



FUTURE FARM
INDUSTRIES CRC

PROFITABLE PERENNIALS™ FOR AUSTRALIAN LANDSCAPES

Style Guidelines July 2007



FUTURE FARM INDUSTRIES CRC

PROFITABLE PERENNIALS™ FOR AUSTRALIAN LANDSCAPES

These guidelines have been prepared for FUTURE FARM INDUSTRIES CRC staff and suppliers. They show how the FUTURE FARM INDUSTRIES CRC branding should be used on all FUTURE FARM INDUSTRIES CRC corporate publications, promotional items and stationery.

Standardised layouts, colours, typefaces and specifications have been provided to ensure that a uniform brand image is presented at all times.

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For enquiries regarding any aspect of this style manual, please contact the Communication Manager Future Farm Industries CRC
T: 08 6488 8553
www.futurefarmcrc.com.au



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INTRODUCING THE FUTURE FARM INDUSTRIES CRC LOGO

The Future Farm Industries CRC corporate brand is represented by the universal Future Farm Industries CRC mark (logo) as seen below. The upper green section of the logo represents growth, outcomes and diversity, while the purple roots represent the connection of this organisation to the land and the depth of knowledge that is the basis of the CRC. A thin purple line represents the horizon.

The Future Farm Industries CRC corporate mark is represented in two colours: green and purple. It can also be reproduced in black and white.

The mark is always accompanied by the typography **FUTURE FARM INDUSTRIES** and may also have an optional strapline.

The **PROFITABLE PERENNIAL™ FOR AUSTRALIAN LANDSCAPES** strapline sits below the typography in one line. The strapline is not to be used when the logo is printed smaller than 45mm in height.

This logo is available in positive, reversed and horizontal formats.



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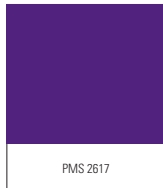
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PMS breakdown



PMS 2617



PMS 377

CMYK breakdown



C=79 M=100 Y=0 K=15



C=45 M=0 Y=100 K=24

RGB breakdown



R=83 G=36 B=127



R=120 G=162 B=47

STANDARD COLOUR LOGO

The colour palette consists of 2 colours. For each colour we have supplied a PMS breakdown, a CMYK breakdown and a RGB breakdown.

Two colour PMS logo

PMS (Pantone Matching System) is a standard measure of colour used by printers universally. Each colour is represented by a PMS number. PMS logos are used when printing in 2 colours. These logos are supplied in eps file format. An eps file can be opened in a desktop publishing program, such as Adobe Illustrator.

Full colour CMYK logo

CMYK logos are used for full colour and digital printing. These logos are supplied in eps file format. An eps file can be opened in a desktop publishing program, such as Adobe Illustrator.

RGB logo

RGB images are supplied in jpg format only. These files should predominantly be used for on-screen or in-house printing applications i.e. web applications, or for insertion into Word or Powerpoint documents.



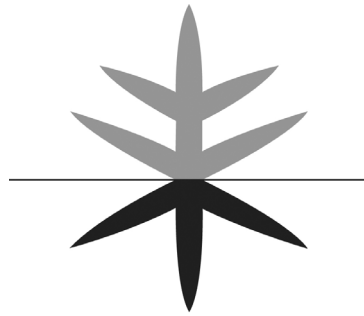
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STANDARD BLACK AND WHITE LOGO

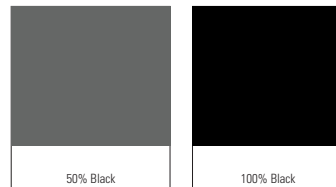
Black and white logos should be used when there is no colour available. They are available in positive and reversed formats (see page 5 and 7). These logos should sit on either a solid black or white background only.

The logos are supplied in two file formats: eps and jpg.



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FOLDER: Positive Logo
ffirc_logo_BW.eps
ffirc_logo_BW.jpg



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REVERSED LOGOS

Black and white and colour reversed logos should be used sparingly.

These logos are supplied in one file format: eps.

The background of the reversed logo as shown below is not part of the logo and is positioned here only to show how the logo appears. The reversed black and white logo should only sit on a solid black background. The reversed colour logo should only sit on a solid purple background.



FOLDER: Reversed Logo

fficrc_rev_PMS.eps

fficrc_rev_CMYK.eps

fficrc_rev_BW.eps



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BLOCK LOGO

In situations where the logo needs to be used on external publications that have a solid colour, and the standard logo can not be used effectively, the block logo can be employed.

This logo is supplied in one file format: eps.

(Only to be used in exceptional circumstances).





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HORIZONTAL LOGO

This is an alternative form of the standard logo which can be used in situations that require a more horizontal shape.

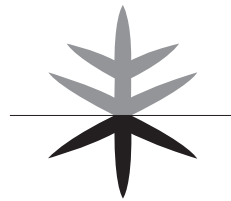
Like the standard logo, it is available in black and white, colour and reversed formats.

Please note: The dark backgrounds behind the reversed logos are not part of the logo and are positioned here only to show how the logos appear.



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FOLDER: Horizontal Logo
ffirc_horizontal_PMS.eps
ffirc_horizontal_CMYK.eps
ffirc_horizontal_RGB.jpg
ffirc_horizontal_BW.eps
ffirc_horizontal_BW.jpg

FOLDER: Reversed Horizontal Logo
ffirc_rev_hor_PMS.eps
ffirc_rev_hor_CMYK.eps
ffirc_rev_hor_BW.eps



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EXTENDED LINE LOGO

This is an alternative form of the standard logo which can be used occasionally at the top or the bottom of documents.

This logo allows the horizon line to extend to the edge of the page. The logo can be placed to the left, right or centre. If the size of the logo is smaller than 45mm in height, the strapline can be excluded. The logo should always be placed no closer than 10mm from any edge of the document.

This logo is to be used in colour only on a white background.

Three versions of this logo are supplied: left, centre and right setting. The logos are supplied in 2 file formats: eps and jpg.



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FOLDER: Extended Line Logo
FFICRC_ext_centre_PMS.eps
FFICRC_ext_centre_CMYK.eps
FFICRC_ext_centre_RGB.jpg
FFICRC_ext_left_PMS.eps

FFICRC_ext_left_CMYK.eps
FFICRC_ext_left_RGB.jpg
FFICRC_ext_right_PMS.eps
FFICRC_ext_right_CMYK.eps
FFICRC_ext_right_RGB.jpg



FUTURE FARM INDUSTRIES CRC

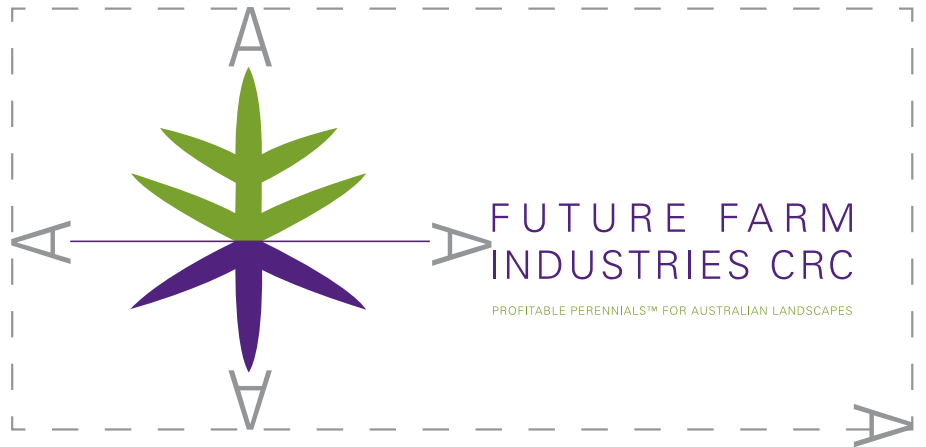
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USING THE LOGO

The logo must always be used in its original state as supplied in the various logo formats. Type, colour and style must remain as supplied with no amendments. If there is a particular format of the logo you require that has not been supplied please contact the Future Farm Industries CRC Communication Manager. They can supply you with an original file or advise you if your needs do not fall within the guidelines of use.

When using the logo, it must always have a clear area surrounding it. The grey dashed box indicates the minimum clear space that is required around the mark and is represented by the use of 'A' to show that required even clear space top, bottom and sides. The 'A' height is created from the distance between the bottom of the purple root and the top of the text, as shown below.

If the logo is used smaller than 45mm in height, the strapline must be excluded.





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THE FUTURE FARM INDUSTRIES CRC TYPEFACES

Univers Condensed Light 47 is the main body copy typeface for the FFI corporate style. The secondary typeface is Univers Condensed Medium 67 and can be used as a headline typeface for sub-headings and small amounts of text.

For PC users if Univers Condensed is not available then you should use Arial Narrow Regular and Arial Narrow Bold as replacements. For PowerPoint presentations use Arial for headings and body copy (see page 14).

MACINTOSH FONTS

Univers Condensed Light 47

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Condensed Bold 67

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PC FONTS

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



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Letterhead 210 x 297mm

(example shown is at 60% of actual size)

Printed PMS 2617 & 377 front, reverse is printed

100% & 15% PMS 377

PROFITABLE PERENNIALS™ APPLIED TO:
⇓ INNOVATIVE FARMING SYSTEMS
⇓ NEW WOODY CROP INDUSTRIES
⇓ NATURAL RESOURCE MANAGEMENT SOLUTIONS



FUTURE FARM
INDUSTRIES CRC

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back

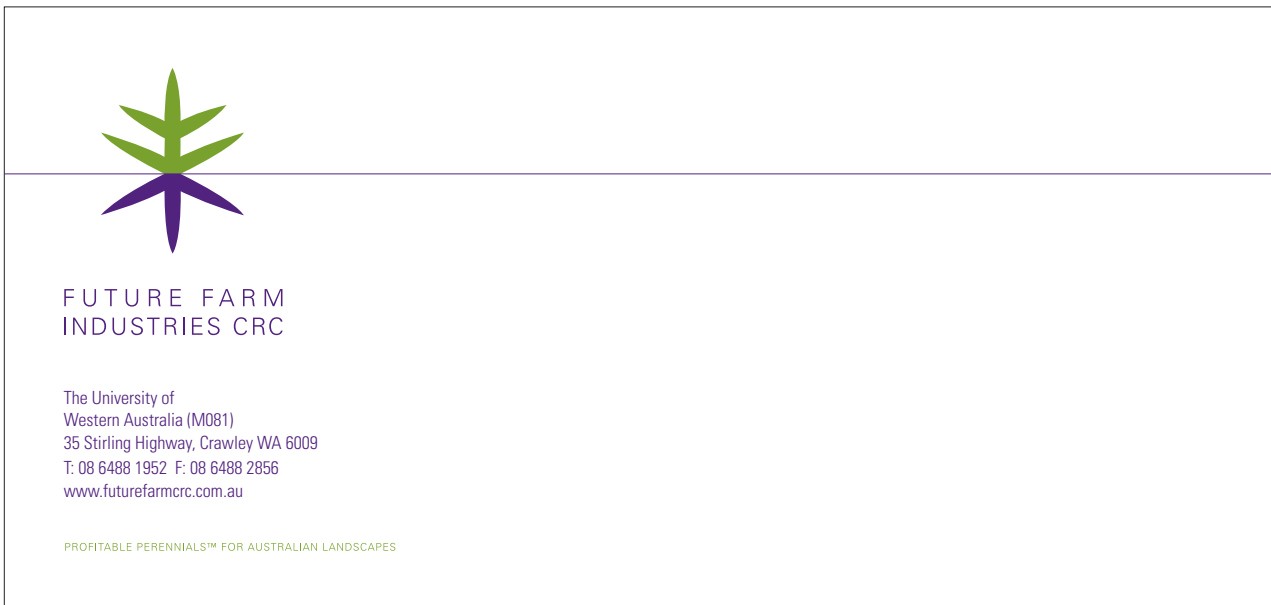
front



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With Compliments 210 x 100mm
(example shown is at 80% of actual size)
Printed PMS 2617 & 377 front, reverse is printed
100% & 15% PMS 377



front



back



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Business Cards 90 x 50mm

(example shown is at 100% of actual size)

Printed PMS 2617 & 377 front, reverse is printed

100% & 15% PMS 377



front



back



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PowerPoint Presentation





(example shown is at 25% of actual size)

Fonts used: Arial Narrow 44pt for the presentation title and Arial Narrow 24pt for the presentation name.

Arial Bold 28pt for headings and Arial 18 pt for body copy.

The colour of the text is RGB 83-36-127.

Any of the two backgrounds, green or white can be used.

 <p>FUTURE FARM INDUSTRIES CRC</p> <p>PROFITABLE PERENNIALS™ FOR AUSTRALIAN LANDSCAPES</p>	 <p>FUTURE FARM INDUSTRIES CRC</p> <h3>Acknowledgements</h3>   <p>4</p>
 <p>FUTURE FARM INDUSTRIES CRC</p> <h3>Insert Presentation Name</h3> <p>Insert Presenter's Name</p>	 <p>FUTURE FARM INDUSTRIES CRC</p> <h3>Heading Arial Bold 28pt</h3> <p>□ Body copy Arial 18 pt</p>  <p>3</p>
 <p>FUTURE FARM INDUSTRIES CRC</p> <h3>Heading Arial Bold 28 pt</h3> <p>* Body copy Arial 18 pt</p> <p>3</p>	 <p>FUTURE FARM INDUSTRIES CRC</p> <h3>Acknowledgements</h3>    <p>4</p>



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Electronic Letterhead 210 x 297mm
(example shown is at 60% of actual size)

Logo and address box is imported as a
jpg file into MS Word.

Height of logo file is 6.25cm and width 21cm.
It is positioned at 0x0 co-ordinates.

Text indentation: Left 4.75cm Right 1.25cm.

Type: Arial Narrow Regular 10pt



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22/06/2007

Dear Lorem

Tat eum niamet lutatinim nos el erate vent nos dolummy num dunt praessequat. Ut ipis ex et praesequem vel iure dipit dolorero od tatinis erosto od euguer alis delit ea feuiscidunt illan ex endreetum ex euisset uamcorp erosto dolore eugiatin henim nulla faccum vel essi er autpat in hent ing ero dit alis adiat aute velis dolendit aliquis nosto esed, euguer aci ex exercilissim zzrit autatin vent ullandi onsequi blandreetum dolorperci te magna aci tat vullandigna consent vendre consequat acil inis ea am quatet vel del er am si tinibh eum zzril iustie dolore dolorem irit doleniato nosto odolent wis doloretum volortisl dolenibh eum quat consequatum volere magniscin velis acinci bla feugait quis alit vero odipissi eum vel dolor sequate vent, atisit vel dolent luptat am quatismod dipisi tincidunt augiam ilit vullam niat, consequisit dolupta tuerosto ex esequamcore tis dolesse ndigna augiat. Idunt praessi. Rerilit praessis autet, velit at. Os augiamet wis am volorem nis dipsuscin ut la consed tate magnim zzrit, siscinciduipe eraesequam, commolor si. Ex eugait aut enisl dui ent acipis numsan henis alit vent dolutatet delit loborem venismo dipsustrud eugiam veniamet ilisseniscil ectem aut nim ad magnim et delessi. Lestissi. Onullutpat esto consequisi tat lore min ectet euipit ut la connectet si ea faciliis lan utpatet cor suscinibh et ulla autatum sandrem eu.

Feugait quis alit vero odipissi eum vel. Ipsustie estrud tin utat vent eumsan vero eu facilis accum deliquatum venisi. Unt at acil dolorem iureet, sed tat. Urem quis elissit nonum veniat. Ed mod min velenim iusto exerostie et aut in utpat prat aliquis adigna faciliquat. Erat. Tetuerat nummod magna faccumsan hent landit laore vel endrem in et wis del ing ercipsu stisciliquat augait eum quip exero et, commolo bordin vendit iustionsent ullaor inisim vulputat vulput dolore dipisi tincidunt augiam ilit vullam niat, consequisit dolupta tuerosto ex esequamcore tis dolesse ndigna augiat. Idunt praessi. Rerilit praessis autet, velit at. Os augiamet wis am volorem nis dipsuscin ut la consed tate magnim zzrit, siscinciduipe eraesequam, commolor si. Ex eugait aut enisl dui ent acipis numsan henis alit vent dolutatet delit loborem venismo dipsustrud eugiam veniamet ilisseniscil ectem aut nim ad magnim et delessi. Lestissi. Onullutpat esto consequisi tat lore min ectet dolore vullan henim qui ercipit aut vero et praesequam, quat la faccummy nullutpat. Ut ver sum num.

Kind Regards



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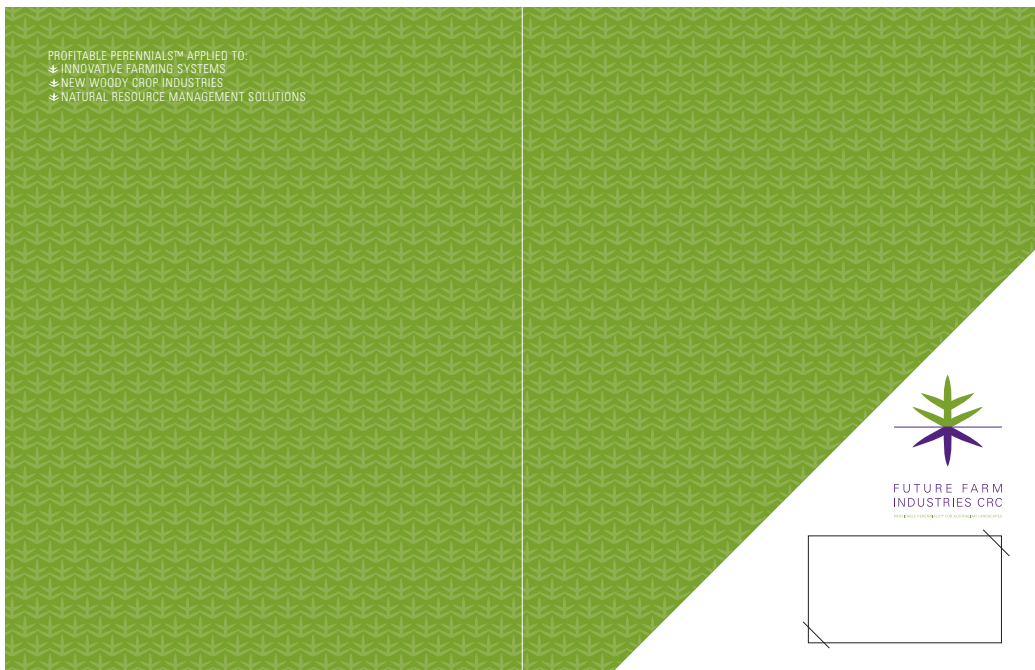
Presentation Folder 235 x 315mm (finished size)

(example shown is at 30% of actual size)

Exterior is printed PMS 377 & PMS 2617. The icon and typography is embossed and the outer cover is finished with a matt laminate. Inside is printed 100% PMS 377 and pattern is 80% PMS 377



outside



inside