Using the Volunteering WA Logo

A guide for grant organisations

What's in this guide?

This document is designed to help you use the Volunteering WA logo that ensures our brand is kept consistent, readable and strong. Here you'll also find copies of our logos for you to download and use.

Which logo should I use?

The logo you choose to use will depend on what it is being used for and what background it is against. There are three versions of the logo, which are all available on the next page along with explanations for which backgrounds they should be used against. Where possible, grant organisations should use the full colour logo.

Which format should I use?

Our logos can be downloaded in two formats - EPS or PNG.

- **EPS** is a high-resolution file type that graphic designers will need. Use this option for posters, signage or any other professional printing or high quality reproduction. The EPS format is not generally compatible with use on most computers, but it is a standard format for graphic designers.
- **PNG** is suitable for computer screen use, newsletters, social media, brochures, websites and more.

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Available logos

The **full colour logo** can be used on light/white backgrounds.

The **reversed logo** can be used on dark/red backgrounds

Where colour is not appropriate, the **black logo** can be used on a white background; and the **reverse white logo** on a grey/black background

Full Colour

EPS

PNG

Reverse

EPS

PNG

Monochrome

EPS

PNG

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Some Do's and Don'ts

Do's

- Reproduce the logo at least 15mm wide

- Ensure the logo is never crowded with other logos, pictures or symboles

Don'ts

- Alter the original logo

- Distort or rotate the logo

- Create your own version

- Change the colour of the logo

- Put the logo in a box or any other shape

- Use against busy backgrounds

- Add drop shadows or any other effects

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Some examples of what not to do

X Don't squash the logo

X Don't stretch the logo

X Don't rotate the logo

X Don't change the colour of the logo

X Don't put the logo in a box or any other shape

X Don't add any effects to the logo

X Don't use the logo against a busy background

X Don't crop the logo

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Need some help?

We're always happy to help ensure that the Volunteering WA logo is used properly. If you have any questions about the appropriate use of the Volunteering WA logo, please contact our team, either by email at communications@volunteeringwa.org.au or by phone on 08 9482 4333.