



AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO STYLE AND MARKETING GUIDE



HOW TO CORRECTLY USE THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

LOGO STYLE & MARKETING GUIDE

The Australian Made, Australian Grown Logo is a powerful marketing tool. It helps businesses, large and small, effectively brand their products as “Australian” to consumers with a preference for buying locally made goods.

The logo is recognised by 94% of consumers and trusted over any other Australian country of origin symbol by 85%. To maximise the impact of the logo, the symbol must always be used accurately and should appear prominently on licensed products and in marketing material relating directly to those products.

ADDING VALUE TO YOUR PRODUCTS

The logo is used on more than 10,000 products and as a result, it has become the most trusted and recognised symbol for products and produce that are truly Australian. Licensees can capitalise on the power of the logo by using it boldly and aggressively on registered products and all promotional materials relating to these:

- ▲ Product packaging
- ▲ Point of sale
- ▲ Advertising
- ▲ Websites
- ▲ Media releases
- ▲ Newsletters
- ▲ Tender documents



Product packaging

Place the logo prominently on your packaging. Consumers are looking for Australian goods – help them find yours. You can use the logo in the traditional green and gold colours with the representation, or customise the logo by using your own corporate colours or adding an additional descriptor such as “Australian Made since 1905”.



Point of sale and retail promotions

A range of merchandise is available to businesses registered to use the logo. The range is constantly under review with new items added on a regular basis. The current range includes stickers, posters, shelf wobblers and the like. As a licensee you are also allowed to produce your own merchandise. For a list of available merchandise visit www.australianmade.com.au or contact Australian Made, Australian Grown Campaign (AMAG) on 1800 350 520.

Retailers know that consumers want to purchase Australian products and produce. Make it easy for them to promote your products as Australian. Supply relevant merchandise with your delivery and talk to your retailers about the best way they can promote your goods. Make sure your retailers understand how they can use the logo.

Discuss other promotional opportunities with your retailers. Competition with give-aways such as t-shirts or caps with the logo is an inexpensive way to add value to the retailer and draw attention to your product.

Advertising

The logo can be used in all advertising material relating to registered products. This includes TV, print and online advertisements. Many businesses use the logo and the fact that the product is Australian as a key selling point in their advertising.

Online

Consumers spend an average of 16 hours a week online, so if you have a website or use social networking tools such as Twitter and Facebook, remember to tell people that your product is Australian. You can use the logo on your website and include links to your online listing in the Australian Made, Australian Grown (AMAG) product directory on your website and on your social networking sites. You can also link your social networking sites to those of AMAG (twitter/Australianmade and the Australian Made, Australian Grown fanpage on Facebook).

Media releases

Don't forget to include the logo on your media releases about products that are registered to carry the logo. Include the fact that your product or produce is Australian and licensed to use the logo as a key point. AMAG is always available for comment on the importance of buying Australian produce and the benefits of buying products such as yours.

Newsletters

Reach all your key stakeholders with great news stories about your products being licensed and how that will benefit stakeholders such as your retailers.

Tender documents

The fact that your product is Australian is a key selling point, so make sure your business partners, clients and retailers are aware. Include the logo and statements about the benefits on your tender documents.

THE LOGO

The logo is a certification trade mark and can only be used on products registered with Australian Made Campaign Limited. It must not be redrawn or altered in any way under any circumstances. This means that licensees cannot make alterations to the graphic proportions of the logo or its individual elements. It should only be reproduced in the ways shown in this style guide.

Logo colours

The logo can be depicted in any two-colour combination; however it is recommended that licensees use the corporate green and gold colours where possible. The corporate colours are Pantone 341 Green and Pantone 137 Gold.

Licensees have access to the logo as EPS and JPG files. EPS files use CMYK or spot colours, JPG files use RGB colours.

The EPS version of the logo can be used for all spot colour and full process printing applications (EPS version comes in both CMYK & spot colour versions).

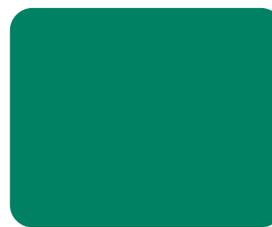
The JPG version of the logo is only suitable for web, screen, email, and for insertion into Word documents. The JPG file can be converted for use in print applications, but should only be used so in the absence of the EPS version to avoid quality loss.

The dominant spot colour printing system is the Pantone Matching System (PMS).

Printing applications – CMYK (EPS) logo

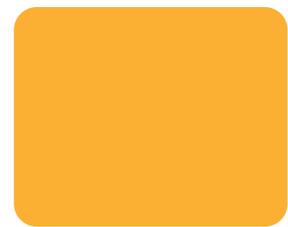
The CMYK (EPS) logo should be used for all four colour process (CMYK) or digital printing applications. CMYK refers to the four ink colours (Cyan, magenta, yellow and black) used in a typical full colour printing process. The four inks combine to create the corporate colours.

CMYK Colour Breakdowns



PMS: Pantone 341 Green

CMYK: Cyan 100%
Magenta 0%
Yellow 67%
Black 29%



PMS: Pantone 137 Gold

CMYK: Cyan 0%
Magenta 35%
Yellow 90%
Black 0%

Web/TV applications

The RGB (JPG) logo should be used on material designed for computer and television screens (for example websites, TVCs). RGB refers to the three colours (red, green and blue) used for such designs.

RGB Colour Breakdowns



PMS: Pantone 341 Green

RGB%: Red 0%
Green 48%
Blue 37%

RGB: Red 247
Green 122
Blue 94

HTML CODE: 007A5E
for web applications



PMS: Pantone 137 Gold

RGB%: Red 097%
Green 64%
Blue 4%

RGB: Red 0
Green 163
Blue 10

HTML CODE: F7A30A
for web applications

Typeface

The typeface (font) used in the logo is Frutiger Black. AMCL recommends that, for the purposes of consistency, the font is used for representations whenever possible.

FRUTIGER BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Minimum size

There is no recommended minimum size for the logo, however it should be large enough so that the words underneath the logo are legible (minimum recommended size 9 point).

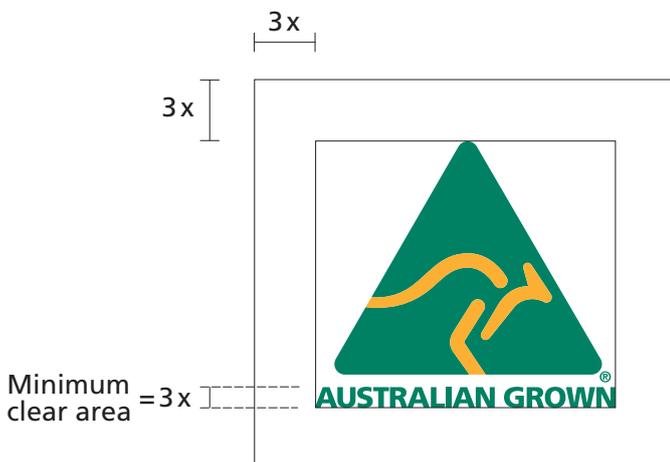
Where this is not possible, for example, if the product is so small that the words under the logo are illegible, permission may be given by AMCL to use the logo without the words. You should provide a copy of the artwork to AMCL when requesting permission.

® Symbol

It is not compulsory to use the ® symbol with the logo; however, when it is used it must appear directly below the logo and not below the words underneath.

Clear space

Clear space is the area surrounding the logo which is designated as a non-print area. The minimum clear space area around the logo must be 3 x height of name as shown.



No graphic or text elements can appear within the clear space area – this includes your own company logo and/or brand logos. This is to preserve the integrity of the AMAG logo and to maximise visual impact and legibility. Wherever possible please allow more space than indicated as a clear space area.

The clear space is illustrated below.

Descriptor positioning

The logo must always be used with at least one of the approved descriptors, such as:

- ▲ “Australian Made”,
- ▲ “Product of Australia”, or
- ▲ “Australian Grown”.

The descriptor must always be present and in its original position directly under the logo, however licensees may add additional text to the descriptor. Where more than one representation is used, the first claim should appear directly below the logo, with any subsequent claims directly beneath.

To ensure you are using the correct descriptor, please refer to the Code of Practice or call the AMAG office on 1800 350 520.



CHECK LIST – THE DO'S AND DON'TS

DO:

- ❖ Use the logo prominently on packaging. Consumers are looking for Australian products – help them find yours!
- ❖ Use logo in all marketing material directly related to registered product. This includes advertising, websites and communication material such as brochures.
- ❖ Help retailers promote your products by providing relevant merchandise – a wide range is available through our preferred printer. For details visit our website www.australianmade.com.au
- ❖ Tailor the message below the logo to suit your business/product, such as “Australian Made in Melbourne”

DON'T:

- ❖ Use the logo on products that are not yet registered to carry the logo
- ❖ Use the logo without a descriptor
- ❖ Change the logo
- ❖ Use the logo to make general statements about your company or product range if only some of your products are registered to use the logo (i.e. on homepages of websites, tender documents)
- ❖ Place your own logo or any other elements within the clear-space.
- ❖ Use the logo as part of your company logo

EXAMPLES OF INCORRECT USAGE:

DISTORTED LOGO



Logo must not be changed

KANGAROO WITHOUT TRIANGLE



Elements of the logo may not be used separately.

LOGO WITH WRONG DESCRIPTOR



Only use correct descriptor under logo.

OLD LOGO



Only use current version of logo. The current version has slightly rounded edges.

LOGO INSIDE COMPANY LOGO



Ensure the clear space is included and that the logo is not incorporated into your own business logo

To obtain electronic files of the logo or assistance on how to use the logo, please contact the Australian Made, Australian Grown Campaign on 1800 350 520.



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