

Local Government funding acknowledgement guideline



Acknowledgement of funding received from the Queensland Government is required as a condition of funding through the Department of Local Government, Water and Volunteers, Local Government Division (LGD).

The following guideline have been developed to help funding recipients acknowledge the Queensland Government investment in projects, events and programs funded through departmental grants and subsidies.

It is the responsibility of the funding recipient to ensure they are using the most current version of this document when preparing any materials that require funding acknowledgement.

The funding of major infrastructure through Queensland Government grant programs needs to include appropriate on-site recognition, including the Coat of Arms, wordmark and a funding acknowledgement statement.

Acknowledgement principles overview

Councils must acknowledge the Queensland Government's support in all materials developed in relation to the funded project. Materials may include, but are not limited to:

- media releases and speeches associated with the funded activity
- social media
- project signage
- invitations and conference programs
- brochures and posters
- TV, radio and newspaper coverage by the media
- TV, radio and newspaper advertisements
- printed documents associated with the project
- annual reports
- newsletters
- multimedia material including websites, videos, CDs and other promotional items.

Acknowledgement statement

Must be included in all materials produced by council for external publication that relate to the project including media releases, website content, marketing collateral, project communication.

Coat of Arms and Wordmark

Must be included (with the acknowledgement statement) on all materials produced by council for external publication including signage, newsletters, website and project marketing collateral. Files are available from the Department or your local Regional Advisor and must not be shared with parties outside the contract arrangements for the funding agreement.

Proactive media opportunities

All proactive joint media opportunities (events or releases) must be approved in advance by the Department's media team.

Social media

The relevant Department of Local Government, Water and Volunteers (DLGWV) social media account handles and hashtags must be used on all project social media posts.

Events

The Minister for Local Government and Water must be invited to attend and speak at scheduled project opening ceremonies. Councils can determine whether a plaque is required to commemorate the opening ceremonies for capital infrastructure openings.

Signage

Councils must incorporate the Queensland Government Coat of Arms, wordmark and acknowledgement statement into the layout of signage.

A commonsense approach should be considered for the use of signage for grant funded infrastructure projects.

Councils may incorporate acknowledgement (Coat of Arms, wordmark and acknowledgement statement) on any permanent project wayfinding, informational, directional (map) signage.

Alternatively, project signage templates in this guideline must be adhered to and the signage is to remain in place for a period of 12 months.

Acknowledgement statement

The applicable acknowledgement statements below needs to be applied on all project materials.

Financial contributors	Funding acknowledgment statement
Queensland Government funding only	Proudly funded by the Queensland Government OR Proudly funded by the Queensland Government's [insert program name]
Queensland Government and council funding	Jointly funded by [council name] and the Queensland Government.
Queensland Government, Australian Government and council funding	Jointly funded by the Australian Government and Queensland Government in association with [council name].
Queensland Government, Australian Government, council and other contributors	Jointly funded by the Australian Government and Queensland Government in association with [council name] and [other contributor name].

Queensland Government Coat of Arms

The preferred colour for the Coat of Arms is blue (C93, M64, Y0, K0); however, black or white may be used where necessary. When applying the Queensland Government Coat of Arms, the following design specifications need to be followed.



Coat of arms - Option 1
Stylised two-line side-stacked logo
Delivering for Queensland blue



Coat of arms - Option 1
Minimum clearance zone
Width of the shield



Coat of arms - Option 2
Stylised two-line stacked logo
Delivering for Queensland blue



Coat of arms - Option 2
Minimum clearance zone
Width of the shield



Coat of arms - Option 3
Stylised one-line stacked logo
Delivering for Queensland blue



Coat of arms - Option 3
Minimum clearance zone
Width of the shield

Preferred placement

For communications and marketing materials, the preferred placement of the Coat of Arms is in the bottom right-hand corner.

To ensure clear visibility, the Coat of Arms should be placed on a solid colour or clear background.

The Coat of Arms symbol **cannot** be used on its own, i.e. elements may not be separated.

Clearance

The minimum clearance zone around the Coat of Arms is the width of the shield as per the examples above.

Queensland Government Wordmark

The 'Delivering for Queensland' wordmark must be applied to all advertising, marketing and communication assets. The preferred placement of the wordmark is top right side or in the bottom panel as a lock-up with the Coat of Arms.

Preferred colour

Blue, black or white are the secondary options.

Minimum size

5mm high.

Minimum clearance

Width of the 'D'.

Coat of Arms and Wordmark lockup

The wordmark may be used as a lock-up arrangement with the Coat of Arms and can only be applied to appropriate materials where space permits and must observe the required clearance space around the Coat of Arms.

The preferred place of the wordmark is the bottom panel or top right side. The wordmark cannot be stacked above or below the Coat of Arms.



Media releases

Media releases requesting quotes from the Queensland Government (e.g. Minister or local Member of Parliament) must be provided to the department's media team **at least two weeks (ten business days) prior** to the scheduled distribution date.

Please contact the department's media team on media@dlgwv.qld.gov.au to coordinate relevant approvals.

Social media

Include acknowledgement of the Queensland Government's funding contribution in all relevant project social media posts (including project updates, openings). This should include tagging the appropriate handle.

Graphics and videos must include logo (CoA and watermark) as per above advice.

Departmental handles:

- Facebook: @qldgovlocalgov
- LinkedIn: [Department of Local Government, Water and Volunteers](#)

Events

The Queensland Government Minister for Local Government must be formally invited to officiate at any opening ceremony or other official celebration of the project. The Minister may nominate another Minister or representative to attend.

Formal invitations must be sent directly to the Minister with a minimum 28 days' notice of the planned activity.

Email formal invitations to lgwv@ministerial.qld.gov.au.

Commemorative plaques

If a formal opening event is being held, funding recipients may choose to mark the occasion with a commemorative plaque.

Use the following plaque layout and approval process.

Logos

Use the two-line stacked Coat of Arms on commemorative plaques with a minimum height is 20mm.

Position the Coat of Arms in the far-right corner of the header bar.

Partner logos should be placed in the opposing far-left corner in order of value provided from left (highest) to right (lowest).

Typeface

Text size should be proportionate to the entire plaque design and be clearly visible and legible.

Noto Serif is the preferred typeface for plaques.

Plaque approval process

If a commemorative plaque is incorporated in the opening event and a Queensland Government Minister or representative has been confirmed as attending, their name and title will need to be included on the plaque.

Submit the plaque artwork to department by emailing media@dlgww.qld.gov.au for approval prior to production and installation.

Plaque layout template

Council
logo



Project name

was officially opened by

The Honourable Ann Leahy MP, Minister for Local Government and
Water and Minister for Fire, Disaster Recovery and Volunteers

and

Mayor name
Council name

on

XX Month 20XX

This project was proudly funded by the Queensland Government and [council name]

Signage

Signage is required for capital works projects. Councils need to acknowledge the Queensland Government in one of the following signage options:

- Incorporate the acknowledgement statement, Queensland Government Coat of Arms and wordmark into the layout of signage that may be developed to support the aesthetic of the project or is a permanent landmark e.g. map, interpretive signage, way finding signage etc.
- Erect a standalone Queensland Government sign that follows the template below.
- Incorporate the acknowledgment, Queensland Government Coat of Arms and wordmark branding into construction fence bunting/hoarding.
- Erect a commemorative plaque that includes the acknowledgement statement and Queensland Government Coat of Arms.

Queensland Government signage template 1

The example below relates to Council and Queensland Government only contributors.

Project name

Jointly funded by [council name]
and the Queensland Government.

Insert council
logo here

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Queensland
Government

Queensland Government signage template 2

The example below relates to projects when the Australian Government, council (and other contributors) and the Queensland Government are all contributors.



Project name

Jointly funded by the Australian Government
and Queensland Government in association
with [council name].

Insert council
logo here


Queensland Government


Australian Government

Queensland Government signage template 3 and 4

The example below relates to projects funded from the Works for Queensland program. The signage can be reused for multiple project sites and erected during construction.

Works for Queensland

Proudly funded by the
Queensland Government in association
with [council].

Contributor
logo here



 **Queensland**
Government

SEQ Community Stimulus Program

Proudly funded by the
Queensland Government in association
with [council].

Contributor
logo here

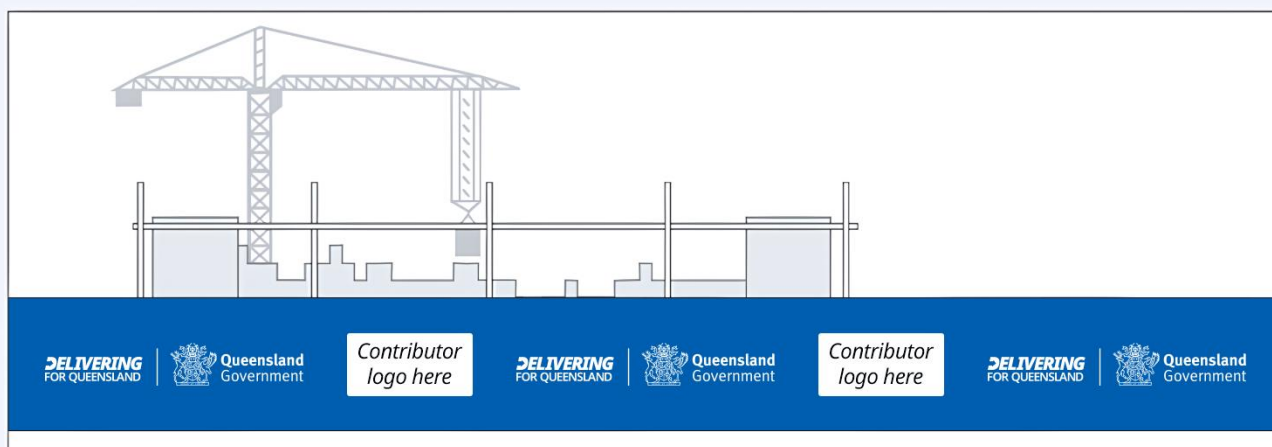
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Queensland Government mesh fencing example

Mesh fencing



Need more information?

If you wish to discuss the funding acknowledgement requirement, please contact the Department or your Local Government Division Regional Advisor.

Contact the team

Department contact

E: lgdgrants@dlgqv.qld.gov.au

Northern Region

E: northernlgd@dlgqv.qld.gov.au

Southern Region

E: southernlgd@dlgqv.qld.gov.au



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