

# Mount Alexander Shire Council Events & Community Grants Program

## Acknowledgement Guidelines for Recipients

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Mount Alexander Shire Council allocates funds each year to support local events and projects that align with its Council Plan 2021 -2025 strategic objectives.

### Funding Acknowledgement

All recipients of funding through the Mount Alexander Shire Council Events and Community Grants Program are required to acknowledge Council's contribution on all promotional materials produced in relation to the funded event.

This acknowledgement must include Council's logo and acknowledgement statement.

### Acknowledgement Statement

Council should be acknowledged in all publications, written and verbal communication and promotional material with the following text:

*"This event/project is supported by the Mount Alexander Shire Council's Events/Community Grants Program".*

Evidence of this acknowledgement is a requirement of your completion report for the acquittal process. For example, promotional material, photo evidence of the project and/or media links.

### Acknowledgement logo



The grants acknowledgement logo should be used on all promotional material including signage and equipment.

Use the logo on:

- Media releases
- Promotional material including brochures, flyers, posters, programs, invitations
- Event signage
- Purchased equipment
- Websites
- Social media
- Newsletters
- Annual reports

### How to get the logo

All recipients of an Event or Community Grant can be emailed a copy of the acknowledgement logo in various formats such as jpg, eps, pdf, png or ai.

For further information please contact a member of the Venues and Events team on (03) 5471 1857 or the Community Partnerships team on (03) 5471 1700.

### Conditions of use logo

#### Clear space

The Council logo is designed to stand alone. Maintaining clear space around the logo will ensure it is not crowded or incorrectly connected to other elements.

#### Size

It is important that all parts of the logo, in particular the typeface, can be easily read. The minimum size of the logo should be no less than 30 millimetres wide and 21 millimetres in height.

There are no maximum size restrictions of the logo as long as resolution quality is maintained and the clear space requirements are met.

#### Colour

The full colour logo should be used where possible.

Pantone Matching System (PMS) 511 Grape for Mount Alexander Shire Council wording and the "squiggle" graphic that represents the landscape. PMS 342 Green for the trees graphic.

One colour versions are available on request (black/white reversal).