

Australian Extra Virgin Logo

APPENDIX No. 10

10. Appendix N°. 10 – Australian Extra Virgin Logo



This Australian Extra Virgin logo may be used by signatories to The Code who have met all their obligations under The Code.

As intended with most logos, this Australian Extra Virgin Logo is a consumer brand identity for the Australian Olive Association Ltd.

The Australian Extra Virgin Logo is very important for signifying commitment by its members to producing authentic and quality olive products.

It is designed to distinguish Australian Extra Virgin products from all other olive products in local and international marketplaces.

It is imperative that it be used consistently and only in accordance with these terms and conditions.

WELCOME TO A NEW BRAND, YOUR BRAND.

Australian Extra Virgin olive oil is a new name and a proud name.

In order to protect it from misuse, we have written these conditions to help you use the name, the logo, and the registered trademark symbol in such a way as to both protect and promote the potential of the industry's highest standards.

Think of it as a seal of approval for your own brand name.

We have designed the name, logo and trademark to be a stand-alone brand asset.

The font and colour, size and shapes of these elements are as important as the new brand name itself. They must always be used according to the following requirements.

As the new name and logo become more recognised as the symbol of Australia's best both here and overseas, we are confident you will see the benefits of being a partner in making a new name a Brand name.

Terms and conditions of use

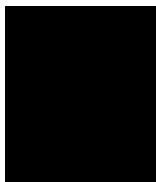
1. The Australian Extra Virgin Logo may be used only in association with the signatory's olive industry business. It may not be used in association with any other business of the signatory.
2. The Australian Extra Virgin Logo may be used only in the form provided by the Australian Olive Association Ltd. The CMYK colour breakdown or PMS colour swatch depicted below shall be used for all printing and display purposes except as otherwise provided in these terms and conditions.



C 27	R 103	PMS
M 0	G 119	5757
Y 95	B 24	
K 55		



30% of the green to be used when logo is reversed.



C 0	R 0	PMS
M 0	G 0	Black
Y 0	B 0	
K 100		

3. The Australian Extra Virgin Logo may be used in a two tone mono or black and white form, as shown below, only where use of the specified colours is not practicable and where the reputation of the signatory and the Australian Olive Association Ltd is enhanced.

- 3a. The Australian Extra Virgin Logo may be used in a solid colour or reversed form, as shown below, only where use of the specified colours is not practicable and where the reputation of the signatory and the Australian Olive Association is enhanced.

The logo may not be used on a photographic background without the approval of the Australian Olive Association Ltd.



4. Modification of the Australian Extra Virgin Logo is not allowed. This includes: animation, morphing, blurring, pixelation, colour changes, font changes, elongation or any other form of distortion.
5. The Australian Extra Virgin Logo may be used in documentation, advertising or marketing material dealing specifically with the signatory's olive industry business.
6. The Australian Extra Virgin Logo size may be increased or decreased so that it is a prominent and easily seen part of the advertising or marketing material. It shall not be smaller than depicted below.



7. The Australian Extra Virgin Logo may not be used in any manner that might imply association with any industry other than the olive industry or with any organisation other than the Australian Olive Association Ltd.
8. The Australian Extra Virgin Logo may not be used as a basis for any design that appears to mimic it or rely on it for impact or effect.
9. The Australian Extra Virgin Logo shall stand alone and not be combined with any other object, including other designs, images or graphics of any kind unless approved by the Australian Olive Association Ltd.

10. As shown below, the Australian Extra Virgin Logo shall always be accompanied by the registered trademark symbol ® and in the position shown.



11. A minimum clearance as indicated by the box surrounding the Australian Extra Virgin Logo below must be maintained, and remain proportional to its size when increased or decreased.



12. If the Australian Extra Virgin Logo is used on any material or document similar in colour to the Australian Extra Virgin Logo, a box should be placed around the Australian Extra Virgin Logo to ensure that it has prominence and the background colour remains the same. See point 11 for the size and spacing relationship of the box to the logo.
13. The Australian Extra Virgin Logo shall be included in the right hand top or bottom corner of all documents and advertising or marketing material unless otherwise approved by the Australian Olive Association Ltd.
14. The Australian Extra Virgin Logo may not be used in any manner that might imply that a specific product has been certified as meeting the requirements of The Code.
15. The Australian Extra Virgin Logo may be used in conjunction with The Code Certification Symbol on documents or advertising and marketing materials, provided that the proportions and placement of the logos are represented as displayed below.



16. Wherever the Australian Extra Virgin Logo is printed, the font **Futura Light** must be used for all copy and headlines. If this is not possible, typeface **Helvetica Neue Light** may be used. Where these fonts are not available **Arial** may be used.

Other font weights (e.g. Bold, Medium, Regular etc.) may be used where necessary.