

Victoria Law Foundation Grants logo guidelines

November 2019

The logo for the Victoria Law Foundation. It features the word "Victoria" in a black serif font, followed by "Law" in a bold blue sans-serif font, and "Foundation" in a black serif font on the line below.

Victoria**Law**
Foundation



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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.

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.

Getting started

How to access the Grant logo files

The grant logo files are available via Dropbox

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

Dropbox > VLF Grants logo files

Overview

Name ↑



Regular



Small

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.

Our logo variations

We have provided a range of logo variations to meet the needs of different products. They differ in three ways:

- **Size**
- **Colour**
- **File type**

To choose the correct logo file, work through the simple questions in this guide.

Examples

Funded by
Victoria **Law**
Foundation

Funded by
Victoria **Law**
Foundation

Funded by
Victoria **Law**
Foundation

Funded by
Victoria **Law**
Foundation

Funded by Victoria **Law**
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1. Selecting the right size

What size or format is your product?

Website, video, or printed product A4 or larger

Use the
Regular
logo

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Small brochure or postcard

Use the
Small
logo

The small logo comes in stacked and horizontal layouts. Use the version which best suits your product.

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Stacked

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Horizontal

Next question: Colour

2. Selecting the right colour

What is the background colour of your product?

White

Use the
Full colour
logo

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Light-coloured

Use the
Black
logo

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Foundation

Black / Dark-coloured

Use the
White
logo

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Next question: File format

3. Selecting the right file format

What is the design format of the product?

Digital (website, email, video)

First preference is:

- **SVG file**

Other options include:

- TIF file
- JPG file

Print (flyers, brochures, reports)

First preference is:

- **EPS file**

Other options include:

- TIF file
- SVG file

If you are still unsure which files to use ask your graphic designer or contact the Foundation

Where do I place the logo?

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 page of a publication.



Non-print publications

The logo should be placed in an appropriate position that distinguishes Victoria Law Foundation from your organisation and your grant product.

E.g. at the bottom of a website page, in an acknowledgements section, or in the credits after a video.



Other logo requirements

Clear space

When using the grant logo, please ensure that there is a clear space to the size the lowercase letters in the logo.

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



Logo sizing

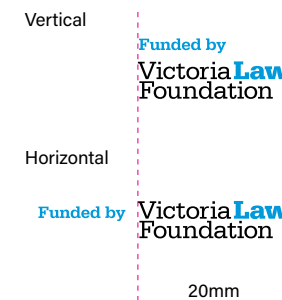
When using the logo, please ensure its size meets the minimum width requirement set out below. This will ensure it is legible.

Document format	Minimum size
< A4	20mm width
≥ A4	40mm width

Regular



Small



What not to do

X **DO NOT** alter any colours

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X **DO NOT** distort or stretch the logo

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X **DO NOT** add extra graphics or effects

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X **DO NOT** move elements of the logo independently

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X **DO NOT** place the logo over clashing colours

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X **DO NOT** change the typography

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Getting your product approved

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.

That's it!

Do you need any 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

- **Call 03 9604 8100 or**
- **Email grants@victorialawfoundation.org.au**

We'll be happy to help.