

CREATIVE GUIDELINES

RECOMMENDATIONS

Clear and simple messaging

Keep headlines and copy concise for easy readability

Strong Call-to-Action

Use action-driven CTAs like "Shop Now" or "Learn More" to encourage engagement

Eye-Catching Visuals

High-quality images or graphics aligned with your brand's identity grab attention without overwhelming the design

Mobile-Optimised Design

Ensure your creative scales on all devices and text remains legible

Brand Integration

Use cohesive logos, colours, and fonts to reinforce brand recognition and maintain aesthetic appeal

High Contrast Elements

Ensure clear differentiation between text, background, and imagery for better readability and visual impact

Follow minimum font size requirements

- Headline: 95 - 150pt
- Body text: 36 - 60pt
- Captions/Footnotes: 27pt

DO

- Keep headlines and copy concise and legible
- Use high-quality images
- Make your product the focus of the image
- Follow the Australian Made logo [Style Guide](#)



DON'T

- Include a collage of images
- Use plain digital composite backgrounds
- Use text that is too small or unsuitably coloured for legibility
- Include excessive amounts of text



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