



# Brand Guidelines

**Junior Landcare | For Third Party Use**

For use by Landcare Australia approved partners only.

This brand guideline provides an overview of the Landcare Australia brands and usage requirements. The Landcare Australia logo can only be used after obtaining a permission from Landcare Australia. For more information please contact Landcare Australia on **02 9412 1040** or **[enquiries@landcareaustralia.com.au](mailto:enquiries@landcareaustralia.com.au)**

## Landcare Australia Logo Brand Guidelines

Landcare Australia, Junior Landcare, Coastcare, Landcare Farming, Landcare caring hand logos and Landcarer are registered trademarks of Landcare Australia.

Landcare Australia owns and carefully manages the use of the trademarks of the Landcare Australia, Junior Landcare, Coastcare, Landcare Farming, Landcare, any 'caring hands' logos and Landcarer. This includes the original and refreshed versions of the Landcare, Coastcare and Junior Landcare logos. Landcare Australia monitors the use of the landcare brands to ensure that the brands are protected and used responsibly.

The organisations or groups that can obtain a licence from Landcare Australia to use the 'caring hands' in their own organisation logo are:

- Local community based environmental volunteer groups with a focus on sustainable land management and conservation activities. These groups include but are not limited to Landcare, Coastcare, 'Friends of', Bushcare, Dunecare, Rivercare and Junior Landcare groups;
- Landcare state and territory representative bodies.

### Get a Logo for Your Group

If you are eligible and require a logo for your group, Landcare Australia will provide a logo pack that includes the artwork and brand guidelines at no cost. All logos created must incorporate your group name. To obtain a group logo please register on the National Landcare Directory [www.landcareaustralia.org.au](http://www.landcareaustralia.org.au) a member of our team will contact you within 10 working days with the logo pack.

### Logo Restrictions

The Landcare brand is important to the landcare community, which is why Landcare Australia protects the integrity of the brand. Unless they are an eligible Landcare entity, all other organisations that wish to use the logos must have a contractual agreement with Landcare Australia that includes a logo licence. Following are examples of how Landcare Australia manages the Landcare brand:

- CMA and NRM organisations may only use the Landcare logo through a license agreement with Landcare Australia;
- Government departments or agencies may only use a Landcare logo through a license agreement with Landcare Australia;
- Commercial organisations may only use the Landcare logo if they have a sponsorship or partnership agreement with Landcare Australia which specifies how the logo can be used;
- Use of the Landcare logo on signage, promotional material, websites and social media to promote Landcare Australia corporate partner funded activities requires approval from Landcare Australia.

## Landcare Logo Brand Guidelines

### Landcare Caring Hands Logo

In the past, groups have used the Landcare logo with the word 'Landcare' under the caring hands without 'Australia'. However, we have noticed an increased misuse of this Landcare logo. This logo is only available for use in very limited situations after agreement with Landcare Australia. Generally, the Landcare caring hands can only be used together with a group's name in accordance with the Landcare Australia Brand Style Guide. If you would like a Landcare logo for your group, please contact us for a new logo pack.

### Report Logo Misuses

The Landcare logo and iconic caring hands are important symbols that represent the decades of achievement of thousands of grassroots Landcare groups and communities working together on sustainable land management and environmental conservation activities. Please report any misuse of the Landcare Logo by emailing us at [enquiries@landcareaustralia.com.au](mailto:enquiries@landcareaustralia.com.au) with 'logo Misuse' in the subject line.

### Old Landcare Logo

The original Landcare logo, which was refreshed in 2010, must not be used by groups or any organisations. If you are still using this logo, please contact us for a new logo pack.



**Landcare caring hands logo can't be used**



**Old Landcare Australia or Landcare logo can't be used**



## Landcare Australia Logo Brand Guidelines

### Brand Guidelines

If you co-brand your logo with a Landcare Australia corporate partner or supporting organisation, you must obtain approval for the use of the logos from Landcare Australia and Landcare Australia's corporate partner or supporting organisation (via Landcare Australia). For more information email

[enquiries@landcareaustralia.com.au](mailto:enquiries@landcareaustralia.com.au)

## Frequently Asked Questions

### 1. Who can use the generic Landcare logo?

Landcare Australia is the only organisation that can use the generic Landcare caring hands logo. It is used for campaigns and promotional activity where Landcare Australia is working with other landcare organisations to promote the great work of landcarers. As an example, this logo was used to promote the Landcare 30 Year Anniversary in 2019.

### 2. Who can use the Landcare Australia logo?

Landcare Australia is the only organisation that can use the Landcare Australia logo or allow the use of the logo by third parties. Landcare Australia can licence the logo to government, corporate or philanthropic partners if there is a contractual agreement in place. Landcare Australia can also licence the logo on behalf of landcare groups who receive funding from the organisation where it is used for promotional purposes. Note that any use of the Landcare Australia logo must be approved by Landcare Australia.

### 3. Who can use state specific Landcare logos? (for example, Landcare Victoria)

The state/territory landcare logo can only be used by the landcare peak body in the relevant jurisdiction. The logo can be used for promotional purposes by the relevant landcare peak body but cannot be used for any commercial or advocacy purposes unless with prior written agreement by Landcare Australia.

### 4. Who can request a Landcare, Coastcare or Junior Landcare group logo?

Any environmental community group involved in landcare activities can have a Landcare, Coastcare or Junior Landcare logo with their group name. Groups simply register on the National Landcare Directory and a logo pack is emailed to the group. If the group details change, they simply update their information on the National Landcare Directory and contact Landcare Australia for a new logo pack if necessary.

### 5. Who can issue Landcare group logos?

Landcare Australia is the only organisation that can create and supply a landcare logo. Landcare Australia owns the trademark of the landcare brands and manages the brand on behalf of the landcare community. This is why Landcare Australia monitors the use of the landcare logo to ensure the integrity of the brand is protected and individuals or organisations do not use it inappropriately.

### 6. Do groups need to pay for a Landcare group logo?

No. Landcare Australia creates logo packs, monitors the use of the logo and manages the brand as a complimentary service to the landcare community. However, if a government, corporate or philanthropic organisation wants to use a landcare logo, they must have a licencing agreement in place with Landcare Australia.

## Frequently Asked Questions

### 7. Can groups change their Landcare Group logos?

No. Groups cannot make changes to their landcare logo. If a group needs to change their logo, they must contact Landcare Australia who will make the change and provide a new logo pack.

### 8. Can groups change the colour of the Landcare group logo?

No. There are strict brand guidelines for the landcare logo including how it can be used and the colour. The brand guidelines are included in the logo pack emailed to groups.

### 9. Can groups place anything else within the caring hands logo, for example animals, words or symbols?

No. The landcare logo can only include the group name and the caring hands. At no time can any other content be added to the logo, it is important that the logo is used in accordance with the brand guidelines.

### 10. Can the caring hands be used on their own?

No. The caring hands must only be used as part of a logo that includes a group name. The caring hands is a trademark of Landcare Australia and must not be used by itself. Landcare Australia restricts the use of the caring hands logo on their own to protect and manage the use of the brand.

### 11. Can groups use the old Landcare logo?

No. The old landcare logo was refreshed in 2010, groups must use the new logo. Groups are not expected to replace the logo on existing signage and equipment, but groups are expected to phase out the use of the old pre-2010 landcare logo.

### 12. What happens if a group misuses the Landcare logo?

If a group is found to be misusing the landcare logo in any way, including not adhering to the brand guidelines, Landcare Australia will contact them and explain why they can't use the logo.

### 13. Can businesses use the Landcare group logo?

No. Landcare Australia manages partnerships with business of all types and licences the use of the landcare logo with a contractual agreement. Landcare Australia will work with landcare organisations and groups to manage the use of the logo for commercial purposes.

### 14. How can a business use a Landcare logo to promote Landcare or their support for Landcare?

A business would obtain a landcare logo if they had a contractual agreement with Landcare Australia. Landcare Australia will assess all potential partnerships and ensure the potential partnership with the organisation aligns with the values and purpose of Landcare Australia. Landcare Australia has many partnerships with government, corporate and philanthropic partners who have a contractual agreement that includes a licence to use the landcare logo. Even with this agreement, any organisation must seek permission to use the logo prior to use.



RED STACKED LOGO

## Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

**Wherever possible the logo should be reproduced as the **stacked version** in colour.**

## Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or **inline versions** may be used.



RED INLINE LOGO



RED STACKED LOGO



RED REVERSED STACKED LOGO



B&W REVERSE STACKED LOGO



B&W STACKED LOGO





RED INLINE LOGO



RED REVERSED INLINE LOGO



B&W REVERSE INLINE LOGO



B&W INLINE LOGO

## Logo Integrity

### Clear Space

All versions of the Junior Landcare logo must have a clear space zone to ensure the clarity of the logo.

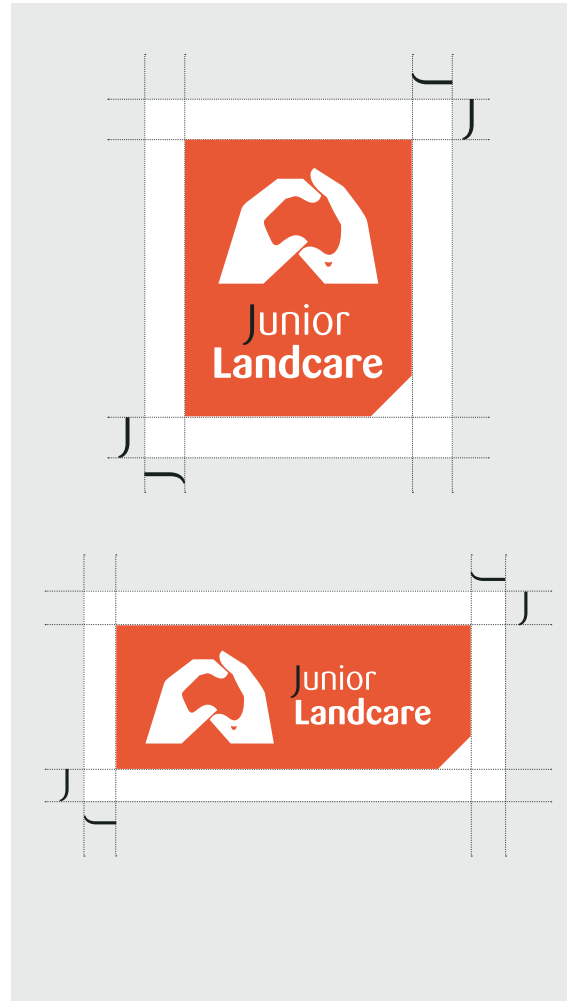
The zone, an area of 'J' based on the height of the capital 'J' in 'Junior' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Junior Landcare logo.

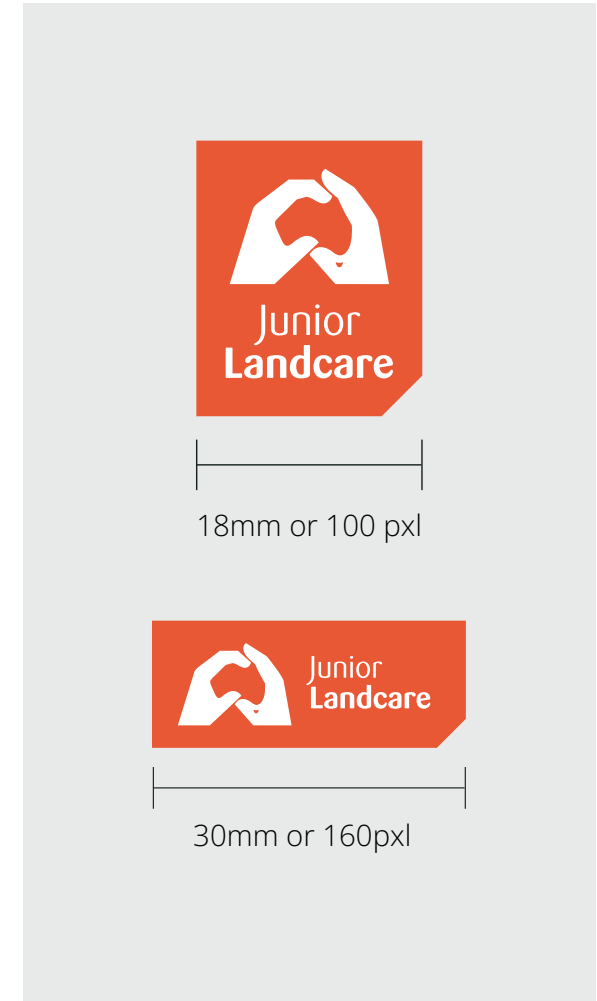
### Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

### CLEAR SPACE



### MINIMUM SIZE



## Incorrect Logo Use

It is important that the Junior Landcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Junior Landcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Junior Landcare logo.



### DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.



### DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.



### DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.



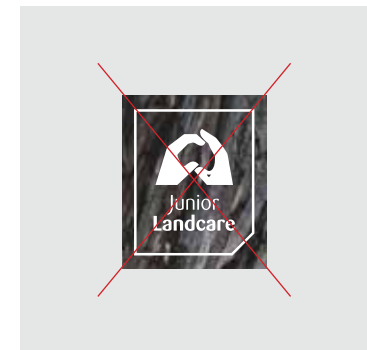
### DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.



### DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



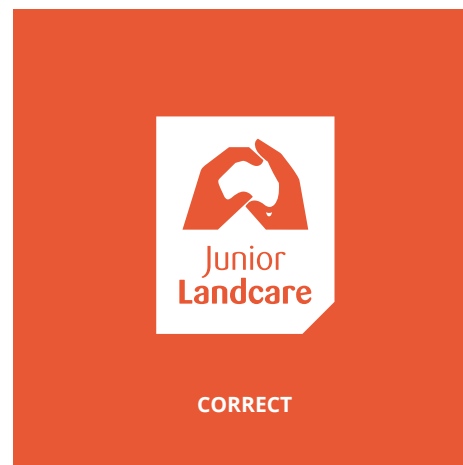
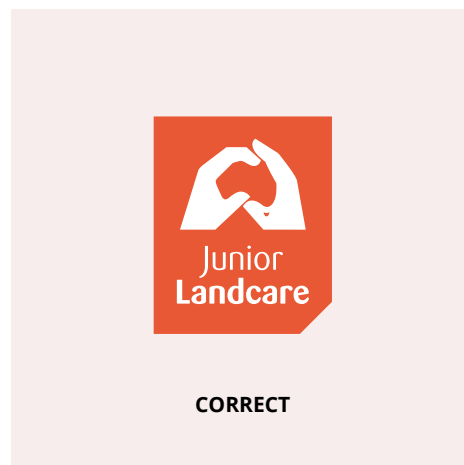
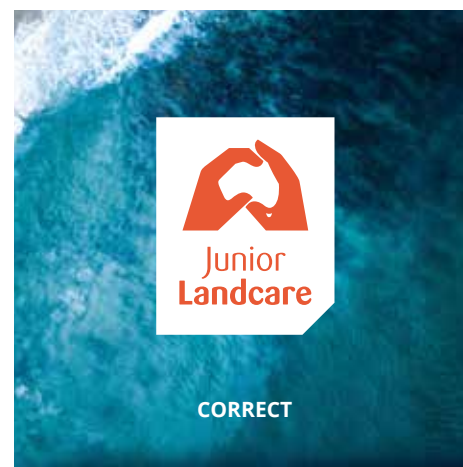
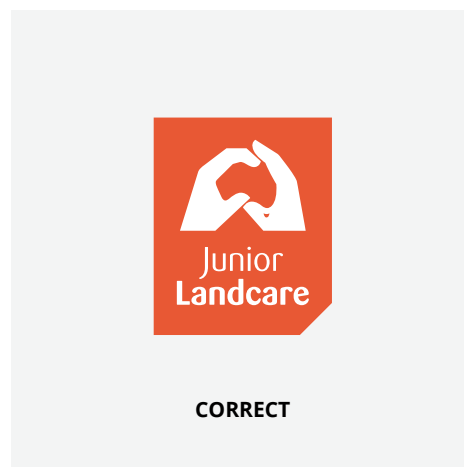
### DO NOT APPLY TRANSPARENCY

Do not use tints, shades or transparency when applying the logo.

## Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



## Junior Landcare Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may be used when applying the brand.

When producing materials that are primarily viewed on-screen use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

### Primary Colours:



Junior Landcare Orange  
**Pantone Coated** 179C  
**Pantone Uncoated** 179U  
**Print:** C 1 M 80 Y 87 K 2  
**Screen:** R 226 G 59 B 48  
**Hex Code:** #E23B30



Bright Orange  
**Pantone Coated** 130C  
**Pantone Uncoated** 130U  
**Print:** C 0 M 29 Y 84 K 2  
**Screen:** R 244 G 170 B 0  
**Hex Code:** #F8BB36



Light Grey  
**Pantone Coated** 427C  
**Pantone Uncoated** 427U  
**Print:** C 7 M 3 Y 5 K 8  
**Screen:** R 216 G 218 B 217  
**Hex Code:** #D8DAD9



Dark Grey  
**Pantone Coated** 447C  
**Pantone Uncoated** 447U  
**Print:** C 50 M 30 Y 40 K 90  
**Screen:** R 68 G 70 B 66  
**Hex Code:** #444642

### Secondary Colours:



Forest  
**Pantone Coated** 553C  
**Pantone Uncoated** 553U  
**Print:** C 82 M 30 Y 65 K 76  
**Screen:** R 50 G 80 B 64  
**Hex Code:** #325040



Light Orange  
**Pantone Coated** 176C (tint 15%)  
**Pantone Uncoated** 176C (tint 15%)  
**Print:** C 2 M 6 Y 3 K 0  
**Screen:** R 248 G 238 B 237  
**Hex Code:** #F8EEED



Light Yellow  
**Pantone Coated** 127C (tint 15%)  
**Pantone Uncoated** 127U (tint 15%)  
**Print:** C 0 M 5 Y 15 K 0  
**Screen:** R 255 G 244 B 224  
**Hex Code:** #FFF7EB



Ocean  
**Pantone Coated** 655C  
**Pantone Uncoated** 655U  
**Print:** C 100 M 79 Y 12 K 59  
**Screen:** R 37 G 53 B 90  
**Hex Code:** #25355A



Bright Green  
**Pantone Coated** 382C  
**Pantone Uncoated** 382U  
**Print:** C 28 M 0 Y 92 K 0  
**Screen:** R 195 G 210 B 23  
**Hex Code:** #C3D217

## Typography

**Sari** is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

**Open Sans** is used for all body copy, headings, sub-headings and captions. Open Sans is an adaptable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

**Futura** is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

**Note:** Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

### Primary Typefaces:

#### Sari Family

For titles, headings and visually important copy

Regular | **Bold**

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#### Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | **Semi Bold** | *Semi Bold Italic* |

**Bold** | *Bold Italic* | **Extra Bold** | *Extra Bold Italic*

### Secondary Typefaces:

#### Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | Medium Italic | **Heavy** | Heavy Italic | **Bold** | Bold Italic

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#### Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | *Bold Italic*

## Co-Brand Use of Logo

**Co-branding** consists of the Landcare Australia logo working with another logo in a fixed relationship.

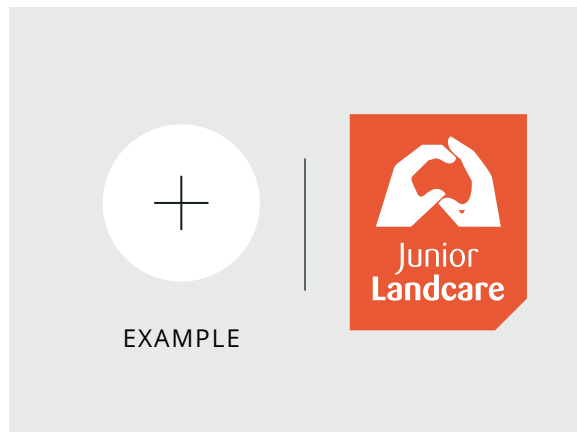
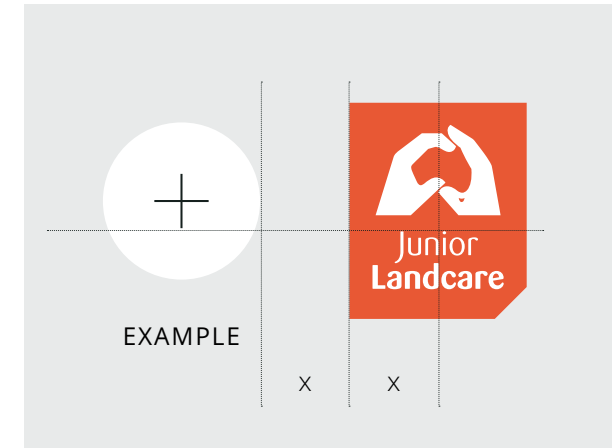
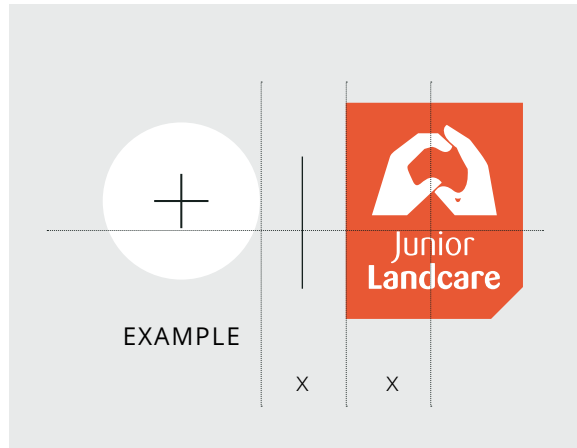
**Always** use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

**Always** have the logos aligned to the centre of the Landcare Australia logo.

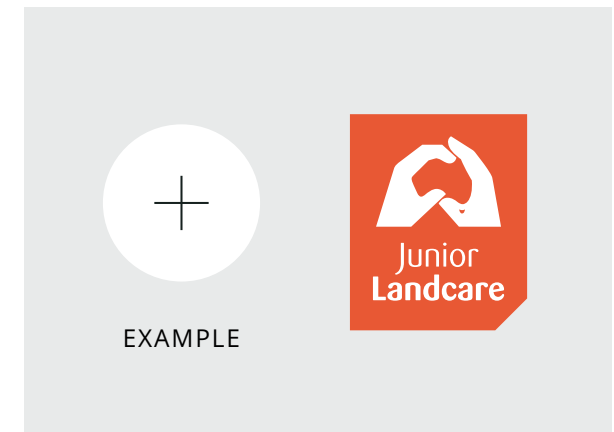
**Always** construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

**Always** use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

**Option** to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.



WITH DIVIDING LINE



WITHOUT DIVIDING LINE

## Multi-Brand Use of Logo

**Multi-branding** consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

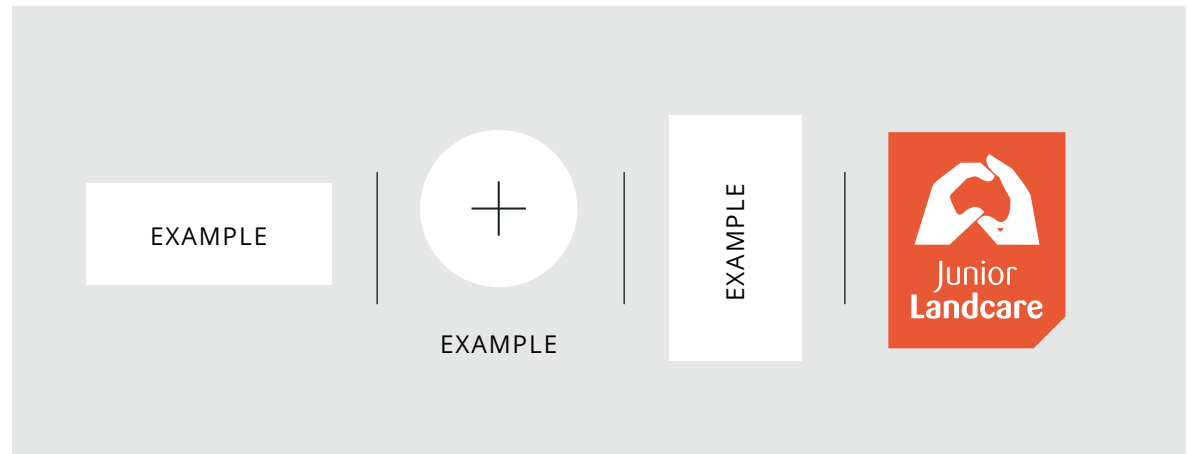
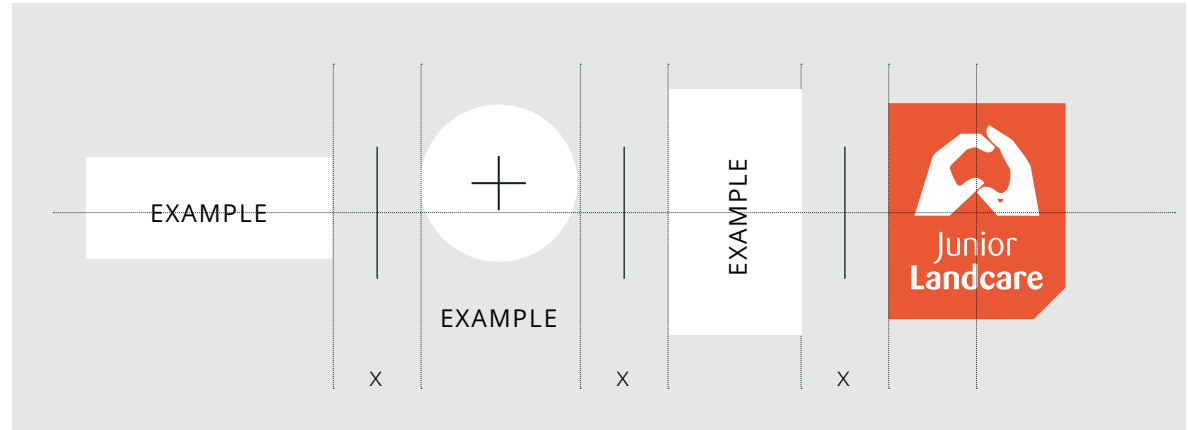
**Always** use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

**Always** have the logos aligned to the centre of the Landcare Australia logo.

**Always** construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

**Always** use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

**Option** to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.







For more information about the Landcare Australia Brand Guidelines  
email [enquiries@landcareaustralia.com.au](mailto:enquiries@landcareaustralia.com.au)