

**Brand
guide**

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About the brand guide

This publication has been designed to assist delivery partners with requirements relating to branding and funding statements for project outcomes that have been funded by Hort Innovation.

When should branding and funding acknowledgement be included?

Many Hort Innovation projects involve producing and disseminating material such as:

- Publications (including books, newsletters, e-newsletters, brochures, fact sheets)
- Scientific papers
- Workshop and field day signage
- Conferences
- Websites, webinars and videos
- Milestone and final reports
- Media releases.

The material must acknowledge the investment industry and contributions the Australian Government have made through use of the appropriate funding block, or logo and funding statement. The funding acknowledgements must be included in all material from Hort Innovation R&D projects. All milestone and final reports must also be completed according to the relevant Hort Innovation templates.

For levy fund (strategic levy investment) projects, the use of a funding block is a new method of acknowledgement from July 2017. It is an alternative to the use of a separate logo and funding statement, and easy to drop into documents and layouts.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund. Funding blocks are available on Hort Innovation's delivery partner portal – for more information go to page 10 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 on Hort Innovation's delivery partner portal – for more information go to page 10 of this guide.

Why is the logo and funding statement required?

As a grower-owned research and development corporation (RDC), Hort Innovation must ensure growers are able to quickly and easily identify how their levies and funds from the Australian Government are spent.

Project-specific social media accounts and project logos

The Hort Innovation Communications team must be consulted prior to the creation of any project-specific logo or social media account. Contact communications@horticulture.com.au for advice.

How

to use the
brand guide

Five 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 4 to 9

2 Download the resources you need from Hort Innovation's delivery partner portal

Go to page 10

3 Use the correct name protocol in your project outputs

Go to page 12

4 Apply the disclaimer and legal notice

Go to page 13

5 Submit your project outputs for approval

Go to page 14

Strategic levy investment

All levy-funded R&D communication outputs and marketing media releases funded by Hort Innovation must at some point include the appropriate funding acknowledgement. There are two options to acknowledge project funding, depending on your document type, 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 acknowledgment recognise the type of funding allocated to the project, where funds from an industry levy are used and Australian Government contributions.

Funding block

The use of a funding block is a new option for acknowledging funding from July 2017. 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 on Hort Innovation's delivery partner portal – for more information go to page 10 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

The use of fund-specific logo-locks were introduced in July 2017.

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

Fund-specific logo-locks are available on Hort Innovation's delivery partner portal – for more information go to page 10 of this guide. For information on the core logos and fund-specific logo-locks, and how to use them correctly, see pages 15 to 23.

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."

Example: This project has been funded by Hort Innovation, using the banana 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."

For more information on funding statements go to page 11 of this guide.

**See next page for: Fund name protocol; Project name and code protocol;
Hort Innovation name protocol**

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.

Example: The strategic levy investment project *Managing pests in cherry orchards* (CC16001) is part of the Hort Innovation Cherry Fund.

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

Example: The project *Managing pests in cherry orchards* (CC16001) is a strategic levy investment under the Hort Innovation Cherry Fund.

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

Example: A strategic levy investment, the project *Managing pests in cherry orchards* (CC16001) is part of the Hort Innovation Cherry Fund.

This is with the exception of media releases, which do not require a full project name and code, but do require acknowledgment of the project, being “a strategic levy investment under the Hort Innovation *< insert fund name >* Fund.”

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

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

To obtain the legal notice and formal disclaimer go to page 13 of this guide.

Funding blocks are not available for Hort Frontiers strategic partnership initiative projects. 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 the type of funding allocated to the project, where funds from an industry levy are used, co-investment details and any Australian Government contributions.

Logo-lock

The appropriate Hort Frontiers fund logo-lock must be included in all R&D project communication outputs.

The fund logo-locks are available on Hort Innovation's delivery partner portal – for more information go to page 10 of this guide. For information on the core logo and fund-specific logo-locks, and how to use them correctly, see pages 15 to 23.

Funding statement

The appropriate funding statement must be included at some point in all R&D project outputs. The only acceptable funding statement is:

"< *insert project name* > is funded by the Hort Frontiers < *insert fund name* >, part of 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."

Example: *Larval diets for high-productivity mass-rearing* is funded by the Hort Frontiers Fruit Fly Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from A-Company, B-Company and C-Company and contributions from the Australian Government."

For more information on funding statements go to page 11 of this guide.

Hort Frontiers name protocol

Hort Frontiers

Hort Frontiers must be referred to as Hort Frontiers. It must not be abbreviated. In the first instance, Hort Frontiers must include the by-line: Hort Frontiers strategic partnership initiative. It can then be shortened to Hort Frontiers.

Hort Frontiers funds

In the first instance, a Hort Frontiers fund name must be referred to in the full format and as part of the initiative: Hort Frontiers < *insert fund name* >, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

Example: Hort Frontiers Green Cities Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

The fund name may then be shortened, for example, Green Cities Fund.

See next page for: Project name and code protocol; Hort Innovation name protocol

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 fund using one of the following formats:

- 1 The strategic partnership initiative project *< insert project name >* (*< insert project code >*) is part of the Hort Frontiers *< insert fund name >*.
Example: The strategic partnership initiative project *Larval diets for high-productivity mass-rearing* (XX16001) is part of the Hort Frontiers Fruit Fly Fund.
- 2 The project *< insert project name >* (*< insert project code >*) is a strategic partnership initiative under the Hort Frontiers *< insert fund name >*.
Example: The project *Larval diets for high-productivity mass-rearing* (XX16001) is a strategic partnership initiative under the Hort Frontiers Fruit Fly Fund.
- 3 A strategic partnership initiative, the project *< insert project name >* (*< insert project code >*) is part of the Hort Frontiers *< insert fund name >*.
Example: A strategic partnership initiative, the project *Larval diets for high-productivity mass-rearing* (XX16001) is part of the Hort Frontiers Fruit Fly Fund.

This is with the exception of media releases, which do not require a full project name and code.

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

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

To obtain the legal notice and formal disclaimer go to page 13 of this guide.

Combined funding

Funding blocks are not available for projects funded with multiple levy funds. The funding statement along with the appropriate 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 on Hort Innovation's delivery partner portal – for more information go to page 10 of this guide.

Funding statement

When a funding block cannot be used, the appropriate funding statement must be included at some point in all 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.”

Example: This project has been funded by Hort Innovation, using the cherry and raspberry and blackberry 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.

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 be abbreviated, for example, Cherry and Raspberry and Blackberry Funds.

Rural R&D for Profit projects

Rural R&D for Profit projects have their own requirements for funding acknowledgment. They must use the funding statement as shown on page 11 of this guide. For any questions, contact the Hort Innovation Communications team at communications@horticulture.com.au.

See next page for: project name and code protocol; and Hort Innovation name protocol

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.
Example: The strategic levy investment project *Managing pests in cherry orchards* (CC16001) is part of the Hort Innovation Cherry and Raspberry Blackberry Funds.
- 2 The project *< insert project name >* (*< insert project code >*) is a strategic levy investment under the Hort Innovation *< insert industry and industry >* Funds.
Example: The project *Managing pests in cherry orchards* (CC16001) is a strategic levy investment under the Hort Innovation Cherry and Raspberry Blackberry 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.
Example: A strategic levy investment, the project *Managing pests in cherry orchards* (CC16001) is part of the Hort Innovation Cherry and Raspberry Blackberry Funds.

This is with the exception of media releases, which do not require a full project name and code.

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

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The organisation must not be referred to as Horticulture Innovation Australia except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

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Delivery partner portal

The delivery partner portal was added to Hort Innovation's website in July 2017.

The portal contains:

- Resource material for branding, funding statements and fund blocks that are required for project outputs funded by Hort Innovation
- The current list of current tenders and opportunities.

The portal will continue to be developed and updates will be communicated to delivery partners via Hort Innovation's communications channels and will be available in later versions of this guide.

Website addresses and links

Delivery partner portal

Website address: horticulture.com.au/delivery-partners

Link: [Delivery partner portal](#)

Levy funds – funding blocks and logo-locks

Resource packages that include the logos and funding blocks for each fund in a range of formats for various publishing mediums are available on the delivery partner portal and by using the links below.

[Almond Fund](#)

[Macadamia Fund](#)

[Pistachio Fund](#)

[Apple and Pear Fund](#)

[Mango Fund](#)

[Potato Fresh Fund](#)

[Avocado Fund](#)

[Melon Fund](#)

[Potato Processing Fund](#)

[Banana Fund](#)

[Mushroom Fund](#)

[Prune Fund](#)

[Cherry Fund](#)

[Nursery Fund](#)

[Raspberry and Blackberry Fund](#)

[Chestnut Fund](#)

[Olive Fund](#)

[Strawberry Fund](#)

[Citrus Fund](#)

[Onion Fund](#)

[Summerfruit Fund](#)

[Custard Apple Fund](#)

[Papaya Fund](#)

[Sweetpotato Fund](#)

[Dried Grape Fund](#)

[Passionfruit Fund](#)

[Table Grape Fund](#)

[Dried Tree Fruit Fund](#)

[Persimmon Fund](#)

[Turf Fund](#)

[Lychee Fund](#)

[Pineapple Fund](#)

[Vegetable Fund](#)

Hort Innovation logos

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available on the delivery partner portal and by using the link below.

Link: [Hort Innovation logo package](#)

Hort Frontiers funds – logo-locks

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available on the delivery partner portal and by using the links below.

[Advanced Production](#)

[Fruit Fly Fund](#)

[Leadership Fund](#)

[Systems Fund](#)

[Green Cities Fund](#)

[Pollination Fund](#)

[Asian Markets Fund](#)

[Healthy Food Fund](#)

Funding statements

The funding statement must be included at some point in Hort Innovation R&D project communication material outputs, and marketing media releases, along with the appropriate logo. The statement recognises the type of funding allocated to the project, where funds from an industry levy are used, along with any Australian Government contributions.

A separate funding statement is not required where a funding block has been used (these are available only for single-industry levy-funded projects, as described on page 4).

The correct positioning of a funding statement is on the inside front cover or back cover of multi-page publications. On two-page documents, it should appear on the back or front; and on one-page documents, it should appear at the bottom of the page. The funding statement must always appear with the appropriate logo.

Levy funds – R&D projects

“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.”

Levy funds – Marketing projects

Media releases are the only communications outputs that require funding acknowledgment. In the body of marketing 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 \$100 million in research, development and marketing activities on behalf of Australian horticulture each year.

Hort Frontiers – R&D projects

“< insert project name > is funded by the Hort Frontiers < insert fund name >, part of 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.”

Other funding

Levy and co-investment funding – R&D projects

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

Rural R&D for Profit funding – R&D projects

“This project is being delivered by Hort Innovation – with support from the Australian Government Department of Agriculture and Water Resources as part of its Rural R&D for Profit program – and < insert co-investors >.”



Name protocol

Hort Innovation

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

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

To obtain the legal notice and formal disclaimer go to page 13 of this guide.

Levy funds

In the first instance, a Hort Innovation fund name must be referred to in the full format, for example, Hort Innovation Banana Fund.

The fund name may then be shortened, for example, Banana Fund.

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

The fund names may then be shortened, for example, Banana and Raspberry and Blackberry Funds or Banana Fund if used alone.

Hort Frontiers

Hort Frontiers

Hort Frontiers must be referred to as Hort Frontiers. It must not be abbreviated. In the first instance, Hort Frontiers must include the by-line: Hort Frontiers strategic partnership initiative. It can then be shortened to Hort Frontiers.

Hort Frontiers funds

In the first instance, a Hort Frontiers fund name must be referred to in the full format and as part of the initiative: Hort Frontiers < insert fund name >, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

Example: Hort Frontiers Green Cities Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

The fund name may then be shortened, for example, Green Cities Fund.

Disclaimer and legal notice

Disclaimer

Hort Innovation project communication material such as websites, books, posters and information brochures, which provide advice to industry, should contain a disclaimer. Please include the following disclaimer in such publications:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in < insert project title >.

Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of < insert project title >, or from reliance on information contained in the material or that Hort Innovation provides to you by any other means.

Legal notice

Hort Innovation project communication material such as websites, books, posters and information brochures should also contain a legal notice. If there is enough space, please include the following legal notice in such publications:

Copyright © Horticulture Innovation Australia Limited < insert year >

Copyright subsists in < insert publication title >. Horticulture Innovation Australia Limited (Hort Innovation) owns the copyright, other than as permitted under the *Copyright ACT 1968* (Cth). The < insert publication title > (in part or as a whole) cannot be reproduced, published, communicated or adapted without the prior written consent of Hort Innovation. Any request or enquiry to use the < insert publication title > should be addressed to:

Communications Manager
Hort Innovation
Level 8, 1 Chifley Square
Sydney NSW 2000
Australia
Email: communications@horticulture.com.au
Phone: 02 8295 2300

Approval procedure

All project communication material funded by Hort Innovation R&D must be submitted to Hort Innovation for review, approval, and future reference before distribution. This includes media material and project communications plans.

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 Hort Innovation's Communications team by email at communications@horticulture.com.au prior to distribution for review and approval.

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 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.

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available on the delivery partner portal and by using the link below.

Website address: horticulture.com.au/delivery-partners

Link: [Delivery partner portal](#)

Link: [Hort Innovation logo package](#)

Logos

Pantone / CMYK / RGB

Logos

Mono black

**Hort
Innovation**

**Hort
Innovation**

**Hort
Innovation**
Strategic levy investment

**SUMMERFRUIT
FUND**

**Hort
Innovation**
Strategic levy investment

**SUMMERFRUIT
FUND**

hort frontiers
Strategic partnership initiative

**FRUIT FLY
FUND**

hort frontiers
Strategic partnership initiative

**FRUIT FLY
FUND**

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.

Minimum size (optimum)

7mm high



Minimum size (absolute)

Mono only; 5mm high



Hort Innovation fund-specific logo-locks

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

Minimum sizes

Hort Frontiers fund-specific logo-locks

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 10mm high.

Minimum size (optimum)

12mm high



Minimum size (absolute)

Mono only; 10mm 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

Hort Frontiers fund-specific logo-locks

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 'absolute' minimum sizes.

Hort Innovation core logo

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

Hort Innovation fund-specific logo-locks

Colour backgrounds

White logo-lock only

Absolute minimum size is 12mm 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 fund-specific logo-locks

Colour backgrounds

White logo-lock only

Absolute minimum size is 12mm high



Black is preferable



Corporate lime is also preferable



Other corporate colours are acceptable

How to use the logos

Imagery backgrounds

The following specifications apply to the Hort Innovation core logo, Hort Innovation fund-specific logos-locks and Hort Frontiers fund-specific logo-locks. 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 unacceptable



Light area on image is unacceptable

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 Hort Frontiers projects, 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 Hort Frontiers projects, 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 Hort Frontiers projects, 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.

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).

Fonts

Consistent use of fonts and typography styles helps create a unified corporate style. As part of its corporate style, Hort Innovation uses a number of fonts.

For professional designers, the font is 'Proxima Nova', 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 font is 'Calibri'. This has been used in all Hort Innovation corporate templates and email styles and is acceptable for communication material such as project reporting.

Primary font

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colours

The brand identity uses two primary corporate colours. These are used in the logo.

Hort Innovation also has a secondary colour palette that can be used in publications and other material as demonstrated in this document.

The logo is available in several different colour formats, depending on its intended use. The Pantone and CMYK versions are used for offset and digital printing. The RGB version is used for electronic media such as television, PowerPoint or Prezi presentations, videos and projected displays. The hex version is used for the web.

Primary colours

Primary Green



Pantone
PMS 5487
RGB
94/119/115
Hex
5e7773
CMYK
65/40/50/15

Primary Red



Pantone
PMS 194
RGB
171/9/47
Hex
ab092f
CMYK
20/100/85/15

Secondary colours

Teal



Pantone
PMS 328
RGB
0/121/123
Hex
00797b
CMYK
90/35/50/10

Orange



Pantone
PMS 1525
RGB
222/120/0
Hex
de7800
CMYK
10/60/100/0

Muted Blue



Pantone
PMS 548
RGB
6/65/102
Hex
054166
CMYK
100/75/35/25

Dark Grey



70% Black
RGB
109/110/113
Hex
6d6e71
CMYK
0/0/0/70

Lime



Pantone
PMS 376
RGB
142/190/63
Hex
8ebe3f
CMYK
50/5/100/0

Yellow



Pantone
PMS 130
RGB
251/185/0
Hex
fb9000
CMYK
0/30/100/0

Clear Blue



Pantone
PMS 287
RGB
14/78/150
Hex
004b93
CMYK
100/80/10/0

Medium Grey



50% Black
RGB
147/149/152
Hex
939598
CMYK
0/0/0/50

Olive



Pantone
PMS 446
RGB
82/91/82
Hex
525b52
CMYK
20/0/25/75

Watermelon



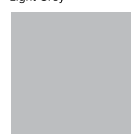
Pantone
PMS7420
RGB
202/77/96
Hex
ca4d60
CMYK
0/85/55/0

Aqua



Pantone
PMS 631
RGB
0/172/196
Hex
00acc4
CMYK
75/10/20/0

Light Grey



30% Black
RGB
188/190/192
Hex
bcbec0
CMYK
0/0/0/30



Contact

**If you have any further questions, please contact
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