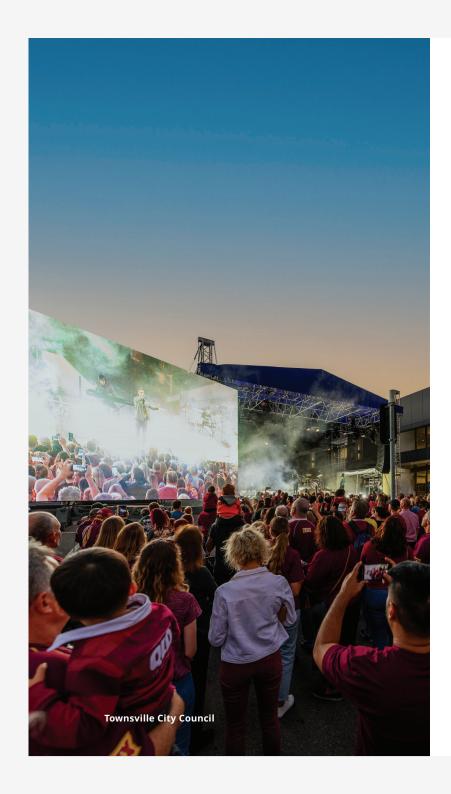City of
Townsville

Community Grants Program
Acknowledgement Requirements

Community Grants Program – Acknowledgement requirements for recipients of Community Grants and/ or Waiver of Park or Venue Hire Fees Guidelines

TCC funds local non-profit community groups and initiatives through our Community Grants Program to improve service and enhance community wellbeing. Council may offer financial assistance or in-kind support.

Grants and sponsorships

When a group or person receives a grant from us, they agree to acknowledge council's contribution on materials produced to support their project. This acknowledgement must include logo presence on supporting publications, displays or signage.

Acknowledgement logos

Our logo features the outline of Castle Hill, palm tree, city buildings and boats on the water, reflecting our tropical lifestyle, dynamic landscape and city roads. The logo should always appear with the words 'Supported by' above.

Primary Corporate Logo

Use of the Primary Corporate logo is preferred for all collateral where layout permits that the requirements for accessibility and brand visibility is able to be met.

SUPPORTED BY

City of
Townsville

Wordmark Logo

The wordmark logo can also be utilised in instances where a landscape logo would perform better in terms of readability or in proportion to other logos.

SUPPORTED BY

City of
Townsville

Colour

Both the Primary Corporate and Wordmark logos should always appear in a single colour i.e. do not use the phased out duotone colour way.

While preference is given to the corporate colour being used for the logo, it should be noted that the logo can also appear reversed in white or in a single solid colour pulled from the colour palette of relevant marketing material.

Do not place the Primary Corporate or wordmark into a floating coloured box.

Corporate Colour

Pantone 2757 C
CMYK 93, 85, 0, 53
RGB 22, 29, 91
HEX #161D5B

Size, Space and Position

Primary Corporate

Print Minimum size: **12mm**

Recommended digital minimum size: **27px (w)**

Rotation: **Not Permitted**

Distortion: **Not Permitted.**
Always constrain proportions.

Clear Space: **Clear space is recommended to equal one third the width of the logo.**

Position: **bottom right hand corner or set to the right hand side of other logos.**

Wordmark

Print Minimum size: **10mm (h)**

Recommended digital minimum size: **22px (h)**

Rotation: **Not Permitted**

Distortion: **Not Permitted.**
Always constrain proportions.

Clear Space: **Clear space should equal the same as the height of the logo.**

Position: **bottom right hand corner or set to the right hand side of other logos.**

12mm

SUPPORTED BY

City of
Townsville

SUPPORTED BY

City of
Townsville

1/3 x
1/3 x
1/3 x   x   1/3 x

SUPPORTED BY

City of
Townsville

10mm

SUPPORTED BY

City of
Townsville

x
x
x
x   x

Co-branded collateral examples

City of
Townsville