**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 on page 7 and email this document to 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 2-6. 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.

**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.

There are two Fuel to Go & Play® logos which have specific purposes:

1. **Standard Fuel to Go & Play® logo** – this is the primary logo to be used on all documents, promotional materials and communications
2. **Bold Fuel to Go & Play® logo** – can be used, with permission, on large scale promotional signage in community venues, sporting/recreational centres.

**Colour palette**

Primary:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | CMYK | RGB | Hex | PMS |
| Green | C:17 M:0 Y:69 L:18 | R:174 G:209 B:65 | #aed141 | 367 |
| Orange | C:0 M:62 Y:81 K:5 | R:243 G:93 B:45 | #f35d2d | 165 C |
| Grey | C:1 M:1 Y:0 K47 | R:132 G:133 B:134 | #848586 | Cool Grey 08 |

Secondary:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | CMYK | RGB | Hex | PMS |
| Yellow | C:0 M:17 Y:100 K:0 | R:255 G:212 B:0 | #ffd400 | 116 C |
| Blue | C:100 M:13 Y:0 K:17 | R:0 G:185 B:212 | #00b9d4 | 3125 C |

**Available logos**

|  |  |  |
| --- | --- | --- |
|  | Long logo | Circle logo |
| Standard Fuel to Go & Play® Logo | | |
| Logo A:  Full colour |  |  |
| Logo B:  White logo | Logo  Description automatically generated | Logo  Description automatically generated |
| Logo C:  Black logo |  |  |
| Bold Fuel to Go & Play® logo | | |
| Logo A:  Full colour |  | Logo  Description automatically generated |
| Logo B:  White logo |  |  |
| Logo C:  White font & Full colour logo |  |  |

**Standard Fuel to Go & Play® logo**

**Intended Purpose:**

The standard logo is to be used on all digital word and print communications including factsheets, internal communications and toolkits.

**Size and proportion**

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

Example:



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: |
| A picture containing night sky  Description automatically generated |  |
| A picture containing night sky  Description automatically generated |  |

**Bold Fuel to Go & Play® logo**

**Intended Purpose:**

The below is the preferred Fuel to Go & Play® logo for all large area promotional signage including stadiums, canteens, and community venues.

**Size and proportion**

***Signage***

If the logo is to be used on a standalone Fuel to Go & Play® sign it must be a minimum of 80% of the signage area.

Example:

Logo

Description automatically generated

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 over page for correct and incorrect examples.

|  |  |
| --- | --- |
| Correct Use: | Incorrect use: |
| **A picture containing night sky  Description automatically generated** |  |
| **A picture containing night sky  Description automatically generated** |  |

If you have any questions, please contact the Fuel to Go & Play® team on (08) 9264 4999 or email fueltogo@education.wa.edu.au

**Fuel to Go & Play® brand asset request form**

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