

# AUSTRALIAN MADE

## IN-STORE AND ONLINE RETAIL GUIDELINES



The Australian Made logo is a powerful marketing tool that helps businesses effectively brand their products as 'Australian'. Only Australian Made licensees can use the logo on their products, but retailers who sell Australian Made products can use the logo on signage to promote them in-store and online.

### HOW TO USE THE AUSTRALIAN MADE LOGO IN-STORE



In point of sale material next to Australian Made product



On promotional material next to Australian Made product/s



On a website product listing for Australian Made product/s



### HOW **NOT** TO USE THE LOGO



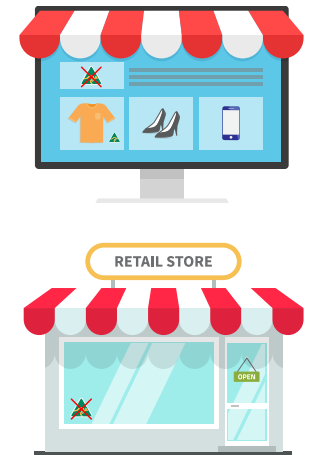
Do not use it at the front of store, counter or other general use in-store



Do not use it in general promotional material when all products aren't licensed



Do not use it by itself on a website. It must be used next to a licensed product



# RETAIL SIGNAGE FAQ'S

## IN-STORE AND ONLINE



### DO I HAVE TO BE A LICENSEE TO USE THE AUSTRALIAN MADE LOGO IN MY STORE?

Anyone selling Australian Made product/s can use the logo to promote the product in-store, online or in promotional material. The logo must only be used in association with the licensed Australian Made products.

### WHY CAN'T I USE THE AUSTRALIAN MADE LOGO ON THE FRONT OF MY STORE OR WEBSITE?

Australian Made ensures products that carry the logo are certified as 'genuinely Australian'. It is misleading to use the logo in a general way when both Australian Made and other products are sold in the same store or website.

### WHERE CAN I GET AUSTRALIAN MADE SIGNAGE FROM?

Australian Made licensees can source signage from Australian Made directly or develop their own. Retail stores selling Australian Made products should contact their supplier to source signage.

If you have any questions about using the logo, please visit [www.australianmade.com.au](http://www.australianmade.com.au) or email [info@australianmade.com.au](mailto:info@australianmade.com.au)