



# Volunteering WA Member Logo Usage Guide

Take pride in your dedication to volunteering with the  
Volunteering WA Member Logo

# Using the Volunteering WA Member Logo

A guide for member organisations

## What's in this guide?

This document is designed to help you understand how the Volunteering WA member logo should be used, ensuring that our brand is kept consistent, readable and strong.

## Which logo should I use?

The logo you choose to use will depend on what it is being used for and what background it is against. There are three versions of the logo, which are all available later in this document with explanations for which backgrounds they should be used against. Where possible, member organisations should use the full colour logo.

Please ensure you read this document in its entirety before requesting access to the logo. To access the logo, head over to our [Member Logo webpage](#) and fill out the dedicated form.

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## Why should my organisation use the Member Logo?

Volunteering WA members are encouraged to display the Volunteering WA member logo on their communications in line with the guidelines and terms of use.

Displaying the Volunteering WA member logo not only shows that you are proud to be a member, it says something about how your organisation values volunteers, volunteering and Volunteering WA as the peak body.

## Why do other members want to display the logo?

**Cycling Without Age, Karen O'Connor:** "To align with the good values and ethos of belonging to Volunteering WA as we rely totally on volunteers to run our community service."

**Curtin Heritage Living, Swaroopa Unni:** "To acknowledge and appreciate the value of the work by our volunteers and the logo indicates our desire to manage our volunteers professionally in our organisation."

**City of Armadale - Armadale Volunteer Services, Annette:** "The member logo shows you are a member of Volunteering WA to your internal and external stakeholders, and the importance of volunteering at your organisation."

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## Who can use the Volunteering WA Member Logo?

Organisational members of Volunteering WA (including NFPs of all sizes, Local Government Authorities, and Government Agencies, Volunteer Services or Resource Centres and Tertiary Student Volunteering Hubs) are entitled to use the member logo for the duration of their active (paid up) membership.

On cancellation of Volunteering WA membership, the organisation should remove the Volunteering WA logo from its marketing promotions and communications across all channels and media.

**Please note:** If Volunteering WA requests an organisation change or ceases their use of the logo, the organisation will comply with this request as soon as it is reasonably practical to do so and inform Volunteering WA that it has done so. Volunteering WA is not liable to the organisation for any costs incurred in complying with a request from Volunteering WA.

To find out more about becoming a Volunteering WA member, [click here](#).

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Where can the logo be used?



**Printed materials**, as long as the communications are dated  
(e.g *Annual reports, printed newsletters*)



**Digital communications**  
(e.g *Website, social media, e-newsletters, e-signatures*)



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## Available logos

The **full colour logo** can be used on light/white backgrounds.



The **reversed logo** can be used on dark/red backgrounds.



Where colour is not appropriate, the **black logo** can be used.



**CLICK HERE TO  
REQUEST LOGOS**



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Some Do's and Don'ts

## Do



- Reproduce the logo at least 15mm wide
- Ensure the logo is never crowded with other logos, pictures or symbols
- Link through to the relevant page of the Volunteering WA website
  - [Here](#) for NFPs, Local Government and Government Agencies
  - [Here](#) for Volunteer Services or Resource Centres
  - [Here](#) for University Hubs

## Don't



- Alter the original logo
- Use on printed stationary (e.g Letterhead, envelopes or business cards)
- Pass on the logo to associated groups, sub brands, branches, service sites, departments, projects or programs, for them to use on their communications
- Use in a way which may cause a member of the public or other companies or organisations to believe that Volunteering WA endorses the activities of the organisation or that the organisation is related to Volunteering WA in another way
- Use in any way to suggest the organisation's policies, procedures and practice have been assessed by Volunteering WA for compliance with the National Standards for Volunteer Involvement

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Some examples of what not to do



✗ Don't squash the logo



✗ Don't stretch the logo



✗ Don't rotate the logo



✗ Don't change the colour of the logo



✗ Don't put the logo in a box or any other shape



✗ Don't add any effects to the logo



✗ Don't use the logo against a busy background



✗ Don't crop the logo



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## Need some help?

We're always happy to help ensure that the Volunteering WA member logo is used properly. If you have any questions about the appropriate use of the Volunteering WA logo, please contact our team, either by email at [membership@volunteeringwa.org.au](mailto:membership@volunteeringwa.org.au) or by phone on 08 9482 4333.

To request the artwork, please [click here](#).