

Funding Acknowledgement Guidelines



Congratulations and thank you for partnering with us to conserve the natural resources of our unique region! It is important that you now acknowledge your funding providers and inform the community about public fund expenditure.

You are required to acknowledge us and the financial assistance provided through us by the Australian Government in all promotional materials related to funded activities through:

1. Use of the SWCC and Australian Government NLP logo
2. Use of one of the following acknowledgement statements:

This project is supported by the South West Catchments Council, through funding from the Australian Government's National Landcare Programme.

If there has been more than one funding body, the following wording should be used:

This project is supported by the South West Catchments Council, through funding from the Australian Government's National Landcare Programme and *[insert other funding body's name]*.

If the project proponent has also provided funding, the following wording should be used:

This project is partially funded through the *[insert organisation name]*, and the South West Catchments Council, through funding from the Australia Government's National Landcare Programme.

Funding recipients are also required to provide copies of all materials developed or publicised to assist SWCC in meeting reporting requirements. Materials to be sent to swcc@swccnrm.org.au



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swccnrm.org.au

Logos

For all SWCC supported projects, the SWCC and Australian Government NLP logos should be included on display and promotional materials. These logos are available in a range of file formats and can be downloaded from the SWCC website www.swccnrm.org.au/about-us/funding

These logos must be no smaller in size and of no less visual significance than any other acknowledgement of assistance received for the project.

Where SWCC provided the majority of funding, these three logos should precede all other acknowledgements. Specific logo guidelines are detailed on the right. The acknowledgement text overleaf must also be included whenever the logos are used.

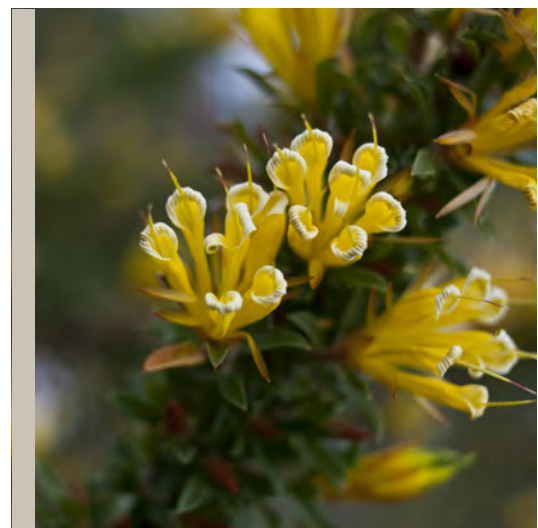
Below are some general guidelines to be applied to the use of all logos.

- Ensure all three logos are scaled to the same visual weight and are of equal separation distance.
- Exclusion zone - Make sure that the text or other design elements do not encroach on the logos.
- Make sure the logos contrast with the background colour and are easy to see (reversed logos are available for download).
- Do not modify artwork, including changing the relative size of logo elements.

The logos only need to be used once within a document and should not be used as a decorative or artistic element, or as a watermark.

Questions?

Please contact us on 9724 2400 or email swcc@swccnrm.org.au if you need assistance.



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