

Community  
Broadcasting  
Foundation

# Acknowledgement Toolkit

February 2025

*This toolkit outlines the different ways you can acknowledge the Community Broadcasting Foundation in your radio programs, podcasts, video productions, websites, social media channels, printed publications, presentations and marketing materials.*

# Primary Logo

The primary logo should be used to acknowledge CBF support on all online and printed materials. This includes websites, social media posts, newsletters, publications, banners, presentations and marketing collateral. Please email a copy of your final artwork or examples of online usage to [media@cbf.org.au](mailto:media@cbf.org.au) for approval.

Please **do not** recreate, amend or use a scanned version of our logo.

To access our logo files for print, contact: [media@cbf.org.au](mailto:media@cbf.org.au)

Download our logo for screen use here: [CBFlogo\(png\)](#)

# Community Broadcasting Foundation

# Logo Variations

Stacked Variation (Primary Logo)

**Community  
Broadcasting  
Foundation**

Linear Variation (for secondary use)

**Community Broadcasting Foundation**

# Logo - Background

On a White background, apply the Logo in Black. On a Black background, apply the Logo in White.

**Community  
Broadcasting  
Foundation**



# Logo - Background (Colour)

The Logo should be applied in Black to any Gradient or Colour from the CBF colour palette as shown below.

To access our logo in colour for print, contact [media@cbf.org.au](mailto:media@cbf.org.au)  
Download our png logo for screen use here: [CBF logo \(png\)](#)



# Logo Clearance & Minimum Size

The CBF logo must have a minimum clear space around it as shown below. This area must be clear of all graphic elements and text.

Please do not resize, stretch, reposition or change the dimensions of the logo.

For print the minimum size requirement for is 11mm/32px in height for the stacked variation (primary logo) and 4mm/11px in height for linear variation (secondary logo) as shown below.

Stacked Variation (Primary Logo)



Linear Variation (for secondary use)



# Audio

## Radio programs

Please acknowledge CBF support using the message provided (or something similar).

## Podcasts

Please include the acknowledgement provided (or something similar) at the start or end of your podcast:

Here's an example from FBi Radio's podcast *All the Best*.

Listen to the credit in *Don't Forget* at 25.22

Listen to an example [here](#)

## Radio programs

*This program was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

## Podcasts

*This podcast was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*



# Video

Acknowledge our support in video productions using the message provided (or something similar), featured with the CBF logo.

When creating your own acknowledgment, please follow our logo guidelines.

## Video credit - Example



## Acknowledgment message

*This production was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

# Publication

Please acknowledge our support in all promotional material and publications such as program guides, newsletters and training resources.

You may use either the acknowledgment provided (or something similar) or the logo, or both.

Your Grant Agreement may also require the inclusion of the following acknowledgment:

*'Produced with the assistance of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts via the Community Broadcasting Foundation - cbf.org.au'*



**Publication – Logo example**

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Community Broadcasting Foundation  

Operations Officer, XYZ

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**Acknowledgment message**  
*This program was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

# Website

Please acknowledge our support by adding our logo to your website with the text provided (or something similar). Please ensure you:

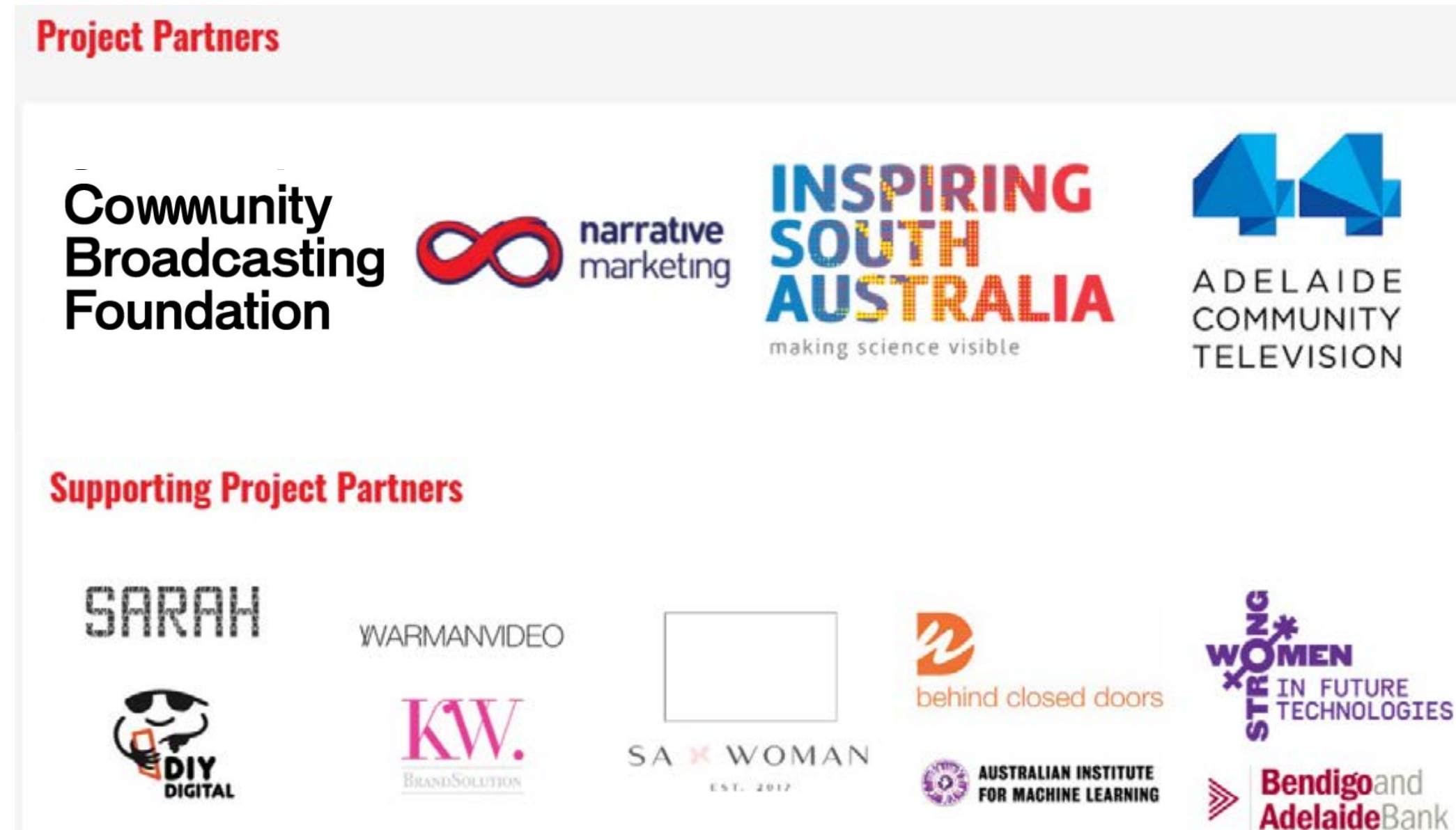
- follow the logo usage guidelines in this kit
- set the dimensions as 'pixels x pixels' to avoid distortion
- hyperlink to the logo image or the words 'Community Broadcasting Foundation' to our website: <https://cbf.org.au>

Your Grant Agreement may also require the following acknowledgment:

*'Produced with the assistance of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts via the Community Broadcasting Foundation - [cbf.org.au](https://cbf.org.au)'*

Where possible please hyperlink the words Community Broadcasting Foundation and/or our logo to <https://cbf.org.au>

## Website acknowledgment - Example



### Acknowledgment message

*Produced with the support of the  
Community Broadcasting Foundation.  
Find out more at [cbf.org.au](https://cbf.org.au).*

# Social

Remember to tag or mention us in your social posts when you promote your project.

We'll also share the love and promote your projects to our followers, when possible!

## Social tag - Example



@CommunityBroadcastingFoundation



@CBFgrants



@Community-Broadcasting-Foundation

# Online Promotions

Please add the acknowledgment to any website articles, blogs, newsletters or other stories that feature your project.

## E-newsletter acknowledgement - Example

**Congrats!!**  
**Saltgrass producer Allie Hanly**

Join us in congratulating Allie Hanly for the huge success of her podcast Saltgrass.

Saltgrass was recently announced as a finalist in the Jackson Wild Media Awards. The Awards are recognised as the world's top nature media competition and celebrate excellence and innovation in nature, science and conservation storytelling. Other finalists in the podcast category include - scientist and activist Dr Jane Goddall's Hopecast and Guardians of the River - a series produced by The National Geographic. Earlier this year, Saltgrass was also listed by the New York Times as one of the top five environmental podcasts to 'Help you understand the problems and potential solutions to a Changing Planet.'

Made here on Djaara Country, Saltgrass celebrates grassroots bioregional change-makers and engages with the issues of climate change.

Saltgrass airs on Mairfm Tuesdays at 4pm and is available for listening online at [www.saltgrasspodcast.com](http://www.saltgrasspodcast.com) Saltgrass is funded by the Community Broadcasting Foundation.

Well done Allie!



## Acknowledgment message

*This project is made possible with the support of the  
Community Broadcasting Foundation.  
Find out more at [cbf.org.au](http://cbf.org.au).*

# Media

Do you have a relationship with a journalist at your local newspaper or news site? Contact them and share your story! They are always looking for stories and love to feature articles that tell their readers what people are doing in their community.

As part of your pitch make sure you emphasise the important information (three key messages about your project is usually enough) you want people to know about. And don't forget to also mention the support of the Community Broadcasting Foundation.

To support your pitch, we've created a media release template to help you, including tips and tricks. Simply follow the guidelines, fill out your info and send to your favourite local media!

And do let us know if you get featured in your local paper. We'd love to share it in our social media channels!

Download our **Media Release Word Template**.



## MEDIA RELEASE

Click or tap to enter date  
For immediate release.

### This is the headline

Lead paragraph. Feature the story 'hook'. Detail how your project is making a difference in your local community. Answer the five W's - who/what/where/when/why and lead into the how.

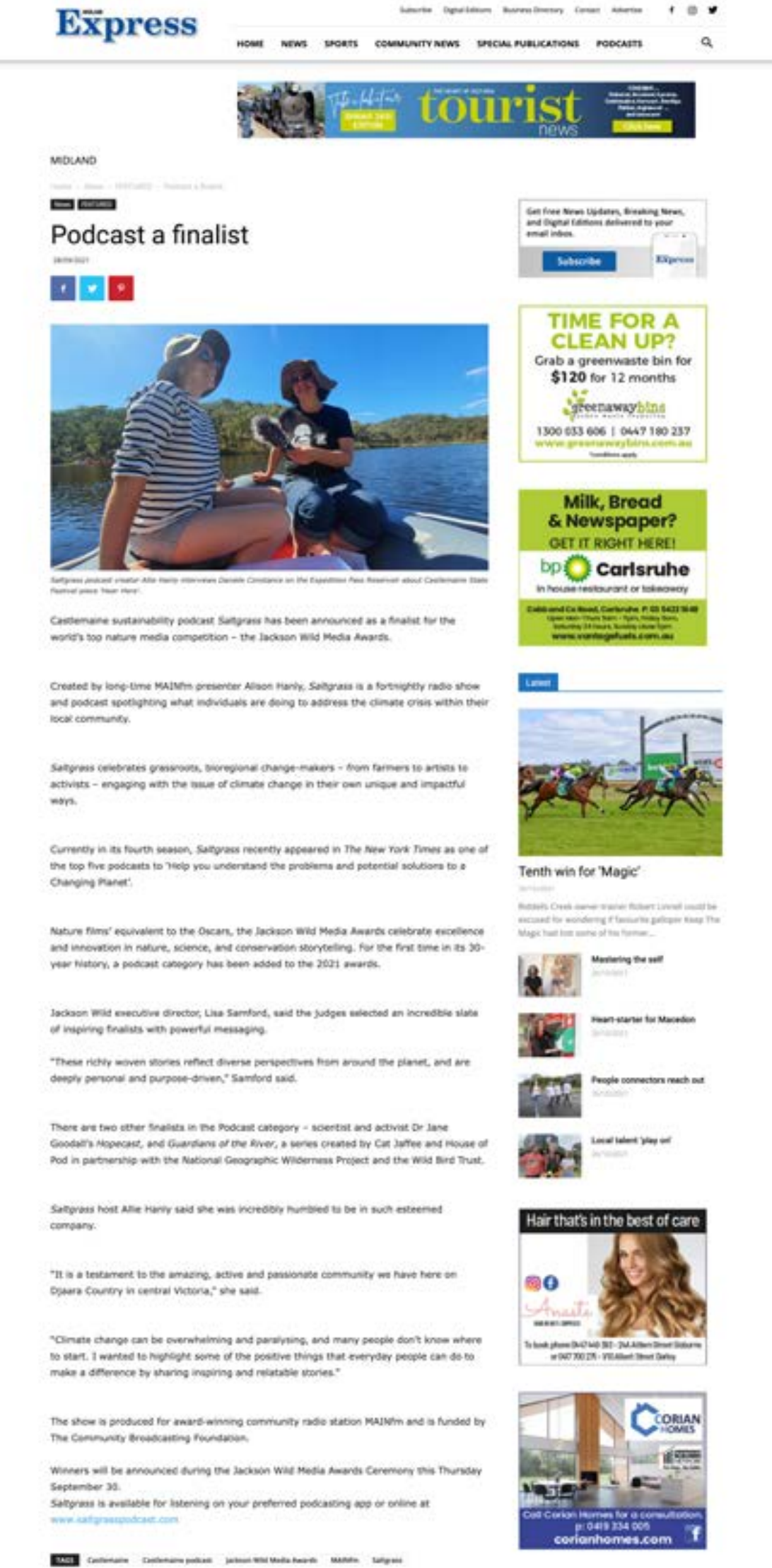
Body. Tell your story. Use short sentences and short paragraphs to describe your project, supported by relevant facts and statistics. Insert a quote from a person involved in/impacted by your project.

Summary paragraph. Emphasise the key elements of the media release. Our project was made possible with a grant generously provided by the Community Broadcasting Foundation.

ENDS

Contact  
(insert name)  
(insert title)  
(insert phone)  
(insert email address)

About insert your organisation's name  
In a short paragraph, detail your organisation.



If you need help acknowledging the CBF or would like us to help promote your project, please contact us.  
We'd love to hear from you!

email: [media@cbf.org.au](mailto:media@cbf.org.au)  
phone: (03) 8341 5900

