



BUILDING BLOCKS  
ACKNOWLEDGEMENT  
AND PUBLICITY  
GUIDELINES



# ACKNOWLEDGEMENT AND PUBLICITY GUIDELINES

These guidelines should be used for any type of signage, publication, promotion, media, capital works signage and other publicity associated with a project funded by the Victorian Government through the *Building Blocks* program.

A common condition that *Building Blocks* grant recipients need to adhere to is acknowledgement of government funding support in publications, promotions, media, capital works signage and other forms of publicity.

## KEEPING THE FUNDING CONFIDENTIAL

You may be required to keep the funding confidential until a public announcement is made.

Once approved, many grants remain highly confidential until the relevant Minister or their representative has publicly announced the funding. If that applies to an activity for which your organisation has been funded, you will have been advised of this in writing at the time you were offered funding.

The Victorian School Building Authority (VSBA) is responsible for coordinating participation by the Minister or their representative for these announcements. You can expect that the VSBA and/or the Minister's office will contact you to make arrangements for the announcement.

If you are aware of any upcoming events that might provide a good opportunity to make the announcement, you should complete and send in the attached Event Opportunity Notification Form.

## GOVERNMENT REPRESENTATIVE OPPORTUNITIES

You must give the government's representative an opportunity to open the funded activity, and invite them to events.

If your funding is for an Integrated Children's Centre or a New Early Learning Facility then you must also invite the Minister for Early Childhood Education to ground breaking events.

You will need to give advance notice of the official opening and/or ground breaking event three months prior to the proposed date by contacting [vsba@edumail.vic.gov.au](mailto:vsba@edumail.vic.gov.au).

The VSBA recommends providing several date/time options to ensure that the Minister for Early Childhood Education is available or can nominate a representative. Once a date has been confirmed, the VSBA will work with you on the details of the event.

## SIGNAGE

For capital projects with funding greater than \$250,000 the government's funding support is to be acknowledged on signage.

A community billboard should be erected within two weeks of works commencing on site and removed no later than three weeks after the project is completed.

The billboard should be the only free-standing sign on the site, or can be wall mounted or secured to a perimeter fence.

The VSBA can provide a template in Encapsulated PostScript (EPS) format that can be edited in Adobe Illustrator.



You may use alternate signage design and artwork provided that:

- The combined Victorian School Building Authority and the Victorian Government logo is prominently displayed on the sign.
- Use of the Victorian Government logo is consistent with the current Victorian Government branding guidelines, which are available at [www.dpc.vic.gov.au/index.php/communication/policies-and-guidelines](http://www.dpc.vic.gov.au/index.php/communication/policies-and-guidelines)

You must obtain VSBA approval for artwork before printing. Email your final artwork to [vsba@edumail.vic.gov.au](mailto:vsba@edumail.vic.gov.au).

Please allow two working days for the VSBA to review the draft and provide approval.

## PRINTED AND VERBAL ACKNOWLEDGMENT

You must acknowledge the government's funding support in published or printed materials, speeches, or other forms of presentations. Examples of acknowledgement include:

- **Print and electronic documents, reports, brochures, etc.** – logo and written acknowledgement statement placed where appropriate
- **Posters** – logo and written acknowledgement
- **Videos** – logo and written acknowledgment in credits or appropriate part of the production
- **Websites** – logo and written acknowledgment where appropriate. The acknowledgement only needs to occur on relevant pages describing the funded activity. Pages describing the funded activity should include a link to the VSBA website: [www.schoolbuildings.vic.gov.au](http://www.schoolbuildings.vic.gov.au)
- **Media releases** – written acknowledgement describing the Government's contribution and funding source
- **Speeches/launches/conferences/events** – verbal acknowledgment, display of banners (where practical) and signs and logo acknowledgment in programs/invites/websites

You must use the following funding acknowledgment statement in published or printed materials associated with the funded service or project activity.

*"The [Name of service/project] was/were supported by the Victorian Government."*

## VICTORIAN GOVERNMENT LOGO FOR PUBLISHING, PRINTING AND SIGNAGE

You must use the Victorian government's brand in all published or printed materials or signage associated with the funded service or project activity.

The logo to use is shown below. There are variations on how the logo is to be used depending on what you are publishing or printing. It cannot be altered without permission.



You can obtain a high-resolution version of the logo in the format required by emailing [vsba@edumail.vic.gov.au](mailto:vsba@edumail.vic.gov.au).

You need to ensure that the current Victorian Government branding guidelines are followed when using the Victorian Government logo on any signage. The guidelines are available at [www.dpc.vic.gov.au/index.php/communication/policies-and-guidelines](http://www.dpc.vic.gov.au/index.php/communication/policies-and-guidelines)



## DEPARTMENT SIGNAGE AT EVENTS

The Department's signs or banners are to be prominently displayed at all openings, launches and events supported by or associated with government funding support.

Department signs and banners can be borrowed from the VSBA. Your organisation is responsible for organising their collection, display and prompt return. You should contact the VSBA if you are aware of any upcoming openings, launches or events where the Department's sign or banner should be displayed.

## FURTHER INFORMATION

For further guidance please contact the Building Blocks Grant team by phone on (03) 7022 2652 or by emailing [building.blocks@edumail.vic.gov.au](mailto:building.blocks@edumail.vic.gov.au).