

# REGIONAL ECONOMIC DEVELOPMENT (RED) GRANTS

## Acknowledgment and Logo Usage Guide

### About RED grants

Through the RED Grants Program, the State Government is investing in projects that stimulate economic growth in regional Western Australia.

In the South West region the program is delivered by the South West Development Commission (SWDC) with support from the Department of Primary Industries and Regional Development (DPIRD).

### Funding recognition

As a condition of funding, grant recipients are required to acknowledge the State on all project-related media and promotional materials. All communication regarding RED funded projects requires correct reference to the program and acknowledgement of funding partners.

Grant recipients are expected to liaise with SWDC in advance of any official opening or similar event to allow adequate time for appropriate recognition and representation to be arranged.

### About this guide

Here you will find the approved SWDC and DPIRD logos available to download, as well as guidelines on how to use the files appropriately.

### Which format?

The logos may be downloaded from here in either JPG or PNG format.

JPG is a low-medium format suitable for internally printed documents such as newsletters and media releases.

PNG is a low-resolution format suitable for digital media and website use where a transparent background is required.

The full colour version of the logos is preferred and should be used wherever possible. Mono versions are suitable when placing on dominant or dark backgrounds. The logo choice should result in prominent visibility.

Alternative file types are available by request – contact SWDC on 9792 2000 or email [grantscoordinator@swdc.wa.gov.au](mailto:grantscoordinator@swdc.wa.gov.au).

### Using wording

Where logo acknowledgement cannot be included, the following statement may be applied:

*'Supported by the State Government's Regional Economic Development Grants Program'*

### Downloading the logo

To download the logo, click on the appropriate file from the links below:

#### Full colour [JPG](#) or [PNG](#)



Department of  
Primary Industries and  
Regional Development



#### Black and white [JPG](#) or [PNG](#)



Department of  
Primary Industries and  
Regional Development



#### Reverse [PNG](#)



Department of  
Primary Industries and  
Regional Development



Note: EPS or AI files are the format used for signage and high-quality reproduction. Please contact SWDC if you require alternative file types.

# Correct logo usage

## Common badging requirements

The use of State Government logos must comply with the State Government's [Common Badging Guidelines](#). Use the below example as a guide to the correct logo application:



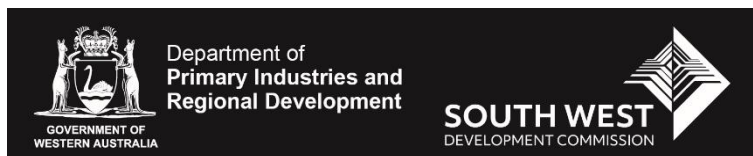
## Minimum size

The co-badged logos should be displayed at a minimum of 15mm high x 70mm wide



## Visibility

The logo should never be placed over an image or patterned background. There should be strong contrast between the logo and the background it appears over, and adequate space around the edges to avoid crowding. Please see example below:



## Things to avoid

You should be careful not to:

- Alter the logos in any way
- Change the positioning or size of the logos in relation to each other
- Change the logo colours or re-create using different fonts
- Distort or stretch the logos to fit available space
- Use the logo symbols on their own without the wording

## Need help?

We're here to help with any queries you may have regarding funding acknowledgement and to ensure that the State Government logos are used properly in accordance with the guidelines.

Where possible please provide a proof to SWDC for checking logo usage and wording, particularly in relation to signage, plaques and advertising materials.

For any queries regarding logo use, permissions or requests for alternative file types, please contact the grants team at [grantscoordinator@swdc.wa.gov.au](mailto:grantscoordinator@swdc.wa.gov.au) or call us on 9792 2000.