

# WHEATBELT NRM

## ACKNOWLEDGEMENT GUIDELINES

All projects funded in full or part by Wheatbelt Natural Resource Management (WNRM) must acknowledge WNRM in all promotional activities. The WNRM logo (below) must be used in any printed or electronic communication materials produced. In all acknowledgement text speeches and media releases, you should refer to Wheatbelt NRM.

**When developing communication materials all projects funded in full or part by the WNRM should acknowledge WNRM in the body copy and use the WNRM logo.**

*The general format for body text acknowledgement is as follows:*

**“This activity/ project/ organisation....**

- received funding from Wheatbelt NRM.”
- was jointly funded by Wheatbelt NRM and...”
- received funding from .... and Wheatbelt NRM.”
- is supported by financial assistance from Wheatbelt NRM.”
- is supported by funding from Wheatbelt NRM under the Caring for our Country Program.”

*The general rules for depiction of the WNRM logo are as follows:*

- It should be an accurate reproduction. Logos must not be digitally altered, adapted or changed in any way and must maintain the original colours and proportions. Logos must be used in the white holding panel when placed on a coloured or patterned background.
- It should be placed in a position of prominence.
- It should be a true reproduction of the approved WNRM logo, without the addition of any other words or devices, nor should it be incorporated into any other logo.
- When the WNRM logo is used with another logo, both logos should be scaled to the same visual weight and the separation distance should be at least double the exclusion zone

The Wheatbelt NRM logos can be downloaded from:

[http://www.avonnrm.org.au/reports\\_publications/logos](http://www.avonnrm.org.au/reports_publications/logos)

If you have any questions regarding recognition of WNRM or use of the WNRM logo please contact:

**Chris David**

Communications Facilitator

Avon Catchment Council

**P:** 9690 2268 **M:** 0427 902 212 **E:** [cdavid@avonnrm.org.au](mailto:cdavid@avonnrm.org.au)

