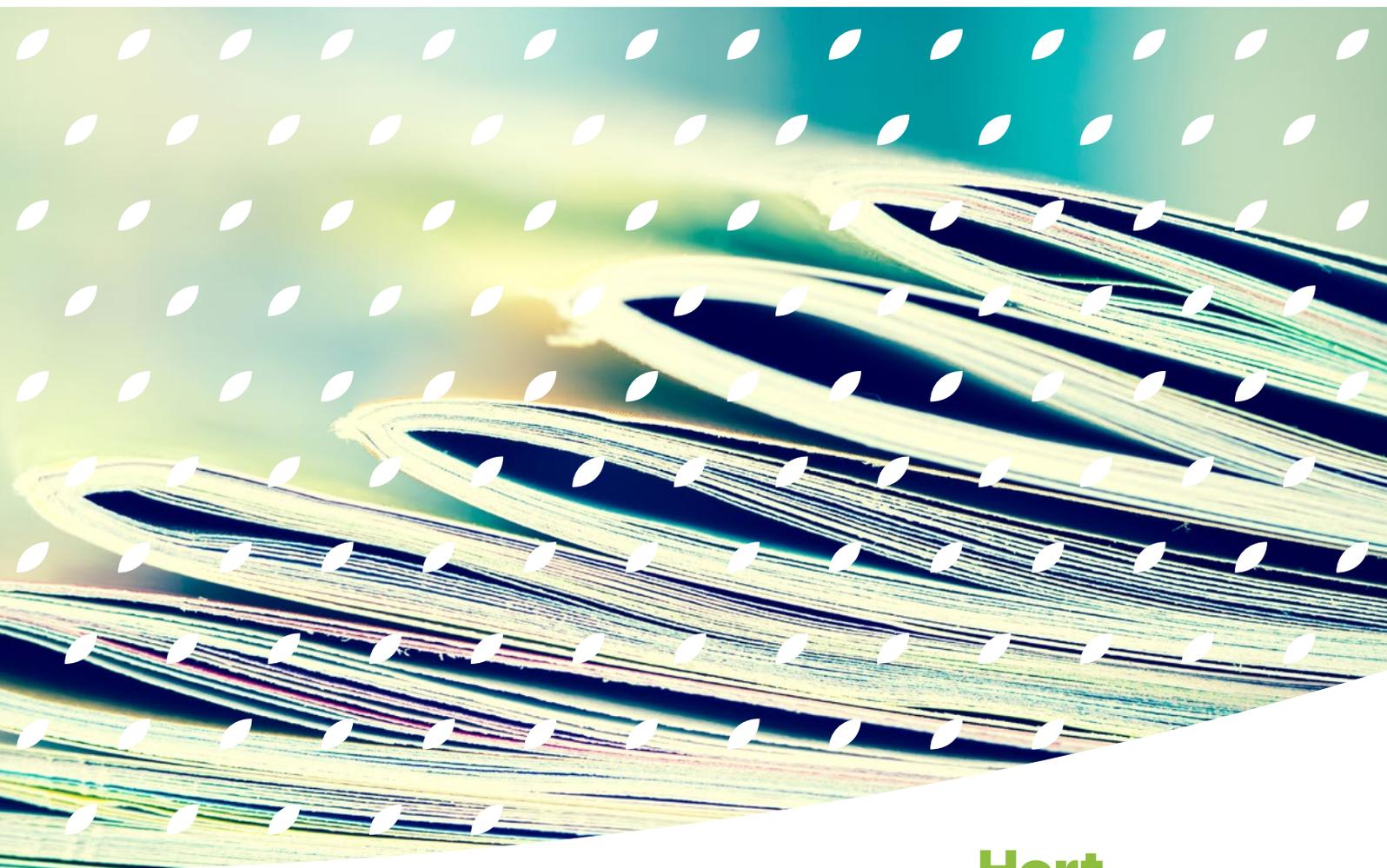


Delivery  
partner  
resource

# Publication guide



July 2023

**Hort**  
Innovation

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# About this publication guide

This guide has been designed to assist delivery partners with requirements relating to branding and funding statements for project outputs that have been funded through Hort Innovation.

## When should branding and funding acknowledgement be included?

Many levy-funded investments involve producing and disseminating material such as:

- Publications (including magazines, books, newsletters, e-newsletters, brochures, fact sheets)
- Scientific papers
- Workshop and field day signage/collateral
- PowerPoint presentations
- Conferences
- Websites
- Webinars, podcasts and videos
- Media releases
- Social media.

Such materials must acknowledge the relevant levy fund and Australian Government contributions through use of the appropriate funding block, or logo and funding statement.

Such acknowledgement helps to ensure that growers can easily identify where their levies and Australian Government funds are invested.

The funding acknowledgements must be included in all material from levy-funded research and development projects.

For levy fund projects, the use of a funding block is an easy alternative to the use of a separate logo and funding statement.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund. Funding blocks are available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

If your layout or requirements mean a funding block is not suitable – or if a funding block is not available for your type of project – the appropriate logo and funding statement must be used in combination instead. Logos can be downloaded from links in this guide and are also available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide. An exception to this is scientific papers which only require the appropriate funding statement and do not require a logo or a funding block.

### Hort Innovation name protocol

In all material referencing Hort Innovation:

- The organisation must be referred to as Hort Innovation. It must not be abbreviated. The organisation must not be referred to as Hort, HIA, HI, HIAL or any other acronym
- The organisation must not be referred to as Horticulture Innovation Australia or Hort Innovation Australia Limited except in relation to international trade, legal notices and other formal disclaimers, as below.

### Legal notices and other formal disclaimers

In formal and legal communication, the only acceptable reference to the organisation in the first instance is Horticulture Innovation Australia Limited. It may then be abbreviated to Hort Innovation.

To obtain the legal notice and disclaimer go to page 12 of this guide.

### Project-specific websites, social media accounts and project logos

The Hort Innovation Communications Team must be consulted prior to the creation of any project-specific logo, website or social media account. Contact [communications@horticulture.com.au](mailto:communications@horticulture.com.au) for advice.



# How to use this publication guide

**Four steps to branding and acknowledging funding  
for a project output funded by Hort Innovation:**

- 1 Find out the requirements that are relevant  
to your project**  
Go to pages 5 to 11
- 2 Download the resources you need from the delivery  
partner section of Hort Innovation's website**  
Go to page 11
- 3 Apply the disclaimer and legal notices**  
Go to page 12
- 4 Submit your project outputs for approval**  
Go to page 13

# Strategic levy investment

All levy-funded R&D communication outputs and materials must include appropriate funding acknowledgement. There are two options to acknowledge project funding, depending on your project output, layout and preference. The first is a complete 'funding block', which as described below comprises a fund-specific logo and funding statement. The second option is to use the appropriate logo and a separate funding statement, also described below. These methods of acknowledgement recognise the type of funding allocated to the project, where funds from an industry levy and Australian Government contributions are used.

## Funding block

The use of a funding block is an option for acknowledging funding. It is an alternative to the use of a separate logo and funding statement for strategic levy investment projects.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund.

Funding blocks are available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

If the levy-funded project uses funds from multiple levy industries, no funding block is available. See page 8 for more information.

For information on positioning the funding block, see page 23.

## Logo-lock

When a funding block is not used, a fund-specific logo-lock (see example below) must be included in all project communication outputs.

Fund-specific logo-locks are available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide. For information on the core logos and fund-specific logo-locks, and how to use them correctly, see pages 14 and 15.



## Funding statement

When a funding block is not used, the appropriate funding statement must be included at some point in all project communication outputs. The only acceptable funding statement where a single industry levy is used is:

"This project has been funded by Hort Innovation, using the <insert industry > research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

If the project being referred to is subject to co-investment (including in-kind), the following funding statement should be used:

"This project has been funded by Hort Innovation, using the <insert industry> research and development levy, contributions from the Australian Government and co-investment from <insert organisation>. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

# Strategic levy investment

## Fund name protocol

In the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Raspberry and Blackberry Fund.

The fund name may then be shortened to the fund name only, for example, Raspberry and Blackberry Fund.

## Project name and code protocol

In addition to the funding block or logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy fund using one of the following formats:

- 1 The strategic levy investment project **< insert project name >** (**< insert project code >**) is part of the Hort Innovation **< insert fund name >** Fund.
- 2 The project **< insert project name >** (**< insert project code >**) is a strategic levy investment under the Hort Innovation **< insert fund name >** Fund.
- 3 A strategic levy investment, the project **< insert project name >** (**< insert project code >**) is part of the Hort Innovation **< insert fund name >** Fund.

Media releases are an exception as they do not require a full project name and code, but do require acknowledgement of the project being "a strategic levy investment under the Hort Innovation **< insert fund name >** Fund."



# Hort Frontiers

## strategic partnership initiative

The funding statement along with the appropriate branding must be included at some point in all R&D project communication outputs and marketing media releases. The statement recognises industry levy investment, co-investment details and any Australian Government contributions.

### Logo

The single, dedicated Hort Frontiers investment logo (fund-specific logos no longer exist) (see below) must be included in all relevant R&D project communication outputs.

The logo is available via the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.



### Funding statement

The appropriate funding statement must be included at some point in all Hort Frontiers R&D project outputs:

"< insert project name > is funded through the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from < insert list of contributing partners > and contributions from the Australian Government."

### Hort Frontiers name protocol

#### Hort Frontiers

Hort Frontiers must be referred to as Hort Frontiers. It must not be abbreviated. In the first instance, the wording Hort Frontiers strategic partnership initiative must be used. It can then be shortened to Hort Frontiers.

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative. A project must be referred to by its full name and code in the first instance, for example:

- 1 The project < insert project name > (< insert project code >) is an investment through the Hort Frontiers strategic partnership.

Media releases are an exception as they do not require a full project name and code.

# Combined funding

Funding blocks are not available for projects with multiple levy funding. The funding statement along with the Hort Innovation logo must be included at some point in all R&D project communication outputs and marketing media releases funded by Hort Innovation. The statement recognises the type of funding allocated to the project, where funds from an industry levy are used, strategic partnership initiative details and any Australian Government contributions.

## Logo

For projects funded with multiple levy funds, the Hort Innovation logo must be included at some point in all R&D project outputs. Individual fund-specific logos are not required for projects funded by more than one industry.

The Hort Innovation core logo is available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

## Funding statement

The appropriate funding statement must be included at some point in all multi-levy funded project communication outputs. The only acceptable funding statement is:

"This project has been funded by Hort Innovation, using the < insert industries > research and development levies and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

If the project being referred to is subject to co-investment (including in-kind), the following funding statement should be used:

"This project has been funded by Hort Innovation, using the <insert industries> research and development levies, contributions from the Australian Government and co-investment from <insert organisation/organisations>. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

## Fund name protocol

With multiple funds, in the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Cherry and Raspberry and Blackberry Funds.

The fund names may then omit 'Hort Innovation', for example, Cherry and Raspberry and Blackberry Funds.

## Grant projects

Grant projects have their own requirements for funding acknowledgment. Please contact your Hort Innovation project contact by email to discuss the requirements further.

# Combined funding

## Project name and code protocol

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy funds using one of the following formats:

- 1 The strategic levy investment project < insert project name > (< insert project code >) is part of the Hort Innovation < insert industry and industry > Funds.
- 2 The project < insert project name > (< insert project code >) is a strategic levy investment under the Hort Innovation < insert industry and industry > Funds.
- 3 A strategic levy investment, the project < insert project name > (< insert project code >) is part of the Hort Innovation < insert industry and industry > Funds.

Media releases are an exception as they do not require a full project name and code.

# Marketing content

In material referencing levy-funded marketing programs (these do not receive Australian Government contributions and do not have bespoke funding blocks), the following attributions are acceptable:

- Backed by industry marketing levies through Hort Innovation
- Supported by industry marketing levies through Hort Innovation.

# Media requirements

## Traditional media

In all instances, the Hort Innovation Communications team must be advised prior to the development of a Hort Innovation levy-funded media release, a story pitch to a media outlet or as soon as a delivery partner is approached by a journalist for an interview.

Following that, all media responses and media releases need to be approved by the Hort Innovation Communications Team via [communications@horticulture.com.au](mailto:communications@horticulture.com.au).

## Social media

Where practical, Hort Innovation should be tagged in social media content related to levy-funded projects. Social media handles include:

- Facebook: [facebook.com/hortinnovation/](https://facebook.com/hortinnovation/)
- LinkedIn: [linkedin.com/company/hort-innovation/](https://linkedin.com/company/hort-innovation/)
- X: @Hort\_Au

## Marketing-related media

In the body of levy-funded marketing-related media releases, the following attributions are acceptable:

- Backed by industry through Hort Innovation
- Supported by industry through Hort Innovation.

The following boilerplate must also be included in media releases:

ABOUT HORT INNOVATION

Hort Innovation is a not-for-profit, grower-owned company that delivers more than \$120 million in research, development and marketing activities on behalf of Australian horticulture each year.

# Delivery partner

## section of Hort Innovation's website

The delivery partner section of the Hort Innovation website ([www.horticulture.com.au/delivery-partners](http://www.horticulture.com.au/delivery-partners)) contains resource material for branding, funding statements and fund blocks that are required for project outputs funded through Hort Innovation.

### Levy fund resource packages

Resource packages containing logos and funding blocks are available for each levy fund:

[Almond Fund](#)

[Apple and Pear Fund](#)

[Avocado Fund](#)

[Banana Fund](#)

[Blueberry Fund](#)

[Cherry Fund](#)

[Chestnut Fund](#)

[Citrus Fund](#)

[Custard Apple Fund](#)

[Dried Grape Fund](#)

[Dried Tree Fruit Fund](#)

[Lychee Fund](#)

[Macadamia Fund](#)

[Mango Fund](#)

[Melon Fund](#)

[Mushroom Fund](#)

[Nashi Fund](#)

[Nursery Fund](#)

[Olive Fund](#)

[Onion Fund](#)

[Papaya Fund](#)

[Passionfruit Fund](#)

[Persimmon Fund](#)

[Pineapple Fund](#)

[Pistachio Fund](#)

[Potato – Fresh Fund](#)

[Potato – Processing Fund](#)

[Processing Tomato Fund](#)

[Pyrethrum Fund](#)

[Prune Fund](#)

[Raspberry and Blackberry Fund](#)

[Strawberry Fund](#)

[Summerfruit Fund](#)

[Sweetpotato Fund](#)

[Table Grape Fund](#)

[Turf Fund](#)

[Vegetable Fund](#)

### Hort Innovation and Hort Frontiers logos

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available via the delivery partner section of Hort Innovation's website and by using the following links:

[Hort Innovation logo package](#)

[Hort Frontiers logo package](#)



# Legal requirements

## Legal documents

Hort Innovation levy-funded project communication material that provides advice to industry should be accompanied by a disclaimer and legal notice.

On the project resources page of the delivery partner section of the Hort Innovation website, the following resources can be downloaded for use:

- Disclaimer
- Legal notice
- Privacy collection notice
- Privacy policy
- Talent release form
- Crowd notice
- Website terms of use and cookie policy.

Link: [Project resources page](#)

## Legal requirements for websites

Hort Innovation has specific requirements in relation to websites developed through projects which are proprietary to Hort Innovation. This includes, amongst other things, the inclusion of the Hort Innovation privacy policy, website terms of use, cookies policy, and depending on the functionality of the website, a privacy collection notice.

These documents can be found in the delivery partner section of the Hort Innovation website.

These documents may require revision depending on the website functionality. Before registering a domain or developing a website please contact Hort Innovation's Communications Team by email at [communications@horticulture.com.au](mailto:communications@horticulture.com.au) to ascertain the full requirements by Hort Innovation.

# Approval procedure



All project communication material funded by Hort Innovation R&D must be submitted to Hort Innovation for review and approval prior to distribution.

This includes publications such as fact sheets, scientific papers, signage and other publishing materials. Information on approvals for media releases is on page 10 and websites on page 12.

This is a contractual obligation to ensure:

1. Collaboration
2. Appropriate recognition of funding
3. Hort Innovation is aware of media and other activity being generated about its funded projects
4. All available communications channels are being utilised.

Material should be submitted to your Hort Innovation project manager by email or Hort Innovation's Communications Team at [communications@horticulture.com.au](mailto:communications@horticulture.com.au) for review and approval prior to distribution.

Hort Innovation will aim to provide a response within two working days.

Once approved, Hort Innovation should be provided with a final copy of the material for reference and, where appropriate, circulation.



# Logos

Requirements regarding the colour and placement of the various logos are outlined on the following pages. The Australian Government Coat of Arms should not be featured unless it is a project funded through the Australian Government Rural Research and Development for Profit program. If this is the case, please contact the Hort Innovation Communications Team at [communications@horticulture.com.au](mailto:communications@horticulture.com.au) for more details.

Any item carrying a core logo or logo-lock must be approved by Hort Innovation prior to release and distribution. For approval, please contact the Hort Innovation Communications Team by email at [communications@horticulture.com.au](mailto:communications@horticulture.com.au).

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available at the delivery partner section of Hort Innovation's website and by using the link below.

Website address: [www.horticulture.com.au/delivery-partners](http://www.horticulture.com.au/delivery-partners)

Link: [Hort Innovation logo package](#)

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**Logos**

Pantone / CMYK / RGB

**Logos**

Mono black

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**Hort  
Innovation**

**Hort  
Innovation**

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**Hort  
Innovation** SUMMERFRUIT  
FUND

**Hort  
Innovation** SUMMERFRUIT  
FUND

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# How to use the logos

## Minimum sizes

### Hort Innovation core logo

The 'optimum' minimum size recommended for reproduction of the logo before legibility is compromised is 7mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 5mm high.

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#### Minimum size (optimum)

7mm high



#### Minimum size (absolute)

Mono only; 5mm high



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### Hort Innovation fund-specific logo-locks

The 'optimum' minimum size recommended for reproduction of the logo-lock before legibility is compromised is 7mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 5mm high.

---

#### Minimum size (optimum)

7mm high



#### Minimum size (absolute)

Mono only; 5mm high



# How to use the logos

## Minimum sizes

### Hort Frontiers logo

The 'optimum' minimum size recommended for reproduction of the logo-lock before legibility is compromised is 12mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 8mm high.

---

#### Minimum size (optimum)

12mm high



#### Minimum size (absolute)

Mono only; 8mm high



# How to use the logos

## Clear space

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

### Hort Innovation core logo and fund-specific logo-locks

The clear space must be equal to, or greater than 'H', which is the height of the capital H in Hort.

---

#### Minimum clear space

'H' equals the height of the capital H in Hort





# How to use the logos

## Clear space

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

### Hort Frontiers logo

The clear space must be equal to, or greater than 'h', which is the height of the "h" in hort.

#### Minimum clear space

'h' equals the height of the "h" in hort



# How to use the logos

## Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo MUST be reproduced in white, as shown below, no smaller than the 'absolute' minimum sizes.

### Hort Innovation core logo

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#### Colour backgrounds

White core logo only  
Absolute minimum size is 9mm high



Black is preferable



Corporate teal is also preferable



Other corporate colours are acceptable

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### Hort Innovation fund-specific logo-locks

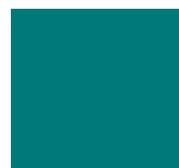
---

#### Colour backgrounds

White logo-lock only  
Absolute minimum size is 7mm high



Black is preferable



Corporate teal is also preferable



Other corporate colours are acceptable

---

# How to use the logos

## Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo MUST be reproduced in white, as shown below 'absolute' minimum sizes.

### Hort Frontiers logo

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#### Colour backgrounds

White core logo only

Absolute minimum size is 8mm high



Black is preferable



Corporate teal  
is also preferable



Other corporate colours  
are acceptable

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# How to use the logos

## Imagery backgrounds

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The following specifications apply to the Hort Innovation core logo, Hort Innovation fund-specific logo-locks and the Hort Frontiers logo. The Hort Innovation core logo has been used for demonstration purposes.

White core logos and logo-locks only

Absolute minimum sizes apply



Plain area on image is preferable



Dark area on image is preferable



Detailed area on image is not acceptable



Light area on image is not acceptable

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# How to use the logos

## Logo positioning

### Logo or logo-lock with a funding statement

If you are using a core logo or logo-lock with a funding statement, the following recommendations on position apply:

#### Multi-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Hort Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the logo on the front cover, plus the logo and funding statement on inside front cover.

#### Two-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Hort Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock on the front cover plus the fund-specific logo-lock and funding statement on the reverse page. Where this is not feasible, the correct positioning is on the reverse page.

#### One-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Hort Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

#### Videos

The correct position for the logo or logo-lock is on the opening slide of the video, with the funding statement to be included on the closing slide.

#### Newsletters and emails

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Hort Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the email.

#### Posters

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or the Hort Frontiers logo, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

#### Podcasts

For podcasts or other audio outputs, the funding statement should be verbally stated at the beginning of the recording.

# How to use the logos



## Funding blocks

If you are using a funding block (available only for single-industry strategic levy investment projects), the block should be positioned at the bottom of one-page documents, on the reverse page of two-page documents, or on the inside front cover of multi-page publications. With booklet-style outputs that have a front cover, it is ideal to also include the fund-specific logo on the front cover, as above.

Funding blocks are provided in colour and mono formats for various publishing mediums. They should be used at a size of 100 per cent, being the size they are provided. They must never be disproportionately resized (stretched in either direction).

	This project has been funded by Hort Innovation using the summerfruit research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit <a href="http://horticulture.com.au">horticulture.com.au</a>
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This project has been funded by Hort Innovation using the summerfruit research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit <a href="http://horticulture.com.au">horticulture.com.au</a>

This project has been funded by Hort Innovation using the summerfruit research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit <a href="http://horticulture.com.au">horticulture.com.au</a>

# Fonts

Consistent use of fonts and typography styles helps create a unified visual style. Hort Innovation uses numerous fonts as part of its visual style.

For professional designers, the preferred font is 'Visby', which has been used to create the logo. It must be used for all material that will be reproduced in print-based mediums. Note, this does not include Microsoft Office documents that will be printed on a laser copier.

The secondary fonts are 'Urbanist' and 'Calibri'. Urbanist is a Google font and should be used for all material that will be published in a digital medium. Calibri has been used in all Hort Innovation corporate templates and emails and is acceptable for communication material such as project reporting.

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## Primary font:

### Visby

Visby Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Visby Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Visby Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Visby Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Visby Demi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Visby Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Visby Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Visby Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Secondary fonts:

### Urbanist (Google font)

Urbanist Light 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Urbanist Regular 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Urbanist Bold 700

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Urbanist Black 900

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Calibri

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# Colours

The Hort Innovation visual identity uses a colour palette.

The teal and lime greens are both used in the Hort Innovation core logo and in most of our published materials.

The other colours in the palette can be used in publications and other materials.

The colours are available in several different colour formats, depending on their intended use. The Pantone and CMYK versions are used for offset and digital printing. The RGB versions are used for digital mediums such as online platforms or websites, television, videos, PowerPoint presentations, and projected displays.

## Colour palette

<b>PMS376</b> CMYK: 50/5/100/0 RGB: 142/190/63 HEX: 8ebe3f	<b>PMS328</b> CMYK: 90/35/50/10 RGB: 0/121/123 HEX: 00797b	<b>PMS3405</b> CMYK: 100/0/82/0 RGB: 0/172/105 HEX: 00ac69
<b>PMS388</b> CMYK: 17/0/96/0 RGB: 222/246/43 HEX: dee22b	<b>PMS130</b> CMYK: 0/30/100/0 RGB: 253/185/19 HEX: fdb913	<b>PMS151</b> CMYK: 0/60/100/0 RGB: 245/131/32 HEX: f58320
<b>PMS Bright Orange</b> CMYK: 0/77/100/0 RGB: 242/97/34 HEX: f26122	<b>PMS Warm Red 2</b> CMYK: 0/87/80/0 RGB: 240/72/62 HEX: f0483e	<b>PMS7420</b> CMYK: 0/80/42/20 RGB: 199/74/93 HEX: c74a5d
<b>PMS7524</b> CMYK: 26/76/71/14 RGB: 167/83/72 HEX: a75348	<b>PMS213</b> CMYK: 2/97/24/0 RGB: 232/33/118 HEX: e82176	<b>PMS2592</b> CMYK: 51/89/0/0 RGB: 143/65/153 HEX: 8f4199
<b>PMS7678</b> CMYK: 71/84/11/0 RGB: 105/72/143 HEX: 69488f	<b>PMS7671</b> CMYK: 81/85/15/3 RGB: 83/69/136 HEX: 534588	<b>PMS542</b> CMYK: 51/21/6/0 RGB: 122/173/211 HEX: 7aadd3
<b>PMS653</b> CMYK: 88/64/18/3 RGB: 49/97/149 HEX: 316195	<b>PMS333</b> CMYK: 62/0/34/0 RGB: 86/194/183 HEX: 56c2b7	<b>PMS367</b> CMYK: 41/0/82/0 RGB: 162/207/95 HEX: a2cf5f
<b>PMS326</b> CMYK: 86/2/41/0 RGB: 0/174/169 HEX: 00aea9	<b>Stone</b> CMYK: 0/0/10/15 RGB: 221/220/203 HEX: dddccb	<b>Half stone</b> CMYK: 0/0/5/8 RGB: 236/235/225 HEX: ecebe1

# Contact us

**If you have any further questions, please contact Hort Innovation's Communications team:**

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