

Recreational Fishing Licence Brand Guidelines

Introduction

This guide shows the correct way to use the Recreational Fishing Licence (RFL) brand to acknowledge projects that are funded by the Victorian Government to improve recreational fishing in Victoria through revenue from Recreational Fishing Licences.

The RFL 'Your fishing licence fees at work' logo is to be used with the State Government logo *Victoria The Place To Be* (VPTB). Both logos must appear on all Recreational Fishing Grants Program (RFGP) material.

Size, proportions, typography or elements in the RFL logo cannot be altered. Graphic designers, printers and desktop publishers should be given a copy of this guideline if they are using the RFL logo.

Guidelines

Colours

Where possible the RFL logo should be two colours – green and blue (same as VPTB logo).

Colour specifications will vary depending on paper and printing processes. See details below.

| | |
|---|--|
| For coated or glossy paper | use PMS 541C blue and PMS 376C green |
| For uncoated or recycled paper | use PMS 301UC blue and PMS 382UC green |
| For 4 colour process (full colour) | use blue – c100m43 y0 k34 and green – c56 m0 y100 k0 |
| For signage | use PMS 541C blue and PMS 376C green |

For one colour printing a 30% stipple (tint) can be used behind the fish, eg 30% of black is light grey.

The brand may be **reversed** on dark colours with 30% stipple behind the fish.

When the logo is full colour the **background** must be white or pale.



Full/two colour



One colour/black



Reversed out

Size

The RFL logo must be no smaller than 25mm wide and should be surrounded by clear space equivalent to the height and width of the logo's green ellipse. It should be the same width as the VPTB logo.

Victorian Government logo

Minimum size of the VPTB logo is 14.5mm x 20mm (A4) and 9.5mm x 13mm (DL) with 10mm clear space on all sides. It can be full colour (PMS 541), black or reversed out of a dark colour background.



Full colour/ blue

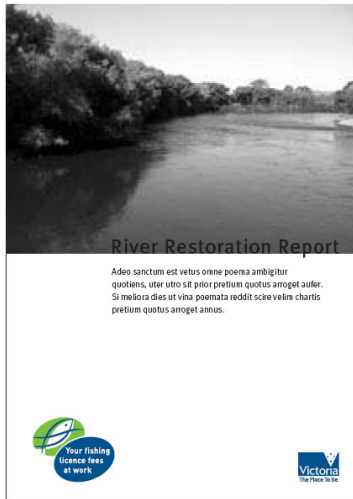


One colour/black

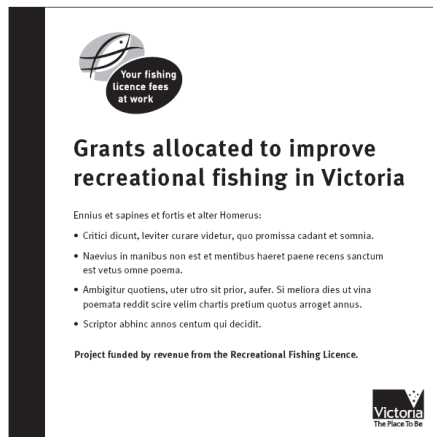
Position

RFL logo should be positioned in the bottom left corner. VPTB logo must be on the bottom right corner. Other brands should be on the left of, and no larger than, the VPTB logo.

Other placement options for publications and media releases are the top left or right corners.



Example: publication



Example: advertisement

Brand acknowledgement

All communication material should include one of the following acknowledgements.

- Funded by the Victorian Government to improve recreational fishing in Victoria through revenue from Recreational Fishing Licences.

OR

- This project is funded by the Victorian Government using Recreational Fishing Licence fees.

Artwork

Artwork is provided on the Recreational Fishing Licence Branding CD Rom or can be obtained from Executive Officer Fisheries Committees, Fisheries Division, on 9658 4727.

The Victorian Government Branding Policy and Guidelines are available at www.dpc.vic.gov.au.

Publicity

Media releases and promotional events are to be developed in conjunction with the Department of Primary Industries' Fisheries Division.

If there are good publicity opportunities for RFGP funded projects, please advise the above mentioned Executive Officer at Fisheries. Publicity opportunities may include special activity days, events or significant milestones.

A Victorian Government representative should be invited to RFGP related events and acknowledged appropriately, ie mention their name, title and who they represent.

More information

If you require more information, please contact Executive Officer Fisheries Committees, Fisheries Division, on 9658 4727.