

# NSW Landcare Fact Sheet 4

## Use of the Landcare Logo



*The Landcare logo is now recognised by 84% of Australians.*

*The Landcare logo is freely available to Landcare networks and groups to help them establish an identity within their area.*

*Networks and groups can use it on stationery, publications and sponsorship proposals.*

### **Information in this fact sheet comprises:**

- *Why is the Landcare logo important?*
- *Working with sponsors*
- *Who can use the logo?*
- *Community use*
- *Commercial use*
- *Colours*
- *Obtaining the logo*

### **Why is the Landcare logo important?**

The Landcare caring hands logo is a very valuable asset. It is now well recognised by the public and represents a credible, active community natural resource management network across Australia which is well supported by governments, business and others.

Landcare group members and partners have worked hard to develop this respected image. In NSW, Landcare attracts sponsorship, has a dedicated seat on the Natural Resources Advisory Council, receives funding for national and State peak bodies and is consulted on a wide range of State and regional natural resource planning processes. To retain this value, it is vital that the logo is used by both groups and sponsors in a consistent and responsible manner.

### **Working with sponsors**

A major sponsorship benefit for many companies is the right to use the logo on signs, letterheads, publications and products to publicise their support of Landcare. In being associated with Landcare, companies anticipate that they will be perceived in a favourable light by their clients and customers. Landcare groups can develop sponsorship agreements at a regional or local level only. National and State sponsorship is handled by Landcare Australia Limited (LAL).

The conditions of use of the logo should be specified in sponsorship agreements. For further information on how to develop a sponsorship agreement see "Landcare Sponsorship — a Guide for Groups in NSW", available from John Perrott on telephone (02) 9895 7252 or email [john.perrott@dnr.nsw.gov.au](mailto:john.perrott@dnr.nsw.gov.au), or from the NSW Landcare website, [www.landcarensw.org](http://www.landcarensw.org).

Landcare in NSW is supported by the Department of Natural Resources and the NSW Catchment Management Authorities (CMAs). If you have a question regarding these Fact Sheets please contact your local CMA office (Details on your nearest CMA office may be found at [www.cma.nsw.gov.au](http://www.cma.nsw.gov.au)) or e-mail [landcarensw.landcarensw@dnr.nsw.gov.au](mailto:landcarensw.landcarensw@dnr.nsw.gov.au).

# Use of the Landcare Logo

## Who can use the logo?

LAL owns the Landcare Australia logo, and markets and controls the image and how it may be used. It may be used by LAL, State and Territory Landcare programs, community Landcare networks and groups, and Landcare sponsors. The copyright for the NSW Landcare Logo is owned by the Department of Natural Resources

## Community use

Many Landcare networks and groups use the logo for their own publicity purposes, including letterheads, newsletters, signs, displays, media releases and brochures. There are two ways this can be done, as follows.

### Using the logo on its own

You can simply use the caring hands symbol and the word Landcare, as shown below.



### Making the logo your own

You can add your group name to the logo, as shown below. If you choose to do this, you should add the name in upper case Times New Roman font, matching the example shown.



## Commercial use

Landcare groups may include the name and/or logo of their local sponsor to publicise project sponsorship, but only where the primary purpose is the awareness raising/publicity of the project and the sponsor's partnership with the group. Local sponsors may only use the Landcare logo as shown below. Consult LAL if in any doubt. No commercial use of the Landcare logo is permitted without the express permission and authority of LAL. Use of the logo solely for the benefit of the sponsor is considered to be commercial use.



## Colours

The Landcare logo appears in two colours. The green is PMS 348 and the gold is PMS 116. It can also be used in one colour, green. When used in sizes 20 mm or smaller the logo should be printed in green to avoid readability problems.

## Obtaining the logo

To obtain the logo, contact LAL on telephone 1800 151 105 (toll free) or (02) 9412 1040, or email [inquiries@landcareaustralia.com.au](mailto:inquiries@landcareaustralia.com.au).

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