



GREATER
SHEPPARTON

GSCC logo use and co-branding guidelines for partnership projects

Introduction

Greater Shepparton City Council partners with Community Planning groups to assist with the implementation of projects, events and initiatives. To ensure the link between Council and Community Plans are recognised and celebrated, Council's support must be formally acknowledged.

What sort of materials are covered by these guidelines?

Acknowledgement of Council's partnership must appear on all documents such as newsletters or flyers, signage, websites, and media undertaken to promote, conduct or evaluate the project or event.

We have a community plan logo, what happens then?

If you have your own logo then your materials should have the Council logo and your logo on them. Council's logo should be placed on the bottom right hand corner of the document with your logo to the left of it in a horizontal arrangement. They should both be the same size.

We have funding from Council and other partners, what do we do then?

Same as above, just place all the logos along the bottom of the page with Council's logo on the right making sure they are all the same size.

What if several partners contributed funds but some more than others?

As a general rule line all the logos up along the bottom of the page starting with the largest contributor on the left down to the smallest on the right. The Council logo should still be on the far right corner.

We have funding from a State or Federal government body, where does their logo go?

If funding is received from Federal or State Governments they will have their own logo guidelines which you should follow. These override Council's requirements.



What about Websites?

Where projects or events are promoted or referenced on websites other than Council's website, acknowledgement of Council's contribution must be included. Council's logo is to be placed on the third party website in the same way as for the guidelines for other documents. If this isn't possible you can acknowledge Councils' contribution in writing using the following statement:

This project is proudly supported by Greater Shepparton City Council.

How do we acknowledge Council with media?

Council's contribution must be stated in all media releases regarding the project or event and a Council representative, e.g. the mayor or a councillor, must be invited to attend any photo opportunities organised with the media.

How do I know if I am doing the right thing with the logos?

Council's Marketing and Communications Department can assist you. They approve all materials where Council's logo is being used. Please allow at least two business days for approval.

Where do I get Council's logo from?

Contact Council's Marketing and Communications Department on 03 5832 9537 or email communications@shepparton.vic.gov.au

For further information or assistance please contact Council's Marketing and Communications Department on 03 5832 9700 or email communications@shepparton.vic.gov.au