

grants logo guidelines

Congratulations on receiving a grant from Victoria Law Foundation. We have prepared these guidelines to explain the correct way to acknowledge the Foundation's support on your grant product/s.

We have made a full set of grant logo files available for you to use on your grant product/s across a full range of situations: digital or print; colour, black and white or reversed. The logo file versions and their requirements for use are explained in this document.

Please note that all logo use must be approved by the Foundation before final production.

Using this guide

This document explains the different versions of the grants logo, how to choose the best version for your needs, and lists dos and don'ts for when using the logo. It is arranged into sections:

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Further information

If you require any other logo formats, or have any difficulty with the file types outlined in this guide, please contact the Foundation's Grants Manager on 03 9604 8100 or email grants@victorialawfoundation.org.au – we'll be happy to help.

1 How to access the Grant logo files

The grant logo files are available via Dropbox:

- Go to: http://bit.ly/VLF_Grants_Logos







To choose the correct logo file, work through the simple questions on page 3 of this guide.

Please remember that all Grants logos should be used within the guidelines set out in this document, and must be approved by the Foundation before final production.

2 Grant logo variations

The grant logo is shown below in the three different colour variations that are available to use. They have been provided to work against a range of different coloured backgrounds in your product designs.

Available file formats for each version of the logo are also indicated below.

	Horizontal version	Stacked version
Full colour		 Available as .eps, .svg, .png and .jpeg file formats
Mono (for black & white reproduction)		 Available as .eps, .svg, .png and .jpeg file formats
Reversed (for reproduction on dark backgrounds; displayed here on black)		 Available as .eps, .svg, .png and .jpeg file formats

3 How to choose the best logo variation for your design

Follow the simple steps below to determine the best logo file version for your needs.

Step 1 – Choose the best logo type

There are 2 versions to choose from:

- Horizontal
- Stacked

Choose the logo that best suits the design of your grant product/s.

Step 2 – Choose the best colour-type logo for your design

If your design will be reproduced in colour and uses a light-coloured background	If your design will be reproduced in black and white	If your design uses a dark solid background colour
Colour logo	Mono (B&W) logo	Reversed logo

Step 3 – Choose the best file format for your purpose

If your design is for digital use (e.g. website, email or other screen displays)	If your design is for print use (e.g. printed flyers or other printed materials)
.svg file (1st preference)	.eps file (1st preference)
.png file (2nd preference)	.svg file (2nd preference)
.jpeg (last preference)	

Step 4 – Access and download the correct logo file

Once you have answered the questions in Steps 1-3 above, you're ready to download the best logo file for your needs.

All logo file versions are available via Dropbox:

- Go to: http://bit.ly/VLF_Grants_Logos
- Select the logo file version you need.

4 Important DOs when using the Grant logo

Logo placement

On print publications the logo should be placed on the imprint, acknowledgement or back page. The logo should not be placed on the front cover or title of page of a publication.

On online or other types of non-print publications the logo should be placed in an appropriate position that distinguishes Victoria Law Foundation from your organisation and your grant product. Examples of appropriate logo positions on non-print materials are: at the bottom of a website page, in an acknowledgements section, or in the credits after a video.

Clear space

When using the grant logo, please ensure that there is a clear space to the size of the 'L' in the logo.

This will ensure that the grant logo is always reproduced in a clear and consistent way.



Minimum size

When using the Grant logo, please ensure its size meets the minimum width requirement set out below. This will ensure it is legible.

Funded by
a grant from
Victoria Law
Foundation

22 mm

Funded by
a grant from | **Victoria Law**
Foundation

47 mm

5 Important DON'Ts when using the Grant logo

Every aspect of the grants logo and its use has been considered.

To ensure the strength of the brandmark, consistency is of utmost importance.

These are examples of how NOT to use the logo.



DO NOT distort or stretch the logo's proportional dimensions

Funded by
a grant from
Victoria Law
Foundation

The logo is distorted, appearing stretched horizontally.



DO NOT add extra graphics or effects such as drop shadows

Funded by
a grant from
Victoria Law
Foundation

The logo has a grey drop shadow effect applied to it.



DO NOT alter any of the colours

Funded by
a grant from
Victoria Law
Foundation

The colors of the logo are altered: 'Funded by' is yellow, 'a grant from' is blue, and 'Victoria Law' is blue.



DO NOT place the logo over colours that clash

Funded by
a grant from
Victoria Law
Foundation

The logo is placed over a background with a yellow-to-red gradient, which clashes with the logo's colors.



DO NOT move elements of the logo independently

Funded by
a grant from

Victoria Law
Foundation

The logo elements are separated into two distinct boxes, breaking the logo's integrity.



DO NOT change the logo's typography

Funded by
a grant from
Victoria Law
Foundation

The logo's typography is changed, with 'Funded by' and 'a grant from' in a script font.

6 Approvals

The placement of the grant logo on all grant products must be approved by the Foundation before final production. Once you've finished your design, please email it (or a screencap, for website use) to the Foundation's Grants Manager at grants@victorialawfoundation.org.au for final approval.

7 Further information or technical help

If you require any logo file formats that haven't been supplied, or have any difficulty with the file types outlined in this guide, please contact the Foundation's Grants Manager on 03 9604 8100 or email grants@victorialawfoundation.org.au – we'll be happy to help.