

# Creative Industries Investment Program Acknowledgement Guidelines

## Why?

Creative Industries Investment Program (CIIP) is jointly funded through the Sunshine Coast Arts and Heritage Levy and the Regional Arts Development Fund (RADF) in partnership with Queensland Government. The program provides up to three years of funding to organisations and groups for established arts and cultural initiatives that support the strategic development of the local arts ecology and deliver significant cultural benefit to the Sunshine Coast Region.

By acknowledging the financial assistance provided by the Queensland Government and Sunshine Coast Council, you are informing the community about how public funding is being spent.

Funding recipients must acknowledge Queensland Government and Sunshine Coast Council funding in all publicity relating to funded activities and operations.

## How?

### Logos:

- Download the *Queensland Government* logo package - <https://www.arts.qld.gov.au/funding-opportunities/acknowledgement>
- Download the *Sunshine Coast Council* logo package – you will be emailed this.

### **Acknowledgement Statement for Print:**

Supported by the Sunshine Coast Council through the Regional Arts Development Fund, a partnership between the Queensland Government, through Arts Queensland, and Sunshine Coast Council to support local arts and culture in regional Queensland.

### **Acknowledgement Statement for Socials:**

**Instagram:** Supported by the Sunshine Coast Council through the Regional Arts Development Fund (RADF), a partnership between the @qldgov, through @artsqueensland, and @sunshinecoastcouncil to support local arts and culture in regional Queensland.

*Insta Handles:* @qldgov @artsqueensland @sunshinecoastcouncil

**Facebook:** Supported by the Sunshine Coast Council through the Regional Arts Development Fund (RADF), a partnership between the @qldgov, through @artsqueensland, and @sunshinecoastcouncil to support local arts and culture in regional Queensland.

## Where?

Item	Written	Logo
Media release	x	
Speech	x	
Annual Report	x	x
Promotional video		x
Advertisement		x
Newsletter	x	x
Printed promotional material	x	x
Signage	x	x
Website	x	x
Invitation		x
Promotional material sent via email	x	x
Social media	x	

Please keep a copy of all acknowledgements as you will need to show samples of this when you do your outcome report.

## Use of Council's logo:

Please ensure that the placement of these items within your artwork clearly represents Council's level of funding support. The logo and acknowledgement must not be positioned so as to be perceived as a partnership with or communication from Sunshine Coast Council. See Sample Layout below.

Supply of Council's logo is on the condition that it is used for the intended purposes only and meets the conditions of the grant you have received.

To ensure your product meets Council standards and guidelines, it is also a condition of use that a proof of artwork is supplied to [graphicdesign@sunshinecoast.qld.gov.au](mailto:graphicdesign@sunshinecoast.qld.gov.au) for review prior to beginning production.

### Please note:

- Usage of the Sunshine Coast Council logo should reflect and promote the ideals and values of Sunshine Coast Council. Use of any Sunshine Coast Council materials for commercial gain or private advertising requires authorisation from Council's Media and Public Relations team. Usage is only permitted with the express permission of Council's Media and Public Relations team.
- Logo should not be altered in any way.
- Primary logo version preferred. The stacked version to be used only where space is limited.
- The standard font used by Sunshine Coast Council is ARIAL.
- The standard set up for text (including logo) is ALIGNED LEFT in sentence case.
- When resizing please ensure it is proportionately TO SCALE.
- Minimum width: The minimum width of artwork for the standard logo is 30mm. The minimum width of artwork including the exclusion zone is 35mm. See diagram next page.
- Consider accessibility. Sunshine Coast Council logo and acknowledgement text must be clear and legible against background. Place on a single solid colour background where possible.
- The logo should not be used in an organisation's own header, footer, under an email signature, or in any way that it may be perceived as a communication from Council.