

# Fuel to Go & Play™ Logo Terms of Use and Style Guide



[Fuel to Go & Play™](#) is an initiative of the Western Australian School Canteen Association Inc. (WASCA), funded by Healthway.

WASCA is a not-for-profit, health promotion charity. Our mission is to advocate for healthy food and drinks in all food services in WA, including school canteens, hospitals, workplaces, community venues and events. WASCA is the peak body empowering food service providers with training, practical tools, credible information and support.

Fuel to Go & Play™ supports community venues (e.g. sports clubs and associations, recreation centres, entertainment venues and playcentres) to offer healthier food and drinks.

**Use of the Fuel to Go & Play™ logo for any purpose is only permitted with written permission from WASCA and only for approved purposes. Please complete your details below and email this document to [fueltogo@education.wa.edu.au](mailto:fueltogo@education.wa.edu.au)**

Permission for use may be granted to assist you in:

- promoting your involvement in the Fuel to Go & Play™ program and commitment to offering and/or promoting healthier food and drinks
- marketing healthy food and drink options, consistent with Fuel to Go & Play™.

With written permission, use of the logo may be granted for:

- websites and/or social media
- print or web-based publications e.g. newsletters, advertisements
- signage and point of sale resources e.g. stickers
- promotional materials e.g. drink bottles.

By asking for permission to use the Fuel to Go & Play™ logos, you agree to follow the style guide as outlined on page 2-3. The logo may only be used as outlined above and in the agreed size and proportions. The logo cannot be recreated, altered or modified in any way.

Official Fuel to Go & Play™ logo files will be provided upon approval of your request.

<i>Please complete the following details</i>	
<b>Name:</b>	
<b>Role/position:</b>	
<b>Organisation/club/venue:</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Brief explanation of where/how the logo will be used and what will be promoted:</b>	

## Style Guide

Once permission has been granted, the following style guide must be utilised to develop content.

The logo is available in colour, black or white; long and circle graphic; and in various formats to suit your needs e.g. printing, embroidery etc.

### Colour palette




#### Primary:

	CMYK	RGB	Hex
<b>Green</b>	C:36.67 M:0 Y:95.14 L:0	R:174 G:209 B:65	#aed141
<b>Orange</b>	C:0 M:78.62 Y:90.9 K:0	R:243 G:93 B:45	#f35d2d
<b>Grey</b>	C:50.7 M:41.69 Y:41.23 K:5.54	R:132 G:133 B:134	#848586

#### Secondary:

	CMYK	RGB	Hex
<b>Yellow</b>	C:0.19 M:19.47 Y:99.91 L:0	R:255 G:203 B:5	#ffc005
<b>Green</b>	C:40.85 M:1.45 Y:100 K:0	R:164 G:202 B:57	#a4ca39
<b>Blue</b>	C:71.47 M:2.51 Y:14.78 K:0	R:0 G:185 B:212	#00b9d4

### Available logos

	Long logo	Circle logo
<b>Logo A: Full colour</b>		
<b>Logo B: White logo</b>		
<b>Logo C: Black logo</b>		





**Size and proportion**

The logo must be a minimum of 20mm in height, or 10% of the height of the documents, whichever is greater.



The logo must not be cropped, covered up or distorted in any way.

The logo must be utilised in the correct proportions and must not be stretched or compressed in any way. See below for correct and incorrect examples.

Correct Use:	Incorrect use:
	
	

If you have any questions, please contact the Fuel to Go & Play™ team on (08) 9264 4999 or [fueltoGo@education.wa.edu.au](mailto:fueltoGo@education.wa.edu.au)