

Rules for Use of the Leading Harvest Off-Product Mark

This document outlines the rules governing the use of the Leading Harvest off-product mark and associated claims. The Leading Harvest off-product mark and associated claims **cannot be used on product packaging** nor in any other way that could be interpreted as denoting product conformity. Furthermore, the Leading Harvest off-product mark cannot be applied to laboratory test, calibration or inspection reports or certificates.

1. Public Claims and Mark Use

A public claim is one that is made to the general public such as in a publicly posted sustainability report, press release, blog post, company letterhead, business cards, vehicle signage, etc.

- 1.1. Full Participant Claims and Mark Use.** A Program User who wishes to make a public claim regarding their participation in Leading Harvest must have successfully completed certification to the Leading Harvest Australia Farmland Management Standard 2023 and submitted a public audit summary report which will be posted to the Leading Harvest website.

A Program User that has enrolled all their farmland hectares in the Leading Harvest Australia Farmland Management Standard may use the Leading Harvest off-product mark and make the following public claim before achieving certification:

100% of Farmland Hectares Enrolled

In addition, a Program User may use the Leading Harvest off-product mark and make the following public claim as farmland hectares are certified to the Leading Harvest Australia Farmland Management Standard 2023:

100% of Farmland Hectares Enrolled and XX% of Farmland Certified

- 1.2. Partial Participant Claims and Mark Use.** A Program User who wishes to make a public claim regarding their participation in Leading Harvest must have successfully completed partial certification to the Leading Harvest Australia Farmland Management Standard 2023 and submitted a public audit summary report which will be posted to the Leading Harvest website.

The public claim that may be used with the Leading Harvest off-product mark is limited to the following until all the Program User's farmland hectares are enrolled and certified:

XX% of Farmland Hectares Enrolled and XX% Farmland Hectares Certified

2. Private Claims and Mark Use

A private, business to business claim is one that is made to another business such as in an invoice, personal correspondence, sell sheet, etc. and is not made public.

- 2.1 Full Participant Claims and Mark Use.** A Program User who wishes to make a private claim regarding their participation in Leading Harvest must have successfully completed certification to the Leading Harvest Australia Farmland Management Standard 2023 and submitted a private audit report to Leading Harvest.

A Program User that has enrolled all their farmland hectares in the Leading Harvest Australia Farmland Management Program 2023 may use the Leading Harvest off-product mark and make the following private claim before achieving certification:

100% of Farmland Hectares Enrolled

In addition, a Program User may use the Leading Harvest off-product mark and make the following private claim as farmland hectares are certified to the standard:

100% of Farmland Hectares Enrolled and XX% of Farmland Hectares Certified

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2.2 Partial Participant Claims and Mark Use. A Program User who wishes to make a private claim regarding their participation in Leading Harvest must have successfully completed certification to the Leading Harvest Australia Farmland Management Standard 2023 and submitted an audit report to Leading Harvest.

The private claim that may be used with the Leading Harvest off-product mark is limited to the following until all the Program User's farmland hectares are enrolled and certified:

XX% of Farmland Hectares Enrolled and XX% Farmland Hectares Certified

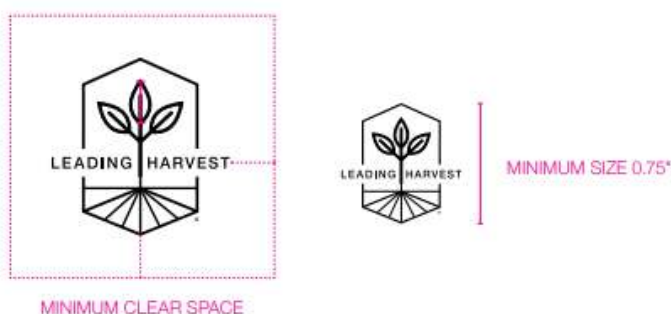
3. Guidelines for Use of the Off-Product Mark

VERTICAL LOGO

The vertical logo is the primary logo and should be used whenever possible. See below for smaller and horizontal usage.

The minimum space around the logo should be at least one length of the centre leaf.











To ensure the logo maintains its readability, it should not go any smaller than 0.75" in height. If it does, please use the icon with text.



HORIZONTAL (ICON WITH TEXT)

If the logo is smaller than 0.75" please use the icon and add "Leading Harvest" positioned to the right, vertically centred, in all caps, Helvetica Neue Medium or Regular. Text can be adjusted to the size needed.



	VERTICAL	HORIZONTAL
4-COLOUR LOGO Use the CMYK colour palette when 4-Colour printing is available. Navy and Teal logos are acceptable.		
2-COLOUR LOGO Use PMS2189C (Navy) or PMS2223C (Teal) and 80% Black when PMS colour is available.		
1-COLOUR LOGO Use B&W version of the marks when printing in black and white.		
WEB-SAFE LOGO Use PNG, JPEG or TIFF for all website and PowerPoint presentations.		
WHITE LOGO Use White version of the mark when applying it to dark backgrounds or over images. (PNG, EPS, or AI)		

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LOGO + TAG LINE

"Grow Confidently" should be one weight less than "Leading Harvest," either Helvetica Neue Regular or Light.

When using the tag line with the main logo, it should be centred under the shape of the logo within the pink lines. If the tag line feels too small, then you may increase the size of the tag line but it should not go outside of the blue lines.



HORIZONTAL + TAG LINE

If the logo is smaller than 0.75" and the name and tag line are needed, use this formatting.

Position "Leading Harvest" to the right of the mark, vertically centred, in all caps, Helvetica Neue Medium or Regular. Text can be adjusted to the size needed.

"Grow Confidently" should be in a lighter weight than "Leading Harvest," either Helvetica Neue Regular or Light.



TYPOGRAPHY

Our typeface, Helvetica Neue is simple, clear, and universal.

Different weights and styles are used to establish importance in messaging.

- HELVETICA NEUE 75 BOLD**
- HELVETICA NEUE 65 MEDIUM**
- HELVETICA NEUE 55 ROMAN**
- HELVETICA NEUE 56 ITALIC*
- HELVETICA NEUE 45 LIGHT
- HELVETICA NEUE 45 LIGHT ITALIC*
- HELVETICA NEUE 35 THIN

COLOUR PALETTE

The primary colours are Navy, Teal, White, and Dark Gray.

For print, use CMYK or PMS colours. Always match print jobs to colour swatches for consistency.

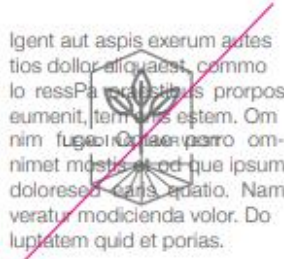
For website graphics, and PowerPoint presentations, use RGB or HEX colours.

NAVY PMS 2189C C94 M24 Y0 K85 R0 G51 B73 HEX 003349	TEAL PMS 2223C C91 M11 Y38 K40 R0 G120 B141 HEX 00788D	GREEN PMS 377C C50 M1 Y100 K20 R122 G154 B1 HEX 7A9A01	LIME PMS 381C C25 M0 Y98 K0 R206 G220 B0 HEX CEDC00	<div style="background-color: white; border: 1px solid gray; padding: 5px; width: 40px; margin: 0 auto;">WHITE</div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="background-color: #cccccc; border: 1px solid gray; padding: 5px; width: 40px; text-align: center;">LIGHT GRAY 8% BLACK</div> <div style="background-color: #999999; border: 1px solid gray; padding: 5px; width: 40px; text-align: center;">MEDIUM GRAY 45% BLACK</div> </div> <div style="background-color: #333333; border: 1px solid gray; padding: 5px; width: 40px; margin: 10px auto; text-align: center;">DARK GRAY 80% BLACK</div>
PRIMARY		SECONDARY		

LOGO DON'TS



Place logo on images that provide good contrast and legibility. Do not superimpose the logo on any image that obscures the logo or makes it hard to see or read.



Do not use the entire logo, or any part of it separately as a tinted background or decorative element.



Do not distort, recreate, add any elements, or alter the proportions of the logo.