



TASTETM
AUSTRALIA

Brand
style guide.

Version 1—January 2018

About our brand

Taste Australia is the whole-of-horticulture brand used by industry and Hort Innovation to help increase the profile, sales and consumption of premium horticulture products in key export markets — in particular Asia and the Middle East.

Australia has a solid reputation for delivering high-end produce that has undergone the most rigorous food safety inspections along all stages of the supply chain and the Taste Australia brand builds upon this.

Taste Australia tells the unique story of Australian horticulture products. Our country is known for our blue skies and sunshine, appealing farms and orchards, beaches and beautiful landscapes, and our lifestyle. The story is conveyed through illustrations and supported by beautiful imagery of and key messages about our people, product and place.

This premium position sets us apart for our competitors and gives our buyers and consumers a sense of Australia every time they buy and eat Australian horticulture products.

Taste Australia export activities include trade shows, trade missions and retail marketing activities.



BRAND ELEMENTS

4	Logo:
4	Master word-mark
4	Minimum size
5	Clear space
6	Colour versions
7	Dos & don'ts
8	Colour:
8	Primary palette
9	Accent palette
10	Typeface:
10	Primary typeface
11	Substitute typeface
12	Imagery:
12	Illustrations—fruit, veg & nuts, scenes, Australian
16	Illustrations—colour compositions

TRADE SHOW AND EVENT APPLICATIONS

18	Buyers guide
20	A4 letter header
21	Pull-up banner
22	Digital (e.g. Eventbrite)

PROMOTIONAL APPLICATIONS

24	Tote bag
25	Apron

POINT OF SALE/RETAIL APPLICATIONS

26	Posters
33	Banners
34	Sampling booth
36	Bunting
37	Shelf strips
38	Shelf wobblers
40	Dual branding

CONTACT

41	Brand Managers
----	----------------



Master word-mark.

TASTETM
AUSTRALIA

Minimum size.

To ensure good reproduction and legibility the word-mark is not to be used under 28mm wide.

TASTETM
AUSTRALIA

Clear space must exist on all sides of the word-mark to ensure to ensure strong and consistent placement of the word-mark across all applications. This clear space must be free of any other elements such as type, illustrations, graphic elements, other logos or imagery.

The clear space must be equal to, or greater than the 'T' which is the height of the capital T in Taste.

Clear space.



Where possible the colour version should be used. This is available in Pantone, CMYK or RGB colour systems. When it's not possible to use the colour version, mono black or white can be used.

Colour versions.

Colour

Pantone
CMYK
RGB

The logo consists of the word 'TASTE' in a bold, black, sans-serif font, with a small green leaf icon integrated into the letter 'A'. Below 'TASTE' is the word 'AUSTRALIA' in a similar bold, black, sans-serif font. A trademark symbol (TM) is located at the top right of the word 'TASTE'.

Mono black

The logo is rendered in black on a white background. It features the word 'TASTE' in a bold, black, sans-serif font, with a small black leaf icon integrated into the letter 'A'. Below 'TASTE' is the word 'AUSTRALIA' in a similar bold, black, sans-serif font. A trademark symbol (TM) is located at the top right of the word 'TASTE'.

Mono white

The logo is rendered in white on a solid green background. It features the word 'TASTE' in a bold, white, sans-serif font, with a small white leaf icon integrated into the letter 'A'. Below 'TASTE' is the word 'AUSTRALIA' in a similar bold, white, sans-serif font. A trademark symbol (TM) is located at the top right of the word 'TASTE'.

Mono white

The logo is rendered in white on a solid black background. It features the word 'TASTE' in a bold, white, sans-serif font, with a small white leaf icon integrated into the letter 'A'. Below 'TASTE' is the word 'AUSTRALIA' in a similar bold, white, sans-serif font. A trademark symbol (TM) is located at the top right of the word 'TASTE'.

- 1 Do use the colour version on white or cream.
- 2 Do use alongside illustrations, providing there is plenty of clear space between the two.
- 3 Do use reversed white version on primary colours.
- 4 Do use reversed white version on images that have a suitable area where it will be clearly legible.

Dos ✓

TASTETM
AUSTRALIA

1



2

TASTETM
AUSTRALIA

3



4

- 5 Don't alter the lock-up in any way.
- 6 Don't use over the top of illustrations.
- 7 Don't use colour version on coloured backgrounds.
- 8 Don't use on busy images that effect legibility.

7

Don'ts ✗

TASTETM **AUSTRALIA**

5



6

TASTETM
AUSTRALIA

7

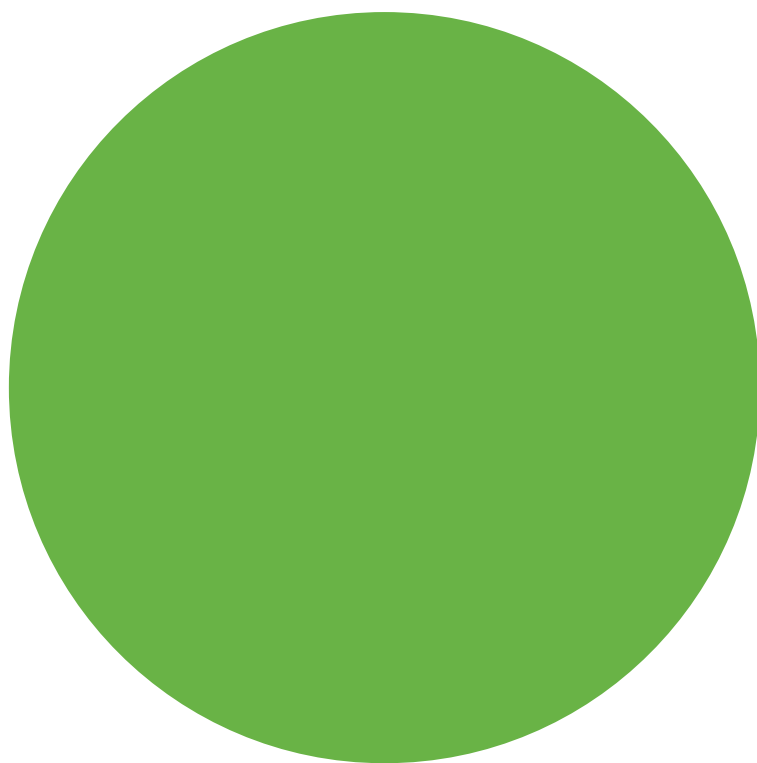


8

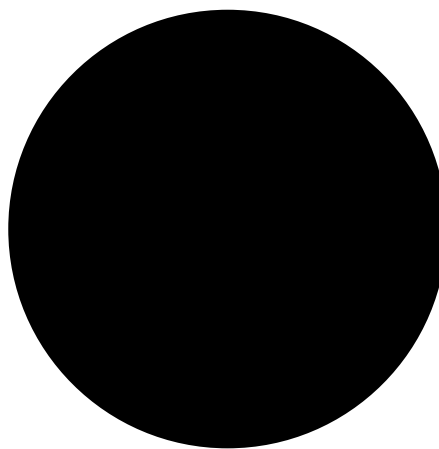
Primary palette.

Green and black, as used with the word-mark, are the primary colours with green being the main colour.

Colour mixes have been specially created for each type of application. Lithographic (or offset) printing will use the PANTONE® matching system, or CMYK. Digitally printed files use CMYK. Screen based communication should use RGB.



GREEN
Pantone 7737
C:60 M:0 Y:95 K:7
R:107 G:165 B:57



BLACK
C:0 M:0 Y:0 K:100
R:20 G:20 B:20



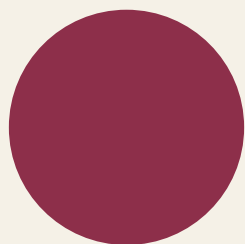
BACKGROUND CREAM
70% of Pantone 9224
C:3 M:3 Y:8 K:0
R:245 G:241 B:231

Accent palette.

The accent colours have been inspired by the natural Australian landscape along with major products that Taste Australia represents.

In trade show applications these colours can be used as subtle secondary colours, but should never overpower the primary colours. Only a select few can be used in conjunction with colour illustrations (see pages 16-17).

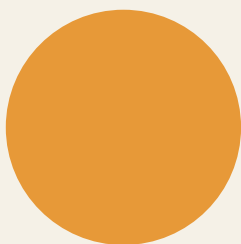
In point of sale, retail and promotional material these colours can be used to best suit a particular product offering and can be used more prominently.



C:55 M:100 Y:75 K:0
R:141 G:47 B:74



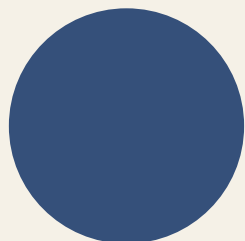
C:10 M:85 Y:95 K:0
R:220 G:77 B:45



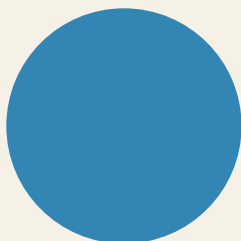
C:8 M:45 Y:90 K:0
R:231 G:153 B:56



C:0 M:10 Y:65 K:3
R:249 G:216 B:114



C:85 M:67 Y:23 K:20
R:53 G:80 B:123



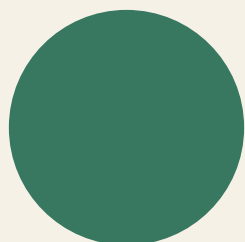
C:79 M:39 Y:13 K:0
R:51 G:133 B:180



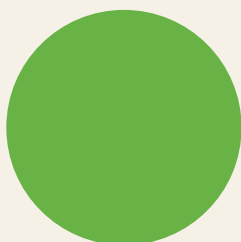
C:62 M:6 Y:20 K:0
R:85 G:186 B:201



C:18 M:3 Y:8 K:0
R:206 G:227 B:229



C:74 M:25 Y:63 K:26
R:56 G:119 B:96



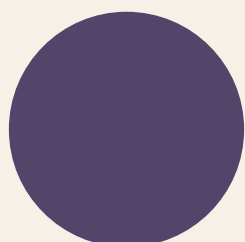
C:60 M:0 Y:95 K:7
R:105 G:179 B:70



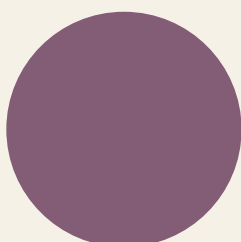
C:35 M:6 Y:86 K:0
R:177 G:200 B:81



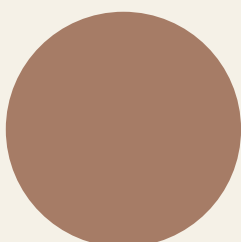
C:14 M:0 Y:55 K:0
R:224 G:232 B:145



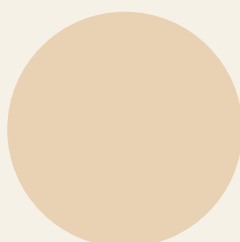
C:84 M:88 Y:50 K:0
R:83 G:69 B:106



C:58 M:74 Y:44 K:0
R:131 G:92 B:118



C:27 M:47 Y:56 K:15
R:166 G:124 B:102



C:8 M:16 Y:30 K:0
R:233 G:210 B:179

Primary typeface.

Metric

Regular

Medium

Semibold

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%#@#?!&(){}+*

Substitute typeface.

Verdana Regular

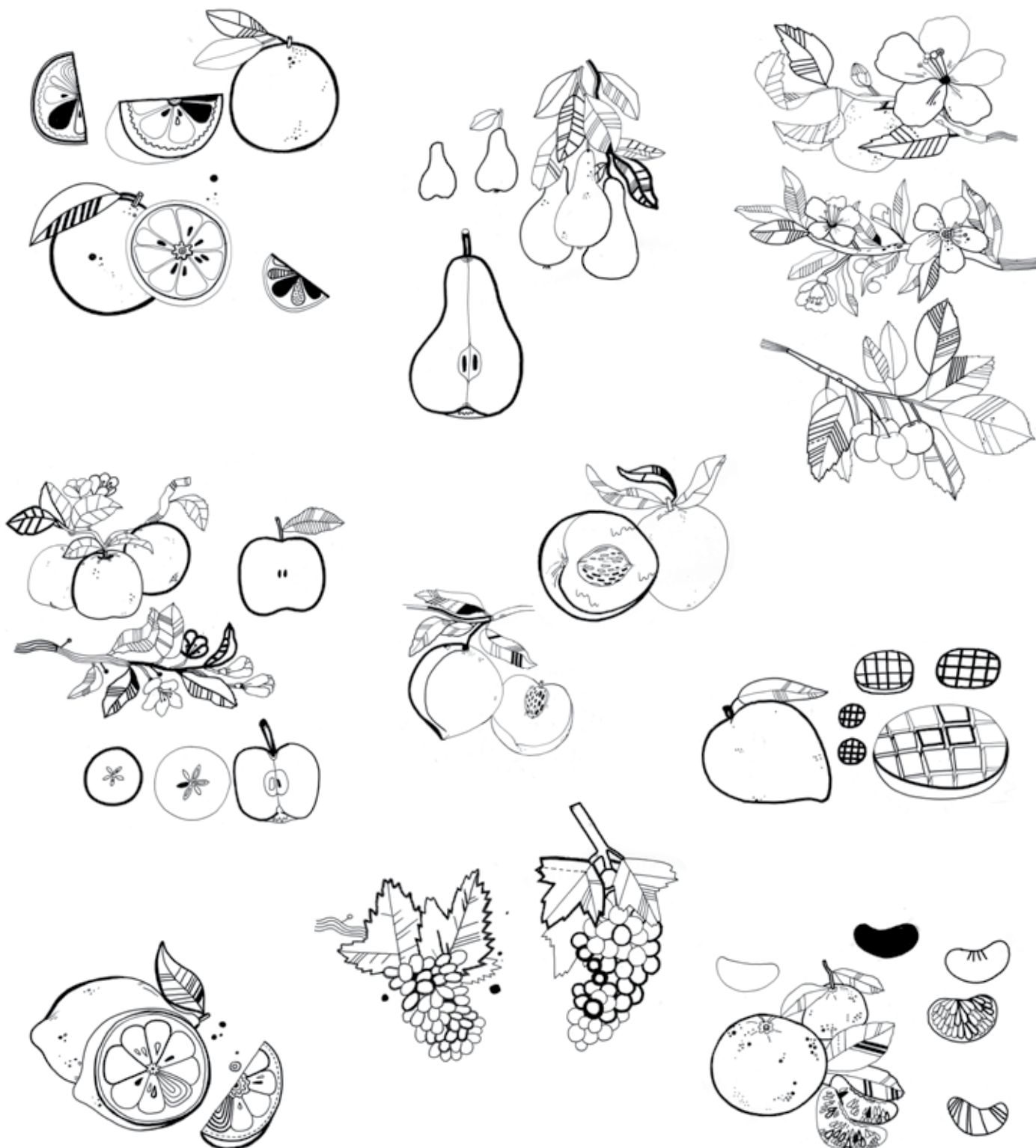
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789\$%#@#?!&(){}+*

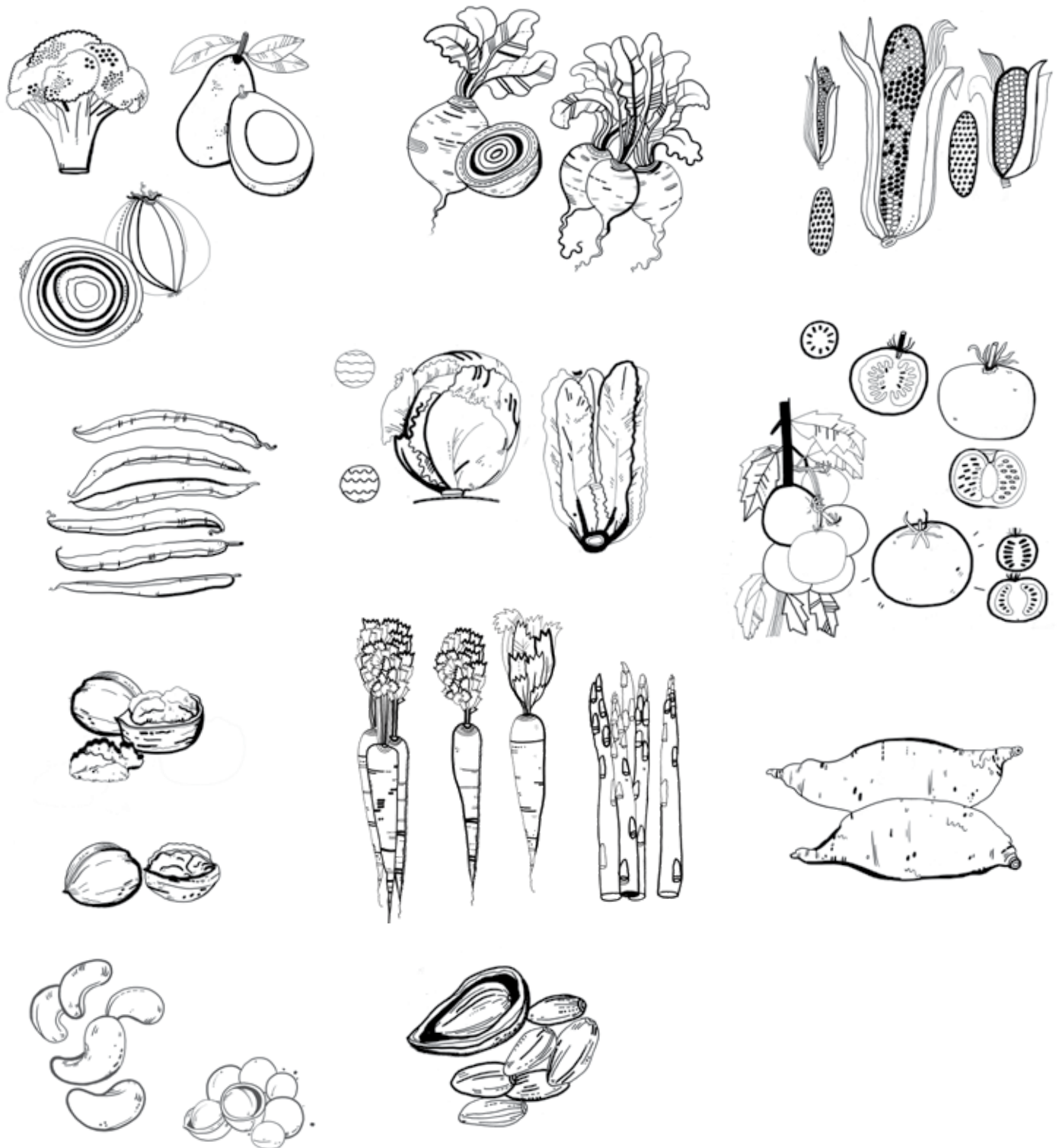
Illustrations— fruit.

Taste Australia tells the unique story of Australian horticulture products. Our country is known for our blue skies and sunshine, appealing farms and orchards, beaches and beautiful landscapes, and our lifestyle. This story is conveyed through illustrations commissioned by illustrator James Gulliver-Hancock. These have been drawn as black line-art and then arranged into coloured compositions for specific application purposes and formats by Strategy Creative Sydney.

The following 4 pages show all the original black line-art drawings grouped into categories.



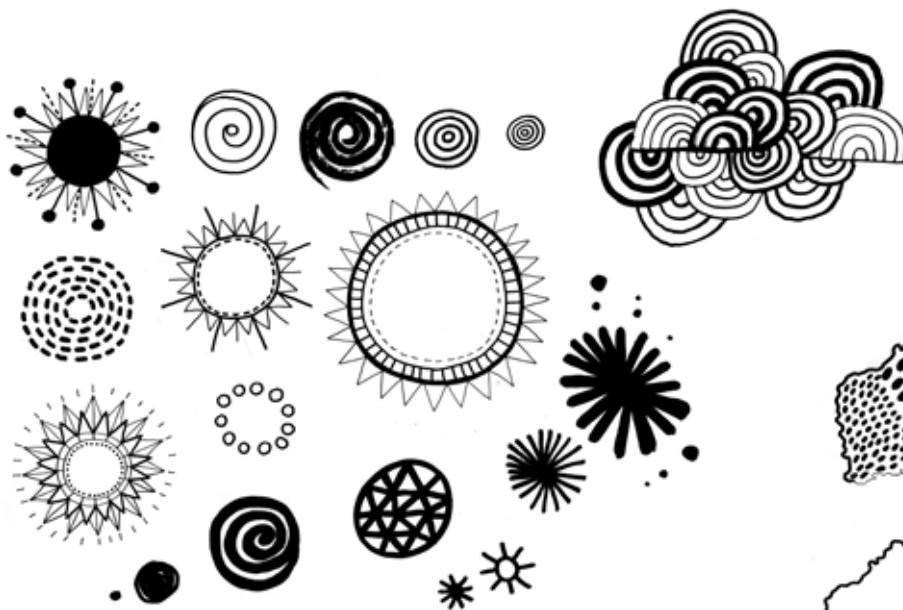
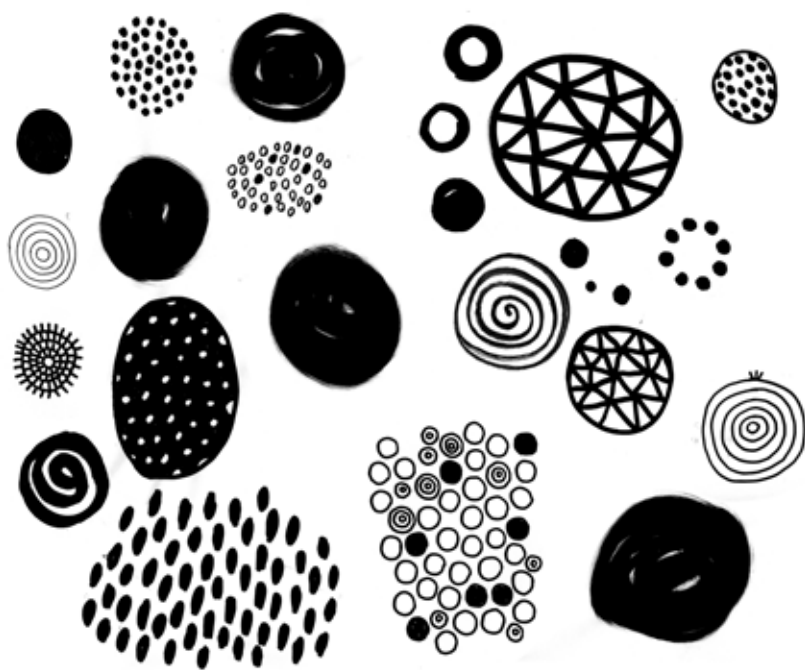
Illustrations— veg & nuts.



Illustrations— scenes.



Illustrations— Australiana.



Illustrations— colour compositions.






Print: 4 colour process. Full bleed.

Buyer's guide.



Buyer's guide.

Made by Nature.
Supported by Science.



CONTENTS

ABOUT

- 1 Hort Innovation overview
- 2 Taste Australia overview
- 3 Hort Innovation overview
- 4 Hort Innovation overview
- 5 Hort Innovation overview
- 6 Hort Innovation overview
- 7 Hort Innovation overview
- 8 Hort Innovation overview
- 9 Hort Innovation overview
- 10 Hort Innovation overview
- 11 Hort Innovation overview
- 12 Hort Innovation overview
- 13 Hort Innovation overview
- 14 Hort Innovation overview
- 15 Hort Innovation overview
- 16 Hort Innovation overview
- 17 Hort Innovation overview
- 18 Hort Innovation overview
- 19 Hort Innovation overview
- 20 Hort Innovation overview
- 21 Hort Innovation overview
- 22 Hort Innovation overview
- 23 Hort Innovation overview
- 24 Hort Innovation overview
- 25 Hort Innovation overview
- 26 Hort Innovation overview
- 27 Hort Innovation overview
- 28 Hort Innovation overview
- 29 Hort Innovation overview
- 30 Hort Innovation overview
- 31 Hort Innovation overview
- 32 Hort Innovation overview
- 33 Hort Innovation overview
- 34 Hort Innovation overview
- 35 Hort Innovation overview
- 36 Hort Innovation overview
- 37 Hort Innovation overview
- 38 Hort Innovation overview
- 39 Hort Innovation overview
- 40 Hort Innovation overview
- 41 Hort Innovation overview
- 42 Hort Innovation overview
- 43 Hort Innovation overview
- 44 Hort Innovation overview
- 45 Hort Innovation overview
- 46 Hort Innovation overview
- 47 Hort Innovation overview
- 48 Hort Innovation overview
- 49 Hort Innovation overview
- 50 Hort Innovation overview
- 51 Hort Innovation overview
- 52 Hort Innovation overview
- 53 Hort Innovation overview
- 54 Hort Innovation overview
- 55 Hort Innovation overview
- 56 Hort Innovation overview
- 57 Hort Innovation overview
- 58 Hort Innovation overview
- 59 Hort Innovation overview
- 60 Hort Innovation overview
- 61 Hort Innovation overview
- 62 Hort Innovation overview
- 63 Hort Innovation overview
- 64 Hort Innovation overview
- 65 Hort Innovation overview
- 66 Hort Innovation overview
- 67 Hort Innovation overview
- 68 Hort Innovation overview
- 69 Hort Innovation overview
- 70 Hort Innovation overview
- 71 Hort Innovation overview
- 72 Hort Innovation overview
- 73 Hort Innovation overview
- 74 Hort Innovation overview
- 75 Hort Innovation overview
- 76 Hort Innovation overview
- 77 Hort Innovation overview
- 78 Hort Innovation overview
- 79 Hort Innovation overview
- 80 Hort Innovation overview
- 81 Hort Innovation overview
- 82 Hort Innovation overview
- 83 Hort Innovation overview
- 84 Hort Innovation overview
- 85 Hort Innovation overview
- 86 Hort Innovation overview
- 87 Hort Innovation overview
- 88 Hort Innovation overview
- 89 Hort Innovation overview
- 90 Hort Innovation overview
- 91 Hort Innovation overview
- 92 Hort Innovation overview
- 93 Hort Innovation overview
- 94 Hort Innovation overview
- 95 Hort Innovation overview
- 96 Hort Innovation overview
- 97 Hort Innovation overview
- 98 Hort Innovation overview
- 99 Hort Innovation overview
- 100 Hort Innovation overview

EXHIBITORS

- 1 Hort Innovation overview
- 2 Hort Innovation overview
- 3 Hort Innovation overview
- 4 Hort Innovation overview
- 5 Hort Innovation overview
- 6 Hort Innovation overview
- 7 Hort Innovation overview
- 8 Hort Innovation overview
- 9 Hort Innovation overview
- 10 Hort Innovation overview
- 11 Hort Innovation overview
- 12 Hort Innovation overview
- 13 Hort Innovation overview
- 14 Hort Innovation overview
- 15 Hort Innovation overview
- 16 Hort Innovation overview
- 17 Hort Innovation overview
- 18 Hort Innovation overview
- 19 Hort Innovation overview
- 20 Hort Innovation overview
- 21 Hort Innovation overview
- 22 Hort Innovation overview
- 23 Hort Innovation overview
- 24 Hort Innovation overview
- 25 Hort Innovation overview
- 26 Hort Innovation overview
- 27 Hort Innovation overview
- 28 Hort Innovation overview
- 29 Hort Innovation overview
- 30 Hort Innovation overview
- 31 Hort Innovation overview
- 32 Hort Innovation overview
- 33 Hort Innovation overview
- 34 Hort Innovation overview
- 35 Hort Innovation overview
- 36 Hort Innovation overview
- 37 Hort Innovation overview
- 38 Hort Innovation overview
- 39 Hort Innovation overview
- 40 Hort Innovation overview
- 41 Hort Innovation overview
- 42 Hort Innovation overview
- 43 Hort Innovation overview
- 44 Hort Innovation overview
- 45 Hort Innovation overview
- 46 Hort Innovation overview
- 47 Hort Innovation overview
- 48 Hort Innovation overview
- 49 Hort Innovation overview
- 50 Hort Innovation overview
- 51 Hort Innovation overview
- 52 Hort Innovation overview
- 53 Hort Innovation overview
- 54 Hort Innovation overview
- 55 Hort Innovation overview
- 56 Hort Innovation overview
- 57 Hort Innovation overview
- 58 Hort Innovation overview
- 59 Hort Innovation overview
- 60 Hort Innovation overview
- 61 Hort Innovation overview
- 62 Hort Innovation overview
- 63 Hort Innovation overview
- 64 Hort Innovation overview
- 65 Hort Innovation overview
- 66 Hort Innovation overview
- 67 Hort Innovation overview
- 68 Hort Innovation overview
- 69 Hort Innovation overview
- 70 Hort Innovation overview
- 71 Hort Innovation overview
- 72 Hort Innovation overview
- 73 Hort Innovation overview
- 74 Hort Innovation overview
- 75 Hort Innovation overview
- 76 Hort Innovation overview
- 77 Hort Innovation overview
- 78 Hort Innovation overview
- 79 Hort Innovation overview
- 80 Hort Innovation overview
- 81 Hort Innovation overview
- 82 Hort Innovation overview
- 83 Hort Innovation overview
- 84 Hort Innovation overview
- 85 Hort Innovation overview
- 86 Hort Innovation overview
- 87 Hort Innovation overview
- 88 Hort Innovation overview
- 89 Hort Innovation overview
- 90 Hort Innovation overview
- 91 Hort Innovation overview
- 92 Hort Innovation overview
- 93 Hort Innovation overview
- 94 Hort Innovation overview
- 95 Hort Innovation overview
- 96 Hort Innovation overview
- 97 Hort Innovation overview
- 98 Hort Innovation overview
- 99 Hort Innovation overview
- 100 Hort Innovation overview

Hort Innovation

Hort Innovation is a not-for-profit, government-owned Research and Development (R&D) and marketing company for Australia's \$9 billion horticulture industry. Hort Innovation invests more than \$100 million in R&D and marketing programs annually.

While the investment decisions we make are deliberate, considered and evidence-based, innovation sits at the heart of what we do to make big things.

Our goal is to grow the future of Australia's horticulture, vegetable, nut, plant and tree industries. Our job is to help growers increase their productivity and profitability.

Our vision
Growing the future of Australia's horticultural industries.

Our mission
Increasing the productivity, farm gate profitability and global competitiveness of Australia's horticulture industries.

TASTE AUSTRALIA

Taste Australia is the whole of horticulture brand used by industry and Hort Innovation to help increase the profile, sales and consumption of premium horticulture products in key export markets – in particular Asia and the Middle East.

Under Taste Australia, Hort Innovation undertakes export market development activities including trade shows, trade missions and trade marketing activities. Taste Australia aims to build a globally competitive, unified, agile and profitable Australian horticulture industry through sustainable investment in high value and high growth export markets.

Hort Innovation works closely with key industry organisations including State Governments, other research and development corporations and Australia to help drive and support these projects.

Taste Australia exhibits at a number of international trade shows to further develop export opportunities in key Asian and Middle Eastern markets. These events include Taste Australia to put international buyers in contact with leading Australian growers, industry bodies and related exporters and importers, up-to-date with information on what's in season, how the season is shaping up and industry news.

horticulture.com.au

Asia 58%
\$1,230.40m
454,113t

Europe 16%
\$344.20m
53,798t

North America 6%
\$103.20m
22,200t

Middle East 10%
\$200.70m
71,175t

Africa 2%
\$40.14m
11,200t

NE & Oceania 5%
\$100.70m
30,200t

Exports of fresh horticultural products by region.

INTERNATIONAL TRADE EXPORTS

Region	Value (\$m)	Volume (t)
Asia	1,230.40	454,113
Europe	344.20	53,798
North America	103.20	22,200
Middle East	200.70	71,175
Africa	40.14	11,200
NE & Oceania	100.70	30,200
Total	2,020.34	632,706

World-leading facility boosts fruit fly defence.

A world-leading \$2.5 million state-of-the-art facility has been opened to Australia, providing a powerful new tool for defence against one of horticulture's most damaging pests – the fruit fly.

The Centre will produce 10 million sterile male Queensland fruit flies each week. The flies will be released to mate with and suppress the pest population, reducing the need for pesticides. This facility is expected to halve the chemical inputs and environmental impact of fruit fly control in Australia.

Australia's first horticultural robotics learning and development hub.

The Hort Innovation Innovation Centre for Robotics and Intelligent Systems (ICRIS) is Australia's first dedicated hub for horticultural robotics learning and development. ICRIS is a \$1.5 million facility located at the University of Sydney, HSCS, in Sydney, NSW. It is a state-of-the-art facility that will provide a platform for horticultural robotics research, development and training. ICRIS will also provide a platform for horticultural robotics learning and development. ICRIS will also provide a platform for horticultural robotics learning and development.

Aussie plant biosecurity gets a AUD 2M tech injection.

Australia is on track to adopt some of the most sophisticated plant pest surveillance technologies in the world. Hort Innovation has funded a \$2 million project to develop a new plant biosecurity technology. The technology will use artificial intelligence to detect and identify plant pests. The technology will also provide a platform for plant biosecurity learning and development. The technology will also provide a platform for plant biosecurity learning and development.

AUD 16.5M to bolster Australia's export reputation in Asia.

The Hort Innovation Innovation Centre for Robotics and Intelligent Systems (ICRIS) is Australia's first dedicated hub for horticultural robotics learning and development. ICRIS is a \$1.5 million facility located at the University of Sydney, HSCS, in Sydney, NSW. It is a state-of-the-art facility that will provide a platform for horticultural robotics research, development and training. ICRIS will also provide a platform for horticultural robotics learning and development. ICRIS will also provide a platform for horticultural robotics learning and development.

Building vegetable industry exports.

The Hort Innovation Innovation Centre for Robotics and Intelligent Systems (ICRIS) is Australia's first dedicated hub for horticultural robotics learning and development. ICRIS is a \$1.5 million facility located at the University of Sydney, HSCS, in Sydney, NSW. It is a state-of-the-art facility that will provide a platform for horticultural robotics research, development and training. ICRIS will also provide a platform for horticultural robotics learning and development. ICRIS will also provide a platform for horticultural robotics learning and development.

INTERNATIONAL TRADE EXPORTS

Region	Value (\$m)	Volume (t)
Asia	1,230.40	454,113
Europe	344.20	53,798
North America	103.20	22,200
Middle East	200.70	71,175
Africa	40.14	11,200
NE & Oceania	100.70	30,200
Total	2,020.34	632,706

Exporters of fresh horticultural products by region.

Region	Value (\$m)	Volume (t)
Asia	1,230.40	454,113
Europe	344.20	53,798
North America	103.20	22,200
Middle East	200.70	71,175
Africa	40.14	11,200
NE & Oceania	100.70	30,200
Total	2,020.34	632,706

Exporters of fresh horticultural products by region.

Region	Value (\$m)	Volume (t)
Asia	1,230.40	454,113
Europe	344.20	53,798
North America	103.20	22,200
Middle East	200.70	71,175
Africa	40.14	11,200
NE & Oceania	100.70	30,200
Total	2,020.34	632,706

EXHIBITORS

Australian Table Grape Association

Business Overview

Products and Varieties

Seasonality

AUSVEG

Business Overview

Products and Varieties

Seasonality

EXHIBITORS

Australian Almonds

Business Overview

Products and Varieties

Seasonality

Australian Blueberry Growers' Association

Business Overview

Products and Varieties

Seasonality

Capogreco Farms

Business Overview

Products and Varieties

Seasonality

Cherry Growers Australia

Business Overview

Products and Varieties

Seasonality

EXHIBITORS

Australian Almonds

Business Overview

Products and Varieties

Seasonality

Australian Blueberry Growers' Association

Business Overview

Products and Varieties

Seasonality

Capogreco Farms

Business Overview

Products and Varieties

Seasonality

Cherry Growers Australia

Business Overview

Products and Varieties

Seasonality

A4 letter header.



Pull-up banner.



Digital header.



Online invitation (e.g. Eventbrite) .

YOU'RE INVITED TO THE

TASTE AUSTRALIA EXCLUSIVE BUYER EXPO

6 SEPTEMBER
10.30AM-11AM

Please join us at the Taste Australia pavilion to meet some of our leading growers and exporters.

This is an exclusive event and an opportunity to hear firsthand about key products, seasonality and production forecasts while you sample some of our wonderful products the 'Taste Australia' chef cooks up especially for you.

TASTE AUSTRALIA PAVILION
HALL 3D STAND Q17
ASIAWORLD-EXPO LANTAU
HONG KONG
ASIA FRUIT LOGISTICA

TASTETM
AUSTRALIA



The tote below has a 300mm x 300mm print area and is printed in CMYK colour. The artwork for this type of fabric printing needs to be setup as Vector outline art. A PDF and EPS print version of this is available to supply for production. Please contact the Brand Managers for artwork files.

The fabric to be printed on can be either cream, closest match to 70% of Pantone 9224 (as pictured), or white. No variations allowed.

Tote bag.



The apron below has a 200mm x 200mm print area and is printed in CMYK colour. The artwork for this type of fabric printing needs to be setup as Vector outline art. A PDF and EPS print version of this is available to supply for production. Please contact the Brand Managers for artwork files.

The fabric to be printed on can be either cream, closest match to 70% of Pantone 9224 or white. No variations allowed.

Apron.



A5 Size: 148mm x 210mm

A4 Size: 210mm x 297mm

A3 Size: 297mm x 420mm

A2 Size: 420mm x 594mm

A1 Size: 594mm x 841mm

A0 Size: 841mm x 1188mm

Print: 4 colour process. Full bleed.

Posters.



The specification below shows how the point of sale material can be customised for each product and country. Please follow this guide closely when briefing or creating new artwork.

Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.

Posters.

1 Product

— Hero photographic image

2 Product descriptor panel

NOW IN SEASON

— Upper Case and translated if required
— White type reversed out of black box

PREMIUM AUSTRALIAN CHERRIES

— Upper case and translated if required
— The word 'premium' is optional
— White type reversed on an accent colour.
The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

3 Product illustrations

The product illustration can change to match the hero product being promoted. Any other changes to the illustration montage must be approved by a Brand Manager.

4 Key message/s

Can be country specific but must align with overarching position i.e. people, product, and place. Use primary colour black, e.g:

— From our farms to your table
— Discover something new
— From a beautiful place
— Treat yourself, family, friends.

5 Supporting proposition (optional)

Product specific attributes and what best resonates with the consumer, 2-3 attributes is ideal. Use the primary colour green. e.g:

— Sweet. Tasty. Nutritious.
— Fresh. Quality.

6 Generic illustrations

The illustrations have been designed specifically to suit each country. Examples of these can be seen on the following pages. Any changes to these, other than changing the product illustration, must be approved by a Brand Manager.

7 Word-mark

Taste Australia logo

— Positive, full-colour logo lockup
— Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

8 Background Colour

Cream is used for most countries.

70% of Pantone 9224

C:3 M:3 Y:8 K:0, R:245 G:241 B:231.

— White can be used, please contact a Brand Manager to discuss.



A point of sale (POS) poster builder is available that clearly shows how to customise POS collateral for different countries and products. Contact a Brand Manager to obtain a copy.

The same level of flexibility also applies to all other POS formats.

Posters.



China template



Hong Kong template

Posters.



Indonesia template



Japan template

The same level of flexibility also applies to all other POS formats.

Posters.



Korea template



Malaysia template

Posters.



Philippines template



Thailand template

The same level of flexibility also applies to all other POS formats.

Posters.



UAE template



Vietnam template

The example below size is: 840mm (w) x 1700mm (h).
Print: 4 colour process. Full bleed.

The specification below shows how the point of sale material can be customised for each product and country. Please follow this guide closely when briefing or creating new artwork.

Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.

Banners.

1 Product

— Hero photographic image

2 Product descriptor panel

NOW IN SEASON

— Upper Case and translated if required
— White type reversed out of black box

PREMIUM AUSTRALIAN CHERRIES

— Upper case and translated if required
— The word 'premium' is optional
— White type reversed on an accent colour.
The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

3 Product illustrations

The product illustration can change to match the hero product being promoted. Any other changes to the illustration montage must be approved by a Brand Manager.

4 Key message/s

Can be country specific but must align with overarching position i.e. people, product, and place. Use primary colour black, e.g:

— From our farms to your table
— Discover something new
— From a beautiful place
— Treat yourself, family, friends.

5 Supporting proposition (optional)

Product specific attributes and what best resonates with the consumer, 2-3 attributes is ideal. Use the primary colour green, e.g:

— Sweet. Tasty. Nutritious.
— Fresh. Quality.

6 Generic illustrations

The illustrations have been designed specifically to suit each country. Any changes to these, other than changing the product illustration, must be approved by a Brand Manager.

7 Word-mark

Taste Australia logo

— Positive, full-colour logo lockup
— Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

8 Background Colour

Cream is used for most countries.

70% of Pantone 9224

C:3 M:3 Y:8 K:0, R:245 G:241 B:231.

— White can be used, please contact a Brand Manager to discuss.



Sampling counter.



Sampling counter.

1 Product

- Hero photographic image

2 Product descriptor panel

NOW IN SEASON

- Upper Case and translated if required
- White type reversed out of black box

AUSTRALIAN CHERRIES

- Upper case and translated if required
- White type reversed on an accent colour.

The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

3 Illustration

The product illustrations are intended to be generic, so counters can be used multiple times for different products and different countries, without updating the counter base.

4 Word-mark

Taste Australia logo

- Positive, full-colour logo lockup
- Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

5 Background Colour

Cream is used for most countries.

70% of Pantone 9224

C:3 M:3 Y:8 K:0, R:245 G:241 B:231.

- White can be used, please contact a Brand Manager to discuss.

Below are the panel sizes used in the visual 3D mock-up on the previous page. Print: 4 colour process, full bleed.

The specification below shows how the point of sale material can be customised for each product and country. Please follow this guide closely when briefing or creating new artwork.

Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.



Please only use approved Adobe InDesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.

Bunting.



1 Product

— Hero photographic image.

2 Word-mark

Taste Australia logo

- Positive, full-colour logo lockup
- Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

3 Product illustration

The product illustration can change to match the hero product being promoted. Any other changes to the illustration montage must be approved by a Brand Manager.

4 Generic illustrations

The illustrations have been designed specifically to suit each country. Any changes to these, other than changing the product illustration, must be approved by a Brand Manager.

5 Product descriptor panel

NOW IN SEASON

- Upper Case and translated if required
- White type reversed out of black box

PREMIUM AUSTRALIAN CHERRIES

- Upper case and translated if required
- The word 'premium' is optional
- White type reversed on an accent colour.

The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

6 Key message/s or supporting proposition

Can be country specific but must align with overarching position i.e. people, product, and place e.g:

- From our farms to your table
- Discover something new
- From a beautiful place
- Treat yourself, family, friends.

Or, product specific attributes and what best resonates with the consumer e.g:

- Sweet. Tasty. Nutritious.
- Fresh. Quality.

Shelf strips are reduced in content because of their small size and don't include photographic product images. Two sizes have been designed, see below for sizes and setup. Print: 4 colour process, full bleed.

Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.

Shelf strips.

1 Product illustration

The product illustration can change to match the hero product being promoted. Any other changes to the illustration montage must be approved by a Brand Manager.

2 Product descriptor panel

NOW IN SEASON

- Upper Case and translated if required
- White type reversed out of black box

AUSTRALIAN CHERRIES

- Upper case and translated if required
 - White type reversed on an accent colour.
- The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

3 Generic illustrations

The illustrations have been designed specifically to suit each country. Any changes to these, other than changing the product illustration, must be approved by a Brand Manager.

4 Word-mark

Taste Australia logo

- Positive, full-colour logo lockup
- Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

5 Background Colour

Cream is used for most countries.

70% of Pantone 9224

C:3 M:3 Y:8 K:0, R:245 G:241 B:231.

- White can be used, please contact a Brand Manager to discuss.

Shelf strip: 100mm (H) x 250mm (W)



Shelf strip: 40mm (H) x 1250mm (W)



Close-up view of the 2 modular sections.

Each section is 40mm (H) x 180mm (W). 7 sections are used in the 1250mm shelf strip.

When creating this format the same 1–5 rules (as with the numbered 100mm x 250mm strip) apply.

Shelf wobblers—round.

1 Product

- Hero photographic image

2 Product descriptor panel

NOW IN SEASON

- Upper Case and translated if required
- White type reversed out of black box

PREMIUM AUSTRALIAN CHERRIES

- Upper case and translated if required
 - The word 'premium' is optional
 - White type reversed on an accent colour.
- The colour choice should compliment the hero product. See page 9 for the full list of available accent colours.

3 Product illustration

The product illustration can change to match the hero product being promoted. Any other changes to the illustration montage must be approved by a Brand Manager.

4 Key message/s or supporting proposition

Can be country specific but must align with overarching position i.e. people, product, and place e.g:

- From our farms to your table
- Discover something new
- From a beautiful place
- Treat yourself, family, friends.

Or, product specific attributes and what best resonates with the consumer e.g:

- Sweet. Tasty. Nutritious.
- Fresh. Quality.

5 Word-mark

Taste Australia logo

- Positive, full-colour logo lockup
- Can be dual branded, side by side, for retail promotions. See page 40 for specifications.

6 Background Colour

Cream is used for most countries.

70% of Pantone 9224

C:3 M:3 Y:8 K:0, R:245 G:241 B:231.

- White can be used, please contact a Brand Manager to discuss.

7 Generic illustrations

The illustrations have been designed specifically to suit each country. Any changes to these, other than changing the product illustration, must be approved by a Brand Manager.

The example below size is: 127mm diameter.

Print: 4 colour process. Full bleed.

The specification below shows how the point of sale material can be customised for each product and country. Please follow this guide closely when briefing or creating new artwork.

Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.



Please only use approved Adobe Indesign artwork templates. If resizing is required, scale all the artwork accordingly and avoid altering the proportions and relationships between items within the artwork.

Shelf wobblers— rectangle.



Please use the guide below as an indication for the logo lockup and position. The general rule is to try and have the visual weight of the 2 logo's similar. The guide and spacing system shown helps in aligning and working out a suitable size. Please refer to page 5 for logo clear space rules.

Dual branding.



Brand Managers.

To ensure the integrity of the brand, all changes to the artwork including translations must be approved by the Taste Australia brand management team.

All finished artwork including in-design files must be sent (via we-transfer) to the brand management team once completed.

For all enquiries, changes and approvals please contact one of the following Taste Australia brand managers:

Julie Willis

M +61 404 392 311

E julie.willis@horticulture.com.au

Dianne Phan

M +61 408 497 798

E dianne.phan@horticulture.com.au





TASTETM
AUSTRALIA