

# PROMOTING AUSTRALIAN MADE

## USING THE AUSTRALIAN MADE LOGO IN MARKETING AND PROMOTIONAL MATERIAL



It is important to remember that a licence to use the Australian Made logo is granted for specific products – it is not a certification of the company as a whole.

The logo may be used on material such as websites, brochures, advertisements and POS material as long as it is only used in association with licensed products. Where all of the company's products are licensed by Australian Made Campaign Ltd (AMCL), the logo may be used more broadly.

However, if a company makes a range of products, some of which are imported, and some of which are locally made and licensed by AMCL, the logo should only be used on those pages or sections of the website or printed material that refer to those licensed products. It would be misleading to place the logo on the home page of the website, on a banner that appears on every page of the website, or on the front of a brochure or catalogue as that would imply that all of the company's products are licensed.

Similarly, if the company is primarily a service provider with one or two registered products, the logo should not be used in a general way on their website or brochures, as this would imply that the services being promoted are licensed by AMCL.



### SOCIAL MEDIA

Licensees may not use the logo as their profile picture on social media or online marketing platforms.



### TENDER DOCUMENTS

The logo may be used on tender documents where the product/s mentioned in the tender are licensed by AMCL.



### COMPANY STATIONERY

The logo may be used on company stationery such as email signatures, letterheads and business cards, and on company vehicles and staff uniforms, but only where all of the company's products are licensed by AMCL and the company is not primarily a service provider.



## MERCHANDISE

The logo may be used on flags, posters, banners or other merchandise at trade shows and similar events or in retail outlets where the products being promoted are licensed by AMCL.

The logo may only be used on corporate merchandise such as mouse mats, stubby holders, caps, etc., when all of a company's products are licensed or where the merchandise relates to a particular licensed product or range of products, and the merchandise items themselves are made in Australia and licensed by AMCL.

Companies may not produce and offer for sale items such as tee shirts, stickers, caps, etc. which carry the logo as a decorative motif unless licensed to do so by AMCL.



Licensees should contact the AMCL office if they have concerns about whether the logo can be used in a particular context.

Please call us on **1800 350 520** or email [info@australianmade.com.au](mailto:info@australianmade.com.au)

**FIND OUT MORE AT AUSTRALIANMADE.COM.AU**

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