



Signage and Style Guidelines



Community Litter Grants Overview

Keep Australia Beautiful WA's Community Litter Grants provide financial support and guidance to individuals, communities and organisations for the implementation of projects which make lasting changes to reduce litter and change littering behaviour.

The grant program encourages integrated litter prevention, incorporating education, infrastructure and enforcement as key elements and which are consistent with the Keep Australia Beautiful Council's Litter Prevention Strategy for Western Australia (available [here](#)).

All programs granted funding under this program need to adhere to the signage and style specifications set out in these guidelines. Promotional and advertising on any material relating to the funded project, including infrastructure, must include an acknowledgement of funding assistance by **Keep Australia Beautiful (WA)**.

Logo Guidelines

The purpose of the logo guidelines is to provide Keep Australia Beautiful WA grant recipients with a framework for KAB (WA) logo usage. One goal of our brand is to give each of our stakeholders the same experience no matter what medium is used (web, print, etc.)

Our logo expresses the nature of our actions and is an extension of our vision which is "to strive for a litter-free Western Australia". **DO use the logos where possible.**

Media

The logos to be used, in order, are the State Government, Waste Authority, KAB (WA) and Community Litter Grants logos.



Contributing organisation logos can also be added.

Logos must follow the style guidelines and require approval before their reproduction and subsequent printing.

The text to be used is **Keep Australia Beautiful (WA), Community Litter Grants**.

Do's and Don'ts



Do:

- Use sustainably sourced materials.
- Think about the durability and longevity of materials.



KABC Community Litter Grants

- Look at the visibility, placement and clarity of logos.
- Corflute, perspex and sticker signage are ideal for promotion on infrastructure as these materials can be weatherproofed and have a higher durability in place of laminated paper signage attached with an adhesive.

Don't:

- Any signage that displays the sponsor's logo in a distorted, recoloured or low resolution way will not be approved.

WHAT TO DO



DO use the joint State Government, Waste Authority, KAB (WA) and Community Litter Grants logos.



DO use our logo with an affiliate logo.

These logos can be requested from the Grant Officer at grants@kabc.wa.gov.au

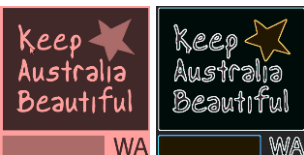
WHAT NOT TO DO



DO NOT distort the logo's proportions.



DO NOT tilt, rotate or flip.



DO NOT edit your own effects, colours or textures.



DO NOT give an affiliate's logo a bigger presence.

Please forward all queries to: grants@kabc.wa.gov.au

