



**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.



## 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.



## 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.**



# Co-branded collateral examples

citylibraries PINNACLES Gallery City of Townsville

Citylibraries Riverway & Community Hub

# OPEN DAY

Come and see the new Citylibraries Riverway & Pinnacles Gallery!

**Saturday 29 April**  
Riverway Precinct, Thuringowa  
9am - 3pm

**FREE EVENT**

**Bluey and Bingo live interactive experience**

- Live music
- FREE kid's activities
- Workshops
- Food trucks

For more information

What's On Townsville

BLUEY™ and BLUEY character logos TM & © Ludo Studio Pty Ltd 2018

# SURVIVAL DAY 2023

LET US CELEBRATE OUR SURVIVAL  
26 JANUARY | THE STRAND

Artwork by Sharon Schneider

Reflect, respect and celebrate our local Aboriginal and Torres Strait Islander history on Survival Day.

**DAWN SERVICE**  
FROM 5.30AM  
Picnic Bay Surf Lifesaving Club Headland

**WALK OF SOLIDARITY**  
FROM 9.45AM  
Gregory Street Headland Amphitheatre to Strand Park

**SURVIVAL DAY FESTIVAL**  
11AM - 3PM | STRAND PARK

- Performances by Aboriginal and Torres Strait Islander Dance Groups
- Workshops
- Traditional Food
- Blak Art Markets TSV
- Live Music

What's On Townsville

REFLECT. RESPECT. CELEBRATE.

NADC National Australia Day Council

SUPPORTED BY City of Townsville

