



LICENSEE GUIDELINES

AUGUST 2026

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INTRODUCTION



01

WELCOME TO THE AUSTRALIAN MADE CAMPAIGN

By certifying your product as Australian Made, you're part of a community of businesses that make products right here in Australia.

These guidelines will help you make the most of the iconic green and gold kangaroo logo and the benefits that come with being Australian Made.



OUR STORY

Australian Made is an independent certification that puts products made right here in Australia front and centre.

For decades, Australians have trusted the logo as a clear, simple way to spot products made on home soil.

The famous green and gold kangaroo means more than country of origin. It's a reminder of the broader difference buying Australian Made can make, for local makers, workers and the industries that keep our communities going.

The recognised and trusted trademark also makes choosing what to buy easier. It is a registered certification that can only be used on products that are registered by Australian Made. So on the shelf, it gives shoppers a clear, confident way to find and pick products made in Australia. In business, it supports tenders and helps organisations buy or partner with confidence.

The Australian Made story runs deeper than where something is made. It's about what your choice supports: jobs, industry, community, local capability and the kind of future we want to build together.



THE AUSTRALIAN MADE LOGO IS A POWERFUL MARKETING TOOL.

It helps businesses, large and small, effectively brand their products as ‘Australian’ to consumers — shoppers, businesses and government — with a preference for buying locally made goods.

The logo is Australia’s most trusted, recognised and widely used country of origin symbol, recognised by 99%* of consumers and trusted by 93%[^].

89% of Australians feel it’s important to buy Australian Made products, with 83% of consumers feeling positive toward products that carry the logo, and 85% more likely to purchase⁺.

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.

* Roy Morgan research 2025.

[^] Roy Morgan research 2022.

⁺ Roy Morgan research 2026.



BEYOND THE *LOGO*



CAMPAIGNS

Throughout the year, Australian Made runs consumer and business facing campaigns, like Australian Made Week. These campaigns are designed to highlight the importance of locally made products, and uplift our licensees. There are many opportunities for licensees to become part of our campaigns.



TOOLKITS

To support our campaigns, there are licensee toolkits. Toolkits are distributed to all licensees, and offer social, digital and print assets that give you the chance to align your business and products with the campaign.



EVENTS

We are present at many events, markets, trade shows and other retail pop ups. There are often opportunities for licensees to join our event partners.



DIGITAL ADVERTISING

Licensees are able to take advantage of our unique digital advertising opportunities. These are great ways to get your product in front of thousands of Australians. They include:

- Website features and advertising
- Competitions
- Australian Makers co-branded videos



IDENTITY



02

PRIMARY LOGO

The logo is an Australian icon. It is the symbol Australians trust and look for when making buying decisions.

The logo is a certification trade mark and can only be used on products registered with Australian Made Campaign Limited (AMCL).

Our logo is made up of three parts:

- Kangaroo Symbol
- Descriptor
- Triangle Housing

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.

Where space limitations prevent the descriptor from being reproduced legibly, special approval may be sought from AMCL to use the logo without the descriptor. Artwork must be submitted to AMCL for review when requesting permission for this application.

Kangaroo Symbol

Descriptor

Triangle Housing



LOGO CLEAR SPACE AND SIZING

Clear space refers to the area surrounding the logo that must remain free of any other visual elements. A minimum clear space of 3x the height of the descriptor must be maintained on all sides of the logo, as illustrated.

No text, graphics, company logos, partner logos, or other design elements may appear within this area. Maintaining this clear space preserves the integrity, visibility and legibility of the logo. Wherever possible, please allow more than the minimum space clear around the logo. The clear space specifications are illustrated on the right.

There is no recommended minimum size for the logo, however the logo should be large enough so that the descriptor is legible. Where this is not possible, for example, if the product is so small that the descriptor under the logo are illegible, permission may be given by AMCL to use the logo without the descriptor. You should provide a copy of the artwork to AMCL when requesting permission.



DESCRIPTOR POSITIONING

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

- Australian Made
- Australian Grown
- Product of Australia
- Australian Seafood
- Australian Made and Owned

The descriptor must always be present in its original position directly under the logo and must match your given certification. A template/working file (AI file) is available from AMCL on request. Please refer to the example on the right.

To ensure you are using the correct descriptor, please refer to your certification certificate or email the AMCL office at info@australianmade.com.au

Descriptor





Australian Made

The product has undergone its last substantial transformation in Australia.



Product of Australia

All of the product’s significant ingredients come from Australia, and all, or nearly all, of the manufacturing or processing is also carried out in Australia.



Australian Grown

Each significant ingredient has been grown in Australia and all, or virtually all, of the production processes have occurred in Australia.



Australian

Can only be used in export markets. The product must satisfy the criteria for at least one of the four preceding claims, and not be misleading.



Australian Seafood

The product is a seafood product, all of the product’s significant ingredients are grown or harvested in Australia, and all, or nearly all, of the processing has been carried out in Australia.



**Australian Made & Owned /
Australian Grown & Owned**

Because ownership is important to many Australians, businesses registered to use the logo have access to relevant artwork and can purchase merchandise with this descriptor. Businesses can only use these descriptors if they meet the criteria above and are locally owned. The logo cannot be used by companies that are Australian owned, but manufacture or import their goods from overseas.

**DESCRIPTOR VARIATIONS:
MAKERS & PRODUCERS**

Makers, growers and producers of all types can licence the logo. The correct logo will be allocated by AMCL depending on the product.

The AMAG logo can only be used on products that are registered with the Australian Made Campaign and meet the criteria outlined in the AMAG Logo Code of Practice. These criteria are equivalent to, or stricter than, the provisions of the Australian Consumer Law.



Bespoke descriptor additions

Businesses may include additional information, such as ‘Australian Made since 1905’ or ‘Australian Grown in Queensland’. This descriptor must be a secondary line only. Reach out to Australian Made if this logo is required.



Campaign Partners

Australian Made Campaign Partners are businesses in the services sector that wish to make a corporate statement about their support of Australian makers and growers. These businesses have demonstrable links to Australia’s manufacturing and/or agricultural sectors along with a proven track record of providing support services to Australia’s manufacturers, growers and content producers.



Retail Partners

Australian Made Retail Partners are retail businesses that have made a commitment to providing their customers with a wide range of genuine Australian products, and in doing so, supporting Australian manufacturers, growers and processors with a valuable channel to market. These retailers leverage the power of the Australian Made, Australian Grown logo to illustrate this commitment to Australian industry and drive Aussie shoppers into their bricks-and mortar stores and online ecommerce platforms.



Retail Supporters

Australian Made Retail Supporters are retail businesses that have made a commitment to providing their customers with a wide range of genuine Australian products, and in doing so, supporting Australian manufacturers, growers and processors with a valuable channel to market. These retailers leverage the power of the Australian Made, Australian Grown logo to illustrate this commitment to Australian industry and drive Aussie shoppers into their bricks-and mortar stores and online ecommerce platforms.



Media Partners

Australian Made Media Partners are businesses that support Australia’s manufacturers, growers and content producers through the provision of media services, platforms and inventory. These businesses have a proven track record of owning, supplying or procuring media of all kinds in partnership with makers and growers of Australian products. These media businesses leverage the power of the Australian Made logo to illustrate their commitment to helping Australia’s producers promote their genuine Australian products and reach new audiences.



Event Partners

Australian Made Event Partners are organisations that operate or manage events or activations (B2B or B2C) that champion Australian makers, growers and content producers, along with products they produce. Event Partners leverage the power of the Australian Made logo to brand event initiatives and illustrate their commitment to helping Australia’s makers promote their genuine Australian products, establish new channels to market and reach new audiences.



Industry Partners

Australian Made Industry Partners are membership-based organisations, such as industry associations and grower/producer groups that have demonstrable links with businesses that make or grow products in Australia. Industry Partners leverage the power of the Australian Made logo to aid in their advocacy and illustrate their commitment to their members and Australia’s makers, growers and content producers.

DESCRIPTOR VARIATIONS:
PARTNERS & SUPPORTERS

Retailers, industry bodies, service industries and local Government may also align themselves with the logo.

Each type of partner is defined by the type of business or relationship they hold and must be licensed or have an agreement with Australian Made.



Campaign Supporters

Australian Made Campaign Supporters are government bodies, such as local councils and shires, that have made a commitment to support the activities of Australian manufacturers and growers in their municipalities. Campaign Supporters leverage the power of the Australian Made logo to reinforce their support for local industry, enhance their economic development policy positions and aid in their communications to local residents, businesses and other stakeholders.

LOGO VARIATIONS

The Australian Made logo is available in a range of approved colour variations to ensure visibility and legibility across different applications and backgrounds.

Primary Logos: Wherever practical, the full-colour logo should be used complete with triangle housing. Single colour white and black versions of the primary logo can be used when production methods or packaging require.

Flexible Logos: The flexible logos are designed to add flexibility where required. Permission should be sought when engaging these options.

Always select the logo variation that provides the strongest visibility against the background colour.

Dimensional Reproduction: The primary single colour logo is generally the preferred option for dimensional reproduction without colour like embossing or stamping.

If you have any queries regarding logos, please contact marketing@australianmade.com.au

Primary Logo
Full Colour



Primary Logo
Single Colour



Flexible Logo
Custom Coloured



Flexible Logo
Non-Housed



PRIMARY LOGO

The full colour version of the Primary Logo is the preferred option and should be used wherever possible.

This version features our corporate colours, Australian Green and Australian Gold (Pantone 341 and Pantone 137 respectively).

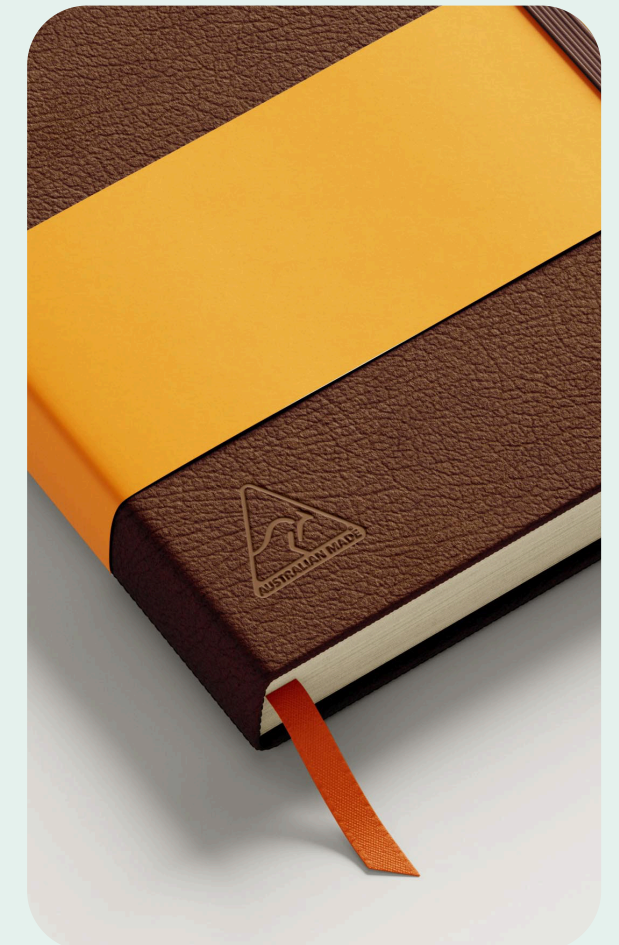
A single colour version of the Primary Logo is also available, shown in mono black and white. While full colour is preferred, you should choose whichever version, full colour or single colour, provides the strongest contrast against your chosen background.

The single colour version must not be used on heavily patterned or textured backgrounds, as this can compromise the legibility and integrity of the logo.

Primary Logo
Full Colour



Primary Logo
Single Colour



FLEXIBLE LOGOS

While the full colour Primary Logo remains the preferred option wherever possible, custom colours can be used when production requirements call for it, or when the standard AMCL logo colours don't sit well against your packaging or label design.

This flexibility allows the logo to be adapted while still maintaining its integrity and recognisability.

When using a custom colour, the inner triangle and the descriptor should always be the same brand colour. The triangle housing and the Kangaroo should then be either white or black, whichever provides the most contrast against both the background and your chosen brand colour.

A **non-housed** version of the logo is also available, which removes the triangle housing entirely. This can be used to improve legibility at small sizes, or in instances where the housing isn't desirable for your design. The non-housed logo should always be a single flat colour, and must maintain sufficient contrast against its background.

Flexible Logo Custom Coloured



Flexible Logo Non-Housed



USING THE AUSTRALIAN MADE LOGO

Do use the logo prominently on packaging. Consumers are looking for Australian products — help them find yours!	Don't use the logo on products that are not yet registered to carry the logo	Do not place your own company logo, or any other graphic elements, inside the minimum clear space that surrounds the logo
Do use the logo in all marketing material directly related to a registered product. This includes advertising, websites and communication materials such as brochures	Don't use the logo with the wrong descriptor	Don't use the logo as part of your own company logo
Tailor the message underneath the logo to suit your business or product, such as 'Australian Made in Melbourne'	The logo must NOT be changed or deconstructed. Individual elements must not be removed	Don't separate individual elements of the logo. The logo can only be used intact
Help retailers promote your products by providing relevant merchandise — a wide range is available through our preferred printer. For details visit our website australianmade.com.au	Don't 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)	Don't add effects such as drop shadows, outlines or gradients

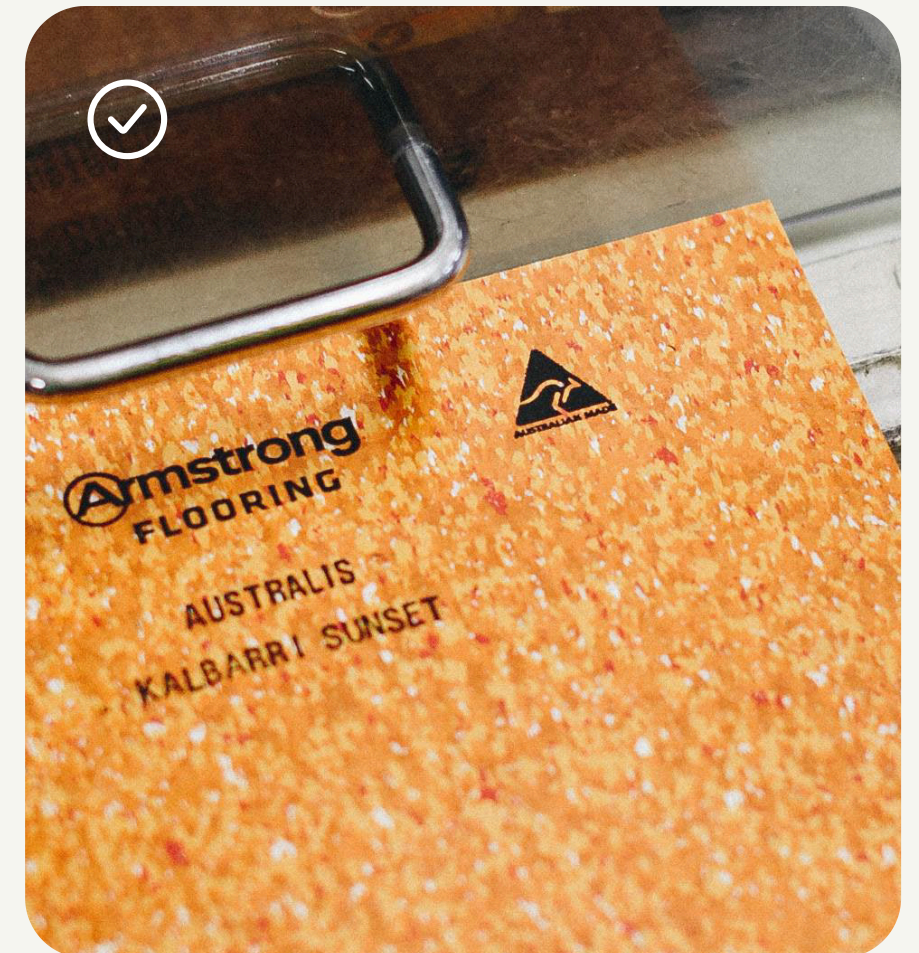


✓ **CORRECT USAGE**

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.

You must always seek approval from AMCL when customising the logo colours, email examples to marketing@australianmade.com.au or info@australianmade.com.au





Do not recolour all colours of the logo, or use unapproved combinations. Custom colours must be approved via an email to marketing@australianmade.com.au or info@australianmade.com.au



Do not stretch, distort or alter the proportions of the logo.



Do not change or edit the given descriptor of the logo.



Do not place the logo on busy or low contrast backgrounds.



Do not rotate or flip the logo.



Do not use outdated or unauthorised versions of the logo.



Do not place the logo too close to other elements or the edge of a page.

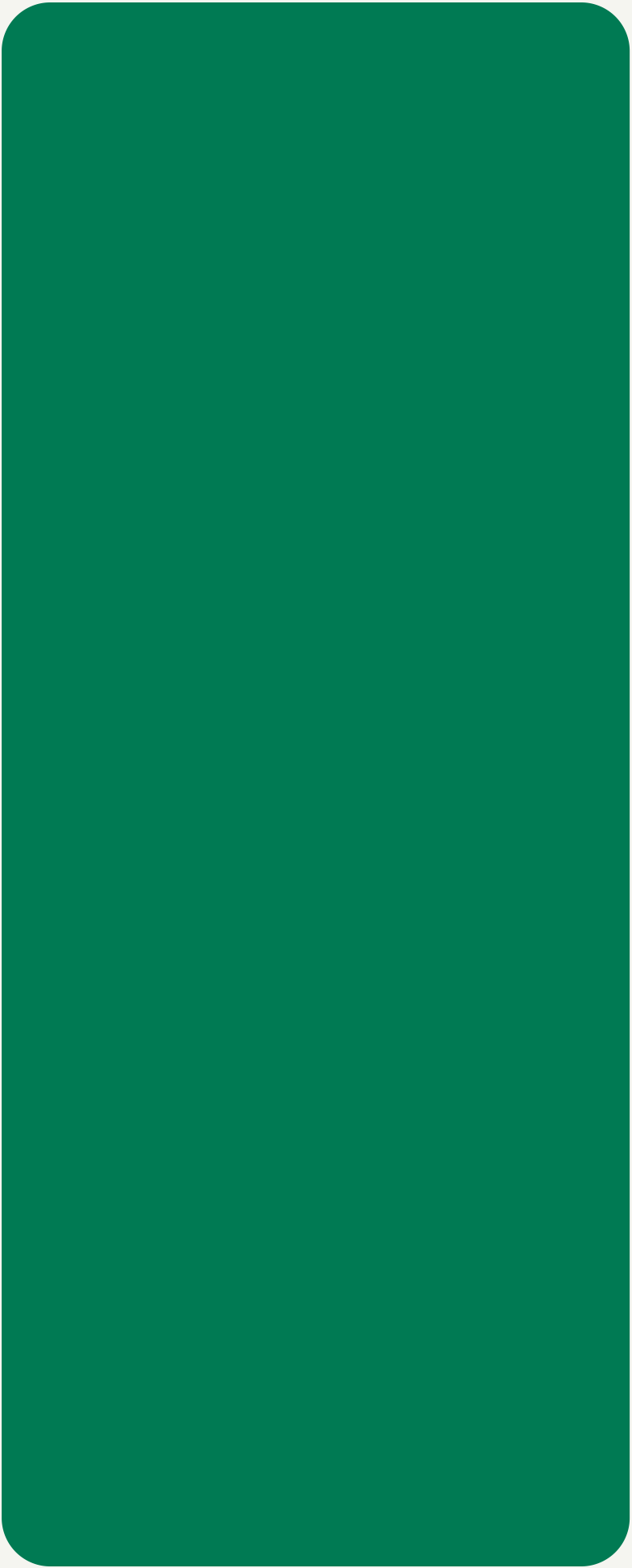
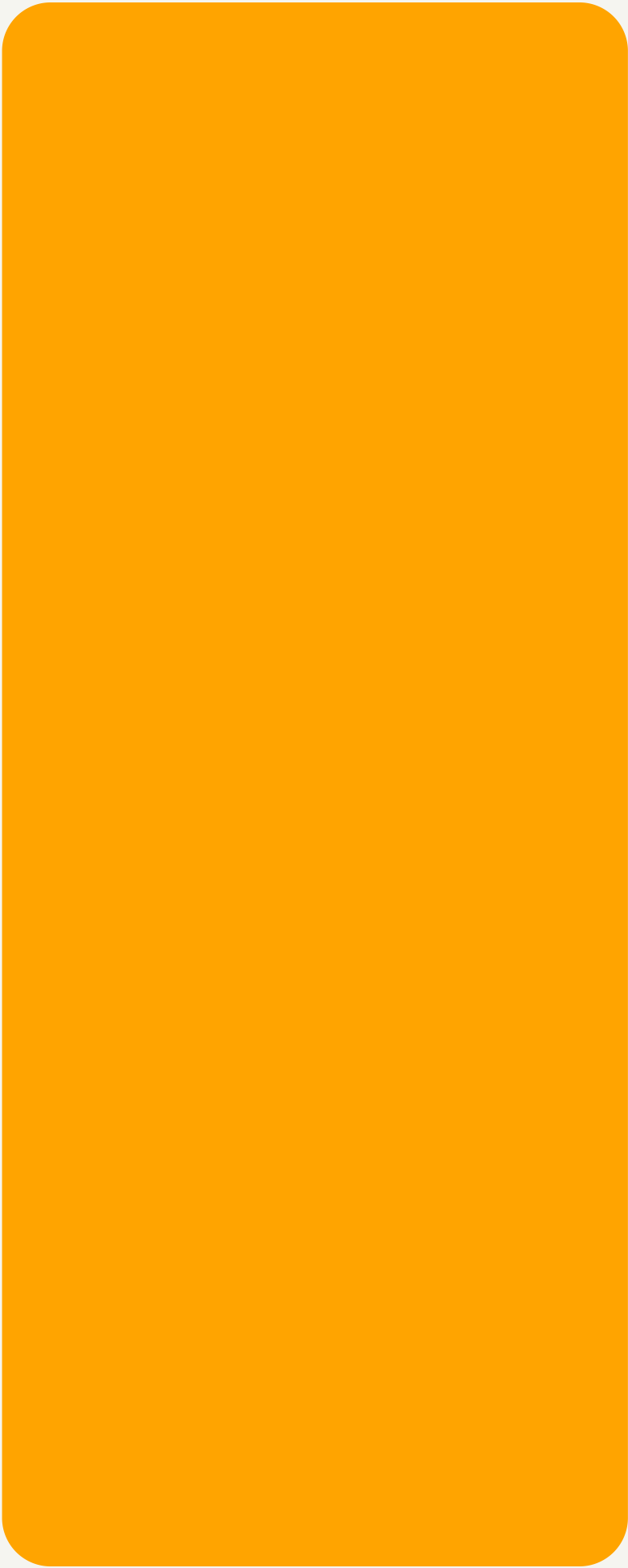


Do not add effects such as drop shadows, outlines or gradients.

BRAND COLOUR PALETTE

Green and gold form the foundation of the Australian Made brand identity. These two colours are immediately recognisable to Australian consumers and carry significant brand equity built over decades of recognition.

Accurate colour reproduction is a responsibility that maintains the integrity of the campaign and the producers who carry the mark. Always use the specified Pantone references across all applications. Where Pantone is unavailable, refer to the approved CMYK, RGB, and HEX equivalents on the following page.



AUSTRALIAN GOLD

Digital Colours	
RGB	255 164 0
HEX	#FFA400
Coated Colours	
CMYK	00 36 100 00 (PMS 137 CP)
PMS	Pantone 137 C
Uncoated Colours	
CMYK	00 34 99 00 (PMS 137 UP)
PMS	Pantone 137 U



AUSTRALIAN GREEN

Digital Colours	
RGB	0 122 83
HEX	#007A53
Coated Colours	
CMYK	95 01 75 26 (PMS 341 CP)
PMS	Pantone 341 C
Uncoated Colours	
CMYK	100 04 71 34 (PMS 341 UP)
PMS	Pantone 341 U

BILLABONG GREEN

Digital Colours	
RGB	28 75 57
HEX	#1C4B39
Coated Colours	
CMYK	87 15 77 69 (PMS 3435 CP)
PMS	Pantone 3435 C
Uncoated Colours	
CMYK	79 22 62 51 (PMS 3435 UP)
PMS	Pantone 3435 U

PURE WHITE

Digital Colours	
RGB	00 00 00
HEX	#FFFFFF
Print Colours	
CMYK	00 00 00 00

IMAGERY



03

IMAGERY GUIDE:
OVERVIEW

The way products are shown has a big impact on customer perceptions.

When shooting products to feature on our website or socials, a few guidelines can make all the difference. Considered photography helps both the product and your brand reflect quality and value.

Where it feels natural, consider including the Australian Made logo.



PRODUCT SHOTS

Clean, natural, even lighting and soft shadows create a sense of consideration, quality and care.



PRODUCT IN ENVIRONMENT

Well styled or selected environments can help customers connect with and understand products more clearly. It can help the product be seen as authentic.



PRODUCT IN USE

Showing products being used leans into the quality and durability. It helps people see that it works, and builds confidence and trust.

IMAGERY GUIDE: PRODUCT SHOTS

Clean, natural, even lighting and soft shadows create a sense of consideration, quality and care.

- ✓ Ensure the labels are visible and free from glare that might make your labels hard to read
- ✓ Arrange products in a way that is visually engaging without sacrificing clarity
- ✓ Coloured backdrops can add to the vibrancy and feeling of the product in an engaging and clear way



IMAGERY GUIDE: PRODUCT IN ENVIRONMENT

Well styled or selected environments can help customers connect with and understand products more clearly. It can help the product be seen as more real.

- ✓ Ensure the product is clearly the focus
- ✓ Use the environment to help add to the story, and make sure it is an environment that is naturally linked to your product



IMAGERY GUIDE: PRODUCT IN USE

Showing products being used leans into the quality and durability. It helps people see that it works, and builds confidence and trust.

- ✓ Use imagery that feels authentic and unposed, capturing real moments rather than staged scenes
- ✓ Ensure the product plays a natural role in the story being told rather than feeling incidental to the scene



APPLICATION



APPLICATION: PACKAGING

Applying the Australian Made logo to your packaging can be done in many ways, but care should be given to ensure the best result.

Place the logo prominently on your packaging and never tuck it away or obscure the certification. Consumers actively look for the Australian Made mark when shopping, so make it easy to find on the shelf.

Apply the logo in a way that complements your product, brand, and packaging to ensure it feels considered and intentional.



APPLICATION: POINT OF SALES & RETAIL

Our logo can be used throughout stores and retail buying experiences. And like packaging, a few guidelines will help you use it with the most impact.

Keep surrounding messaging clear and concise so the logo has room to breathe and can be seen at a glance.

Consider additional placements such as wobblers, flags, and other point of sale opportunities where the logo could add impact. The more consistently the Australian Made logo appears alongside your brand, the stronger the connection built in the mind of the customer.

Note that the Australian Made logo cannot be used generally or store wide. It must only appear in direct association with the specific licensed products it certifies.



PREMADE BRANDING RESOURCES

As a licensee, you have access to official premade resources that can be ordered through our preferred supplier.

These include:

- Sticker rolls in multiple sizes
- Swing tags
- Display pyramids

These are high quality Australian printed items that can be added to existing qualifying products. Consider these when printing the logo is challenging, or while you are in the process of adding it to your packaging.

You can log in to the Licensee Dashboard using your username and password to access premade resources and order print merchandise.

If you need support please contact info@australianmade.com.au

[ACCESS LICENSEE DASHBOARD](#)



MAKING THE MOST OF SOCIAL MEDIA

Social media offers unique ways for your product to be an active part of our campaign. There are a range of templates and social assets available to use, including:

- Animated GIFs
- Social media templates for posts and profiles
- Social tags & hash tags

When using social media you can tag us using the following handles:

Facebook: @australianmadecampaignltd

Instagram: @australianmadecampaign

X (Twitter): @australianmade

LinkedIn: @australianmadecampaign

TikTok: @australianmadecampaign

[ACCESS SOCIAL ASSETS](#)



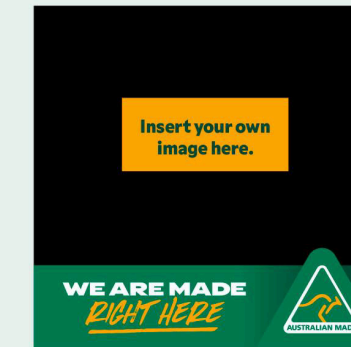
Social Media Templates



Social Story 1080 x 1920px



Social Tile 1200 x 1200px



Social Overlay 1200 x 1200px



X / Twitter Header 1500 x 500px



Facebook Banner 820 x 360px



Social Banner 1200 X 630px



LinkedIn Banner 1128 x 191px



Social Media Stickers



Australian Made Logo



Australian Made and Owned Logo



Australian Made Logo (No Descriptor)

Using our stickers

Use these sticker assets to promote your Australian Made certification on social media. They have been created with a transparent background so you can easily drop them onto your content.

You can use these stickers by:

- Downloading them directly via the **GIPHY** website or integrated tools in your preferred editing program, OR
- Opening your social media account, uploading a new Story, tapping on 'Stickers' and searching **AustralianMade**

APPLICATION: BEYOND THE PRODUCT

Licensees can capitalise on the power of the logo by using it on a huge range of promotional materials beyond products.

The most effective way to use the Australian Made logo is anywhere you are speaking about your products.

Making the logo a feature rather than simply an addition strengthens the message you're sending to other Australian businesses and consumers.

Research about the power of the Australian Made logo is available for use in Tender Documents, Media Releases and other advertising collateral where insights are beneficial.



POINT OF SALE & RETAIL PROMOTIONS

A range of merchandise is available to businesses registered to use the logo and is constantly under review with new items added on a regular basis. This includes stickers, posters, shelf wobblers and other point of sale merchandise. As a licensee you are also allowed to produce your own merchandise. For a list of available merchandise visit australianmade.com.au or contact Australian Made Campaign Limited (AMCL) on info@australianmade.com.au.

BRANDED COLLATERAL

If your business has branded collateral like uniforms, tools, vehicles, etc., the logo can be used on them to advertise that your products are Australian Made.

ONLINE & EMAIL

If you have a website or use social media platforms, remember to tell people that your product is Australian. You can use the logo on your website and include links to your online directory on the Australian Made website. You can also use the logo in eDMs and email signatures to let people know your product is made right here.

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.

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.

TENDER DOCUMENTS

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

MEDIA RELEASE

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. AMCL is always available for comment on the importance of buying Australian produce and the benefits of buying products such as yours.

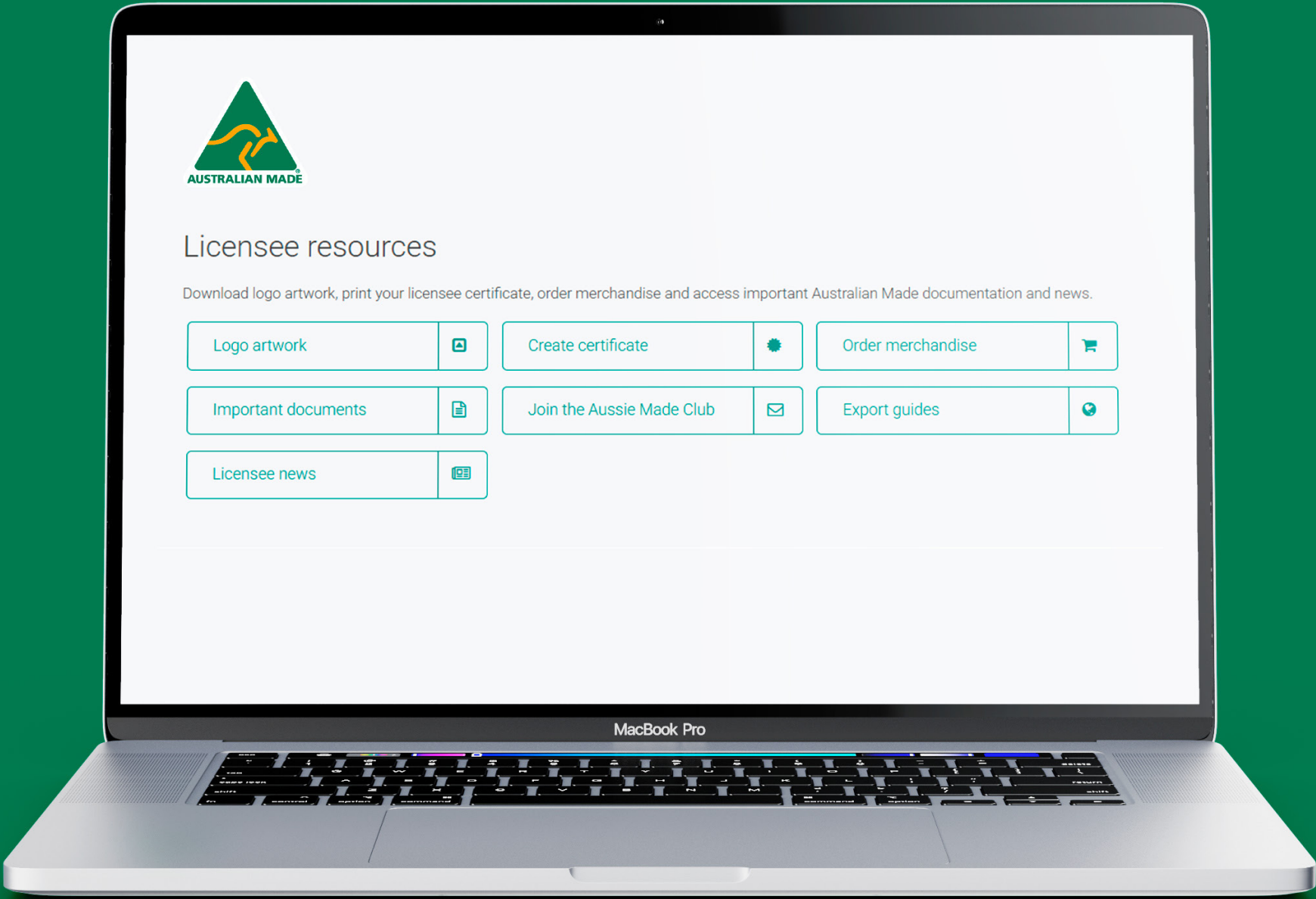
THE LICENSEE DASHBOARD

The Australian Made Licensee Dashboard gives you access to a range of assets, documents and resources all in one place.

Using your Australian Made login details you can access a range of resources including:

- Logo assets
- Ordering merchandise to use at point of sale or on your product itself
- Important documents regarding your Australian Made License
- The latest licensee news

ACCESS LICENSEE DASHBOARD



FILE FORMATTING & THEIR USAGES

The Australian Made logo is available in several file formats to suit different applications. If you are unsure which to use, your printer or manufacturer will be able to advise.

CMYK is the colour system used in commercial printing, built from four ink colours.

RGB is the colour system used for screens and digital applications.

Using the wrong colour mode for your application can result in unexpected colour reproduction, so always ensure you are working with the correct file.

Access your licensee dashboard to download assets or email info@australianmade.com.au

[ACCESS LICENSEE DASHBOARD](#)



COMMERCIAL PRINTING

.pdf

.svg

.ai*

Use the .pdf, .svg or .ai (**Adobe Illustrator**)* file, set up for **CMYK** output and compatible with standard print workflows. A Pantone or spot colour .ai file is available on request.

WEB & SCREEN

.svg

Use the **RGB** .svg file for all digital applications. SVG files are resolution independent and scale cleanly across all screen sizes and pixel densities.

DOCUMENTS & PRESENTATIONS

.png

Use the .png file for Word documents, PowerPoint presentations, and applications where .svg is not supported.

BLACK & WHITE

.svg

.png

.pdf

Black and reverse white formats are available where colour reproduction is not possible.

FAQ & CONTACT



05

RETAIL & ONLINE
USAGE FAQ

Do I have to be a licensee to use the
Australian Made logo in my store and website?

Anyone selling Australian Made product/s can use the logo to promote the product in-store, online or in promotional material. The logo needs to be directly adjacent to the licensed products only.

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. Unless all the products in the store are Australia Made certified, please don't use the logo in the store front.

Where can I get Australian Made
signage from?

Australian Made licensees can source signage from Australian Made's preferred third-party printer or develop their own. Retail stores selling Australian Made products should contact their supplier to source signage.



Do use point of sale material next to Australian Made product/s.



Do use promotional material next to Australian Made product/s.



Do use on a website product listing for Australian Made product/s.



Don't use it at the front of store, counter or other general use in store.



Don't use it in general promotional material when all products aren't licensed.



Don't use it by itself on a website. It must be used next to a licensed product.

SUPPORT & CONTACT

For questions regarding the brand or
digital files, please contact:

**AUSTRALIAN MADE
CAMPAIGN LIMITED**

ABN 20 086 641 527
Level 4, 99 Coventry Street,
Southbank VIC 3006

P 03 9686 1500 / 1800 350 520
E info@australianmade.com.au
W australianmade.com.au

