

# Freshcare Logo style guide specifications - certification logo

The Freshcare certification logo must adhere to the style guide specifications as outlined below. The use of the certification logo is only permitted by Freshcare certified businesses in accordance with the **Freshcare Rules** and with **written approval from Freshcare Ltd.**

The logo must be reproduced from the master artwork to maintain quality image and must not be altered in any way. To obtain the master artwork or **approval to use the logo**, please contact the Freshcare office or visit our website: <https://www.freshcare.com.au/contact-us/logo-permission-request/>.

The certification logo can be reproduced in either:

- A. Full colour
- B. Colour reverse; or
- C. Mono
  - i) with black on white background; or
  - ii) with dark on light coloured background utilising colours in existing artwork (refer to information at bottom of page).

**Vertical colour**



**Vertical colour reverse**



**Vertical mono**



**Horizontal colour**



**Horizontal colour reverse**



**Horizontal mono**



Use of the logo in mono colour other than black requires approval by Freshcare Ltd. The logo must be in one colour and contrast well with the background colour. We can supply the black mono artwork, and any colour changes can be made by your chosen printer/designer company. Please ask your printers/designers to send a copy of the packaging artwork for final approval by Freshcare Ltd.

**Example colour change**



## Use of the Freshcare corporate logo and certification logo (excerpt from the Freshcare Rules v4 June 2016)

The Freshcare name and corporate logo may be used by a certified business upon written permission from Freshcare in accordance with the Freshcare logo style guide specifications (available via FreshcareOnline). Businesses must apply in writing, to use the Freshcare name and corporate logo and, upon approval, Freshcare will provide the Freshcare corporate logo artwork for use.

The Freshcare certification logo may be used by a certified business subject to the following requirements.

The business must:

- i. Make a request in writing for the Freshcare certification logo artwork;
- ii. Only use the Freshcare certification logo artwork precisely as provided by Freshcare, incorporating their unique Freshcare certification number;
- iii. Use the Freshcare certification logo in accordance with the Freshcare logo style guide specifications;
- iv. Only use the Freshcare certification logo in connection with products grown and/or packed in compliance with the requirements of Freshcare certification; and
- v. Only use the Freshcare certification logo on trade level packaging and pallets that are not intended for display at point of sale.

The Freshcare name, corporate logo, or certification logo, must not be used on a product, consumer level packaging, or at point of sale in direct connection to a single product.

The Freshcare name, corporate logo, or certification logo must not be misrepresented or used in any manner that could be misconstrued, or may be defamatory to Freshcare.

Permission to use the Freshcare logo in any way other than as specified in these rules must be requested in writing and approved by Freshcare.

A business must immediately cease using the Freshcare name, corporate logo and certification logo if its certification has been in certification pending for more than 28 days; has lapsed (certificate expired); or has been suspended or withdrawn.

A business with permission to use the Freshcare name or logo(s) acknowledges and agrees that Certification Bodies are requested to advise Freshcare of any misuse of the Freshcare name or logo(s).



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## Brandmark minimum sizes

The logo, in its various formats should never be reproduced smaller than the sizes indicated below.



## Clear space rule

The proportions, spacing and relative positioning of the symbol and logotype must remain consistent.

The letter "x" on the diagram indicates the minimum clear space required around the logo image.

In the case of the vertical certification logo, the size of the "x" is determined by the height of the space between the bottom of the green leaf shape and the white keyline underneath the Freshcare logo type. For the horizontal certification logo, the size of the "x" is determined by the height of the space between the top of the sun shape and the white keyline.

As such, depending on the size of the logo, the clear space required for each usage may vary.

For example, if the logo was enlarged to a point where the space (as per above description) was 3 cm high, the clear space required around the logo elements would be 3 cm.

No graphic or text elements should appear within the clear space area.

### VERTICAL FORMAT



### HORIZONTAL FORMAT



## Colour reproduction

The logo is designed to be able to be reproduced in numerous colour spaces. However, whenever possible it is preferable to reproduce the logo in four colour process for printing purposes, so as to maintain the colour gradient in the 'leaf' part of the logo.

