supporting role:.....	5				
<b>Application of logos</b>	<b>6</b>				
Size relationship: .....	6				
Colour choice of the logo: .....	6				

# Purpose of these guidelines

These guidelines outline how to use the Victorian State Government logo, including how to apply the wording 'Supported by' and 'In partnership with', when acknowledging the Victorian Government for its contribution to a program, project, event or activity.

## Victoria State Government logo

DJSIR (Department of Jobs, Skills, Industry and Regions) always uses the Victoria State Government logo when acknowledging governments support on external project, program, or activity delivered by external stakeholders.

This logo is also the default choice when two or more departments collaborate on a project with each department providing funding.

When communicating with an international audience, the international version of the logo should be used.

## Other Victorian Government logos

There are two other types of government logos that can be used when acknowledging government for its contribution to a program, project, event or activity.

These logos have their own guidelines that outline how to apply those logos.

If you are asked to use a logo that is not a Victoria State Government logo, please contact [branding@ecodevic.gov.au](mailto:branding@ecodevic.gov.au) for advice and to obtain a copy of the correct guidelines.



# Using the 'Supported by' and 'In partnership with' phrases

Two phrases are used with the Victoria State Government logo to acknowledge government involvement and support: 'Supported by' and 'In partnership with'.

It is important to accurately represent the nature of the relationship when applying the government logo. This helps ensure transparency and clarity for the intended audience. Whether you use 'Supported by' or 'In partnership with' will depend on the nature and level of involvement of the government entity and should be specified in the Agreement.

There are different versions of the 'Supported by' and 'In partnership with' logos, including landscape, portrait, and centred options. There are also separate versions of the logos for use in print or digital media, as each has specific clear space requirements incorporated into the logo file. Please refer to pages 7 and 8.

## 'Supported by'

This phrase indicates that the organisation or event has received support or funding from the government entity. It implies that the government is providing assistance or backing to the initiative without necessarily being directly involved in its day-to-day operations. The government is acknowledged as a supporter or sponsor of the program, project, event or activity.



## 'In partnership with'

This phrase suggests a closer collaboration or joint effort between the Victorian Government and the program, project, event or activity. It signifies that both parties are actively working together, sharing resources, and playing an active role in achieving common goals. It implies a more substantial and ongoing relationship between the government and the initiative, often involving joint decision-making.

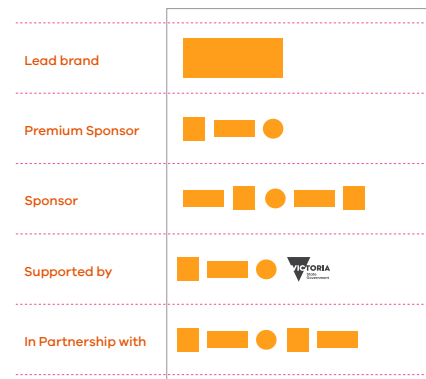


# Application of logos

When applying the Victoria State Government logo, consider the various assets on which it will be applied, including how to accommodate multiple logos (if other entities are involved in the program, project or event).

## Hierarchy level of participation or contribution

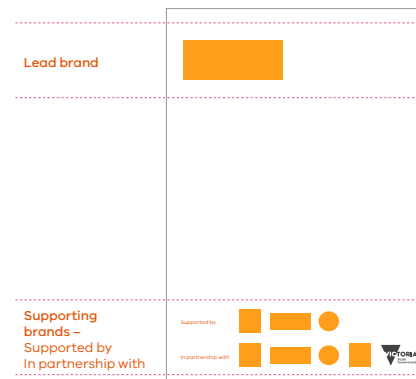
For larger projects or programs, it is common to have dedicated sections or pages that acknowledge the various levels of participation from multiple entities. These sections or pages typically display logos under headings such as Sponsor, Premium Partner, Partner, and so on. In such cases, it may not be necessary to include the phrases 'Supported by' or 'In partnership with'.



## Grouping of supporting or partnering logos

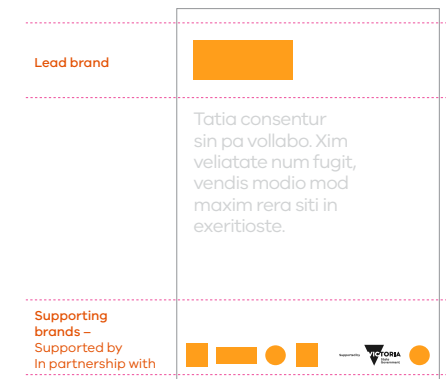
Where fewer entities are involved, supporting or partnering logos may be grouped together. The layout of these logos should convey the type of collaboration and use white space to clearly define where one group ends and the other begins.

The collaboration statement should be aligned with its relevant group/s. The look and feel of the 'Supported by' or 'In partnership with' wording can be tailored to match the branding used for the collateral.



## Clearly delineating the supporting role:

The Victoria State Government logo must always be seen as a secondary logo in supporting or partnering arrangements. It should not interfere with the the lead organisation's branding or key messages.



# Application of logos

## Size relationship:

When using the Victoria State Government logo with other logos, the size relationship must appear visually balanced excluding the collaborative statements.

Separate arrangements must be stipulated in the contract agreement if logos are to appear at different sizes due to larger or smaller contribution of funds or services.



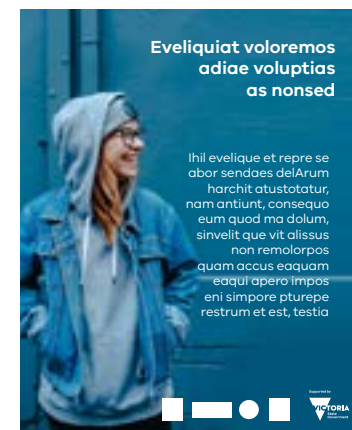
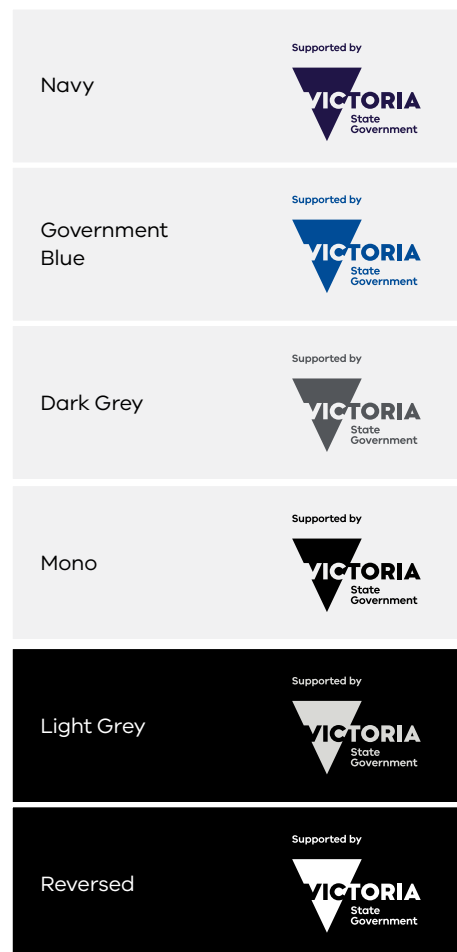
## Colour choice of the logo:

When using the Victoria State Government logo together with other logos, it is important to use the logo colours specified in these guidelines for the Victoria State Government logo, while still complementing the look and feel of the communications piece or asset.

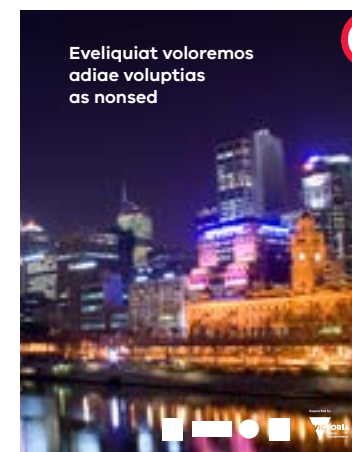
The Victoria State Government logo can be used in the colour variations shown on the right. Colour breakdowns are specified on page 9 of these guidelines.

The light grey and reversed variations can be used in special cases when reproduction of the full colour is restricted due to technical limitations. i.e. lack of contrast or for a single colour print.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications, use the RGB, HEX or websafe breakdowns.













Apply to photography only if there is enough contrast for the logo to be seen.



Don't apply to low contrast or on busy areas of the photograph.

# Variations of 'Supported by' and 'In partnership with' logos available

The following variations of the 'Supported by' and 'In partnership with' statement accompanied by the Victoria State Government logo are available. It is important to ensure that the appropriate collaborative statement and logo are used to enhance the layout without detracting from the key message in the communication.

	Upper Lefthand Justification (ULJ)	Landscape Centred	Portrait Centred
Print	<p>Supported by</p>  <p>In partnership with</p> 	<p>Supported by</p>  <p>In partnership with</p> 	<p>Supported by</p>  <p>In partnership with</p> 
Screen	<p>Supported by</p>  <p>In partnership with</p> 	<p>Supported by</p>  <p>In partnership with</p> 	<p>Supported by</p>  <p>In partnership with</p> 

# Clear space and minimum size

## Clear space

To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications.

Clear space creates an invisible frame, 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.

## Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size.

Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

## Application on large formats

When applying the logo on large formats such as A0 and above, it is important to ensure that it is placed no smaller than at a minimum size which should be calculated as 10% of the width of the collateral.

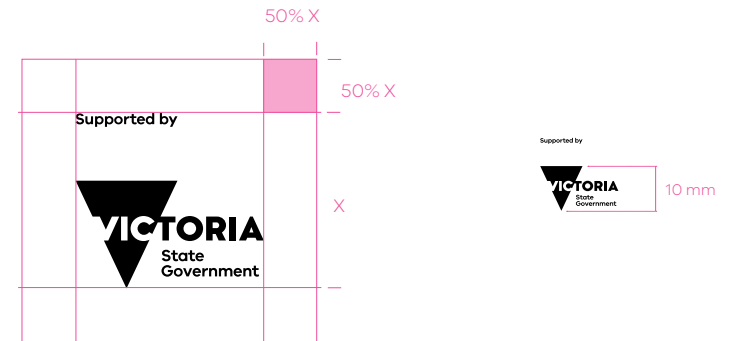
Clear space principles for print and screen should still apply to large formats.

## Application on digital assets and social media

If the minimum size cannot be maintained, logo application on digital assets and social media is not permitted. However, the funding should still be acknowledged in the social post through copy, stating, "The [Project/program name] is supported by the Victorian State Government through the [name of fund]."

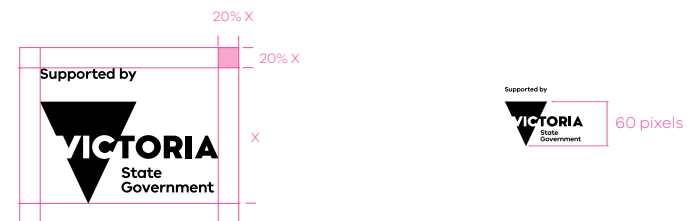
Relevant departmental social media accounts that need to be tagged to acknowledge government's contribution should be noted in the Agreement.

Clear space and minimum size requirements are the same for all versions of the logo.



Print

Screen





# Victoria State Government logo – Colour palette

## Victoria State Government logo colour palette

The Victoria State Government logo can be used with six of the colours from the Brand Victoria colour palette. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications, use the RGB breakdown.



PMS 2765 C  
C 100 M 100 Y 9 K 57  
R 32 G 21 B 71  
WEBSAFE # 330033  
HEX # 201547



PMS 2945 C  
C 100 M 50 Y 0 K 15  
R 0 G 76 B 151  
WEBSAFE # 003399  
HEX # 004c97



PMS COOL GREY11 C  
C 44 M 34 Y 22 K 77  
R 83 G 86 B 90  
WEBSAFE # 666666  
HEX # 53565a



PMS COOL GREY 1 C  
C 4 M 2 Y 4 K 8  
R 217 G 217 B 214  
WEBSAFE # cccccc  
HEX # d9d9d6



BLACK  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
WEBSAFE # cccccc  
HEX # 000000



WHITE  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
WEBSAFE # cccccc  
HEX # ffffff

# Incorrect applications of the logo

The logo should never be redrawn, digitally manipulated or altered in any way. It should never be obscured, distorted, rotated or cropped. It should always be legible.



Don't apply colour on colour with low contrast.



Don't apply colours outside the brand.



Don't apply multiple colours.



Don't insert an image or a pattern.



Don't skew or distort.



Don't apply transparency.



Don't apply effects.



Don't apply to low contrast or busy photography.



Don't omit any elements.



Don't rotate or flip



Don't block the brandmark  
Never house brandmark in additional shapes



Incorrect contrast colours for the reversed version.

# Opportunities to acknowledge the Victoria State Government

## Websites and microsites

External stakeholders, grant recipients, and suppliers may express acknowledgment of the government's contribution on their websites or pages dedicated to promoting the program, project, event, or activity for which they have received support. Some websites have designated sections to recognise partners and supporting entities by displaying their logos. In these cases, the government logo should be placed under the corresponding tier of support provided without the need for phrases like 'Supported by' or 'In partnership with.' This may or may not be an appropriate space to acknowledge the government's involvement, and consideration should be given to whether government support extends to all the company's activities.

Alternatively, the government can be acknowledged on the page that specifically promotes the program, project, event, or activities. In this instance, government support should be highlighted by incorporating the wording 'Supported by' or 'In partnership with,' followed by the relevant government logo (refer to pages 3 and 11 of this guide).

It is important that the relevant government logo documented in the contractual agreement has been applied and that the logo and placement adhere to the relevant brand guidelines.

## Advertising – digital and print

External stakeholders, grant recipients, and suppliers may want to advertise the program, project, event, or activity for which they have received support, allowing an opportunity to acknowledge the government. On advertising material, this is achieved by including the wording 'Supported by' or 'In partnership with,' followed by the relevant government logo discussed on pages 3 and 11.

Typically, the supporting or partnering logos will not be prominently displayed and will be positioned in the lower section of the advertisement to ensure they do not interfere with the primary message and branding. Other partner or supporting logos may also need to be represented, and each logo may need to be lined up side-by-side. In this situation, the size relationship between the supporting logos should appear visually balanced. One logo should not be larger than the others.

Ensure minimum size and clear space guidelines for the relevant logo are followed.

## Digital assets and printed material

External stakeholders, grant recipients, and suppliers who develop digital assets and printed materials, such as social media tiles, online videos, information sheets, publications, reports, and media releases to promote the program, project, event, or activity supported by the government will need to acknowledge government's support appropriately. This is achieved by incorporating the wording 'Supported by' or 'In partnership with,' followed by the relevant government logo discussed on pages 3 and 11.

Other partner or supporting logos may also need to be represented, and each logo may need to be lined up side-by-side. In this situation, the size relationship between the supporting logos should appear visually balanced. One logo should not be larger than the others. Typically, the supporting or partnering logos will not be prominently displayed and will be positioned in the lower section of these assets to ensure they do not overshadow the primary message.

Ensure minimum size and clear space guidelines for the relevant logo are followed.

## Acknowledgment in Social Media

For social media posts where minimum logo size requirements cannot be met or where it's not possible to incorporate logos into the creative, the sponsorship or grant arrangements should be acknowledged within the text of the social media post. The acknowledgment should clearly mention the program, project, or activity and tag the social media accounts of any government or agency partners associated with the program, project, event, or activation.

For social media advertising, a clickable link should direct users to a website where the supporting entities are acknowledged to convey their acknowledgment effectively.

# Opportunities to acknowledge the Victoria State Government

## Signage – hoarding, announcements, plaques

External stakeholders, grant recipients, and suppliers wishing to develop signage to promote the program, project, event, or government-supported activity should be appropriately acknowledged on signage.

Department of Premier and Cabinet (DPC) has specific guidelines for Capital Works Signage, which must be followed. For additional information on which signage template should be used for particular projects, please get in touch with the funding project manager or [branding@ecodev.vic.gov.au](mailto:branding@ecodev.vic.gov.au) for further advice on capital works signage.

If it has been determined that the external stakeholder can use their own branded signage template, the standard rule applies when acknowledging the government, i.e. the wording 'Supported by' or 'In partnership with' needs to be incorporated, followed by the relevant government logo discussed on pages 3 and 11. Other partner or supporting logos may also need to be represented, and each logo may need to be lined up side-by-side. In this situation, the size relationship between the supporting logos should appear visually balanced. One logo should not be larger than the others.

The government logo must have a minimum size of 10% of the sign's width for large-format signage. Large format signage is defined as anything exceeding 1 metre in vertical or horizontal dimensions.

## Event Material

Event material includes assets like pull-up banners, posters, event and podium signage, presentations, holding slides in presentations, branded merchandise, event booklets and invitations. When acknowledging the government, special consideration and instruction must be given to the individual pieces.

## Verbal acknowledgement

When delivering speeches or presentations related to sponsorship, grants or procurement arrangements, external stakeholders should include verbal recognition of the Victorian Government's funding support and convey any agreed key messages regarding the government's contribution.

Where external stakeholders are planning public events or similar to launch or introduce the funded program, project or activity and a government representative is speaking, there are specific protocols that will need to be followed. Speak with your project funding contact for advice.

## Written acknowledgement in lieu of a logo

Written acknowledgment can be used in the following situations in lieu of a logo:

**Limited space:** when the available space for a logo is too small.

**Multiple government entities with triangle logos:** When multiple government entities using a government triangle logo require recognition, the Brand Victoria guidelines specify that only the Victoria State Government logo can represent the collective entities. The remaining government entities can be acknowledged through written recognition.

**Disclaimers:** written acknowledgment can be incorporated into disclaimers to fulfil legal or disclosure requirements.

In these cases, written acknowledgment provides a concise and effective way to acknowledge and comply with the given limitations or requirements.


Written acknowledgement should include one of the statements below when a logo can not be included:

**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: Organisations must acknowledge the Victorian Government, not the individual department.



For logo usage guidelines regarding other  
Government logos, please contact  
[branding@ecodev.vic.gov.au](mailto:branding@ecodev.vic.gov.au).

If you have any questions that are not covered  
in this guideline, please contact  
[branding@ecodev.vic.gov.au](mailto:branding@ecodev.vic.gov.au).