

FUNDING ACKNOWLEDGEMENT GUIDELINES

For recipients of NSW Government
infrastructure grants



Introduction

All recipients of NSW Government funding for infrastructure and capital works must acknowledge the NSW Government.

Funding made available by the NSW Government is designed to improve the lives of people across the state and grants can provide significant benefits to communities.

These guidelines are designed to help groups and organisations with acknowledging NSW Government support in a way which is consistent across the state.

They aim to simplify government advertising and signage.

These guidelines will help you determine what kind of acknowledgement is appropriate for each project. It will outline where signs should be displayed and for how long, and how to obtain NSW Government approval for acknowledgements.

These guidelines do not override the signage and public recognition requirements set out in the agreement, funding conditions and/or notes on administration governing individual projects and programs.

- ▶ Please note that acknowledgement of NSW Government funding is a condition of the funding.

For more information on use of the NSW Government brand, please refer to the NSW Government Branding Style guide: <http://sc.dpc.nsw.gov.au/branding>

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Acknowledgement and approval

All recipients of NSW Government funding for infrastructure and capital works should acknowledge the government. The NSW Government logo and acknowledgement take precedence over those of all other funding contributors, with the exception of the Australian Government.

At a minimum, the NSW Government acknowledgement should be in annual reports, media releases, digital and printed materials, web pages and online documents, advertising, plaques and signs.

For projects that receive grants of more than \$100,000, signs must be displayed acknowledging the NSW Government funding.

Infrastructure and capital works projects are construction and engineering works that replace and renovate existing buildings or facilities, relocate them or build new ones to meet the needs of a community. They can include major structures such as roads and bridges or networks such as power infrastructure. They can also include building improvements such as air-conditioning, new seating, lighting, sound systems and upgrades to improve accessibility.

Examples of infrastructure and capital works include:

- » roads, and road upgrades
- » bridges, and bridge upgrades
- » community centre upgrades

- » the building or improvement of sporting facilities, including lights
- » the construction or development of buildings, including ports and cruise terminals, airport buildings, and town centres
- » work on public buildings including aged care and disability care facilities, childcare centres, hospitals, schools, TAFE and universities, and rescue and emergency services
- » improvements at local services such as YMCA facilities
- » works related to recreational and tourism facilities including museums, parks, beaches, showgrounds and hiking trails.

Examples of grants which may be applicable for NSW Government acknowledgement include, but are not confined to, the following:

- » funding received from Restart NSW
- » projects funded under the ClubGRANTS scheme
- » any projects funded by a NSW Government department not covered by existing acknowledgement protocols.

All acknowledgements must be approved by the NSW Government.

The following table will assist you in correctly acknowledging the NSW Government. It lists the minimum acknowledgement per funding amount received from the NSW Government.

Acknowledgement requirements

Amount of funding received	How to acknowledge the NSW Government			
	Acknowledgement statement	NSW Government logo and acknowledgement statement	Opening ceremonies and events (where relevant)	Signage requirements (see page 5 for more details)
Less than \$100,000	Include in annual reports, media releases, related websites and other funding-related materials	Include on related websites, invitations and other funding-related materials	Invite the local MP or duty MLC to attend and speak. Funding recipient to determine whether a plaque is required	Signage optional
\$100,000 – \$1million	Include in annual reports, media releases, related websites and other funding-related materials	Include on related websites, building signage, invitations and other funding-related materials	Invite the minister responsible to attend and speak. Funding recipient to determine whether a plaque is required	Minimum of one external sign from project start and for one year after project completion
\$1million +	Include in annual reports, media releases, related websites and other funding-related materials	Include on related websites, building signage, invitations and other funding-related materials	Invite the minister responsible to attend and speak. Funding recipient to determine whether a plaque is required	Minimum of one external sign from project start and for three years after project completion

Funding acknowledgement statement

All materials prepared for a NSW Government funded project should include the following acknowledgement:

Proudly funded by the NSW Government

If there is more than one funding contributor, the acknowledgement must include the NSW Government first and then name each contributor in order of the value provided:

Proudly funded by the NSW Government in association with [insert contributor's name]

Please note

1. The maximum number of co-contributors should not exceed three. The guidelines for logo placements for multiple contributors can be found in the appendix.
2. When funding is received by a grant or funding scheme, the NSW Government, not the individual department, is to be acknowledged.
3. Private sector partners (e.g. construction companies, architectural firms, etc.) are not to be acknowledged on signage.

Where signage is required for occupational health and safety reasons, for example on construction sites, these signs can have the names and details of the contractors and building delivery partners involved but the use of their branding identity is not permitted.

Where there are contractual rights to branding and/or control of sites, these need to be negotiated on a case-by-case basis. Disputes should be referred to the Cabinet Standing Committee on Communication and Government Advertising.

► Please refer to the guidelines in the appendix section for further information.

► Signage for projects that are jointly funded by the Australian Government and the NSW Government should follow the Building Our Future Signage Guidelines.

http://investment.infrastructure.gov.au/publications/administration/pdf/AUSTRALIAN_GOVERNMENT_SIGNAGE_GUIDELINES_V2.pdf

NSW Government logo

Where possible, the funding acknowledgement statement is to be accompanied by the NSW Government logo.

The colour logo is required for signage and is the preferred application (mono can be used in restricted circumstances).

Minimum size restrictions apply. (See page 9 for guidelines on size, position and application.)

For more information on use of the NSW Government brand, please refer to the NSW Government Branding Style guide: <http://sc.dpc.nsw.gov.au/branding/>



Signage production and approval process

Infrastructure and capital works projects that receive funding in excess of \$100,000 from the NSW Government must erect a sign acknowledging this. Below are the requirements for producing and approving these signs.

Timing requirements

The funding recipient is to ensure that the project signage is installed at the project site within 30 days of the construction start date. It must remain in place until it is replaced with permanent signage.

Depending on the nature of the site, temporary signage, such as mesh banner signage on boundary fences, may sometimes be appropriate during construction. These guidelines should be used to apply to both temporary and permanent signage.

Permanent signage or a plaque must be in place within 30 days of the completion of construction, or at the time of an official facility opening (whichever is sooner). If there is no appropriate physical location to erect a sign or plaque, or it is more appropriate to place acknowledgement off-site, then this should be discussed with the funding scheme manager.

Please note

Project signage must remain in place for the minimum term of one or three years after completion of the project depending on the specifications in the table on page 3.

Size and wording

The size of signs and the amount of information that can be included on them depends on a number of factors, including the nature of the project and the opportunity the public will have to view the information. The table below is designed to assist with the size and wording of signs.

	Category 1 (generally viewed by motorists)	Category 2 (generally viewed by pedestrians)
Project examples	Road Rail Bridge	Pedestrian bridge Airport terminal upgrade Community centre kitchen refit High street improvements Netball court upgrade Refurbishment of toilet blocks to increase disability access
Minimum sign size	3000mm wide by 1600mm high for major projects 2000mm wide by 1400mm high for locations where physical space is limited 900mm wide by 1200mm high for projects such as bridges and black spot programs The proportions of the standard sign must be maintained when using a smaller sign.	600mm wide by 900mm high
Where the sign should be placed	Sign should be placed at primary entrance points Not obscured In clear eyeline Integrated into the infrastructure if possible.	
When do I need to put the sign up?	A sign must be in place within 30 days of the start of construction. It may be temporary depending on the nature of the project.	
How long does the sign need to stay in place for?	A permanent sign must be in place within 30 days of completion of construction and remain in place for a period of time as per level of funding guidelines on page 3.	

► Please note

For signage requirements, a practical approach should be adopted. For example, where a funding recipient believes that the signage requirements are not appropriate, a request for variation to these guidelines may be sent in writing to your funding scheme manager.

Materials

The recipient is responsible for ensuring that signs and plaques are made with the appropriate materials, displayed in a format that best suits the project site.

The sign should be made of a durable, weather appropriate, long-life material, such as would be used for a road sign.

Location

Signs must be located in an area of high visibility to the general public and are not to be obscured by any roadside or other objects, including other information signs.

Road projects, including bridges, must have a sign at each end of the project – ensuring there is one sign visible to each direction of travel.

Photographs of signage in situ with details of their location are to be provided to your funding scheme manager.

Funding recipients are responsible for ensuring that the installation and placement of signs is conducted in a safe and appropriate manner and complies with all relevant regulations

and by-laws. Where other approvals are required, such as a development application, it is the funding recipient's responsibility to be aware of them and comply with them.

Approvals process

Recipients are required to seek approval for all signs using the NSW Government logo, as well as other acknowledgements referencing NSW Government funding.

Please allow a standard four weeks for the approval to be finalised. To set the approval process in motion, contact your funding scheme manager.

Cost responsibility

Funding recipients are responsible for the production, printing, placement and ongoing maintenance as well as seeking approval of all construction and permanent signs. Production and printing are ineligible costs for funding under the program.

Please note: The NSW Government recognises that in some instances it may be difficult for a funding recipient to meet the signage requirements laid out in this document; e.g. if a funding recipient does not own a building being upgraded. In these cases, please contact your funding scheme manager for assistance.

Steps for production of signs

- 1 Size and placement**
Determine size and placement of signage.
- 2 Artwork**
Prepare artwork in accordance with guidelines.
- 3 Approval/s**
Seek approval from the other funding bodies and all other relevant bodies. Funding recipients must ensure they comply with all relevant regulations, by-laws and approvals.
- 4 NSW Government approval**
Send for approval to the funding scheme manager.
- 5 Production**
Arrange for the production of the sign.
- 6 Display**
Send in-situ photos of the sign showing location to funding scheme manager as soon as erected. Display for the appropriate time period.

Non-signage applications

Guide to applying acknowledgement and NSW Government logo to materials such as annual reports, media releases, related websites and relevant materials.

Acknowledgement statement

The funding acknowledgement statement must be included as indicated. Department names and department-specific taglines should not be included.

Acknowledgement approval

Your funding scheme manager must approve final artwork (ensuring it meets corporate identity requirements) prior to production.

Typeface

Gotham is the preferred typeface for signage.

Text size should be proportionate to the entire signage design as per guideline and be clearly visible and legible.

Capitalisation

The NSW Government's corporate identity policy is to use minimal capitalisation. Capitals should only be used for the first letter of the first word of a sentence and for names of particular people, places and things (proper nouns).

Size

The NSW Government logo should be of sufficient size to allow easy recognition and readability, considering the type of sign, its positioning and visibility.

Minimum size for reproduction of NSW Government logo:

15mm in height (print).

45mm pixel height (digital).

Clear space

Clear space must be maintained around the logo which is no less than the height of the "N" of NSW that forms part of the logo.



Logo colours

White
CMYK 0, 0, 0, 0

Navy
PMS 281c or CMYK 100, 85, 5, 20

Red
PMS 186c or CMYK 0, 100, 75, 4

Logo lockups

Logo and statement must appear as follows:

Logo lockup with fully funded statement



Logo lockup with jointly funded statement



Mono application

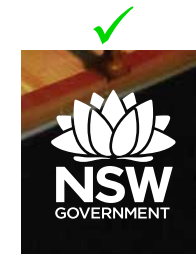
Use mono logo on white or light background where colour reproduction is not available or appropriate.

Use the reverse (white) logo on dark backgrounds when it is not possible to accommodate the colour logo.



Colour backgrounds

Legibility is the primary consideration when using the logo. There must be good contrast between the logo and the background. A white background is preferred.



Appendix

Guidelines and templates

The following guidelines relate to project signage developed to acknowledge the receipt of NSW Government grants and subsidies.

Contained in this appendix are templates to assist you in acknowledging NSW Government funding. It will give you direction as to how to obtain digital file templates for signs and plaques, and stipulates the colours and fonts to be used.

- ▶ For further assistance, please contact your funding scheme manager.

Signage requirements

The following guidelines relate to project signage developed to acknowledge the receipt of NSW Government grants and subsidies.

Acknowledgement statement

The funding acknowledgement statement must be included on project signage. Department names and department-specific taglines should not be included.

Acknowledgement approval

Your funding scheme manager must approve final artwork (ensuring it meets corporate identity requirements) prior to production.

Logos

The NSW Government logo should be of sufficient size to allow easy recognition and readability, considering the type of sign, its positioning and visibility.

The NSW Government logo is positioned top right when it appears on its own or with a joint partner logo. See Templates section for correct positioning of partner logos.

Typeface

Gotham is the preferred typeface for signage.

Text size should be proportionate to the entire signage design as per guideline and be clearly visible and legible.

Capitalisation

The NSW Government's corporate identity policy is to use minimal capitalisation. Capitals should only be used for the first letter of the first word of a sentence and for names of particular people, places and things (proper nouns).

Size

Please refer to Templates section for signage sizes.


Clear space

Clear space must be maintained around the logo which is no less than the height of the "N" of NSW that forms part of the logo.

Logo colours

 **White**
CMYK 0, 0, 0, 0

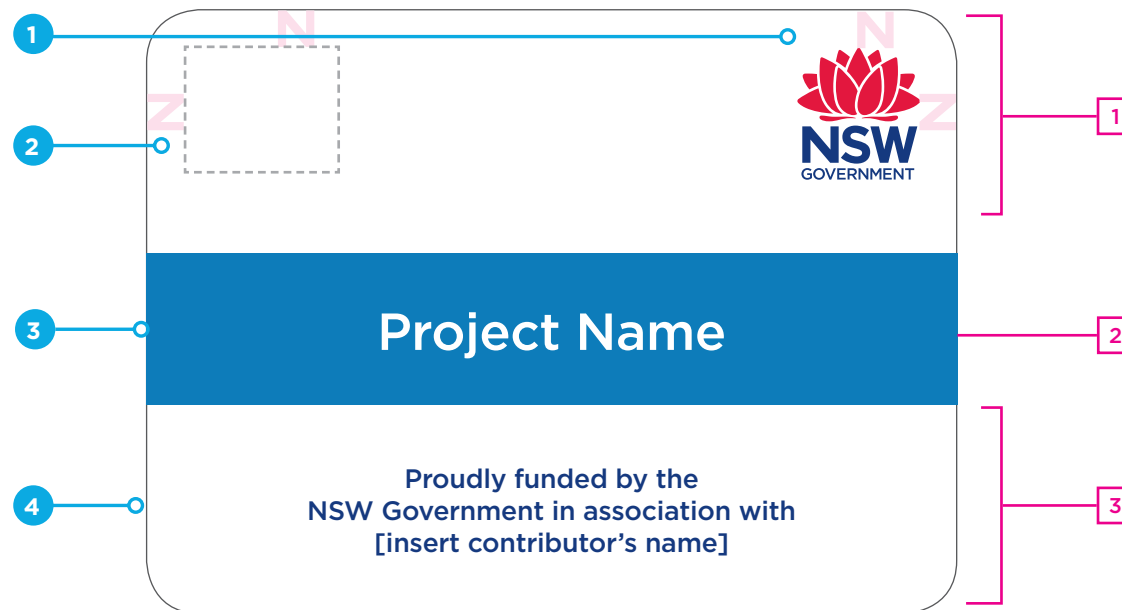
 **Navy**
PMS 281c or CMYK 100, 85, 5, 20

 **Red**
PMS 186c or CMYK 0, 100, 75, 4



Signage guidelines

General guide — please see Templates section for detailed specifications and dimensions



Colours

 **White**
CMYK 0, 0, 0, 0

 **Blue**
PMS 2925c or CMYK 85, 44, 5, 0

Acknowledgement

Gotham Medium.
Font size: see following Templates section for size specifications.

Project name

Gotham Medium.
Font size: Project name to be three times larger than funding acknowledgement. See following Templates section.

Name: maximum of three lines.

Spacing and background

Spacing and sign orientation to be considered for each project.

- 1** NSW Government logo must be top right. Allow clear space of 'N' height around logo.
- 2** Project title position is mid centre to the sign.
- 3** Mandatory funding acknowledgement text to be centred between baseline of blue Project name strip and edge of sign.

Content

The overall structure of information should follow the same order for each sign:

- 1 NSW Government logo**
Logo position is top right.
Size to be minimum one fifth overall sign area.
Colour logos on white background.
- 2 Jointly funded: added logo**
Additional logo for jointly funded projects to be included top left. Logos to be equal sizing.
Colour logos on white background.
- 3 Project title**
Name of project.
Maximum three lines.
Gotham Medium, white on blue strip.
- 4 Funding acknowledgement statement**
Mandatory requirement to include funding statement: either fully funded or co-funded.
Gotham Medium, blue on white background.

Signage – A1

Fully funded, NSW Government only



Size

A1 (594mm x 841mm).
Signs can be proportionately scaled larger as required.

Logo

NSW Government logo is mandatory and must comply with these guidelines (see page 7).

Position must always be in top right-hand corner of the sign, observing the clear space requirement.

Logo size: 140mm height.

Project name

Maximum number of lines is three.
Font: Gotham medium 170pt.
For multiple line project name, font size can be reduced proportionately to 130pt, maximum three lines as shown.

Acknowledgement statement

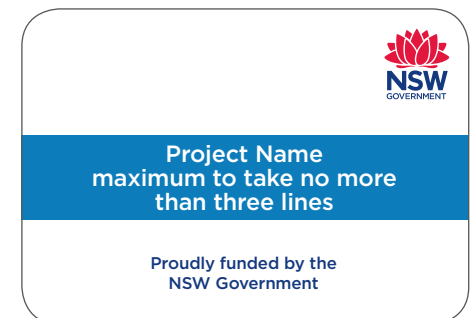
Font: Gotham medium 80pt.
Centre between baseline of blue name strip and edge of sign.

Approvals

Signage must be approved according to these guidelines prior to production (see page 6).

Template

Templates are available on request via your funding manager

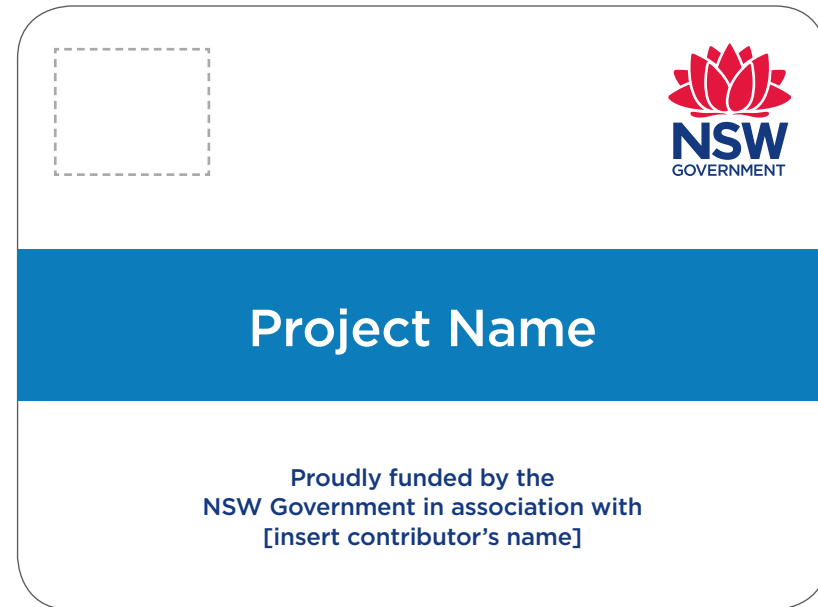


Signage templates

Fully funded, NSW Government only



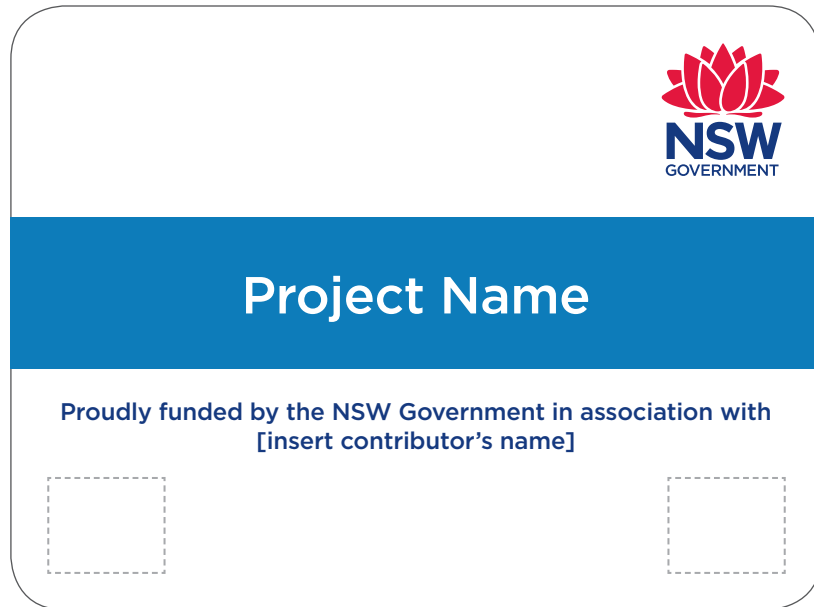
Fully funded application
— NSW Government only



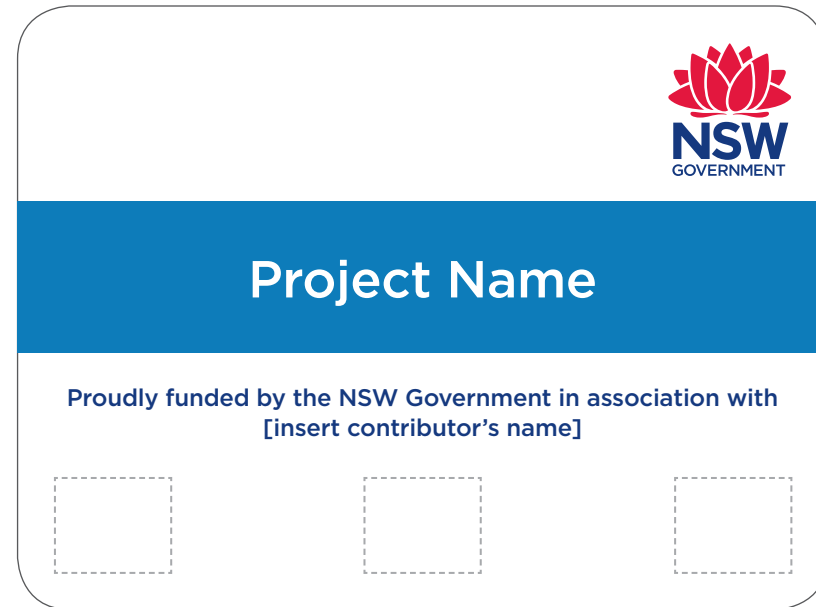
Jointly funded application

Signage options

Multiple funding application



Multiple funding application
— 2 + NSW Government



Multiple funding application
— 3 + NSW Government

Signage options

Jointly funded application



Jointly funded application — Australian + NSW Governments

In instances in which the Australian Government has contributed funding, different requirements apply.

⬇ Please see http://investment.infrastructure.gov.au/publications/administration/pdf/AUSTRALIAN_GOVERNMENT_SIGNAGE_GUIDELINES_V2.pdf

Plaques

All plaques must use the following plaque layout and approval process.

Logo

NSW Government logo is mandatory and must comply with these guidelines (see page 7).

Position must always be in top right-hand corner of the sign, observing the clear space requirement.

Typeface

Text size should be proportionate to the entire plaque design and be clearly visible and legible.

Gotham is the preferred typeface for plaques.

Plaque layout template

Please note, details on the plaque may be changed to reflect nominated representatives if the minister is unable to attend.

Plaque approval process

It is the responsibility of the funding recipient to develop the commemorative plaque for official openings.



Fully funded application — NSW Government only

Steps for approvals and production

Step one: plaque requirements

The funding recipient should liaise with all stakeholders to identify plaque requirements. This includes building/project name, date of opening, attending officials, funding partners and company logos.

Step two: plaque protocol

If applicable, once plaque requirements have been identified, the funding recipient should consult his or her funding scheme manager to obtain protocol advice, such as the correct titles and the naming hierarchy of attending officials.

Step three: approval

When all protocol and corporate identity requirements for the plaque have been addressed, it is the responsibility of the funding recipient to seek approval from all stakeholders and the relevant minister prior to the production and/or installation of the plaque.

Your funding scheme manager will approve final artwork but he or she does not have designated authority to approve the production of a plaque.

Please send artwork to your funding scheme manager for approval prior to plaque production.

Step four: plaque production

On receipt of final approval from the minister's office, the funding recipient may authorise the production and/or installation of the plaque.

Plaque options

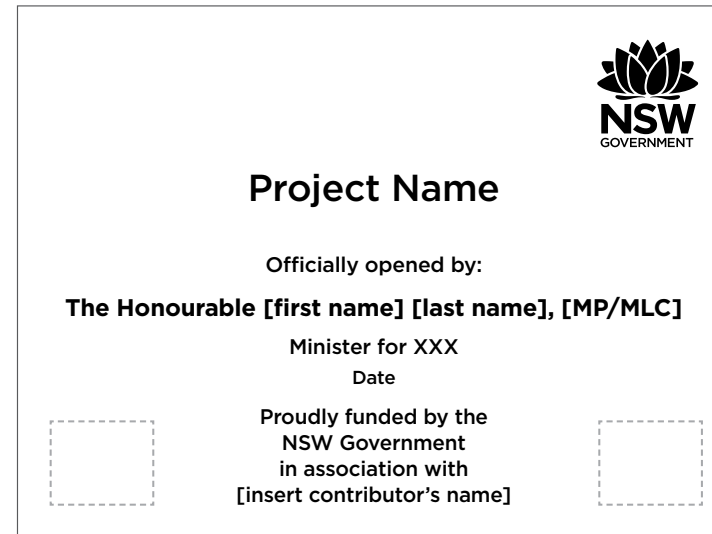


A rectangular plaque template with a dashed box in the top left corner. In the top right corner is the NSW Government logo. The text is centered and reads: "Project Name", "Officially opened by:", "The Honourable [first name] [last name], [MP/MLC]", "Minister for XXX", "Date", and "Jointly funded by the Australian and NSW Governments".

Jointly funded application — Australian + NSW Governments

In instances in which the Australian Government has contributed funding, different requirements apply.

⬇ Please see http://investment.infrastructure.gov.au/publications/administration/pdf/AUSTRALIAN_GOVERNMENT_SIGNAGE_GUIDELINES_V2.pdf



A rectangular plaque template with the NSW Government logo in the top right corner. The text is centered and reads: "Project Name", "Officially opened by:", "The Honourable [first name] [last name], [MP/MLC]", "Minister for XXX", "Date", "Proudly funded by the NSW Government in association with [insert contributor's name]". There are dashed boxes on the left and right sides of the plaque, one below the "Date" line and one below the funding text.

Multiple funding application — 2 + NSW Government

Disclaimer**Accessing images and fonts**

If you require any images contained in this document, or details of how to obtain Gotham font, you should contact your branding coordinator. Alternatively, contact Communications and Engagement at the Department of Premier and Cabinet.

Phone 02 9228 5555

Email branding@dpc.nsw.gov.au

Address

Communications and Engagement, Department of Premier and Cabinet
52 Martin Place, Sydney NSW 2000

This document is subject to regular review and updating.

Please visit <http://sc.dpc.nsw.gov.au> to ensure you have the latest version of the guide.

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