

Australian Dairy Plan

Style Guidelines

The Australian Dairy Plan is a new approach to bring the whole Australian dairy industry together, establish a clear vision, purpose and strategy, and set a course for the next five years and beyond.

Australian Dairy Plan

The brand mark of Australian Dairy Plan is created using the font Arial, bold in PMS3035 (85%). A colour tone to compliment the united Australian dairy industry representative organisations below. This is not a logo however the following guidelines should always be adhered to when representing Australian Dairy Plan to ensure brand consistency.

Brand mark guidelines

- **Font:** Arial, bold
- **Colour:** PMS3035 (85%)
- **Minimum font size:** 10pt/14pt

Colour

PMS3035 (85%)
C94 M57 Y36 K15
R0 G93 B121
#005d79

Tone of voice and language

The following basic principles should guide communications relating to the Australian Dairy Plan:

- Open
- Clear
- Positive
- United and consultative
- Use terminology relevant to the target audience.

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Templates

Template guidelines

The Australian Dairy Plan templates should be used for communications activities being delivered on behalf of the six dairy organisations. Where the communication is coming from one organisation only, it is appropriate they use their own branding and logo.

Word template

- Australian Dairy Plan/Dairy industry organisations' logos - banner artwork available in jpg format
 - Australian Dairy Plan wording displayed in white, PMS3035 (85%) background
 - Height of banner 15mm
 - Dairy industry logos displayed in PMS3035 (85%), with a (5%) black background

PowerPoint template

- Australian Dairy Plan/Dairy industry organisations' logos – banner artwork available in jpg format
 - Australian Dairy Plan wording displayed in white, PMS3035 (85%), background
 - Height of banner 35mm
 - Dairy industry logos displayed in PMS3035 (85%), with a (5%) black background

Co-branding considerations

All dairy industry logos should be displayed in full colour on a (5%) black background. This reflects the non-branded, central online hub to keep all stakeholders up to date on the Australian Dairy Plan purpose, development and outcomes.

Logo guidelines for each individual dairy organisation can be found at dairyplan.com.au/styleguides

