



GLENELG SHIRE COUNCIL COMMUNITY GRANTS PROGRAM

Glenelg Shire Council logos and acknowledgments Guide

Purpose

This guideline has been established to support Community Grant Recipients in understanding how to use the Council Logo as part of the Glenelg Shire Council funding acknowledgment to ensure consistency in the management of the Glenelg Shire brand.

Guidelines for use

Successful groups / organisations of the Community Grants Program are required to acknowledge the support of the Glenelg Shire Council in any promotional or public material related to the funded project or activity.

The Glenelg Shire Council Logo is linked here, or can be downloaded via the Glenelg Shire Council website, Community Grants Section.



Minimum size, clear space and other requirements are outlined below.

- The logo should always be used as a whole.
- The logo is not to be used any smaller than 60mm across.
- Never recreate or scan a logo, only use logos as supplied.

The preferred use for the Glenelg Shire logo is on a white background, if a coloured background is to be used, the logo must appear as a white box behind the logo, displaying a white key line.

The Glenelg Shire logo should only be used in the colour format (as provided), or as a mono (greyscale) image.

The Logo with “Victoria’s Birthplace” is not to be used on any documents, or promotional materials. If any document has the old logo with “Victorias Birthplace”, the document will be required to be removed from circulation and updated to the current logo to avoid breach in the Community Grants Funding Agreement.

Glenelg Shire Council logo - Colour



Glenelg Shire Council logo - Mono



If you have any queries about placements or the use of the logo, please contact the Community Grants Administrator at communitygrants@glenelg.vic.gov.au

Appendix 1: Example use of Logo

Please see below examples from the Casterton Kelpie Muster which demonstrates the use of Council logo on posters and social media images to acknowledge Glenelg Shire Council's support.



Figure 1: Casterton Kelpie Association social media post



Figure 2: Casterton Kelpie Association Event Program