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| Victorian Government grants acknowledgment and publicity guidelinesANZAC Day Proceeds Fund and Victoria RemembersFor organisations receiving grants from the Department of Families, Fairness and Housing |
| OFFICIAL |

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It is a standard condition of Victorian Government grants that recipients must agree to follow these guidelines to acknowledge funding.

These guidelines are applicable to the following grant programs:

* Victoria Remembers
* ANZAC Day Proceeds Fund.

# Keeping the grant funding confidential

**You may need to keep the funding confidential until a there is a public announcement.**

Once approved, many grants remain highly confidential until the relevant Minister or their representative publicly announces the funding. The department will advise you in writing if this applies to your grant.

# Government and Victorian Veterans Council representative opportunities

You must give the Minister for Veterans and the Chair of the Victorian Veterans Council an opportunity to open or launch the funded service or project activity and invite them to public events and launches.

You must also invite the minister and chair to all significant events associated with the service or project activity.

You will need to give adequate notice (the department recommends at least two months' lead time) and work with the department to coordinate the Minister and his or her representative's role in the opening or launch, or their attendance at events.

If a minister or their representative is unable to speak then it may also be appropriate to ask the Chair of the Victorian Veterans Council to speak instead.

To invite the mnister and chair email Office for Veterans veteransgrants@dffh.vic.gov.au.

## Inviting departmental staff to an event

Organisations may invite departmental staff to an event or program launch by contacting their grant officer at the Department of Families, Fairness and Housing.

# Printed and verbal acknowledgement

Organisations must acknowledge the Victorian Government’s and Victorian Veterans Council’s funding support and any key messages about the department or grant program:

* in speeches and presentations about the grant project or funded activity
* in media releases
* in relevant job advertisements
* on documents, publications, reports, brochures, posters, flyers and the like. You must give the government the opportunity to contribute a sponsor’s message for any relevant publication
* on websites or other digital communications developed with the government’s funding support. These should also include a link to the department website. Contact the department for the relevant department website URL
* in social media text and/or images. Where possible, the social media executions should include a written acknowledgement of Victorian Government funding and/or the Victoria State Government logo and a link to the relevant departmental website (depending on the social media channel).

# Capital works projects acknowledgement

There are specific guidelines about how to represent government support for capital works projects where the government’s investment is $250,000 or greater. Please refer to the Capital works signage guidelines on [VIC.GOV.AU - Capital works signage guidelines](https://www.vic.gov.au/capital-works-signage-guidelines) https://www.vic.gov.au/capital-works-signage-guidelines.

# Reporting on acknowledgement of government grants

You will need to provide details of how the government grants was/is acknowledged.

The department will request this information as:

* part of your final/acquittal reporting template, or
* in instructions in relation to the grant project or funded activity.

It is best to plan opportunities to include acknowledgement of the Victorian Government and Victorian Veterans Council’s funding support from the start of your project.

# Written acknowledgement statement of Victorian Government funding

Include one of the statements below in acknowledgment statements associated with the grant activity:

The [name of program/s/projects/s/ activity] was/were supported by the Victorian Government and the Victorian Veterans Council.

The [name of program/s/projects/s/ activity] are/is supported by the Victorian Government and the Victorian Veterans Council.

[Name of organisation] acknowledges the support of the Victorian Government and the Victorian Veterans Council.

**Please note:**

* you must acknowledge the Victorian Government, not the individual department.
* the Office for Veterans and the Minister for Veterans are part of the Victorian Government and not part of the Commonwealth's Department of Veterans' Affairs.

# Victorian Government and Victorian Veterans Council logos for publishing, printing and signage

## Which logos to use

You must use the Victoria State Government and the Victorian Veterans Council logos as a ‘logo lock up’ on all published or printed materials or signage associated with the grant project or funded activity.

## How to access the logos

You can download the Victoria State Government logo from [Brand Victoria - using our logos](https://www.vic.gov.au/brand-victoria-using-our-logos) https://www.vic.gov.au/brand-victoria-using-our-logos.

The Victorian Veterans Council has various formats of its logo. To access the right file format please email Office for Veterans veteransgrants@dffh.vic.gov.au. In your email include information about where you will use the logo.

You will need to provide drafts of any publications, signage or digital concepts featuring the logos for approval from the department before final production.

## How to use the logos

You cannot alter these logos under any circumstances.

Only create the lock-up with the vertical version of the Victorian Veterans Council logo. Always place the Victoria State Government logo (brandmark) on the right of the Victorian Veterans Council logo.

The space between the Victorian Veterans Council logo and the Victoria brandmark is 50% of the height of the Victoria State Government logo. It is shown in the example below in blue.

**Do not copy and paste the logos from this document or any other Victorian Government publication or website. Use the downloadable and supplied logos.**



## Official colours and correct logo usage

Do not alter the logos.

* Black is the official colour of the Victoria State Government logo. The web-safe colour is RGB (R = 0, G = 0, B =0).
* Do not alter the Victorian Veterans Council logo colours.
* Make sure there is enough contrast between the background and the logos.
* Don’t place the logos over an image or a pattern unless there is enough contrast to show the logo clearly.
* Don’t place the logo over other text.
* Don’t stretch or distort logos. Always keep the ratio between width and height measurements the same.
* The area surrounding logos should show the underlying background colour.
* Logos should never appear with a white box around them.

## Logo usage and placement

The organisation receiving the grant funding should use their own brand or visual style. They can place the Victoria State Government logo and Veterans Council logo on either side or above or below their own logo.

### Clear space

Maintain ‘clear space’ around the logos.

Clear space creates an invisible frame that is a minimum area surrounding the logo. It must remain free of any conflicting visual element.

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

#### Clear space for print applications

The clear space for print applications is at least 50 per cent of the height of the triangle in the logo.



#### Clear space for 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 of logos

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.



Use the logo at larger than the minimum size if there a question about the quality of reproduction.

# Further information

## Funded organisations

Organisations should contact the Office for Veterans staff member named in their grant agreement or email Office for Veterans veteransgrants@dffh.vic.gov.au for any questions about:

* these acknowledgement and publicity guidelines
* how to the use the logos.

The department staff member will contact the department’s Design and Publications team on their behalf to clarify logo usage.

## Department staff

Department staff can email logo placement enquiries to the Design and Publications team creative.studio@dffh.vic.gov.au.

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