

Brand visual identity guidelines

January 2024 – V1.0

Dairy Australia's brand visual identity guidelines govern the professional and consistent design of our communications targeting our core audience groups:

- Farmers, manufacturers and other industry stakeholders.
- The dairy community comprising consumers, healthcare professionals, jobseekers, teachers and students.
- International markets.

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Section 1

Masterbrand

Logo

Our logo is the most valuable asset of our visual identity and an instantly recognisable symbol of the organisation. It's simple, clean and easy to identify. This is the only orientation our logo appears in.

The logo is a symbol of our standards and aspirations, our partnership and environment. It contains two distinct components the 'ribbon' and the 'type' and is presented in a single colour.

Ribbon

The ribbon is a sign of the standards to which we aspire. It sets a benchmark of expectation for ourselves and for those who we serve.

The waves within the ribbon can be interpreted as waves of flowing dairy product and the dairy environment (landscape, hills, paddocks, flowing water).

The waves also represent our commitment to transparency, always letting the background image or colour come through.



Logo position and clearspace

The clearspace around a logo denotes the space in which no other type or graphic elements can encroach, minimising anything detracting from the brand mark.

Clearspace

The 'X' distance from the top of the waves on the 'ribbon' and bottom edge of the 'ribbon' is equal to 1 unit.

The isolation area for the logo is 1 unit (X) as specified around the edge of the entire logo.

Position

The optimal position of the Dairy Australia logo is at the top left on all Masterbrand collateral with the ribbon bleeding off the top edge (with built in bleed and clearspace, position at X = 0, Y = -5).

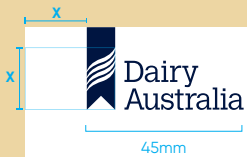


Logo scale

Our logo should be used at varying sizes depending on the application. Below are the recommended sizes to use on standard format applications. There is no maximum size at which the logo can be reproduced, although care should be taken to ensure that it is appropriate for its application.

For A4

When applied to the standard page sizes of A4, the logo should be 45mm wide (sized at 100%).



For other sizes

The logo should scale proportionally up and down based on the 45mm @ A4 rule.

Minimum size

The minimum size for the Dairy Australia logo is 15mm wide, or 43 pixels for digital applications.



Never make the logo smaller than the specified minimum.

If space does not allow minimum use logo, replace with our URL.

Custom scale

Care should be taken to ensure the logo scale is reflective of the principals outlined on this page, but extreme formats will require the logo scale to adapt.

Logo colour

Our logo is available in two different colour versions for different applications, positive and negative.

This primary version of our logo (PMS 289 or equivalent) should be used wherever processes/colours permit. If the logo is used on a predominantly dark background the negative (white) logo should be used.

When colour is not available (i.e. newsprint), a black version of the logo should be used.

For apparel, the primary or negative logo is used.



Primary

PMS 289 C or equivalent depending on application.

Negative

Reverses from tonally dark flat colours.



Negative

Can reverse from images where appropriate. Ensure contrast with background image.

A slight dark outer glow of black can be used to increase legibility.



Mono

For newsprint only.



Regional logos

Each Dairy Australia Regional Development Program has its own unique logo, reflective of the region's unique characteristics.

To reflect our work as one team the Dairy Australia and RDP logo will always appear together in a 50/50 proportion.



Minimum size

The minimum size for the Dairy Australia logo (within the DA/RDP logo) is 36mm wide. The file is provided at 100% (i.e. minimum) size, with clearspace inbuilt. Never make the logo smaller than the specified minimum.



Placement

DA/RDP logos sit in the top left, left aligned with copy below. Any additional logo should be placed top right. Dairy Australia logo only to be used in dual lock-up (i.e. no triple/quadruple etc.)

Should more than two logos be required, the lower portion of the page should be used.

For more information on co-branding, see [page 10](#).

Co-branding

The Dairy Australia logo is always positioned in the top left corner (in both digital and print communications), ensuring that the logo has the minimum amount of clear space. A single third party is always positioned in the top right corner. Multiple third-party logos are positioned in the top right and/or bottom depending on how they need to be represented. The communication platform visual identifier always sits above third-party logos at the bottom and adheres to clear space rules.



Logo usage

 **NEVER** encroach on the clearspace area



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a ipsum posuere, posuere mi ut, lorem.

 **NEVER** reduce smaller than the minimum size of the logo



 **NEVER** crop the logo



 **NEVER** separate the ribbon from the type



 **NEVER** add text to the logo



 **NEVER** distort the logo




 **NEVER** apply alternate colours



 **NEVER** move elements of the logo



 **NEVER** reverse logo if it is difficult to read or illegible



 **NEVER** use the old tagline



Colour palette

We have one colour palette that is consistently applied in all our communications. It is inspired by the Australian environment to be contemporary and vibrant.

The palette consists of primary, secondary and highlight colours. The primary palette is intended to be used as large block backgrounds to add variety and depth to our applications.

The secondary colours are intended to be used sparingly in conjunction with the primary colours to create visual interest and contrast.

The highlight colours are only to be used for the Discover Aussie Dairy communication platform targeting teachers and students. These colours are to be used carefully to give communications a fresh and vibrant.

To ensure consistent reproduction across all communication the following colour specifications should be adhered to.

The chart to the right shows all the colour breakdowns for HEX, PMS, CMYK and RGB.

Adobe swatch exchange

An Adobe Swatch Exchange palette file is available. This is a saved collection of the Dairy Australia Colour Palettes compatible with Adobe InDesign and Illustrator.

Primary colours

DA Primary Sky Blue HEX B8DDE1 PMS 628C C=20 M=0 Y=7 K=0 R=184 G=221 B=225	DA Primary Blue HEX 0C2340 PMS 289C C=100 M=76 Y=12 K=70 R=12 G=35 B=64	DA Primary Grey HEX EEEEEED PMS Cool Gray 1C (45%) C=2 M=1 Y=2 K=4 R=238 G=238 B=237	
DA Primary TAN HEX DDCBA4 PMS 468C C=6 M=13 Y=41 K=4 R=221 G=203 B=164	DA Primary Light green HEX C3DC93 PMS 2275C C=24 M=0 Y=48 K=0 R=195 G=220 B=147	DA Primary Light Pink HEX ECC3B2 PMS 489C C=0 M=20 Y=21 K=0 R=236 G=195 B=178	DA Primary Light Yellow HEX FBDB65 PMS 120C C=0 M=5 Y=64 K=0 R=251 G=219 B=101

Secondary colours

DA Secondary Blue HEX 407EC9 PMS 660C C=88 M=50 Y=0 K=0 R=64 G=126 B=201	DA Secondary Green HEX 6CC24A PMS 360C C=63 M=0 Y=84 K=0 R=108 G=194 B=74	DA Secondary Pink HEX F09491 PMS 2339C C=0 M=49 Y=32 K=0 R=240 G=148 B=145	DA Secondary Yellow HEX EAAA00 PMS 124C C=0 M=30 Y=100 K=0 R=234 G=170 B=35
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Highlight colours (Discover Aussie Dairy only)

DA Highlight Aqua HEX 0092BC PMS 313C C=100 M=0 Y=11 K=2 R=0 G=146 B=188	DA Highlight Lime HEX c0d430 PMS 382C C=28 M=0 Y=100 K=0 R=192 G=212 B=48	DA Highlight Magenta HEX c60976 PMS 233C C=12 M=100 Y=0 K=0 R=198 G=9 B=118	DA Highlight Orange HEX eb8c23 PMS 144C C=0 M=51 Y=100 K=0 R=235 G=140 B=35
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Fonts

We use the Gilroy font family for all our communications. The font is clear and legible at a range of small and large sizes. The complete set of Gilroy font weights and styles can be used with the minimum size for print and digital communications being 6pt for legibility.

Titles and subheadings use title case for proper nouns/names or sentence case and never use all upper case – refer to our Writing Style Guide.

Obtaining fonts

Gilroy family can be purchased from myfonts.com

Title
Gilroy Bold

Title font

Introduction
Gilroy Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales, massa nec lacinia varius, ligula tortor semper.

Subheadings
Gilroy SemiBold
Gilroy Medium
Gilroy Regular

Subheading 1

Subheading 2

Subheading 3

Body
Gilroy Regular
Used for body copy

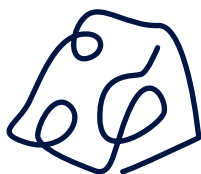
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales, massa nec lacinia varius, ligula tortor semper justo, sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Pull quote
Gilroy Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sed orci felis ipsum.

Illustrations

Illustrations scale in proportion as their size increases. The heightened thickness of the lines guarantees a visually impactful and approachable illustrative style.



2pt

Baseline weight for publications and web

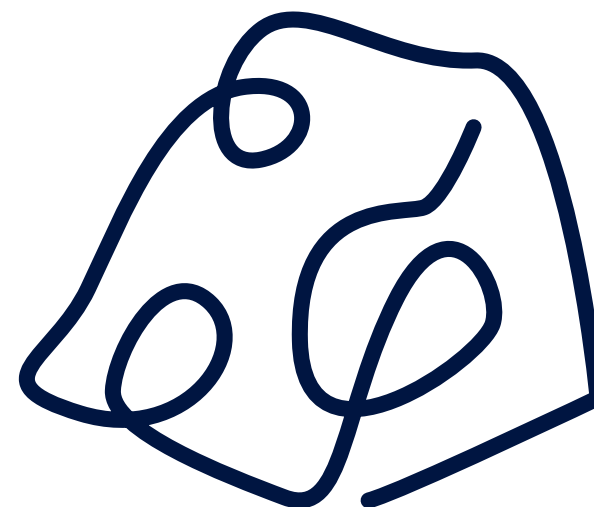
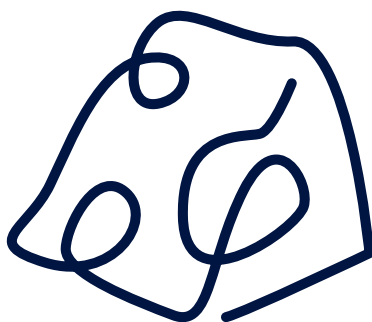


Illustration suite

Farmers and industry

A variety of icons and illustrations has been designed to cover a diverse array of topics. The uncomplicated style allows for the expansion of the collection with endless possibilities for new icons.

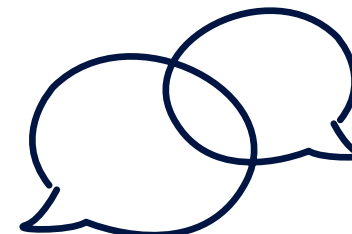
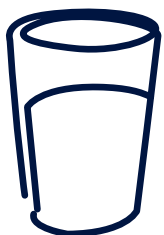
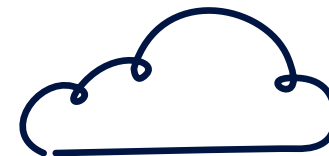
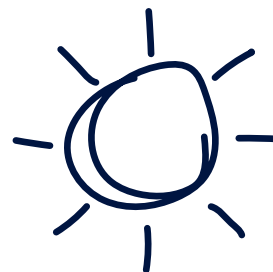
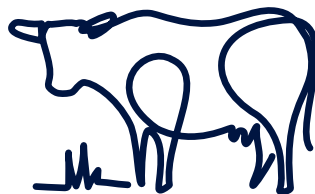
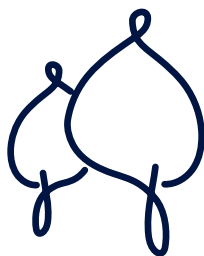
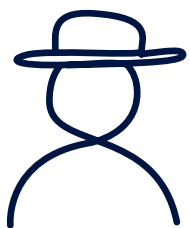


Illustration suite

Consumers, healthcare professionals and jobseekers

In our illustration suite, secondary colours can be incorporated in a subtle manner to prevent them from dominating the linework.

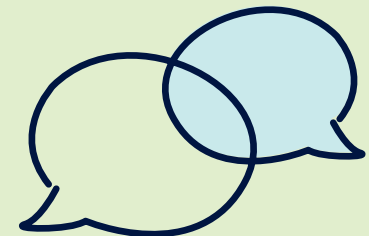
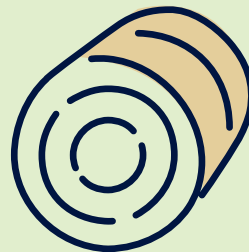
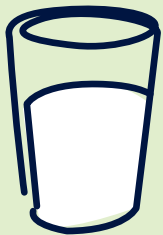
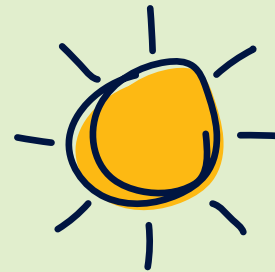
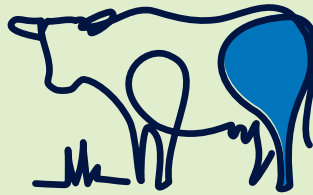
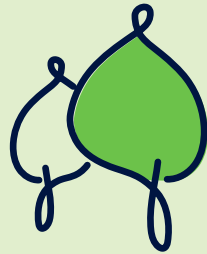
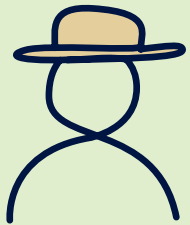
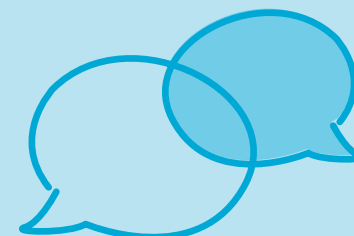
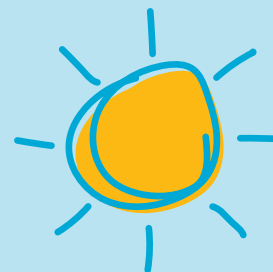
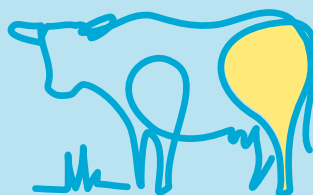
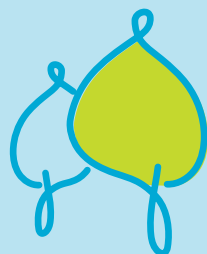
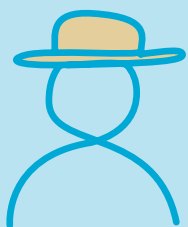


Illustration suite

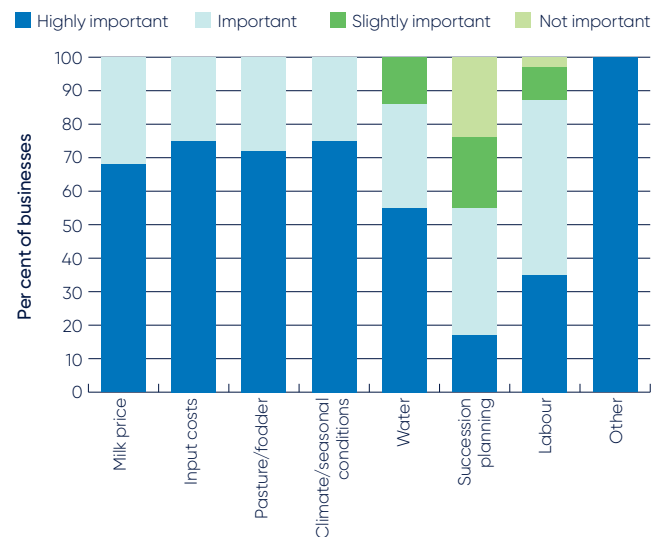
Teachers and students

In our illustration suite, secondary and highlight colours can be incorporated in a subtle manner to prevent them from dominating the linework.



Graphs

Using a combination of Masterbrand typefaces and colours, infographics and charts can be created that reflect the established look and feel.



1. Column graphs

All text and axis lines are in Dairy Australia navy. This is used minimally, as it is such a dominant colour.

A colour hierarchy as been selected to ensure accessibility is paramount; using dark and light colours alternately.

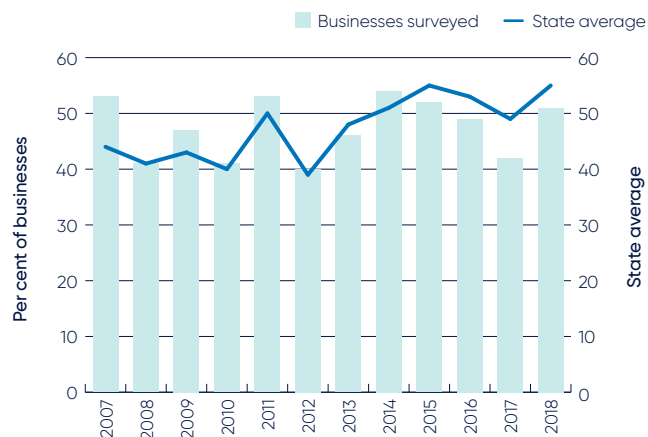
As Dairy Grey is so subtle, it has not been utilised in these standard graphs. It could be used as a shading to highlight a particular area, such as a year or state average, for example.

*When used in small areas, Primary Sky Blue can be difficult to read. In this case, use the next colour available.

When creating a graph in our guideline style ensure our Gilroy font family is utilised and to always adhere to minimum font standards. The font weighting to use for graphs should be Light, Regular, Medium and Semi-bold.

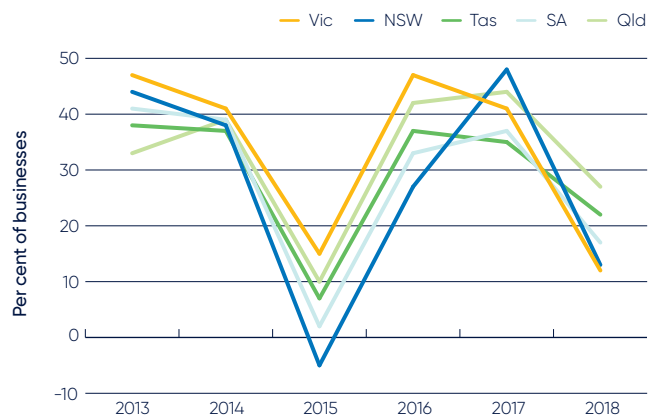
Colour hierarchy Pie charts

- DA Primary Sky Blue
- DA Primary Light Green
- DA Primary Light Pink
- DA Primary Light Yellow
- DA Secondary Yellow
- DA Secondary Pink
- DA Secondary Green
- DA Secondary Blue
- DA Primary Tan



2. Dual axis graph

Here DA Secondary Blue has been used in a column graph with a line graph in Primary Sky Blue.

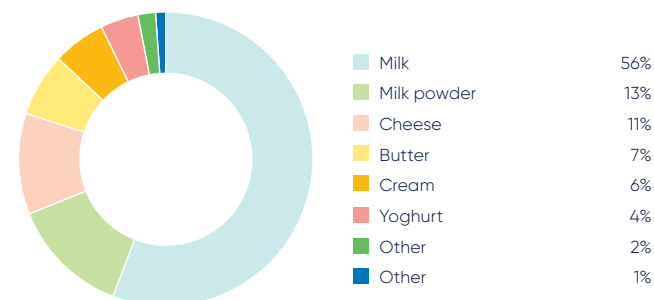


3. Line graph

DA Secondary Blue is first in hierarchy and is followed by blues, greens, pinks and yellows.

4. Pie graph

As this type of graph uses larger areas of colour, the softer Primary palette is used first, followed by Secondary colours for smaller percentages. This should ensure accessibility.



Colour hierarchy Pie charts

- DA Primary Sky Blue
- DA Primary Light Green
- DA Primary Light Pink
- DA Primary Light Yellow
- DA Secondary Yellow
- DA Secondary Pink
- DA Secondary Green
- DA Secondary Blue
- DA Primary Tan

Photography

Photography is fundamental to our brand.

It adds emotional depth and humanises our communications.

Through compelling and impactful photography we bring to life the passion, integrity and authenticity of our farming families, animals, land and processes.

Photography

Our photography needs to be...

Region specific

Farmers are proud of their regions and want to be regionally represented with their farms, cows (breeds) and landscapes – all being distinctly their own.

Representing diversity of scenery, landscapes and farming practices across regions and areas within our photography helps to build this pride and a sense of ownership.

Up-to-date

The dairy industry is a dynamic environment. We need to ensure we capture this change and development.

There are many facets of change that need to be represented in our photography. Changing climate/weather conditions and wanting to capture a range of seasons and conditions.

Changing and advancing technology and investments in innovation that need to be represented (robotic/automatic milking systems, drones, individual cow identification, virtual herding technology).

Best practice

Representing the best of the industry, the infrastructure, technology and practices is important.

As industry leaders we need to put our best foot forward and set high standards. All eyes are on us and our photography should set and document the highest standards.

Capturing real life on a farm, the mood and feel of the photography should reflect an honest, real, yet optimistic impression of life on an Australian dairy farm.



We are

Optimistic, candid, honest, relateable, vibrant, natural light



We are not

Expected/cheesy, staged, cold, overly saturated

Image library

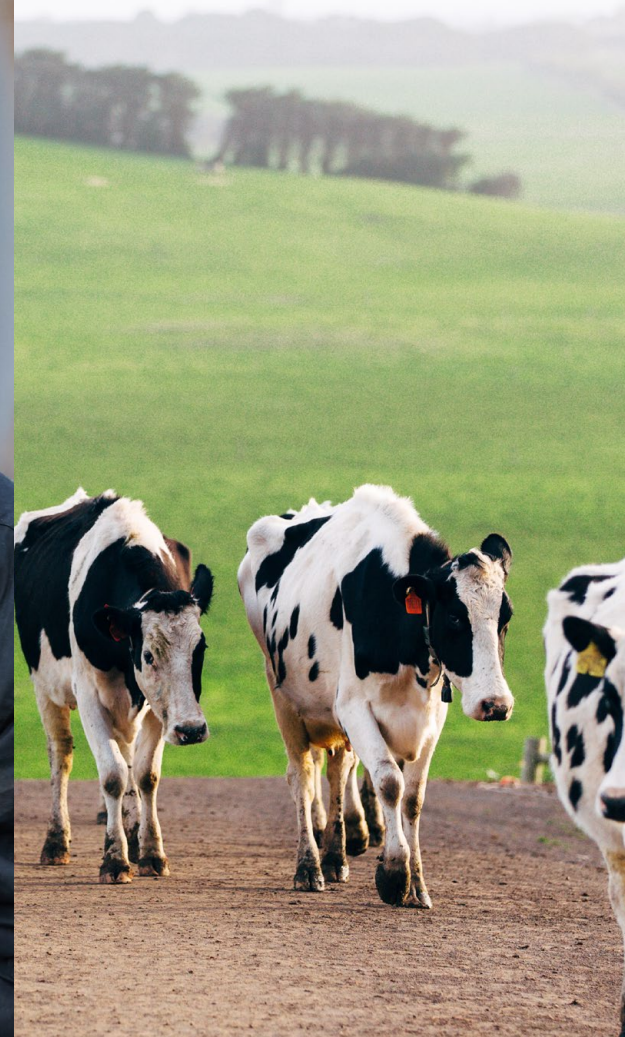
The Dairy Australia Image Library is a platform that stores all Dairy Australia commissioned photography for use internally and by external agencies.

Imagery is searchable by region, practice, cow breed, publication, program, extension and events, farmer segmentation, technical imagery etc. Images are tagged with keywords to improve search functionality.

There is the ability to restrict imagery to select people and for select period of time.

The library can be found at:

dairy.imagegallery.me



On farm photography

On farm photography should present our farms in a natural and honest way. Emphasis should be placed on capturing candid and natural moments.



People photography

Above all our photography of people should be relateable and candid, capturing subjects in a natural and relaxed pose.



Dairy Australia Brand visual identity guidelines

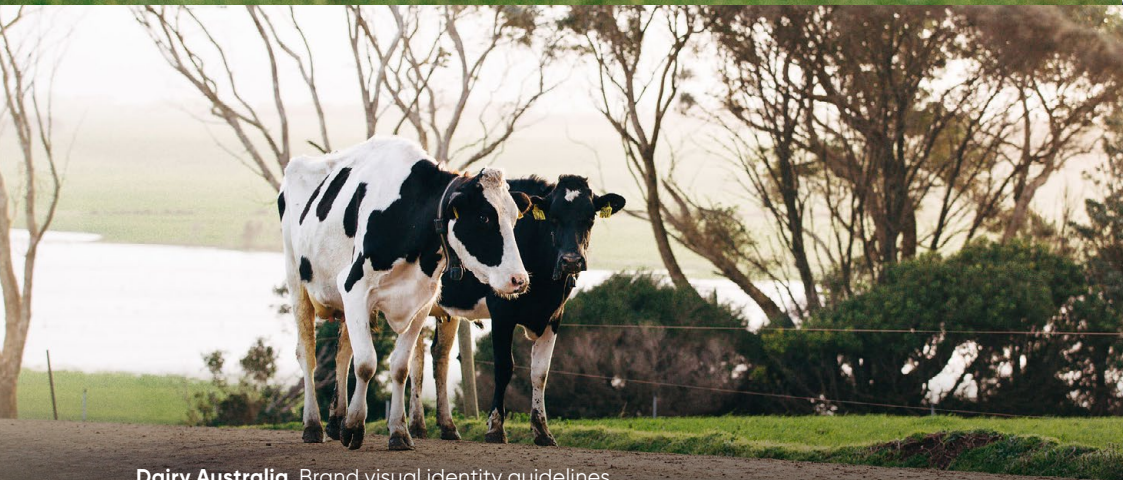


Landscape photography

Australian dairy farms are located in a variety of diverse and unique regions across the country. It is important to capture the unique features of each region.

Region specific

All our dairy regions are different.
It's important to capture the uniqueness of each dairy region through landscape photography.



Consumer photography

Vibrant, optimistic and energetic. Consumer focused photography should be positive and natural, capturing real moments.



Dairy Australia Brand visual identity guidelines



Food photography

A focus on the goodness and naturalness of dairy foods.
Photography should be loosely styled and naturally lit.

Appetite appeal

Loose food styling helps to increase appetite appeal and create desire. Drips, crumbs and dollops can help to create an engaging food shot.



Industry photography

It's important that we capture the various facets of the dairy industry beyond just the farm.
Dairy is a broad industry and our photography should reflect this.



International markets photography



International markets photography



Photography don'ts

We are not

Expected/cheesy, staged, cold, overly saturated

Guidelines

Photography guidelines are available.
Contact Dairy Australia's internal
design studio for more information.

Not industry best practice

Too saturated/staged

Weeds



Too muddy



Farm Safety



Old equipment/buildings

Kids playing on machinery



Copyright and disclaimer

Copyright

The following copyright statement is displayed on Dairy Australia print and digital communications:

© Dairy Australia Limited 2023. All rights reserved.

Content disclaimer

The following content disclaimer is displayed on Dairy Australia communications as required – refer to the guidelines.

Print/PDF communications version

The content of this publication is provided for general information only and has not been prepared to address your specific circumstances. We do not guarantee the completeness, accuracy or timeliness of the information.

Website version

The content of this website is provided for general information only and has not been prepared to address your specific circumstances. We do not guarantee the completeness, accuracy or timeliness of the information. Any links in this website connecting to third party websites not managed by Dairy Australia are not investigated, monitored or checked for accuracy, adequacy, validity, reliability or completeness.

Guidelines for applying the content disclaimer

- Always apply the content disclaimer to content that includes research/insights, data/financial information, and general technical information/commentary from Dairy Australia.
- Always apply the content disclaimer to content that includes the strategy and performance of Dairy Australia, such as the Annual and Performance Reports.
- Do not apply the content disclaimer to content that includes the credentials and achievements of Dairy Australia.
- Do not apply the content disclaimer to event, media release, advertising and promotional content from Dairy Australia.
- The content disclaimer is only applied to the document/source that contains content. For example, do not apply the disclaimer to the social or email content that is being used to communicate the document/source.

Note: The Dairy Australia website and email marketing templates include a link to the content disclaimer published on dairyaustralia.com.au.

Commonwealth Government acknowledgement

The following acknowledgement statement is displayed on Dairy Australia print and digital communications as required – refer to the guidelines:

Dairy Australia acknowledges the funding from levy payers and contribution by Commonwealth Government.

Guidelines for applying the acknowledgement statement:

- Always apply the acknowledgement statement to all content from Dairy Australia in the form of major publications and media releases.
- Do not apply the acknowledge statement to news, event, advertising and promotional content from Dairy Australia. This includes email and print newsletters.
- The acknowledgement statement is only applied to the document/source that contains content. For example, do not apply the acknowledgmet statement to the social or email content that is being used to communicate the document/source.

Note: The Dairy Australia website and email marketing templates include a link to the acknowledgement statement published on dairyaustralia.com.au.

Dairy Australia contact details

The following contact details are displayed on Dairy Australia communication as required:

Dairy Australia Limited ABN 60 105 227 987
Level 3, HWT Tower
40 City Road, Southbank Vic 3006 Australia
T +61 3 9694 3777 **F** +61 3 9694 3701
E enquiries@dairyaustralia.com.au
dairyaustralia.com.au

ISBN/ISSN

Dairy Australia communications that are part of a series of publications include a ISBN or ISSN as required. Contact the Marketing & Communications Design team.

Website address

All print/PDF communications such as reports, brochures and factsheets include the relevant domain of our three primary websites, depending on the communication platform/target audience.

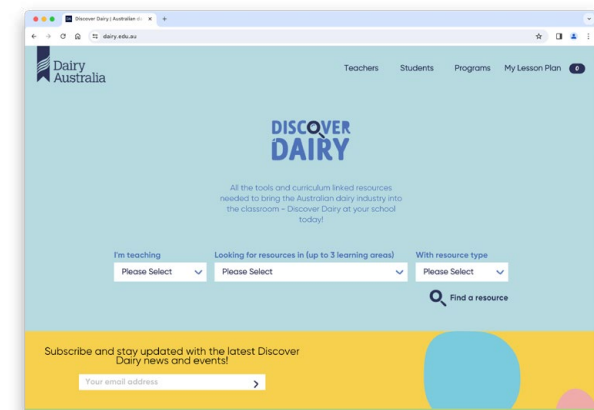
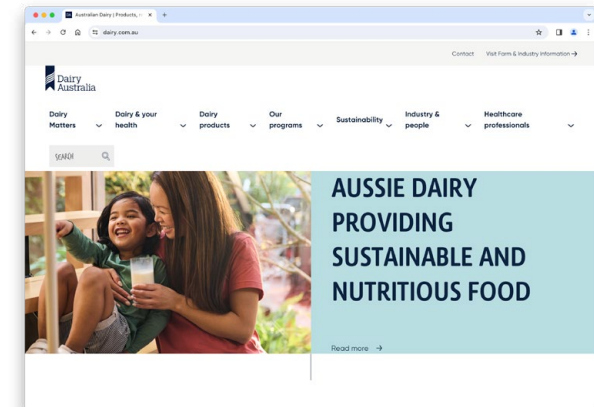
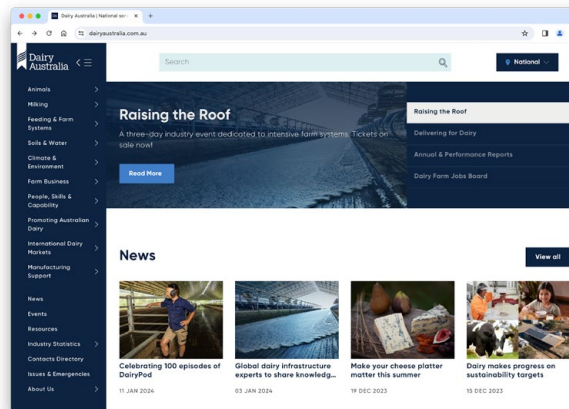
dairyaustralia.com.au

dairy.com.au

dairy.edu.au

As communications are also available on the relevant website as downloadable resources, they are already accessed via pathways and links on webpages. This means that we never include a website URL address (for any type of webpage) within print/PDF communications. As URLs are also subject to change this will result in incorrect information.

Email and social communications that drive audience groups to the relevant website will include a link to the website domain, URL for a webpage or the limited application of a vanity URL.



Social media

Our approach to social media branding is defined by the target audience group and the associated content. Our guidelines ensure that social media content is modern and clean with prominent messaging, and are based on the following:

- The common user behaviour and content of social media platforms targeting the public and consumers.
- The brand attribution given to the owners of content shared on social media platforms in the form of their account/profile name being associated with the original content. Refer to the examples below from Instagram for both Dairy Australia branded and non-branded content.

Farmer/industry

Social media content/tiles that are targeting our farmer/industry audience groups must include the Dairy Australia logo and Delivering for Dairy visual identifier (identifier removed if not relevant).

The inclusion of Dairy Australia branding on farmer and corporate social content/tiles guarantees attribution when regions use or share Dairy Australia content in their own social channels.

A social media tile can be an image or image with text overlay.

Community

Social media content/tiles that are targeting our community audience groups (consumers, healthcare professionals, jobseekers, teachers, students) do not include the Dairy Australia logo and the relevant communication platform visual identifier.

A social media tile can be an image or image with text overlay. There is the option of using an existing creative asset that includes our branding elements, such as a video, advertisement, report cover etc.

Co-branding

Social media content/tiles relating to an external partnership or collaboration can be represented including logos in the tile and/or copy.

Section 2

Communication platforms

Communication platforms

We have five communication platforms to provide a clear value proposition to our core target audience groups. These communications platforms are represented by their own visual identifier. The identifiers are always used in conjunction with the Dairy Australia masterbrand/logo and never used in isolation.

This enables consistent and strong attribution to the role and value of Dairy Australia and our services across all of our communication platforms and audience groups. The only exception depending on application is for the Australian Grand Dairy Awards.

Communication platform	Audience
	Farmers and industry stakeholders
	Consumers, healthcare professionals and jobseekers (community)
	Teachers and students (community)
	International markets
	Manufacturers and consumers

Delivering for Dairy

**Our communication platform for reinforcing
the value of who we are and what we do
for dairy farm businesses and the industry.**

Visual identity

DELIVERING
for **DAIRY**

• Bold typography captures the narrative of reliability – Dairy Australia consistently delivers for our farmers.

• Underline treatment for accent word to further highlight Dairy Australia's commitment.

• Script font delivers a sense of personality and humanity to the visual identity.

Visual identity arrangement

The primary arrangement of the Delivering for Dairy visual identifier is stacked.
The alternative orientation is linear for use in small space applications. The identifier is available in two colour combinations depending on the background.

Primary stacked – reversed visual identity

The logo is stacked on a dark blue background. The word "DELIVERING" is in white, bold, uppercase letters. Below it, the word "for" is in a white, lowercase, cursive script. To the right of "for", the word "DAIRY" is in a light blue, bold, uppercase font.

Primary linear – reversed visual identity

The logo is linear on a dark blue background. The word "DELIVERING" is in white, bold, uppercase letters. The word "for" is in a white, lowercase, cursive script. The word "DAIRY" is in a light blue, bold, uppercase font.

Alternate stacked – full colour visual identity

The logo is stacked on a white background. The word "DELIVERING" is in dark blue, bold, uppercase letters. Below it, the word "for" is in a dark blue, lowercase, cursive script. To the right of "for", the word "DAIRY" is in a light blue, bold, uppercase font.

Alternate linear – full colour visual identity

The logo is linear on a white background. The word "DELIVERING" is in dark blue, bold, uppercase letters. The word "for" is in a dark blue, lowercase, cursive script. The word "DAIRY" is in a light blue, bold, uppercase font.

Application of visual identity

Clearspace

The clearspace measurement is taken from the cap height of the letter D in Delivering and applied as shown. This is set within the file, when placed with 'crop to trim' option. (Automatically applied when loading from CC Libraries.)



Minimum size

The minimum size of the stacked arrangement is 20mm wide or 76 pixels for digital applications (40% of file size). The linear arrangement is 38mm or 144 pixels for digital applications (40% of file size).

DELIVERING
for **DAIRY**

20mm

DELIVERING *for* **DAIRY**

38mm

Aussie Dairy Matters

Our communication platform for promoting the health benefits of Australian dairy, the industry commitment to sustainability and the rewarding careers available in dairy farming. The platform is also used for engaging with healthcare professionals and key opinion leaders.

Visual identity

When we talk to consumers we use the Aussie Dairy Matters visual identity.

AUSSIE DAIRY
MATTERS

.....

Bold typography using the DA brand font (Gilroy) captures and creates the visual identity – Aussie Dairy Matters.

.....

'Aussie Dairy' always appears in the DA Primary Sky Blue colour, on both a dark background and white background.

.....

'Matters' colour is flexible depending on the background. When featured on the Primary Blue background it appears in white and when on a white background it appears in the Primary Blue.

Visual identity arrangement

The primary arrangement of the Aussie Dairy Matters visual identifier is stacked.
The alternative orientation is linear for use in small space applications. The identifier is available in two colour combinations depending on the background.

Primary stacked – reversed visual identity

**AUSSIE DAIRY
MATTERS**

Primary linear – reversed visual identity

AUSSIE DAIRY MATTERS

Alternate stacked – full colour visual identity

**AUSSIE DAIRY
MATTERS**

Alternate linear – full colour visual identity

AUSSIE DAIRY MATTERS

Application of visual identity

Clearspace

The clearspace measurement is taken from the cap height of the letter A in Aussie and applied as shown. This is set within the file, when placed with 'crop to trim' option. (Automatically applied when loading from CC Libraries.)



Minimum size

The minimum size of the stacked arrangement is 20mm wide or 76 pixels for digital applications (40% of file size). The linear arrangement is 38mm or 144 pixels for digital applications (40% of file size).

**AUSSIE DAIRY
MATTERS**



AUSSIE DAIRY MATTERS



Discover Aussie Dairy

Our communication platform for delivering education initiatives targeting primary and secondary school students across health and nutrition, sustainability, farm to plate and dairy industry careers.

Visual identity



The logo features the word 'DISCOVER' in a bold, dark blue font. A magnifying glass icon is positioned over the letter 'O', with its handle extending downwards and to the right. Below 'DISCOVER' is the word 'AUSSIE DAIRY' in a lighter blue, sans-serif font. Dotted lines connect the text to descriptive paragraphs on the right.

The magnifying glass signifies a commitment to exploration and knowledge, emphasising the platform's desire to foster curiosity and insightful learning experiences.

'Discover' colour is flexible depending on the background. When featured on the Primary Blue background it appears in white and when on a white background it appears in the Primary Blue.

Bold typography using the DA brand font (Gilroy) captures and creates the visual identity – Discover Aussie Dairy.

'Aussie Dairy' colour is flexible depending on the background. When featured on the Primary Blue background it appears in DA Primary Sky Blue and when on a DA Primary Sky Blue background it appears in white.

Visual identity arrangement

The primary arrangement of the Discover Aussie Dairy visual identifier is stacked.
The alternative orientation is linear for use in small space applications. The identifier is available in two colour combinations depending on the background.

Primary stacked – reversed visual identity

The logo consists of the word "DISCOVER" in white, bold, uppercase letters, stacked above the words "AUSSIE DAIRY" in a light blue, bold, uppercase font. The letters are slightly offset to the right.

Primary linear – reversed visual identity

The logo consists of the words "DISCOVER AUSSIE DAIRY" in a light blue, bold, uppercase font, arranged in a single line.

Alternate stacked – full colour visual identity

The logo consists of the word "DISCOVER" in dark blue, bold, uppercase letters, stacked above the words "AUSSIE DAIRY" in a light blue, bold, uppercase font. The letters are slightly offset to the right.

Alternate linear – full colour visual identity

The logo consists of the words "DISCOVER AUSSIE DAIRY" in a light blue, bold, uppercase font, arranged in a single line.

Application of visual identity

Clear space

The clearspace measurement is taken from the cap height of the letter A in Aussie and applied as shown. This is set within the file, when placed with 'crop to trim' option. (Automatically applied when loading from CC Libraries.)



Minimum size

The minimum size of the stacked arrangement is 20mm wide or 76 pixels for digital applications (40% of file size). The linear arrangement is 38mm or 144 pixels for digital applications (40% of file size).

DISCOVER
AUSSIE DAIRY

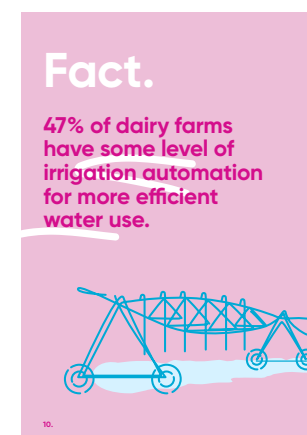
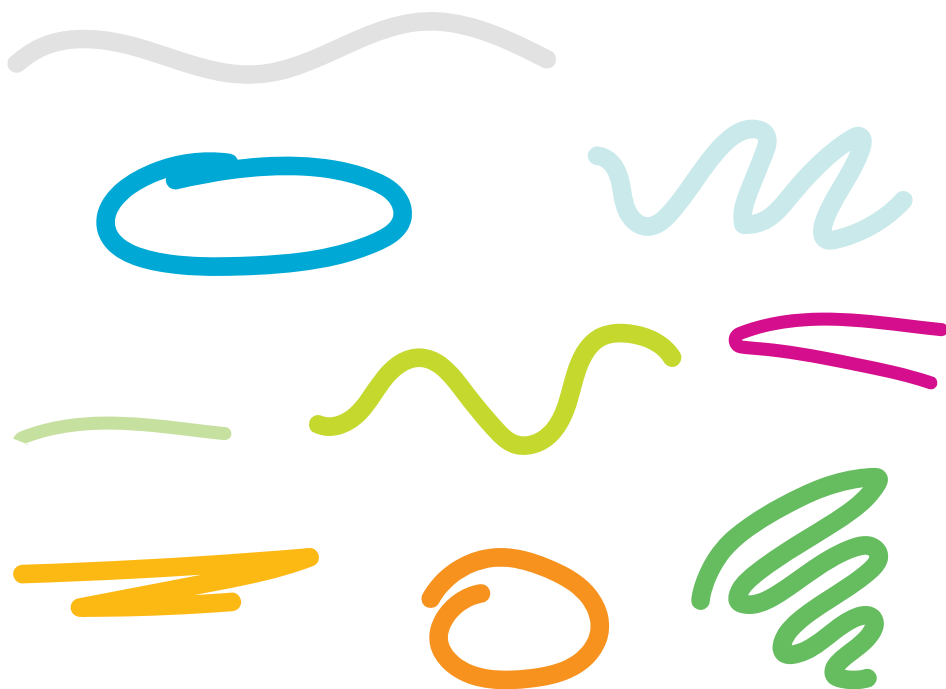


DISCOVER AUSSIE DAIRY



Activating lines

Discover Aussie Dairy utilises a graphic and fun illustration style. The below illustrated lines have been created to activate copy and photography. These lines can be used carefully and sparingly to underline or circle copy to highlight key messages, as well as to interact with photography to add energy to portraits or movement to animals.



Thrive with Australian Dairy

Our communication platform for international markets that promotes the uniqueness of Australian dairy and demonstrates that the industry involves Australian and international businesses working together.

Visual identity



**THRIVE WITH
AUSTRALIAN
DAIRY**

.....

'Thrive with Australian Dairy' colour is flexible depending on the background. When featured on Primary Blue background it appears in white and when on a white background it appears in Primary Blue.

.....

Bold typography using the DA brand font (Gilroy) captures and creates the visual identity - Thrive with Australian Dairy.

The opaque droplet symbolises our dedication to producing the highest quality milk and our transparency around our business practices which are of the highest standards. The position of the Australian icon within the milk droplet is a nod back to our place on the globe and further captures our distinctly Australian characteristics.

Visual identity arrangement

The preferred primary use of the Thrive with Australian Dairy visual identifier is reversed from a dark background. The secondary arrangement is full colour for use on lighter background applications.

Primary – reversed colour visual identity



Secondary – full colour visual identity



Application of visual identity

Clear space

The clearspace measurement is taken from the cap height of the letter A in Australian and applied as shown. This is set within the file, when placed with 'crop to trim' option. (Automatically applied when loading from CC Libraries.)



Minimum size

The minimum size of the stacked arrangement is 25mm wide or 71 pixels for digital applications (58% of file size).



Colour

Our identifier is available in three different colour versions for different applications depending on the background it is placed on.

The primary version of our identifier (white with 50% transparency for the milk droplet) should be used wherever processes/colours permit.

If the identifier is used on a coloured background the secondary version (DA Primary blue type with white transparency) should be used.

If the identifier is used on a white background the secondary version (DA Primary blue type on grey) should be used.



Primary

One colour white version with a transparency of 50% for the milk droplet.



Primary on photography

Reversed from imagery. Ensure contrast with the background images.



Secondary on coloured background

DA Primary blue for the typography.
White transparency of 50% for the milk droplet.



Secondary on white

DA Primary blue for the typography.
PMS Cool Grey 1 C or equivalent for the milk droplet.

Australian Grand Dairy Awards

The Australian Grand Dairy Awards (AGDA) recognise and reward excellence and quality in Australian dairy produce, paying tribute to the achievements of the highly-skilled specialists who develop and make these products.

Visual identity

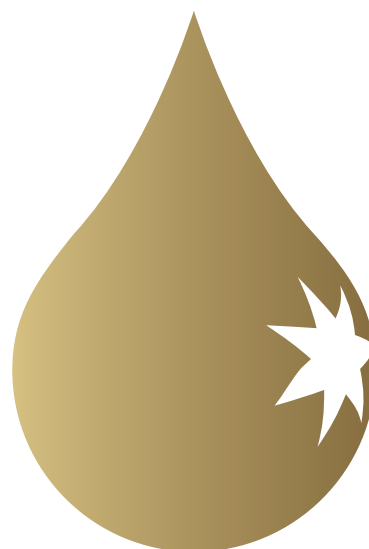
The AGDA visual identity is a unique and iconic mark used exclusively for the Australian Grand Dairy Awards.

The seven point star directly references the commonwealth star on the Australian flag. It is combined with a gold milk droplet to symbolise excellence in Australian dairy.

Gold symbolises
excellence and
reward for effort.

The seven point
commonwealth star
is derived from the
Australian flag.

The AGDA type is set
in our personality font
Lemon Condensed Sans.



AUSTRALIAN GRAND DAIRY AWARDS

Minimum size

The minimum size for the vertical AGDA visual identity is 15mm wide, or 43 pixels for digital applications. The horizontal visual identifier minimum is 25mm.



Visual identity arrangement

The AGDA visual identifier is available in two different colour versions for different applications, positive and negative and two different orientations for various formats.

Landscape

The horizontal visual identifier is best used in landscape banner formats where vertical height is limited.



Colour palette

AGDA uses the core Masterbrand colours of Jersey Tan and Dairy Blue. A gold has been added for AGDA applications only.

FROM DA CORE COLOUR PALETTE PRIMARY

DA PRIMARY JERSEY TAN
PMS 468C

R=221 G=203 B=164
HEX/HTML: DDCBA4

C=6 M=13 Y=41 K=4

DA PRIMARY DAIRY BLUE
PMS 289C

R=12 G=35 B=64
HEX/HTML: 0C2340

C=100 M=76 Y=12 K=70

ADDITIONAL COLOUR FOR USE WITH AGDA ONLY

FLAT GOLD
PMS 872C (METALLIC)

FLAT GOLD
PMS 132C **OR**

C=20 M=30 Y=70 K=15
R= 190 G=159 B=86
HEX/HTML: BE9F56

GOLD GRADIENT

START R=219 G=196 B=128
END R=142 G=116 B=59

START C=17 M=20 Y=57 K=0
END C=33 M=43 Y=78 K=30

Font

The title font employed for AGDA is exclusive, ensuring a distinctive typographic identity.

Title
Lemon Sans
Rounded
Condensed

HEADING FONT

Subheading
Gilroy Bold

**Lorem ipsum dolor sit amet,
consectet adipiscing elit.
Etiam sodales, massa nec lacinia
varius, ligula tortor semper.**

Body
Gilroy Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales, massa nec lacinia varius, ligula tortor semper justo, sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sodales, massa nec lacinia varius, ligula tortor semper justo, sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



An Adobe Swatch Exchange palette file is available. There is a saved collection of the Dairy Australia Colour Palettes compatible with Adobe InDesign and Illustrator.

Medals

Only the specific product awarded can display the Australian Grand Dairy Award medal.



Minimum size

The minimum size for the AGDA medals is 15mm wide, or 43 pixels for digital applications.



Manufacturers rules

The champion medal must be reproduced in the CMYK breakdown specifications as shown previously.

The medal uses the Gilroy typeface which has been specially typeset. The medal must never be traced, redrawn, typeset or modified in any form either manual or electronic methods.

Only the specific product awarded can display the Australian Grand Dairy Award medal.

Manufacturers may display these medals on packaging or promotional materials relating only to the specific product awarded the AGDA medal.

The AGDA medal may be used for a period of three years from the awards announcement date upon execution of a licence agreement.



Photography style

AGDA photography is intentionally more aspirational than the rest of our food photography to convey premium excellence and quality. We still maintain a loose, romantic feel, with scattered styling to inspire cravability.



Section 3

Applications

Farmer and industry

DELIVERING
for **DAIRY**

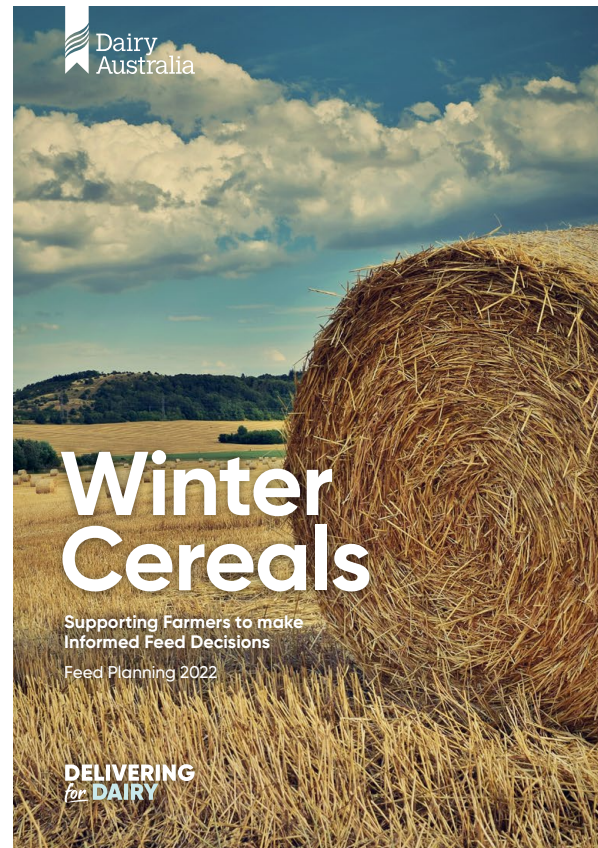
Delivering for Dairy

Cover options

The visual style is to be used for communications that aim to inform and update the reader or for reference purposes. The primary audience are our farmers.



General cover – full bleed image
Two-line headline
+ Positive Font Application



General cover – full bleed image
Two-line headline
+ Negative Font Application



General cover – full bleed image
Three-line headline
+ Larger Font Option


**Dairy
Australia**

Dairy Situation and Outlook

Forecast for the next quarter June 2022

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Body copy – laias et aut fugit volesee elumtibus et eium quam, connect andiclus rem fugiattemp or am atectisio videnisside undaeopere bera vollaude eos porum facest.

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Subheading 1

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¹ Ut reupatatis inriore orepero et mod que nus arundus ulloclatias orepero et mod que nus arundus ulloclatias.

BREAKOUT BOX HEADING

Press 'option + command + J' to remove paragraph rule on first line

Keep great grazing pasture residuals at 4–6 cm

Lock up the true surplus for conservation and cut at canopy closure to ensure quality

Consider using N fertilizer at rates between 20–60kg N/ha to improve pasture

Figure 1 Title goes here like this



Year	Price required (US \$/kg)	Price received (US \$/kg)
2015	4.5	6.0
2016	5.5	5.0
2017	7.5	7.0
2018	8.5	6.5

DELIVERING
for **DAIRY**

Dairy Australia Brand visual identity guidelines

Lameness management and treatment on the go

June 2022

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BREAKOUT BOX HEADING

Press 'option + command + J' to remove paragraph rule on first line (if there is no heading)

Keep post grazing pasture residuals at 4–6 cm

Lock up the true surplus for conservation and cut at canopy closure to ensure quality

Consider using N fertilizer at rates between 20–60kg N/ha to improve pasture

Figure 1 Title goes here like this

Product	Percentage
Milk	56%
Milk powder	13%
Cheese	1%
Butter	7%
Cream	6%
Yoghurt	4%
Other	3%

DELIVERING
for DAIRY

Feed planning Ruminal acidosis risk assessment

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Subheading 1

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consecutive numbering.

BREAKOUT BOX HEADING

Press 'option + command + J' to remove paragraph
rule on first line (if there is no heading)

Keep post grazing pasture residuals at 4–6 cm

Lock up the true surplus for conservation
and cut at canopy closure to ensure quality

Consider N fertiliser at rates between
20–60kg N/ha to improve pasture

Figure 1 Title goes here like this

Category	Percentage
Milk	54%
Milk powder	13%
Cheese	11%
Butter	7%
Cream	4%
Yoghurt	4%
Other	2%
Other	1%

DELIVERING
for DAIRY

Section 3 Applications | 66

Delivering for Dairy

Fact sheet – no image



Prevention and management of lameness

Healthy Hooves
June 2022

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Subheading 1

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DELIVERING
for DAIRY

Three-line headline
DA Corporate colour



Healthy Hooves

Lameness field guide

Lameness management and treatment on the go
June 2022

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Subheading 1

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1 Position cursor at place footnote is required. Go to: Type menu > Insert footnote, for automatic inline footnote placement with consecutive numbering.

DELIVERING
for DAIRY

Two-line headline
Secondary colour



Feed planning

Ruminal acidosis risk assessment

Fact sheet subtitle



Nonsequ dolupti aspit latquia turibus in natquis denet mo conse verum si velluptataes reiunti omnis sunt excepe valorio nsequis nonsequam sunt.

Subheading 1

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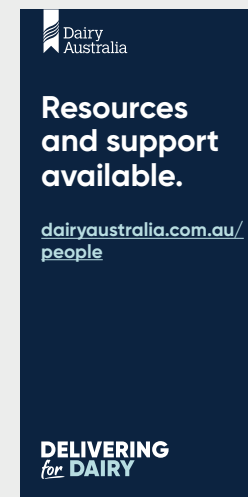
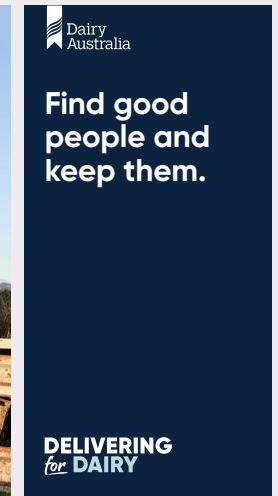
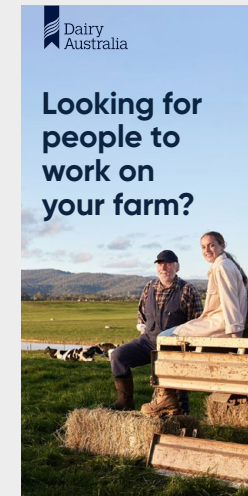
DELIVERING
for DAIRY

Three-line headline
Secondary colour

Delivering for Dairy Advertising



Print advertising



Digital advertising

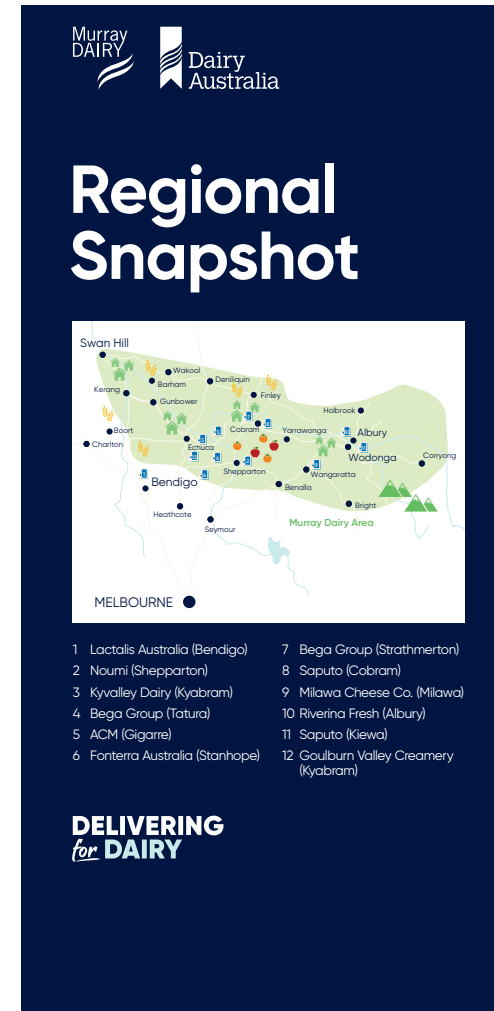
Delivering for Dairy

Social media



Delivering for Dairy

Pull up banner



Consumers, healthcare professionals and jobseekers

**AUSSIE DAIRY
MATTERS**

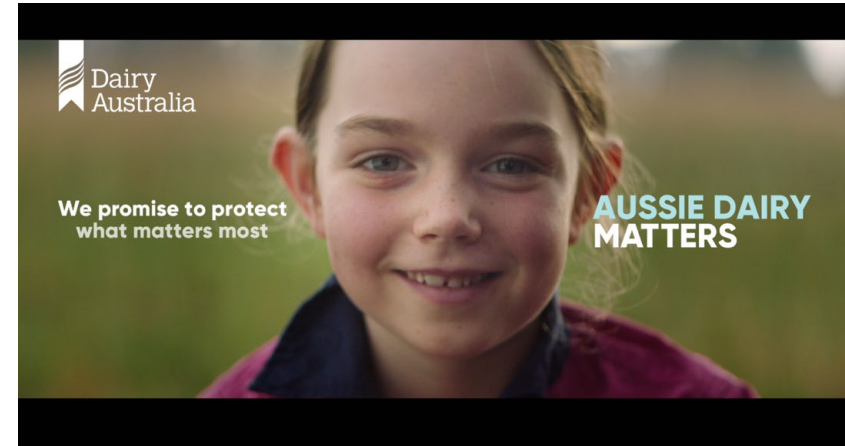
Aussie Dairy Matters

Digital advertising



Aussie Dairy Matters

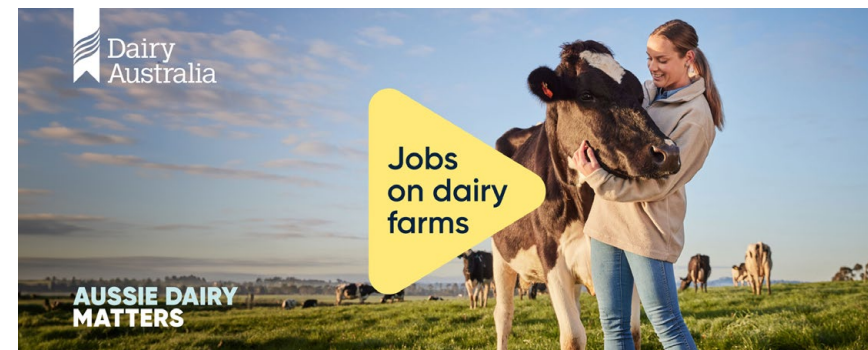
Social media, video and email



Video end frame



Social media



Email banner

Aussie Dairy Matters

Print advertising and pull up banners



Print advertising



Pull up banners



Teachers and students

DISCOVER
AUSSIE DAIRY

Discover Aussie Dairy Booklet covers

The Discover Aussie Dairy visual identity appears at the bottom left on documents. The Dairy Australia logo is located top left.

By combining colour, typography, photography and illustration, impactful and engaging communications can be created for Discover Aussie Dairy.

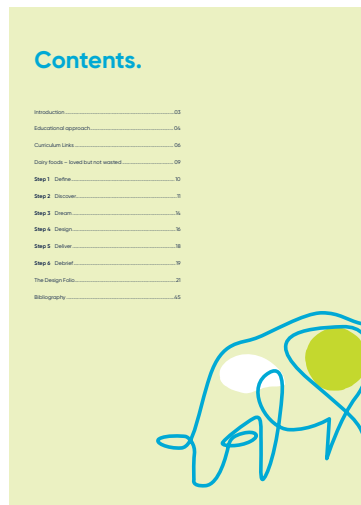
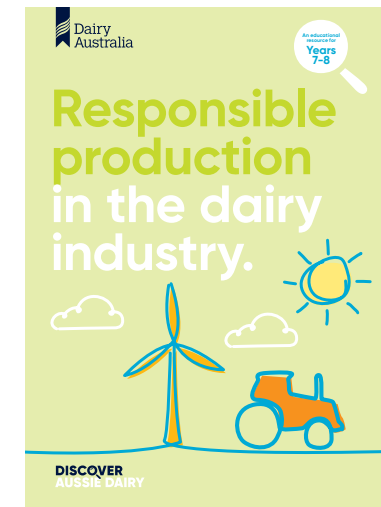
- The introduction of a holding shape creates a focal point to house the heading.
- Typography is large and impactful. Titles are set in Gilroy Bold.
- Call out information is set within our magnifying glass graphic and the font Gilroy.
- Illustration should be scaled for impact and fun while create positive negative space.



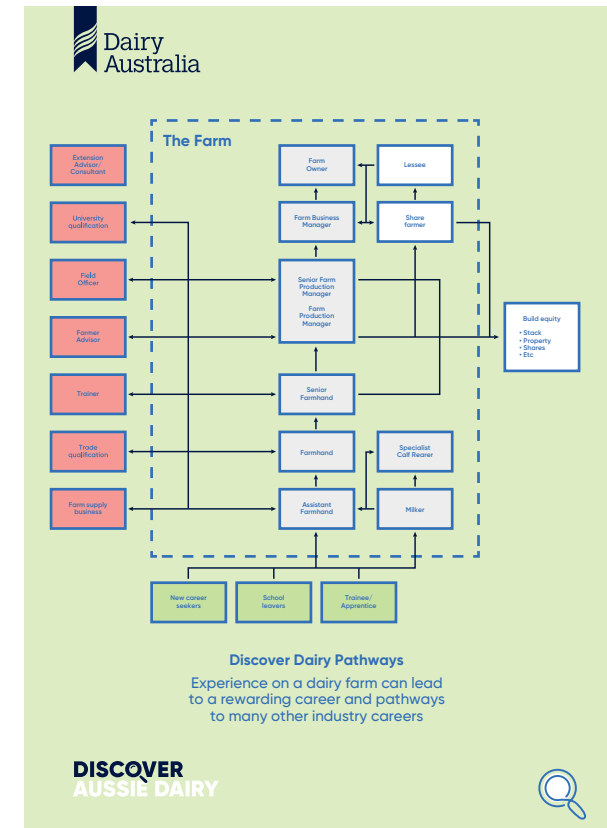
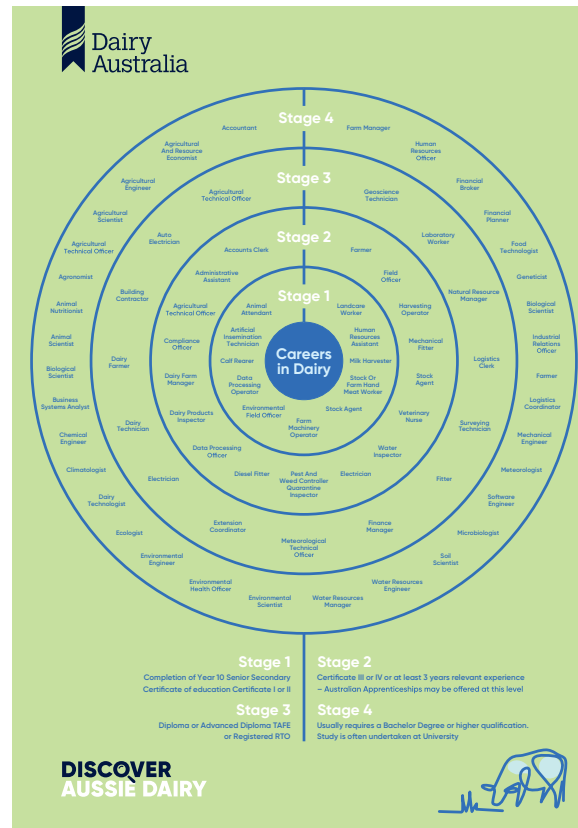
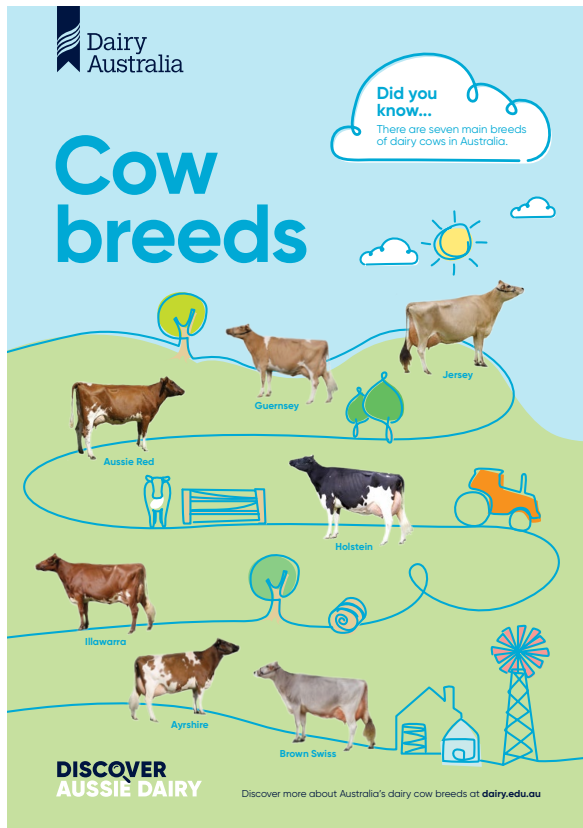
Discover Aussie Dairy

Booklet covers and inside pages

A colour system is applied across the learning streams and topics. We want to maintain a mix of illustration and photography throughout Discover Aussie Dairy material.



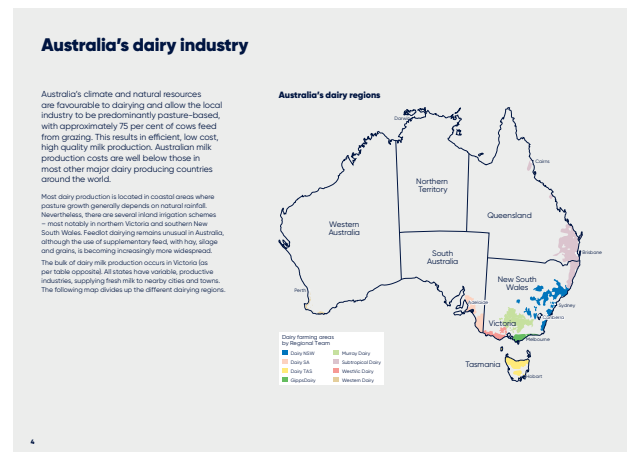
Discover Aussie Dairy Poster



International markets



Thrive with Australian Dairy Booklet and inside pages



Thrive with Australian Dairy

Brochure covers



Thrive with Australian Dairy

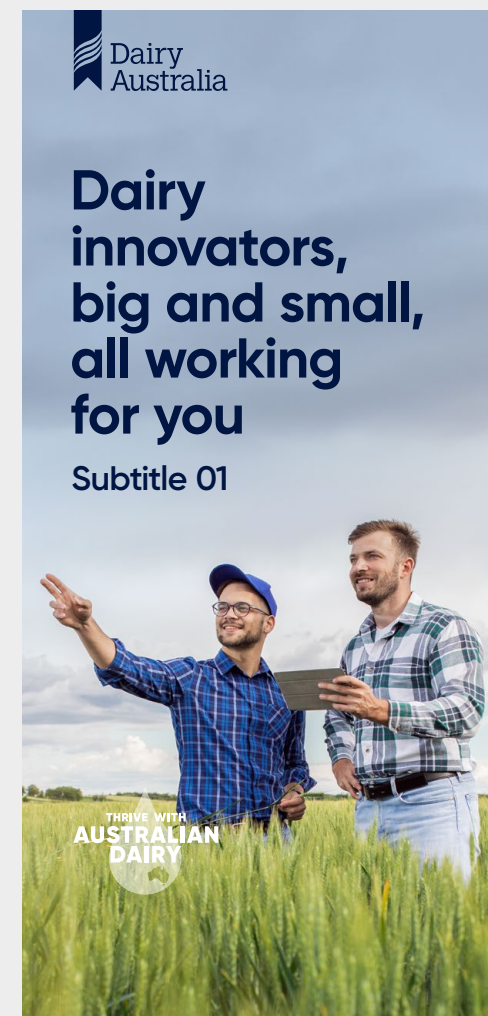
Certificate, poster and pull up banner



Certificate



Poster



Pull-Up Banner

Manufacturers and consumers



Australian Grand Dairy Awards

Certificates and signage



Certificate



Signage

Australian Grand Dairy Awards

Booklet cover and inside pages





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