FOOD STANDARDS
Australia • New Zealand
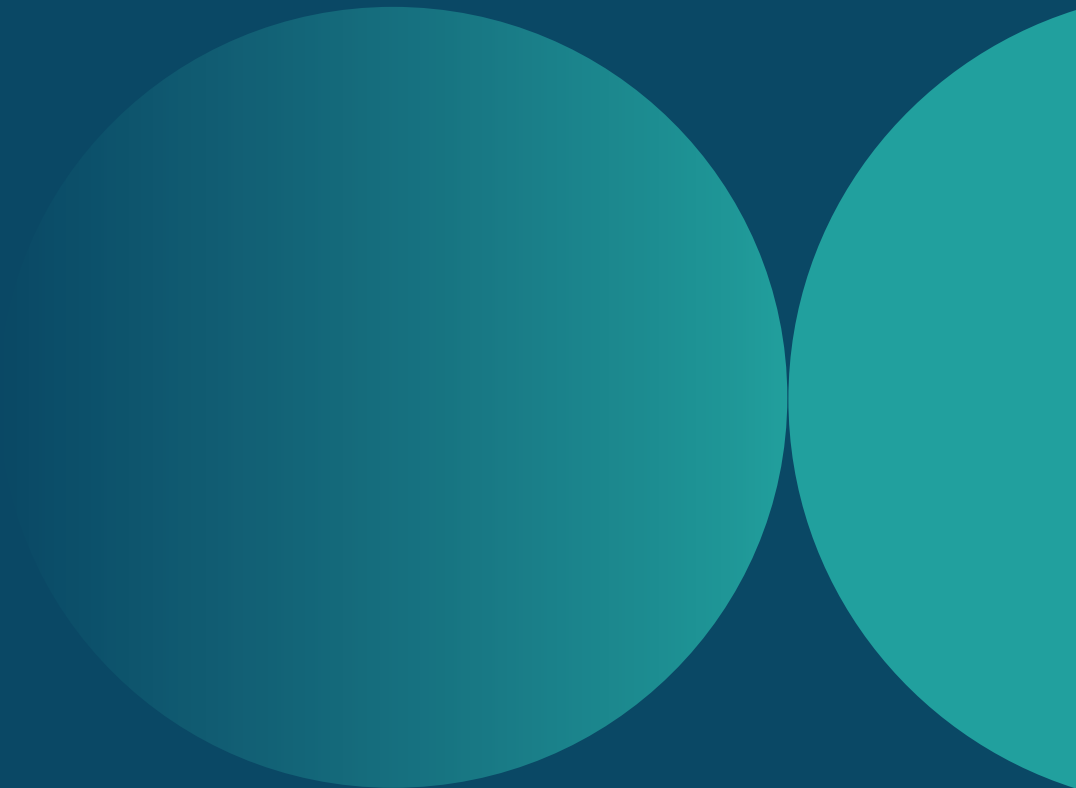Te Mana Kounga Kai – Ahitereiria me Aotearoa

Visual Style Guide

Applying the Brand Style Guide

All internal and external stakeholders using the FSANZ brand are responsible for understanding and applying the contents of this Style Guide.

The application of this guide extends beyond the use of just the FSANZ logo. Every item, service or promotion using the FSANZ brand must follow this guide to ensure the brand is expressed consistently to our audiences and stakeholders.

The following are examples of items which must comply with this guide:

- Promotional materials e.g. collateral/ brochures
- Advertising
- Banners and all forms of signage
- Official documents and reports
- Merchandise
- Any other items which represent or promote Catholic Education

If you are unsure about the application of any aspect of this guide or if you require further advice or assistance please contact the head of Directorate or the Design & Publications Officer.

To ensure styling and communication consistency across the organisation, the following stationery suite and templates have been developed and must be used:

- Letterhead
- Electronic Letterhead
- With Compliments Slip
- Pamphlet templates (A4 tri fold only)
- Microsoft Cover Files (variations include A5, A4 and A3)
- Envelopes (variations include DL, DLX, C5, C4 and B4)
- Presentation Folder.

All stationery files can be found in the Trim Container.

Logo

Full colour

The Food Standards of Australian and New Zealand logo lockup is comprised of two components :
– the circle icon
– and the FSANZ word mark
  with Maori slogan

Full colour

Where possible, use the full colour logo in Navy.

Mono

Mono

To be applied when colour is limited to black and white.

Reversed

To be applied when the logo appears on dark coloured backgrounds..

Reversed

Logo

Clear space

Please ensure that there is a clear space allocated around the logo that is proportionately equal to the size of the 'A' in the FSANZ wordmark.

A clear space ensures that other graphic elements do not interfere with the placement of the logo. Where possible, use more clear space than the minimum.

Minimum size

The minimum width of the lol is 20mm for print and 50px for screen.

However on items such as corporate stationery where it may not be possible for the minimum width to be adhered to, the size may be reduced as long as it is legible.

Minimum width:
82mm Print
310px Screen

Logo

Correct usage

The logo can only be used in navy, black and white.

The logo should be clear and visible, applied to backgrounds with high contrast and be used only in the colourways supplied.

Incorrect usage

Select the appropriate logo for your application and use only the provided logo artwork. The logo must be easily recognizable on photos and comply to accessibility rules

Do not: rotate, stretch, recolour, alter any of the text or outline the logo.

File Types

The FSANZ visual identity has been prepared in a variety of file types for print and digital use.

For help acquiring the appropriate mark please reference this section and contact:

PRINT FILE TYPES

EPS

EPS format is a vector image. Use this file when working with vendors for applications such as printing merchandise or materials. Use EPS files whenever possible. EPS preserves background transparency.

PDF

PDF formats allow you to view a high-resolution vector based image without requiring specific software. PDF files offer nearly limitless sizing without degradation of quality.

DIGITAL FILE TYPES

PNG - DIGITAL

PNG formats preserve background transparency and is most suitable for web applications - email signature, website, etc.

JPG - DIGITAL

JPG format is made up of pixels. It is most commonly used on electronic screens as part of a website. Something to note, JPG files always have a solid color background, you can't display a JPG with a transparent background. This

file type can not be infinitely scaled, and must be used at 100% of original size or smaller.

Colours

Primary colour palette

The FSANZ colour palette consists of two primary colours (Navy and Teal) and three secondary colours (Magenta, Grey, and Ice).

The secondary colours are designed to support and enhance the visual brand.

Web-accessible colour pairings for each colour are highlighted by the following symbols:

(Aa) WCAG 2.1 AA compliant (all font sizes)

(A) WCAG 2.1 AA compliant (minimum 14pt and bold or 18pt font size)

Navy
CMYK   97-69-40-25
RGB   10-72-101
HEX   0a4865

Teal
CMYK   78-17-42-0
RGB   33-160-157
HEX   21a09d

Magenta
CMYK   45-98-34-17
RGB   134-35-95
HEX   86235f

Grey
CMYK   0-0-0-50
RGB   147-149-152
HEX   939598

Ice
CMYK   25-6-7-0
RGB   188-216-227
HEX   bcd8e3

Colours

Gradients

The secondary colour also include two gradients. You must <u>not</u> alter the colours of the gradients. The Gradients are meant to be used as large backgrounds or <u>one</u> of the circles in a pattern.

Tints and Shades

1 tint and 2 shades have been listed to enhance any infographics or full colour layouts.

Navy - Teal Gradient

Teal - Ice Gradient
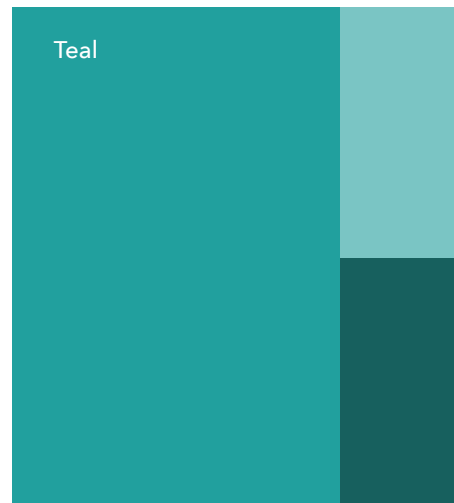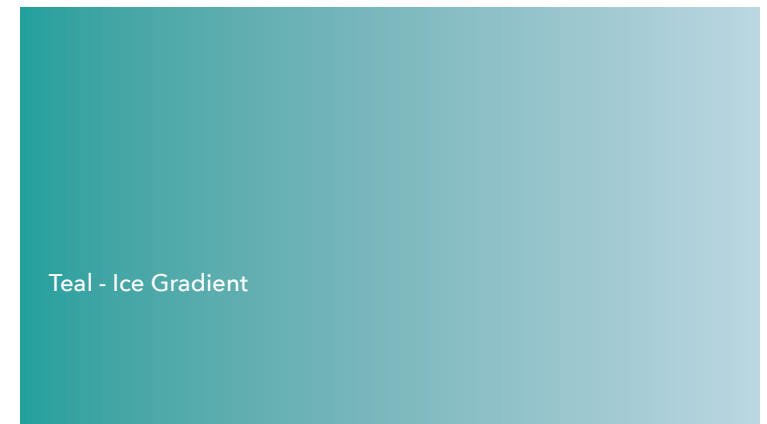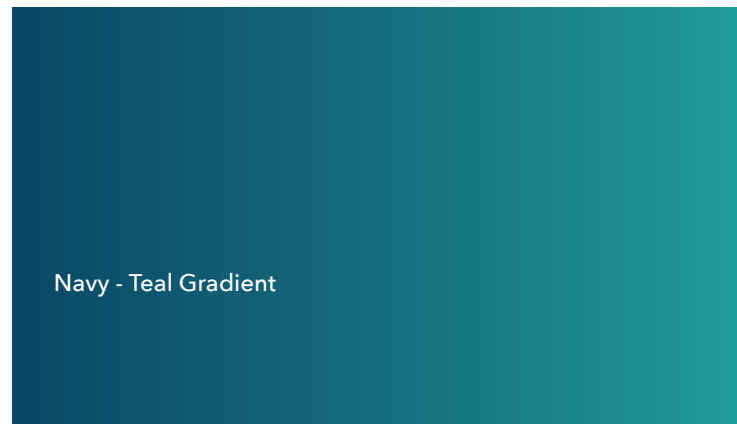
Teal

40% Teal Tint

CMYK	51-3-25-0
RGB	122-197-196
HEX	7ac5c4

40% Teal Shade

CMYK	88-44-58-26
RGB	23-96-94
HEX	17605e
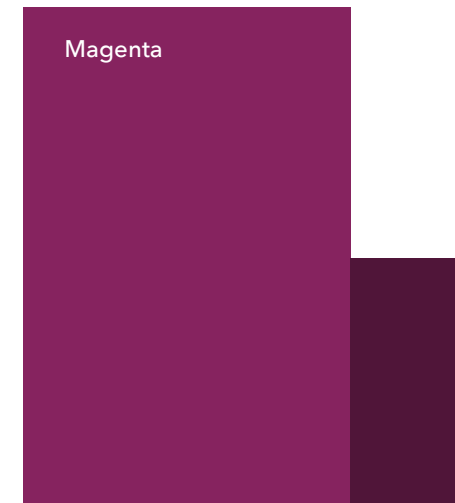
Magenta

40% Magenta Shade

CMYK	56-95-47-50
RGB	80-21-57
HEX	501539

Typography

The primary typeface for the FSANZ is Avenir Next. It is an custom font and can be purchased and downloaded online. Avenir Next must be used in all applications.

When Avenir Next is unavailable, Avenir or Open Sans can be used in it's place. This applies to any templates designed using a Microsoft product (e.g. Word and PowerPoint), Canva, and Mailchimp.

For legibility, all font sizes should be no smaller than 7.5pt.

Avenir Next

AaBbCcdD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (*&@!?)

Open Sans

AaBbCcdD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (*&@!?)

Graphic elements

These circles used in the FSANZ visual identity are designed to mimic abstract molecules and food science. They express growth, expansion, and renewal.

Macro food photography is used to enhance this idea.

The addition of the gradient, in some cases, is symbolic to future technology and scientific advancement.

Full circle
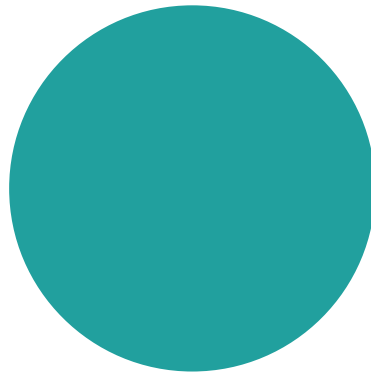
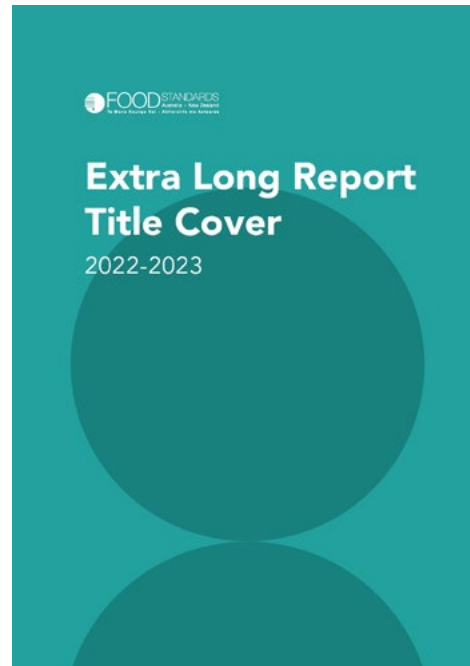Half circles

Brand application

Print

The following page showcases examples of the brand applied to various print materials.

For any important publication (such as the Annual Report), it is preferred that a primary colour from the FSANZ colour palette be used as the background colour for the publication. The secondary colours are designed to support the visual brand.

The use of a purple background **only applys** to speciality social media/ web templates.

Generic report covers

Internal Report pages

FOOD STANDARDS AUSTRALIA NEW ZEALAND **2022 - 23**

ABOUT FOOD STANDARDS AUSTRALIA NEW ZEALAND

Food Standards Australia New Zealand (FSANZ) is an independent statutory authority in the Australian Government Health portfolio. It is established by the *Food Standards Australia New Zealand Act 1991* (FSANZ Act). The agency is a corporate Commonwealth entity under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act).

FSANZ also operates under a treaty-level agreement between the governments of Australia and New Zealand that establishes the agency's role in setting and maintaining trans-Tasman food standards.

The agreement requires that FSANZ and the New Zealand Minister for Food Safety conclude a funding and performance agreement annually. This agreement details the services FSANZ is to provide and includes quarterly performance reporting and details of New Zealand's funding contribution. Reporting to the New Zealand Government is undertaken separately to this Annual Report.

The agency's offices are located in Canberra, Australia and Wellington, New Zealand.

Objectives and functions

The object of the FSANZ Act is to ensure a high standard of public health protection throughout Australia and New Zealand. The FSANZ Act sets out four goals for the agency, being:

» a high degree of consumer confidence in the quality and safety of food produced, processed, sold or exported from Australia and New Zealand

» an effective transparent and accountable regulatory framework within which the food industry can work efficiently

» the provision of adequate information relating to food to enable consumers to make informed choices

» the establishment of common rules for both countries and the promotion of consistency between domestic and international food regulation measures without reducing the safeguards that apply to public health and consumer protection.

We contribute towards these goals by:

» developing food standards that are informed by the best available scientific evidence

» providing food standards information

» coordinating aspects of the food regulation system.
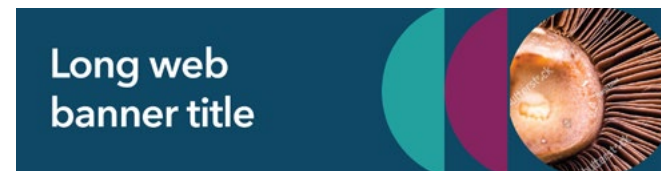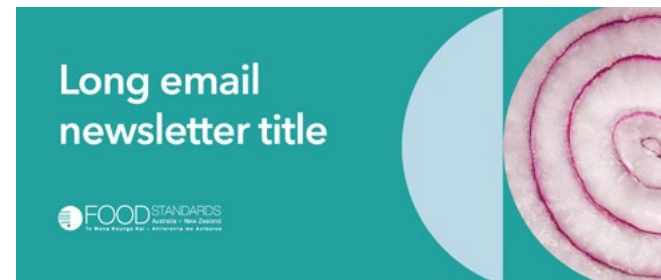
Brand application

Digital

The following page showcases examples of the brand applied to various digital materials.

The purple background is used to call attention to special or urgent social media and web banner elements. These elements will typically have a specific call to action.

Example social media tile

Example newsletter banner

Brand application

Stationery and ID

The following page showcases examples of the brand applied to stationery and ID materials.

Letterhead (Word Template)

Business Cards

JOHN E. SMITH

Manager
Communication, Engagement and Governance

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M +61 403 808 676
PO Box 5423, Kingston ACT 2601

www.foodstandards.gov.au

Name Badges

Email Signature Block

Alan Maskell
Website Manager
Communication, Engagement and Governance

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M +61 403 808 676
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PO Box 5423, Kingston ACT 2604

www.foodstandards.gov.au

Brand application

PowerPoint Template

The following page showcases examples of the branding being applied to a PowerPoint template.

The PowerPoint template includes 6 Slide Master decks, each in a different colour from the FSANZ colour palette. The decks can be used interchangeably but the colours and font must **not** be altered.
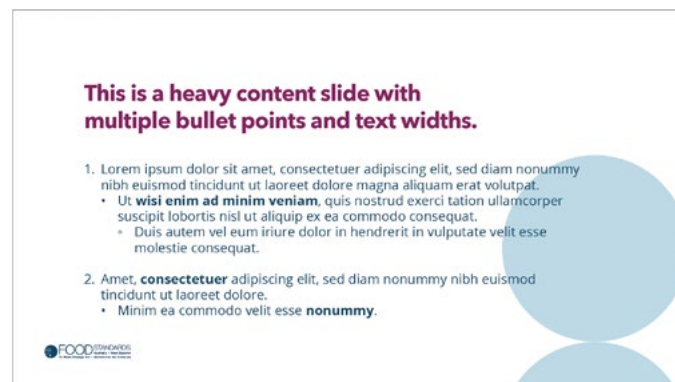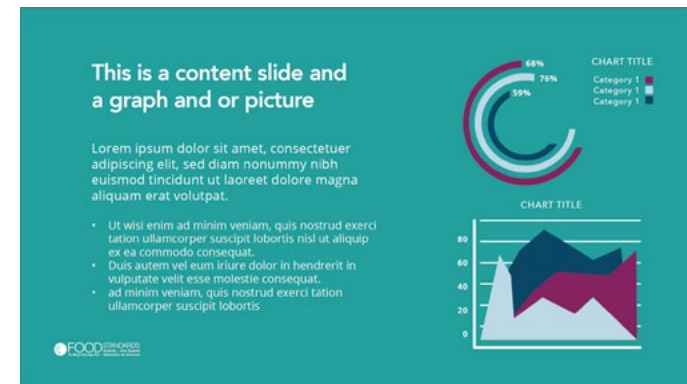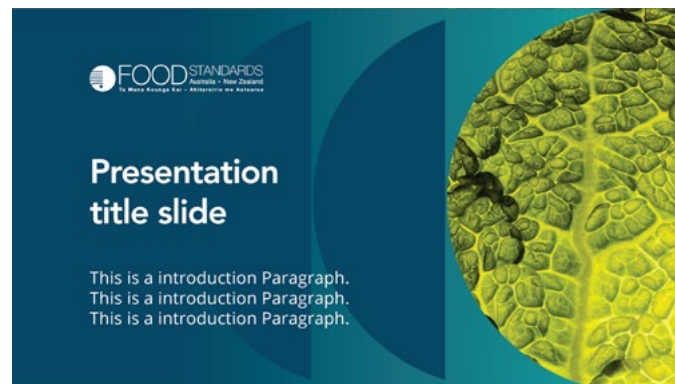
Illustrations

FSANZ Iconography

FSANZ icons should be shown in solid colour only. They may be shown in any brand color determined on their context.

Multiple colours may be used when overlapping.

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