



Section Three
Use of Buy SA Logo

introduction - Buy SA logo

Buy SA is the retail device for Advantage SA members.

The Buy SA logo is a useful device designed to assist consumers to identify products and produce from South Australia.

The Buy SA campaign supports only tangible goods grown, produced or manufactured in South Australia. The Buy SA logo's usage is encouraged when South Australian product or produce is produced, sold or retailed.

Criteria for the Buy SA logo usage is in accordance with the Buy SA website:
buysouthaustralian.com.au

It is the responsibility of the individual or company to ensure that information is correct. To claim that your produce or product is South Australian it must be;

- Grown or caught in South Australia, or
- Made in South Australia, with South Australian ingredients/components, or where 50% or more value has been added and the ingredients/components have been substantially transferred in South Australia.

For further information please visit
buysouthaustralian.com.au

Logo usage suggestions;

If you produce, manufacture or grow South Australian products, the Buy SA logo artwork can be used in the following ways;

- Packaging and labelling
- Display signage

If you sell South Australian products the Buy SA logo artwork can be used in the following ways;

- Shelf talkers
- In press advertising
- On display or shelf stripping
- Point of sale
- Online/website

All usage and placement of the Buy SA logo must be agreed upon and authorised by Advantage SA.

The Buy SA logo can only be used by Advantage SA members.

Advantage SA, with the support of all media partners, will continue to run a Buy SA campaign (see **buysouthaustralian.com.au**). The campaign encourages consumers to look for the Buy SA logo.

To obtain the Buy SA logo, members will have to apply online via reception@advantagesa.com.au or phone (08) 8211 8111.

masterbrand full colour

1.



The Buy SA Masterbrand is based upon a set of graphic elements: the SA trademark device, the logotype, the baseline and the corporate colours.

The logotype is a specially drawn typeface and must not be re typeset, traced, respaced, redrawn or modified in any way.

The logotype must always be used with the SA trademark device and the baseline in the specified relationships. The proportions, spacing and relative positioning of the elements must remain consistent.

The logo must never be made up of a texture or pattern or appear on a textured or patterned background. Where possible the logo should be printed in spot colour.

Logo 1 is the preferred Buy SA masterbrand.

When using four colour process printing, it is necessary to supply colour swatches and to specify that they match exactly. Never specify percentage breakdowns of process colours.



masterbrand - single colour

When a single colour version of the logo is required version 2 or 3 are to be used.

The masterbrand prints black on a white background.

It is also acceptable to print the logo in one colour using PMS Black 7C.



2. Mono logo - Black on white



3. Single Colour logo - PMS Black 7C



minimum size

The Buy SA Masterbrand logo must not be reproduced smaller than 7mm high.

This measurement is taken from the bottom of the baseline to the top of the SA Trademark device.

This also applies to mono versions of the logo.



minimum clear zone

When using the Buy SA Masterbrand, keep a clear zone surrounding the logo as displayed. The clear zone should be free from typography, illustrations or any other graphic.

The clear zone distance on the top, bottom and sides of the logo is X.

X is determined by the space between the baseline of the word 'Advantage' and the top of the SA Trademark device as shown.



how not to use the master brand

DO NOT place the logo on a textured or patterned background



DO NOT stretch the logo



DO NOT alter the relationship and proportions on the logo



DO NOT condense the logo



DO NOT reproduce with patterns or fills



DO NOT reproduce the logo in colours other than specified



corporate colours - masterbrand

RGB colours

When the Buy SA Masterbrand is used in onscreen applications (television, web, etc), the following RGB mixes should be used.

green R=190 G=214 B=0

black R=55 G=53 B=52

Four colour process

In situations where only 4 colour process is available for printing, please specify that the PMS colours be matched as closely as possible.

Ask the printer to match the PMS colours from the CMYK mix.

green C=31 M=1 Y=100 K=0

black C=67 M=63 Y=63 K=57

Spot colour PMS

The corporate colours are:



green PMS 382C



PMS Black 7C

Uncoated stocks

When printing on uncoated stocks, the PMS colours are:



green PMS 380U



PMS Black 7U

© November 2009 West Creative Pty Ltd

221 Gilbert Street, Adelaide 5000

p (08) 8 221 7118

f (08) 8 211 9629

e jo@westcreative.com.au

w www.westcreative.com.au