

Australian Made // Australian Grown Logo

# Style and Marketing Guide

How to use the Australian Made, Australian Grown logo correctly // April 2021



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# Style and 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 — 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 92%. 97% of Australians associate the logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability\*. 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 thousands of products sold in Australia and around the world, 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 enthusiastically on registered products and all promotional materials relating to;

- ▲ 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'.

\*Roy Morgan research 2020.



## Point of sale and 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 the like. As a licensee you are also allowed to produce your own merchandise. For a list of available merchandise visit [australianmade.com.au](http://australianmade.com.au) or contact Australian Made Campaign Limited (AMCL) 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.

## 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

If you have a website or use social media platforms 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 directory on the Australian Made website. You can also link your social media platforms to those of AMCL.

## 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. AMCL 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 of this. 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 highly recommended that licensees use the corporate green and gold wherever 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 are set up to use CMYK colours, and JPG files are available in both, CMYK and RGB colours. The EPS logo file is for use in all commercial printing applications. The JPG version of the logo is suitable for web, screen, email, and for insertion into Word documents. The JPG CMYK file can be used in print applications, but should only be used

so in the absence of the EPS version to avoid quality loss. A Pantone Matching System (PMS) version of the logo is available as an AI (Adobe Illustrator) format file, to use when a Pantone or 'spot' colour is required. Your printer or manufacturer will be able to advise on this requirement. The logo is also available in black and reverse white formats.

## Print applications – CMYK (EPS) logo

The CMYK (EPS) logo should be used for all off-set or digital printing applications. CMYK refers to the four ink colours (cyan, magenta, yellow and black) typically used in commercial printing. Additional colours are available when printing with custom inks such as Pantone, metallics, etc.

## Web / TV applications

The RGB (JPG) logo should be used on material designed to be viewed on digital screens, such as computers, television screens or digital billboards. RGB refers to the three colours (red, green and blue) used in electronic displays.

\*HEX is a colour code for html/web applications



### PANTONE 341 GREEN

CMYK C95 M1 Y75 K26  
RGB R0 G122 B83  
HEX\* #007A53

### PANTONE 137 GOLD

CMYK C0 M36 Y100 K0  
RGB R255 G164 B0  
HEX\* #FFA400



## Typeface

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

### Frutiger Black

ABCDEFGHIJKLMnopqrstuvwxyz  
1234567890@#&!?

A secondary font, *Freehand 575 BT* is used for additional product information, for example (Made in) 'in Queensland'.

### Freehand 575 BT

ABCDEFGHIJKLMnopqrstuvwxyz

## Minimum size

There is no recommended minimum size for the logo, however the logo should be large enough so that the words are legible. 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 descriptor underneath.

## Clear space

Clear space is the area surrounding the logo. The minimum clear space area around the logo must be 3 x height of the descriptor as shown. No other graphic or text elements should appear within this clear space area — this includes your own company logo and/or brand logos. The clear space is required to preserve the integrity of the AMAG logo and to maximise visual impact and legibility. Wherever possible, please allow more than the minimum space clear around the logo. The clear space specifications are illustrated on the right.

## Descriptor positioning

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

- ▲ Australian Made
- ▲ Australian Grown
- ▲ Product of Australia
- ▲ Australian Seafood
- ▲ Australian

The descriptor must always be present in its original position directly under the logo, however licensees may add additional text to the descriptor. A template/working file (AI file) is available from AMCL on request. Please refer to example on the right (AUSTRALIAN GROWN in Queensland).

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



# Check list — the do's and dont's

## Do

- ▲ Use the logo prominently on packaging. Consumers are looking for Australian products — help them find yours!
- ▲ Use the logo in all marketing material directly related to a registered product. This includes advertising, websites and communication materials 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 [australianmade.com.au](http://australianmade.com.au)
- ▲ Tailor the message underneath the logo to suit your business or 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 own company logo
- ▲ Separate individual elements of the logo. The logo can only be used intact.

## Examples of incorrect usage



### Distorted

Logo must **NOT** be changed.



### Kangaroo

Logo must **NOT** be changed or deconstructed. Individual elements must not be removed.



### Logo with wrong descriptor

Only use official descriptor under logo.



### Old logo

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



### Logo inside

Ensure the clear space is included and that the logo is **NOT** incorporated into your own company logo.



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