

LANDCARE AUSTRALIA

BRAND GUIDELINES FOR THIRD PARTY USE



This guide provides an overview of the Landcare Australia brand and usage requirements.
For more information please contact Landcare Australia on [02 9412 1040](tel:0294121040) or enquiries@landcareaustralia.com.au.



Landcare
Australia

LANDCARE LOGO BRAND GUIDELINES

Landcare Australia, Junior Landcare, Coastcare, Landcare Farming, Landcare caring hand logos and Landcarer are registered trademarks of Landcare Australia.

Landcare Australia owns and carefully manages the use of the trademarks of the Landcare Australia, Junior Landcare, Coastcare, Landcare Farming, Landcare the caring hands logos and Landcarer. This includes the original and refreshed versions of the Landcare, Coastcare and Junior Landcare logos. Landcare Australia monitors the use of the landcare brands to ensure that the brands are protected and used responsibly.

The organisations or groups that can obtain a licence from Landcare Australia to use the 'caring hands' in their own organisation logo are:

- Local community based environmental volunteer groups with a focus on sustainable land management and conservation activities. These groups include but are not limited to Landcare, Coastcare, 'Friends of', Bushcare, Dunecare, Rivercare and Junior Landcare groups;
- Landcare state and territory representative bodies.

GET A LOGO FOR YOUR GROUP

If you are eligible and require a logo for your group, Landcare Australia will provide a logo pack that includes the artwork and brand guidelines at no cost. All logos created must incorporate your

group name. To obtain a group logo please register on the National Landcare Directory www.landcareaustralia.org.au/nld-form/ and a member of our team will contact you within 5 working days with the logo pack.

LOGO RESTRICTIONS

The Landcare brand is important to the landcare community, which is why Landcare Australia protects the integrity of the brand. Unless they are an eligible Landcare entity, all other organisations that wish to use the logos must have a contractual agreement with Landcare Australia that includes a logo licence. Following are examples of how Landcare Australia manages the Landcare brand:

- CMA and NRM organisations may only use the Landcare logo through a license agreement with Landcare Australia;
- Government departments or agencies may only use a Landcare logo through a license agreement with Landcare Australia;
- Commercial organisations may only use the Landcare logo if they have a sponsorship or partnership agreement with Landcare Australia which specifies how the logo can be used;
- Use of the Landcare logo on signage, promotional material, websites and social media to promote Landcare Australia corporate partner funded activities requires approval from Landcare Australia.

LANDCARE LOGO BRAND GUIDELINES

LANDCARE CARING HANDS LOGO

In the past, groups have used the Landcare logo with the word 'Landcare' under the caring hands without 'Australia'. However, we have noticed an increased misuse of this Landcare logo. This logo is only available for use in very limited situations after agreement with Landcare Australia. Generally, the Landcare caring hands can only be used together with a group's name in accordance with the Landcare Australia Brand Style Guide and as per the above terms of use provided by Landcare Australia.

REPORT LOGO MISUSES

The Landcare logo and iconic caring hands are important symbols that represent the decades of achievement of thousands of grassroots Landcare groups and communities working together on sustainable land management and environmental conservation activities. Please report any misuse of the Landcare Logo by emailing us at enquiries@landcareaustralia.com.au with 'Logo Misuse' in the subject line.

OLD LANDCARE LOGO

The original Landcare logo, which was refreshed in 2010, must not be used by groups or any organisations. If you are still using this logo, please contact us for a new logo pack.



Landcare caring hands logo can't be used



Old Landcare Logo No Longer in Use

LANDCARE LOGO BRAND GUIDELINES

BRAND GUIDELINES

If you co-brand your group's logo with a Landcare Australia corporate partner or supporting organisation, you must obtain approval for the use of the logos from Landcare Australia and Landcare Australia's corporate partner or supporting organisation (via Landcare Australia). For more information email

enquiries@landcareaustralia.com.au

MORE INFORMATION

All queries regarding the use of the Landcare, Coastcare, Junior Landcare, Landcare Farming, Landcarer and caring hands logo, must be directed to

enquiries@landcareaustralia.com.au



FREQUENTLY ASKED QUESTIONS

1. Who can use the generic Landcare logo?

Landcare Australia is the only organisation that can use the generic Landcare caring hands logo. It is used for campaigns and promotional activity where Landcare Australia is working with other landcare organisations to promote the great work of landcarers. As an example, this logo was used to promote the Landcare 30 Year Anniversary in 2019.

2. Who can use the Landcare Australia logo?

Landcare Australia is the only organisation that can use the Landcare Australia logo or allow the use of the logo by third parties. Landcare Australia can licence the logo to government, corporate or philanthropic partners if there is a contractual agreement in place. Landcare Australia can also licence the logo on behalf of landcare groups who receive funding from the organisation where it used for promotional purposes. Note that any use of the Landcare Australia logo must be approved by Landcare Australia.

3. Who can use state specific Landcare logos? (for example, Landcare Victoria)

The state/territory landcare logo can only be used by the landcare peak body in the relevant jurisdiction. The logo can be used for promotional purposes by the relevant landcare peak body but cannot be used for any commercial or advocacy purposes unless with prior written agreement by Landcare Australia.

4. Who can request a Landcare, Coastcare or Junior Landcare group logo?

Any environmental community group involved in landcare activities can have a Landcare, Coastcare or Junior Landcare logo with their group name. Groups simply register on the National Landcare Directory and a logo pack is emailed to the group. If the group details change, they simply update their information on the National Landcare Directory and contact Landcare Australia for a new logo pack if necessary.

5. Who can issue Landcare group logos?

Landcare Australia is the only organisation that can create and supply a landcare logo. Landcare Australia owns the trademark of the landcare brands and manages the brand on behalf of the landcare community. This is why Landcare Australia monitors the use of the landcare logo to ensure the integrity of the brand is protected and individuals or organisations do not use it inappropriately.

6. Do groups need to pay for a Landcare group logo?

No. Landcare Australia creates logo packs, monitors the use of the logo and manages the brand as a complimentary service to the landcare community. However, if a government, corporate or philanthropic organisation want to use a landcare logo, they must have a licencing agreement in place with Landcare Australia.

FREQUENTLY ASKED QUESTIONS

7. Can groups change their Landcare Group logos?

No. Groups cannot make changes to their landcare logo. If a group needs to change their logo, they must contact Landcare Australia who will make the change and provide a new logo pack.

8. Can groups change the colour of the Landcare group logo?

No. There are strict brand guidelines for the landcare logo including how it can be used and the colour. The brand guidelines are included in the logo pack emailed to groups.

9. Can groups place anything else within the caring hands logo, for example animals, words or symbols?

No. The landcare logo can only include the group name and the caring hands. At no time can any other content be added to the logo, it is important that the logo is used in accordance with the brand guidelines.

10. Can the caring hands be used on their own?

No. The caring hands must only be used as part of a logo that includes a group name. The caring hands is a trademark of Landcare Australia and must not be used by itself. Landcare Australia restricts the use of the caring hands logo on their own to protect and manage the use of the brand.

11. Can groups use the old Landcare logo?

No. The old landcare logo was refreshed in 2010, groups must use the new logo. Groups are not expected to replace the logo on existing signage and equipment, but groups are expected to phase out the use of the old pre-2010 landcare logo.

12. What happens if a group misuses the Landcare logo?

If a group is found to be misusing the Landcare logo in any way, including not adhering to the brand guidelines, Landcare Australia will contact them and explain why they can't use the logo.

13. Can businesses use the Landcare group logo?

No. Landcare Australia manages partnerships with business of all types and licences the use of the landcare logo with a contractual agreement. Landcare Australia will work with landcare organisations and groups to manage the use of the logo for commercial purposes.

14. How can a business use a Landcare logo to promote Landcare or their support for Landcare?

A business would obtain a landcare logo if they had a contractual agreement with Landcare Australia. Landcare Australia will assess all potential partnerships and ensure the potential partnership with the organisation aligns with the values and purpose of Landcare Australia. Landcare Australia has many partnerships with government, corporate and philanthropic partners who have a contractual agreement that includes a licence to use the landcare logo. Even with this agreement, any organisation must seek permission to use the logo prior to use.

PRIMARY LOGO

The logo is an important part of the Landcare Australia’s brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced in the **stacked version in colour.**

When this is not possible, due to layout and/or colour limitations, the black+white may be used.

The Landcare Australia logo can only be used after obtaining a licence from Landcare Australia. Please contact the Marketing & Communications Team at Landcare Australia on enquiries@landcareaustralia.com.au for more information.



Landcare Green
 Pantone Coated 370C
 Pantone Uncoated 370U
 Print: C 50 M 3 Y 97 K 19
 Screen: R 130 G 165 B 35
 Hex Code: #82A523



SECONDARY LOGO

The logo is an important part of the Landcare Australia's brand identity and must be used in accordance with these guidelines.

When primary logo is not possible, due to layout and/or colour limitations, the black+white and/or **inline versions** may be used.

The Landcare Australia logo can only be used after obtaining a licence from Landcare Australia. Please contact the Marketing & Communications Team at Landcare Australia on enquiries@landcareaustralia.com.au for more information.



GREEN INLINE LOGO



GREEN REVERSE INLINE LOGO



B&W INLINE LOGO



B&W REVERSE INLINE LOGO

LOGO INTERGITY

Clear Space

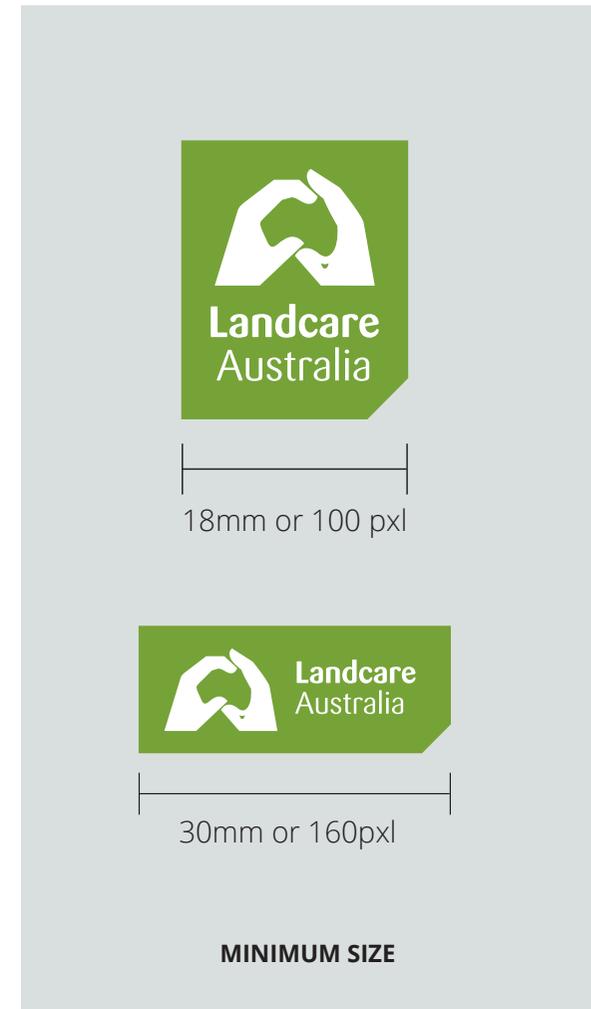
All versions of the Landcare Australia logo must have a clear space zone to ensure the clarity of the logo.

The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).



INCORRECT LOGO USE

It is important that the Landcare Australia logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcare Australia logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Australia logo.



DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.



DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.



DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.



DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.



DO NOT CROP THE LOGO

The logo should never be cropped on any side or about the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or transparency when applying the logo.

LOGO LEGIBILITY

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



CO-BRAND USE OF LOGO

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

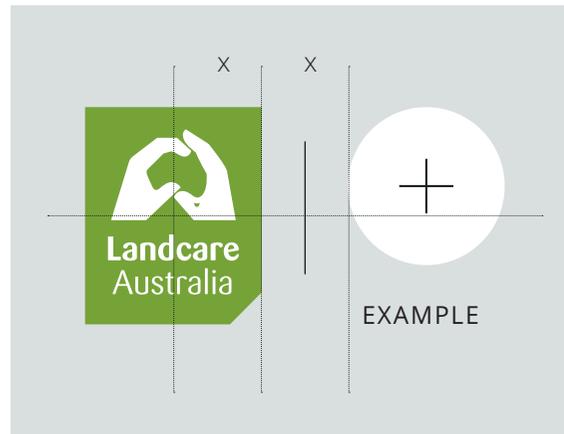
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

Always have the logos aligned to the centre of the Landcare Australia logo.

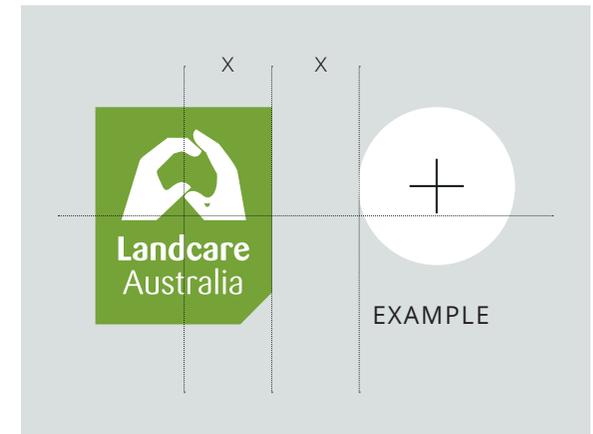
Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.



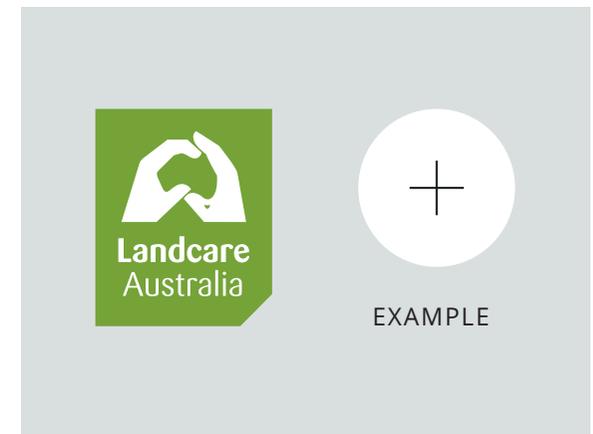
EXAMPLE



EXAMPLE



EXAMPLE



EXAMPLE

WITH DIVIDING LINE

WITHOUT DIVIDING LINE

MULTI-BRAND USE OF LOGO

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

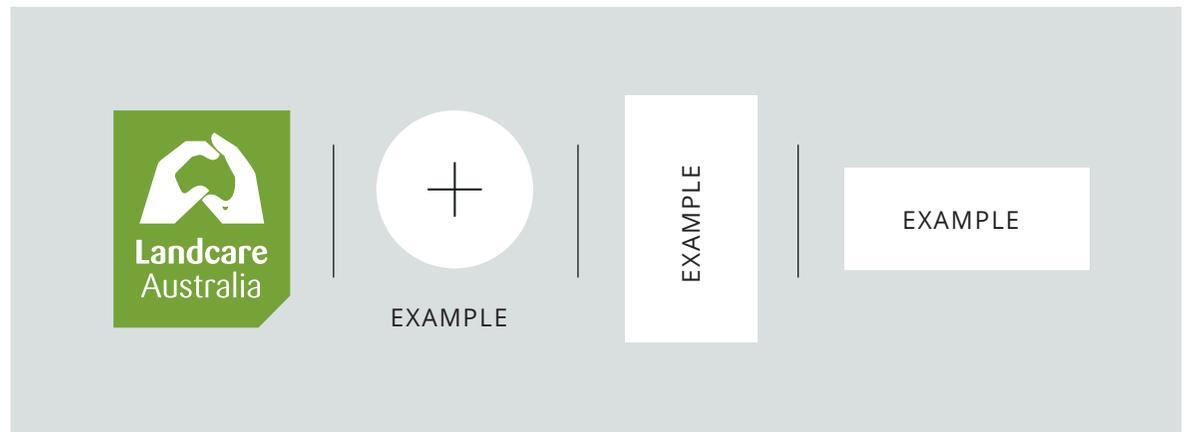
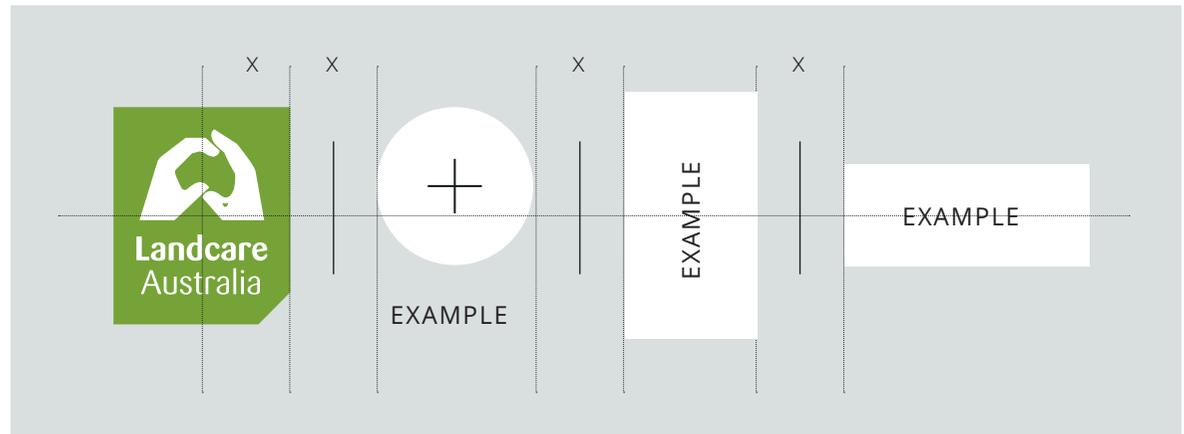
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australialogos.

Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.



SAMPLES

These are some examples of how to apply our logo.

