

Acknowledgment and publicity guidelines for Victorian Government funding support

For organisations funded under the service agreement by the Department of Human Services, Department of Health and Department of Education and Early Childhood Development (early childhood area)

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.¹

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 (e.g. 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 acknowledgment 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.

¹ 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 a initiative, program or service funded by the Victorian Government under the service agreement.

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.
- print and electronic documents, reports, brochures and the like – logo and written acknowledgement statement placed where appropriate²
- 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/invites/websites.

In limited circumstances, an organisation may be exempt from using the State Government logo in particular publicity and publications related to services funded. Please contact your department contact for further advice if you feel 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.

Victorian Government insignia (logo)



The Victorian Government insignia is the primary branding device, or logo, of the Victorian Government.

Where a logo acknowledgement by a funded organisation is required, the guidelines outlined below for using the Victorian Government insignia (logo) must be followed.³

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

Pantone® 541 is the official colour of the logo. The web-safe equivalent is RGB (R = 0, G = 51, B = 102).

Logos will only be supplied in this colour or black and can also be used as a transparent logo.

² Please note: an acknowledgement is not 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 services funded by the Victorian Government.

³ These guidelines align with the Victorian Government branding guidelines

If the logo is transparent, the area surrounding the Southern Cross stars and the text within the main block should reveal the underlying background colour and should not default to white on a coloured background.

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, the logo may be reversed out; appearing as white on a coloured background.

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 organisation’s logo can be placed on either side of the State Government of Victoria logo.



Clearspace

Clearspace is an exclusion zone surrounding a logo where no other text or graphic may appear.

The amount of clearspace to be allowed around each logo is equal to the height of the letter ‘V’ in Victoria for ALL logos, regardless of format or version. This is a scalable measurement, so that clearspace increases with logo size.



Size

Document – minimum sizes for logo

Logo should be 10 mm (width) if the document is smaller than 99 x 210 mm

Logo should be 16 mm (width) if the document is between 99 x 210 mm and 297 x 210 mm

Logo should be 19.25 mm (width) for documents 297 x 210 mm and above

Digital – minimum sizes for logo

Digital – maximum sizes for logo

40 (h) x 70 (w) pixel

51 (h) x 90 (w) pixel

How to access the logo

The State Government of Victoria logo can be downloaded from My Agency on the Funded Agency Channel: <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 *State Government of Victorian 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 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 Victorian Government 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 Victorian Government 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 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 Branch.

Department of Health

An organisation can contact its department contact if they require further information on the funding acknowledgement requirements above. The department contact may consult with Jo Perkich in the Corporate Communications Unit.

Department of Education and Early Childhood Development

An organisation can contact its department contact if they require further information on the funding acknowledgement requirements above. The department contact may consult with Leigh Raymond in the Communications Division.