



Funding acknowledgement requirements

If you receive funding from the Motor Accident Insurance Commission (MAIC) you must appropriately acknowledge MAIC in any promotional activities in relation to the funded project, regardless of whether the promotional activities occur during or after the completion of funding.

The MAIC acknowledgment guideline sets out how funding recipients are to acknowledge their funding and should be read in conjunction with the relevant funding agreement.

When to acknowledge MAIC

The MAIC logo and a statement should be used as space permits in materials relevant to the Funded Project. This includes, but is not limited to:

- > websites
- > social media (as applicable)
- > research publications
- > presentation slides and posters
- > event invitations
- > newsletters
- > flyers
- > brochures.

Where MAIC is the primary funding body, this should be acknowledged by also including 'Primary funding partner' with the logo.

Acknowledgement statement

For rehabilitation-related activities use the following statement:

*The Motor Accident Insurance Commission provided funding to (**insert organisation name**) to support (**insert Project/Research Centre title**) to conduct research activities that aim to improve the treatment and rehabilitation of people injured in motor vehicle crashes.*

For road safety-related activities use the following statement:

*The Motor Accident Insurance Commission provided funding to (**insert organisation name**) to support (**insert Project/Research Centre title**) to conduct research activities that aim to reduce the incidence of motor vehicle crashes.*

Funding acknowledgement requirements (continued)



MAiC logo

Logo variations

Primary logo – colour

Use this version of the logo where possible.



Avatar – colour

Use this version of where space is limited.



Primary logo – black and white

Use these versions of the MAiC logo when printing in black and white or if more contrast with the background is required.



Avatar – black and white

Use these versions of the MAiC logo when space is limited and it is to be printed in black and white, or more contrast is required.



Minimum dimensions

Minimum logo width

All versions of the logo should appear at a minimum width of 40mm or 151px.



Minimum clearance zone

All versions of the logo should have at least the width of the large 'M' around it.



Funding acknowledgement requirements (continued)



Incorrect logo usage

Please do not:

- A) change the colours of the logo
- B) change the relationship, size or position of any of the elements
- C) use the logo on an angle
- D) use any effects on the logo e.g. shadows
- E) display the MAiC logo on busy backgrounds that could limit legibility
- F) select a logo version that blends into the background and cannot be seen easily (choose a contrasting option instead).

Examples of incorrect logo usage



Sample acknowledgement

To summarise, this example correctly uses both the acknowledgement statement and logo:

The Motor Accident Insurance Commission provided funding to Organisation XYZ to support Project XYZ to conduct research activities that aim to reduce the incidence of motor vehicle crashes.

