

NSW Landcare Program

Acknowledgement Guide 2020



Release date: 4 March 2020



Local Land
Services



Branding and Acknowledgement of the NSW Landcare Program

Introduction

This branding and acknowledgement guide is designed to assist participants in the NSW Landcare Program to deliver a consistent acknowledgement of the program and improve the overall public awareness of the support provided by the program.

The Program Name

The current program, running from July 2019 to June 2023 is called the "NSW Landcare Program".

It is no longer called the "Local Landcare Coordinator Initiative" and communications developed going forward should not use the terminology "Local Landcare Coordinator Initiative" or "LLCI".

Use: NSW Landcare Program

Do not use: Local Landcare Coordinator Initiative
LLCI or LLCI2

The Program Delivery Partners

The NSW Landcare Program is a collaboration between Local Land Services and Landcare NSW Inc.

When referring to these organisations in public or external documentation or publicity their full name should be used. Abbreviations should be avoided.

Use: Local Land Services
Landcare NSW Inc. or Landcare NSW

Do not use: LLS, LNSW or LNSW Inc.

Acknowledging the program

The NSW Landcare Program is a support program and should be acknowledged by all program participants, especially Local and Regional Coordinators. It should be acknowledged in all cases where the delivery of a document, fact sheet, promotion, case study, report, newsletter, agenda or any other printed or digital media is produced.

The program should be acknowledged using the logo and acknowledgement stack shown in examples in this guide and provided on the NSW Landcare Gateway.

The acknowledgement words to be used should be strictly followed as prescribed in this guide.

We understand that print and digital media comes in many shapes and sizes and we are happy to be flexible where needed. However we do expect that no significant variation to this guide should take place.

If you are unsure, please get in touch.

Printed and Digital Media

There are two formats of logo and acknowledgment stacks that can be used. They should be used on all large format printed material, newsletters and on websites etc.

The acknowledgement words to use are:

Use: This initiative has been made possible by the NSW Landcare Program. A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.

The word "initiative" may be interchanged with more appropriate words depending on the specific case. These may include: "project", "meeting", "report", "case study".

However no other words should be changed. The order of the wording should not be changed and no other words should be included.

Do not add into this acknowledgement the names of other partners, contributors or funding bodies.

Acknowledging other primary project partners

The NSW Landcare Program is a support program, meaning that in some cases there will be other project partners to acknowledge. These may include contributors or funding bodies.

The requirements of the NSW Landcare Program should not override the requirements of other partners, but should be used in a supportive manner.

No Room for Logos?

There may be situations where the Local Land Services or Landcare NSW Inc. logos cannot be used in the manner described in this document or in the examples shown.

This may be social media posts such as Twitter or Instagram or in media releases. In such case the program should be acknowledged by using just the words and not the logos.

The logos should be used in larger documents or products.

Use: Supported by the NSW Landcare Program

Email signatures

If your role is supported by the NSW Landcare Program then you should acknowledge the program in your email signature. You do not need to include the logos but should use the full acknowledgement text. See example in this document.

Branding and Acknowledgement Examples

Example printed documents:

Heading



Omni ulparia plabore rumqui occus et endendusam voluptat restenda inus anducis volor solum hil magniat atibus molor adi od qui cores des intia qui totalitantes modistius ut fuga. Bearunt, inum quidiss imiluptas sume et, con nesciatis odicibus modistius ad ut lab int as dolore odicibus que et est oditatus es cus et ut eum lanto et aut qui bea delles sim sa sundi occur, opfund igendebis dolupat maxim dolupis inc tece sstisim vere expla volpta secae. Optatur sed et quaequod itatecerem quale vid eturehe nimili dolores sunt iunt ium nuscum int, sanda conecto qui dolorum simi duicpe nitumquata dolulta speratem. Altam quis porions equunt.

Elessint, odis doloro dolupta que peri volputae nonsecate cus, si qui imos perferum dis es qui simicinet est officilia denimus, te od ex eum faccus, omniolord meteclatibus necer- lat, omniolord meteclatibus necer- lat fuga. Bearunt, inum quidiss imiluptas sume et, con nesciatis odicibus modistius accabor ad ut lab int as dolore odicibus que et est oditatus es cus et ut eum lanto et aut qui bea delles sim sa sundi occur, opfund igendebis dolupat maxim dolupis inc tece sstisim vere expla volpta secae. Optatur sed et quaequod itatecerem quale vid eturehe nimili dolores sunt iunt ium nuscum int, sanda conecto qui dolorum simi duicpe nitumquata dolulta speratem. Altam quis porions equunt.

Furi ingulis cibut L. Um niurbi clatus erei tercerio, nota, Cupioru nraed consum intem te deatraetra, nume conte que ad publicem defreli sed intre ninceritam intestrute poracta tiline auc optem actione morti potestem manum etrat, Cast ia L. Veni pos et la que fes bone quod caeto vivid fue publibus vocu luglio tastem publit ecturarei et paris eti, publicam dis in senteri intista mpliam prit protum usquias etra? Quidapectora videmne, ervid ceris ritas etiusatilla? At Mo virma, viri, nontis Cata, opubil erranca intem dem hori idem fautessesti id conficar ner ilum poverum maximil estill gulumus ad diendacemura ntonios id contes rei sulcatinga ina, C. Ibus bondena, no. Vivastian ingulis w Cata vist viviheem prilusli Iterem te ame que prilusli iterem me nesciatis hancem adi nent, bora, nesciatis nolone me nesciatis nolone vistrumnum, nesciatis nolone vistrumnum. Ad corum terumLus mis ti commostem menatematli hilngui, fue cultortas lumrus nossedti inclus orumus hil volus ves publica maderfex se cas, erubunum situs se et; nor in dum ocam publicum iadrum porum rebatin hebatue nimus consulci in hoc tebul viristrripe ad consupiem, nit; nos hae ta viviscent.

Quam Rompecons maximol uderbu larevlt ruseremus cressin tillaris. Eribus

This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.



Heading



Omni ulparia plabore rumqui occus et endendusam voluptat restenda inus anducis volor solum hil magniat atibus molor adi od qui cores des intia qui totalitantes modistius ut fuga. Bearunt, inum quidiss imiluptas sume et, con nesciatis odicibus modistius accabor ad ut lab int as dolore odicibus que et est oditatus es cus et ut eum lanto et aut qui bea delles sim sa sundi occur, opfund igendebis dolupat maxim dolupis inc tece sstisim vere expla volpta secae. Optatur sed et quaequod itatecerem quale vid eturehe nimili dolores sunt iunt ium nuscum int, sanda conecto qui dolorum simi duicpe nitumquata dolulta speratem. Altam quis porions equunt.

Elessint, odis doloro dolupta que peri volputae nonsecate cus, si qui imos perferum dis es qui simicinet est officilia denimus, te od ex eum faccus, omniolord meteclatibus necer- lat, omniolord meteclatibus necer- lat fuga. Bearunt, inum quidiss imiluptas sume et, con nesciatis odicibus modistius accabor ad ut lab int as dolore odicibus que et est oditatus es cus et ut eum lanto et aut qui bea delles sim sa sundi occur, opfund igendebis dolupat maxim dolupis inc tece sstisim vere expla volpta secae. Optatur sed et quaequod itatecerem quale vid eturehe nimili dolores sunt iunt ium nuscum int, sanda conecto qui dolorum simi duicpe nitumquata dolulta speratem. Altam quis porions equunt.

Furi ingulis cibut L. Um niurbi clatus erei tercerio, nota, Cupioru nraed consum intem te deatraetra, nume conte que ad publicem defreli sed intre ninceritam intestrute poracta tiline auc optem actione morti potestem manum etrat, Cast ia L. Veni pos et la que fes bone quod caeto vivid fue publibus vocu luglio tastem publit ecturarei et paris eti, publicam dis in senteri intista mpliam prit protum usquias etra? Ervid ceris ritas etiusatilla? At omardi prat, sa percepones, non re no. Ximoviv enhilii usquide signam sereti por uripoptis, cota averit, que hum actuasdam pra vivit.

M. Scie ac turei forest pos, vstrimurniu pos, ctit centis Ad corum terum

This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.



Example large document:

Multi Page Document



Example of a Multi Page Document or Report



Inside cover of example multi page document or report.



mei iam.
Furi ingulis cibut L. Um niurbi clatus erei tercerio, nota, Cupioru nraed consum intem te deatraetra, nume conte que ad publicem defreli sed intre ninceritam intestrute poracta tiline auc optem actione morti potestem manum etrat, Cast ia L. Veni pos et la que fes bone quod caeto vivid fue publibus vocu luglio tastem publit ecturarei et paris eti, publicam dis in senteri intistamplia terumLus me ti commostem menatematli hilngui, fue cultortas lumrus nossedti inclus orumus hil volus ves publica maderfex se cas, erubunum situs se et; nor in dum ocam publicum iadrum porum rebatin hebatue nimus consulci in hoc tebul viristrripe ad consupiem, nit; nos hae ta viviscent.

Quam Rompecons maximol uderbu larevlt ruseremus cressin tillaris. Eribus

This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.



Example back page of a document.



Logo
Logo

This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.



Example email signature:

Alex Smith
Landcare Coordinator
Green Valley Landcare
M: 0400 123 456
E: alex.smith@greenvalleylandcare.orgz

This initiative made possible by the NSW Landcare Program
A collaboration of Local Land Services and Landcare NSW Inc.
supported by the NSW Government.

Example Social Media Post:

Landcare Group



Landcare Group making a difference in the real world. Supported by the NSW Landcare Program.
#landcare #LandcareNSW #NSWLandcareProgram #community

Branding and Acknowledgement Examples

Example Banners:



Logo and Acknowledgement Stacks

Logo and acknowledgement stacks for use.

These are the accepted formats for use of the NSW Landcare Program Logos and associated acknowledgement text. The size of these stacks to the size of the document should remain as close to the ratio as possible as shown here.



This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.

This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.



This initiative made possible by the NSW Landcare Program.
A collaboration of Local Land Services and Landcare NSW Inc. supported by the NSW Government.





This initiative made possible by the
NSW Landcare Program.
A collaboration of Local Land Services
and Landcare NSW Inc. supported by
the NSW Government.

