

Visual Brand Guidelines

Information for grant recipients supported by the Australian Government's National Landcare Program



Media approvals

It is a requirement of the Australian Government funding that media releases must be drafted in accordance with this guide, and **must have** written approval from the LC Landscape Board prior to publication.

Unless requested by the LC Landscape Board, all other media and promotional materials, as long as they fully comply with the requirements outlined in this guide, **do not** require prior approval.

All media and promotional materials must be submitted to the LC Landscape Board for reporting to the Australian Government.

Grant recipients are required to provide these materials to the LC Landscape Board as part of reporting on your project.

Service providers must upload all media and promotional materials published during the reporting period.

Written acknowledgement

- **Must be used** when promoting your RLP project on all press and social media, signage, publicity material, websites and presentations.
- Be used in its entirety without alterations.
- In a media release, appear in a way that can be clearly read and understood in the first couple of paragraphs.

"This project is supported by the Limestone Coast Landscape Board, through funding from the Australian Governments National Landcare Program."

"This project is supported by the Limestone Coast Landscape Board, through funding from the Australian Government's National Landcare Program and [insert other funding body's name]."

and if the project proponent is also providing funding:

"This project is jointly funded through the Limestone Coast Landscape Board and the Australian Government's National Landcare Program."

Logo's

Australian Government and National Landcare Program logos:

- use as appears in colour, shape, form, font, design
- use on signage, publicity materials and website
- include exclusion zone
- 20mm wide or 65 pixels.

Partner and other funders logos:

- of equal or lesser size to the LC Landscape Board logo.

Limestone Coast Landscape Board logo:

- use as appears in colour, shape, form, font, design
- use the colour logo on white background
- use white logo on darker or busy background .



National
Landcare
Program



partner logo

or



Visual Brand Guidelines

Information for grant recipients supported by the Australian Government's National Landcare Program



Using social media

Service providers and grant recipients are encouraged to publish social media posts on their own channels whenever appropriate and **without seeking prior approval** from the LC Landscape Board.

- The content of the post should:
- Acknowledge the investment provided through the National Landcare Program
 - Link to the social media account, as relevant, of the National Landcare Program, Department of Federal Government, LC Landscape Board and partners.

Please tag all funding providers and partners

	Twitter	Facebook	Instagram
National Landcare Program		@AusLandcare	@NationalLandcareProgram
Federal department		@awegov	
Federal department environment	@enviromgov		
Federal department sustainable agriculture	@DeptAgnews		
Limestone Coast Landscape Board		@LCLandscapeSA	@Iclandscapesa #Iclandscapesa
Trees for Life (SA)		@treesforlifesa	@treesforlifesa #treesforlifesa
Zoos SA		@AdelaideZoo	@zoossa #zoossa
Birdlife Australia		@BirdLifeAustralia	@birdlifeoz #birdlifeoz

Further advice

For advice or support in using the LC Landscape Board or Australian Government brands you are encouraged to contact the LC Landscape Board Engagement and Communication team.

Engagement and Communication Team
Limestone Coast Landscape Board
Mount Gambier SA 5290
Ph: 08 8735 1204
E: Iclandscapeboardengage@sa.gov.au