

Guide:

Acknowledgements and program logos



Using this guide

This guide supports the use of the **Metropolitan Partnerships** and **Suburban Revitalisation** logos.

It provides direction on:

- when to seek approval from Suburban Development
- use of regional colours, and
- spacing, sizing and placement of logos.

It also suggests wording to acknowledge funding provided through these programs.

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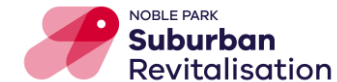
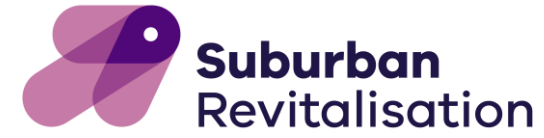
Logos

Suburban Development has provided a suite of logos for Metropolitan Partnerships and Suburban Revitalisation.

These logos share a look and feel, with **bright accessible colours**, and **rounded shapes**.

→ Request the relevant logo pack for your project through your Suburban Development contact.

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Please note:

Logo colours are tied to regions.
More information on p.3

Colours

Across the Suburban Development programs and projects, **colours are used to identify where things are happening.**

You may wish to apply the relevant colour to your project communications.

There are four regional colours, and a purple colour for each 'metro-wide' program.

Refer to the [Brand Victoria Guidelines](#) for further direction on accessible colours and fonts.



METRO-WIDE
C83 M99 Y0 K2
R80 G7 B120
Websafe: #660066
Hex: #500778



NORTHERN REGION
C100 M50 Y0 K15
R0 G76 B151
Websafe: #003399
Hex: #004C97



EASTERN REGION
C0 M29 Y100 K0
R246 G190 B0
Websafe: #FFCC00
Hex: #F6BE00



WESTERN REGION
C100 M0 Y93 K29
R0 G123 B75
Websafe: #006633
Hex: #007B4B



SOUTHERN REGION
C0 M100 Y72 K0
R213 G0 B50
Websafe: #003399
Hex: #D50032

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Logo advice

- Use the specific **regional logo** to acknowledge local projects, for projects that don't have a regional logo, use the overarching logo and colours.
- Use the **regional colour** relating to that area or purple for Metro-wide communications.
- Use **SR/MP logos with the Vic Gov logo** and with **correct spacing and sizing**.
- Co-branding with other logos should adhere to the size and **spacing guidance and examples provided on the following pages**.
- Refer to the [Brand Victoria Guidelines](#) for further direction on accessible colours and fonts, correct placement or treatment of logos.

Please seek approval from Suburban Development **prior to publishing.**

Logo placement

Size and spacing guidance for Suburban Revitalisation



Spacing guide:
Use 'Suburban' from the SR logo along the centre line to space logos, and its 'S' to guide the sizing in relation to the Vic Gov logo.

Clear space:
50% of X in print
20% of X on screens

Size and spacing guidance for Metropolitan Partnerships



Spacing guide:
Use 'Partners' from the MP logo along the centre line to space logos, and its 'M' to guide the sizing in relation to the Vic Gov logo.

Clear space:
50% of X in print
20% of X on screens

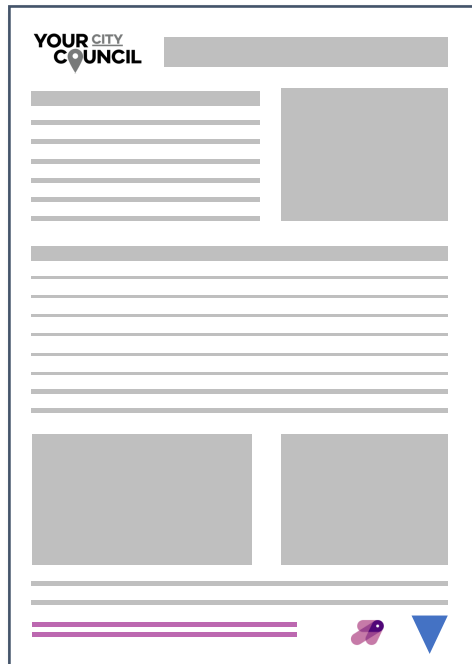
Logo layout

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Examples:

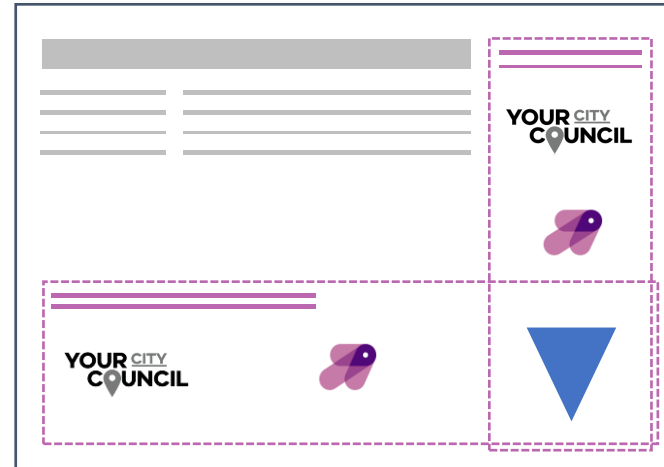
Newsletters/Flyers/Media releases

- delivery partner logo at top of communication, acknowledgement and logos in the bottom right corner



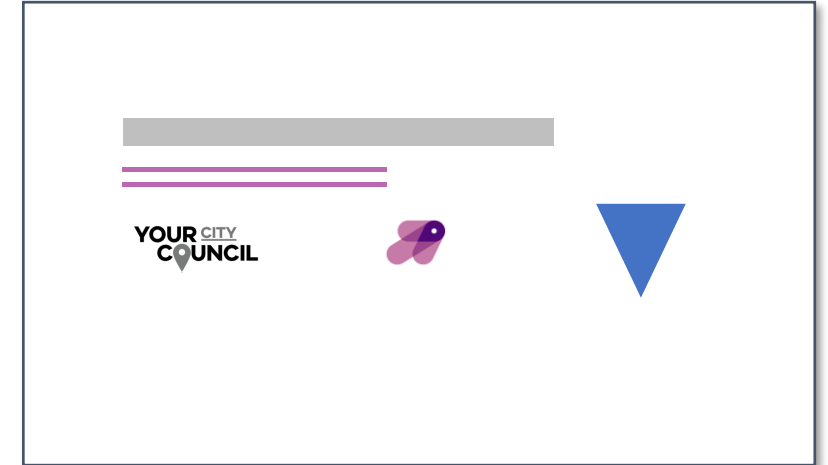
Project site signage/Posters*

- acknowledgement and logos along the right side **OR** along the bottom
- signage should be a minimum of 420x595mm in size



Screening/Hoarding/Acknowledgements in PowerPoint

- acknowledgement and logos centred horizontally



* Capital works projects funded over \$250,000 by State Government must adhere to [Capital Works Signage Guidelines](#)

Acknowledgements

Suggested wording options:

- “The [**Project Name**] is being delivered by [**Delivery Partner**] in partnership with the Victorian Government [**option to include other partners**].”
- “The [**Project Name**] was delivered by [**Delivery Partner**] in partnership with the Victorian Government [**option to include other partners**].”
- “Made possible with the support of the [**Board/ Partnership**] and funding from the Victorian Government [**option to include other partners**].”

On social media, please include our hashtags:

#SuburbanDevelopment
#LivingLocally
#SuburbanRevitalisation
#MetroPartnerships

Approvals

When using logos...

For any use of the logos, approval must be provided by the Office for Suburban Development.

Send through a draft to your Suburban Development contact and allow **five working days for review**.

When only using an acknowledgement...

You do not need approval if you do not use a logo, and you **follow the suggested wording options listed at page 7**.

For other options or approval of alternative wording please reach out to your Suburban Development contact.

Further support:

Reach out to your contact
within Suburban Development

