

# City of Hobart Grant and Partnership Acknowledgment Guidelines



# Acknowledgment

The City of Hobart welcomes the opportunity to support local events and activities in our community.

The following table outlines the recognition that the City of Hobart expects from grant recipients.

It is not expected that materials are produced specifically to provide acknowledgment of the City of Hobart. Where possible, every effort should be made to recognise the City of Hobart contribution to your event or activity.

Where a 'yes' is showing against an item of acknowledgment and that item is available, then it is expected that the acknowledgment is made for the funded project or activity. Where a cell is blank, there is no requirement.

Please contact the City Marketing Unit on 6238 2890 or [marketing@hobartcity.com.au](mailto:marketing@hobartcity.com.au) to access the City of Hobart logo or for advice on its use.

**PLEASE NOTE:** Items showing as 'yellow' are optional and must be discussed and an agreement reached with the City of Hobart.

	UP TO \$1,000	FROM \$1,001 – \$5,000	FROM \$5,001 – \$20,000	FROM \$20,001
<b>LOGO – SPONSOR PANEL (LOGO VERSION A)</b>				
A sponsor panel is defined as a cluster of logos (two or more) that show those organisations that have provided support for the event or activity.				
Anywhere a sponsor panel is used in advertising, printed or digital materials for the event or activity, the City of Hobart logo must be displayed, in line with the level of support provided	Yes	Yes	Yes	Yes

<b>LOGO – CITY OF HOBART ONLY (LOGO VERSION B)</b>				
Where the City of Hobart is the primary grant provider to the event or activity and there are no other funders who require their logo to be displayed, the City of Hobart logo should be used together with words 'supported by'.				
Event program	Yes	Yes	Yes	Yes
Promotional flyer	Yes	Yes	Yes	Yes
Poster	Yes	Yes	Yes	Yes
Website	Yes	Yes	Yes	Yes
Advertising	Yes	Yes	Yes	Yes

# Acknowledgment

	UP TO \$1,000	FROM \$1,001 – \$5,000	FROM \$5,001 – \$20,000	FROM \$20,001
<b>MEDIA AND PUBLIC EVENTS</b>				
Where the organisers are publicising the event or activity with the media or at a public event, acknowledgment of the support provided by the City of Hobart should be made, in line with the level of that support.				
Verbal acknowledgment of the support provided by the City of Hobart at a launch or opening	Yes	Yes	Yes	Yes
Media releases – written acknowledgment	Optional	Yes	Yes	Yes
Media releases – written acknowledgment and quote from the Lord Mayor			Optional	Yes
Launch/media call – Lord Mayor (or aldermanic representative) media interview/speaking opportunity			Optional	Optional
Terminology to be used to identify the City of Hobart's level of support	Supporter	Supporter	Supporter	Partner

<b>CITY OF HOBART BANNERS</b>				
One way in which the City of Hobart can be acknowledged is by displaying a City of Hobart branded banner at the event or event launch.				
Display of one or more City of Hobart pullup banners at event/or event launch (with site location to be agreed)		Optional	Optional	Optional

<b>ON SITE SIGNAGE</b>				
On site branding by negotiation				Yes

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	UP TO \$1,000	FROM \$1,001 – \$5,000	FROM \$5,001 – \$20,000	FROM \$20,001
<b>EVENTS PROGRAM (PRINT &amp; DIGITAL)</b>				
Where there is an opportunity to acknowledge the support provided by the City of Hobart through an advertisement or message by the Lord Mayor in the events program, this should be negotiated in line with the level of support provided.				
Advertisement or editorial			Optional	Optional
Lord Mayor's message in program				Optional
<b>INVITATIONS AND TICKETS</b>				
Where there is an opportunity to invite Aldermen and/or partners to the event or activity, this should be negotiated in line with the level of support provided by the City of Hobart.				
Invitations and/or tickets to launch event or selected festival events.		Optional	Yes	Yes
<b>PHOTOGRAPHY</b>				
Photographs help the City of Hobart to document its support of events or activities and may also be used for further promotion				
Provision of up to five event images to the City of Hobart with full rights for use (note resolution requirements)	Optional	Optional	Yes	
Provision of professional event images to the City of Hobart with full rights for use (note resolution requirements)			Optional	Yes
<b>SOCIAL MEDIA</b>				
Social media posts – acknowledgment of City of Hobart support	Optional	Yes	Yes	Yes

# The Logo

The City of Hobart logo is available in full colour and black or white versions.

The colour logo should always be used on a white or black background. This is the correct way to apply the logo.

**Version A** should be used within a sponsor panel.

**Version B** should be used where the City of Hobart is the primary grant provider to the event or activity and there are no other funders who require their logo to be displayed.

## Minimum size

To ensure the type can be easily read the logo width cannot be displayed any smaller than 20 mm or 30 mm in width.



City of **HOBART**

Version A



City of **HOBART**

SUPPORTED BY



City of **HOBART**

Version B



City of **HOBART**

20 mm



City of **HOBART**

30 mm

# Incorrect Logo Usage Examples

This page demonstrates some of the incorrect uses of the logo. Incorrect usage damages brand integrity and compromises the City of Hobart's reputation.



Do not rotate



Do not compress



Do not stretch



Do not distort



Do not rearrange elements

City of HOBART



Do not delete/separate elements



Do not add effects



Do not change the colour



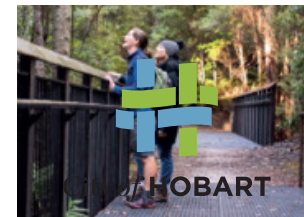
Do not change the logo font



Do not use on a coloured background



Do not outline



Do not compromise legibility

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# Advice and Approvals

## PROFESSIONAL DESIGNERS

The information provided in this guide regarding the City of Hobart logo provides a simple overview of our expectations.

We recommend that professional designers contact the City Marketing Unit for the City of Hobart Style Guide, for further advice and to obtain the logo files.

## CONTACTS FOR ADVICE AND APPROVALS

A final draft of any material using the City of Hobart logo must be provided to the City Marketing Unit via email for approval.

Contact the City Marketing Unit for any queries regarding the use of the City of Hobart logo.

**Phone:** 6238 2890

**Email:** [marketing@hobartcity.com.au](mailto:marketing@hobartcity.com.au)