



# Signage and Style Guidelines



## 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)**.

## Media

The primary image to be used is the joint State Government, Waste Authority, KAB (WA) and Community Litter Grants logos. Please note that the logo 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**.

## Signage

KAB has a wealth of [roadside signage](#) and [poster](#) templates that are available for your use.

## Dos and don'ts



### Do:

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

**Do not** omit the sponsor's logo as per the examples below.



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



KABCWA Community Litter Grants

## Logo Guidelines

The purpose of the **logo** guidelines sheet is to provide all Keep Australia Beautiful WA employees and Keep Australia Beautiful WA affiliates 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.)

In providing these logo guidelines, we strive to:

- leverage our brand integrity
- present our message in a clear, concise and consistent manner
- limit our brand messages and eliminate perceived differences in identical visual materials
- enhance any user's affinity with the brand

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 logo where possible.**

## 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.



**DO** use our black and white logo when appropriate. i.e.: newsprint.

These logos can be requested from the Grant Administrator at [grants@kabc.wa.gov.au](mailto:grants@kabc.wa.gov.au)

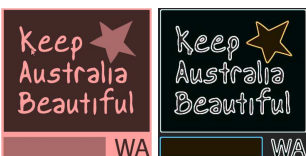
## WHAT NOT TO DO



**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 logo's a bigger presence.

Please forward all queries to: [grants@kabc.wa.gov.au](mailto:grants@kabc.wa.gov.au)

