

PASTUREFED CATTLE ASSURANCE SYSTEM

Usage Guidelines for the Certified Pasturefed Marks



**CERTIFIED
PASTUREFED**

NOVEMBER 2012

**PASTUREFED
CATTLE
ASSURANCE
SYSTEM**

The Pasturefed Cattle Assurance System (PCAS) is underpinned by a set of Standards. These Standards encompass one core module and two optional modules that can be used separately or in combination.

A producer that meets the requirements of the PCAS Standards, may be eligible to claim their cattle are:

- ✓ Certified Pasturefed
- ✓ Certified Pasturefed +HGP-free
- ✓ Certified Pasturefed +Antibiotic-free
- ✓ Certified Pasturefed +HGP-free +Antibiotic-free

To support producers, the system owner Cattle Council of Australia, has developed a family of certification marks (Marks) that producers may use, provided they are certified under PCAS and when using the Marks, follow the usage guidelines outlined in this document.



**CERTIFIED
PASTUREFED**

STATEMENT OF PURPOSE

The Certified Pasturefed Marks were developed by the Cattle Council of Australia to identify cattle which meet the requirements as set forth in the PCAS Standards and certified through the PCAS program.

The Marks may only be used by those who are certified through the PCAS program or have a licence agreement in place with the Cattle Council of Australia.

The Marks were established to provide the beef production supply chain with a visual means of proving claims relating to pasturefed or grassfed production methods as outlined in the PCAS Standards. This also enables the supply chain to differentiate certified cattle and red meat products and market certified products accordingly.

The requirements of the PCAS Standards are set by the Cattle Council of Australia and may be amended from time to time.

STATEMENT OF USE

The Marks may be used on relevant product packaging and promotional materials, including brochures, sales literature, advertising, banners, websites, point of purchase material and labels etc.

Usage of the Marks must comply with the following guidelines. If a company wishes to use the Marks in a manner other than described in these guidelines, it must request and receive permission in writing from the Cattle Council of Australia.

REPRODUCTION

The Marks must be reproduced from original artwork. This can be obtained from www.certifiedpasturefed.com.au or by contacting the Cattle Council of Australia:

PO Box E10, Kingston ACT 2604
Ph: +61 2 6269 5600
Fax: +61 2 6273 2397
Email: cca@cattlecouncil.com.au

DESIGN MARKS

There are three Marks, each relating to the relevant modules within the PCAS Standards:

CERTIFIED
PASTUREFED



CERTIFIED
PASTUREFED
+HGP-FREE



CERTIFIED
PASTUREFED
+ANTIBIOTIC-FREE



A fourth Mark exists for use in circumstances where all three modules within the PCAS Standards are met:

CERTIFIED
PASTUREFED
+HGP-FREE
+ANTIBIOTIC FREE



PREFERRED MARK

The full colour Marks are the preferred option for use unless they will not be able to be reproduced accurately or clearly.

The full colour Mark must always be legible and all elements clearly visible. To ensure this, it is recommended that it always appear on a white background.

MINIMUM HEIGHT

Recommended minimum size for the Marks is 25mm or 71 pixels in height.



In instances where the logo is to appear on a coloured background, the full colour version may be used provided all elements are clearly visible. Otherwise, you should use the alternative Marks provided.

FULL COLOUR VERSION



ALTERNATIVE MARKS

In instances where the preferred Mark is not fully visible or legible then the reversed (white) or mono (black) should be used.

REVERSED (WHITE) VERSION



MONO (BLACK) VERSION



EXCLUSION ZONE

A clear space area must be maintained when using the Marks. This will avoid encroachment of typography, images or graphic elements. The measurement 'x' is taken as the height of the second line of name 'Pasturefed'.



UNACCEPTABLE USAGE

Any use of these Marks which is deemed a misrepresentation of the intended use by the Cattle Council of Australia may result in the suspension of the users certification or licensing status.

Do not change the proportions of the elements within the mark



Do not change the colours of the mark



Do not add outlines to the mark



Do not stretch the mark



Do not change the relationship of the elements within the mark



Do not add a drop shadow to the mark



MARK COLOUR PALETTE

The full colour Mark is the preferred option for use unless it will not be able to be reproduced accurately or clearly. The Marks appear in up to four colours depending on the version.

The full colour version contains Dark Green PMS 349 C, Light Green PMS 368 C, Light Brown PMS 465 C and Process Black. Mono versions are provided in Process Black.



DARK GREEN

PMS 349 C

C100 M0 Y91 K42

R54 G104 B66

366842



LIGHT GREEN

PMS 368 C

C57 M0 Y100 K0

R133 G187 B61

85bb3d



LIGHT BROWN

PMS 465 C

C20 M32 Y58 K0

R173 G151 B97

ad9761



RICH BLACK

Process BLACK

C0 M0 Y0 K100

R0 G0 B0

000000

SECONDARY COLOUR PALETTE

A second palette of complementary colours has been developed for use with the Certified Pasturefed brand.



C6 M90 Y98 K1

R183 G63 B36

b73f24



C7 M63 Y100 K1

R191 G108 B21

bf6c15



C100 M27 Y90 K15

R34 G104 B66

226842

TYPOGRAPHY

The Certified Pasturefed corporate typeface is Exo. Exo has been chosen because it is available as an OTF for printed material and as a web font via Google.

It is recommended that leading be set to single spacing, with sufficient space between paragraphs to create easy to read text.

Be sure the colour selected for text is legible if used on coloured backgrounds. Dark text on light backgrounds and light text on dark.

CORPORATE TYPEFACE

Exo Light (for headlines and key quotes)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Exo Regular (for general body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Exo Bold (for headings and emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ALTERNATIVE TYPEFACE

Trebuchet MS should be used only in instances where Exo is not available or for large sections of body copy.

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

DOWNLOAD

Web Font

[http://www.google.com/webfonts#UsePlace:use/
Collection:Exo](http://www.google.com/webfonts#UsePlace:use/Collection:Exo)

OTF for printed materials

<http://www.fontsquirrel.com/fonts/exo>