



WORKING TOGETHER TO  
CARE FOR OUR COUNTRY

## LANDCARE 30 YEAR ANNIVERSARY

This year, landcare and Landcare Australia are celebrating a 30-year anniversary.

In recognition of the national 30-year anniversary of landcare, we have developed a logo to be used during this anniversary year. The campaign tagline 'working together to care for our country' is to acknowledge and celebrate ALL stakeholders that make up landcare.

As you know, the landcare brand and logo is very important to us all and it is essential that only approved logos and brands are used in the correct way. This logo will be used in accordance with the usual conditions that apply to the use of the logos and brands managed by Landcare Australia.

**The logo is not permitted for use after December 31st, 2019.**

The groups that can use the Landcare 30-year Anniversary logo are local community based environmental volunteer groups that focus upon on-ground works, including Landcare, Coastcare, 'Friends of', Bushcare, Dunecare, Rivercare and Junior Landcare groups.

Any group wishing to use the Landcare 30 Year Anniversary logo must use it in conjunction with their own group logo.

There are restrictions on the logo use:

- CMA, NRM and Government bodies or organisations may not use the logo
- Corporate Partners organisations may only use the logo if permission is included in a sponsorship/partnership agreement which specifically allows their use with Landcare Australia Limited. All commercial use of the logo must be licenced by Landcare Australia Limited.

For further information on the guidelines associated with the use of landcare logos please contact [digital@landcareaustralia.com.au](mailto:digital@landcareaustralia.com.au)

## LANDCARE 30 YEAR LOGO GUIDELINES



Sample of your group logo used in conjunction with Landcare 30-year Anniversary logo

## LANDCARE 30 YEAR LOGO GUIDELINES

### Logo | Light Background



Filename: Landcare30Years\_logo\_LightBackground  
Type: CMYK (print) and RGB (digital)  
Format: eps, png, jpg

### Logo | Dark Background



Filename: Landcare30Years\_logo\_DarkBackground  
Type: CMYK (print) and RGB (digital)  
Format: eps, png, jpg



### Clear Space

All versions of the Landcare brandmark must have a clear space zone to retain the integrity and clarity of the brandmark.

The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a space around the brandmark that should not be encroached upon.

Ensure this zone is clear from any other visual elements such as graphics and complex photography.



### Minimum Size

Logo should not be less than 40mm wide (print) and 200 pixel (digital) to ensure the tagline is readable.



### Don't

Don't lock the brandmark up with any graphic or elements, and don't modify it or add to it in any way including adding your group name. Your group logo can be placed alongside the logo brandmark.