

WORKING WITH CHILDREN CHECK LOGO AND STRAP LINE POLICY



The “Working with Children Check” Style Guide and Logo Policy document has been developed to ensure the consistent use of the “Working with Children Check” logo and strap line by all organisations within and outside the realm of the Department for Community Development, Western Australia. A comprehensive policy on the use of the logo is available by contacting the Community Engagement Team, Working with Children Screening Unit, see details below.

WHO DOES THIS POLICY APPLY TO?

- Department for Community Development
- Department of Education and Training
- Department of Health
- Department of Sport and Recreation
- All other Western Australian Government Departments
- All non-government organisations

POSITION STATEMENT

In order for the branding to be recognisable by the intended target audience it is important that it remains consistent in styling and format. For this reason the Working with Children Screening Unit requires all communication materials incorporating the logo and strap line to be approved prior to its use outside the Unit.

ELEMENTS OF BRAND

Mandatory elements not to be changed:

- a. Logo colour for general or Indigenous publications
- b. Wording
- c. Typography and font
- d. Ratio/size

USE OF LOGO AND STRAP LINE

The “Working with Children Check” logo and strap line may be used on a variety of communication materials. Refer to the list below. If there are any additional communication materials not included below please contact the Working with Children Screening Unit, Community Engagement Team for approval (see contact details).

Stationary and printed material:

- Letterheads
- Newsletters
- Invitations
- Reports
- Facsimiles
- Signage

Electronic material:

- PowerPoint presentations
- Electronic mail
- Websites

The Working with Children Screening Unit have various formats of the branding available for use on the above mentioned communication materials, including JPEG’s, mono and colour versions. Please contact the Unit for access to these.

ALL ORGANISATIONS PROPOSING TO USE THE “WORKING WITH CHILDREN CHECK” LOGO AND/OR STRAP LINE ON ANY COMMUNICATION MATERIALS MUST ATTAIN PRIOR APPROVAL FROM THE WORKING WITH CHILDREN SCREENING UNIT, COMMUNITY ENGAGEMENT TEAM (SEE CONTACT DETAILS).

CONTACT DETAILS

Community Engagement Team
Working with Children Screening Unit
Phone: 08 6217 8100 Phone: 1800 883 979 (country callers)
Email: checkquery@dcd.wa.gov.au