



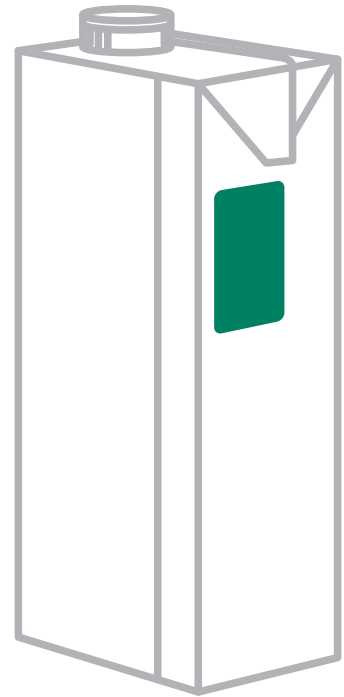
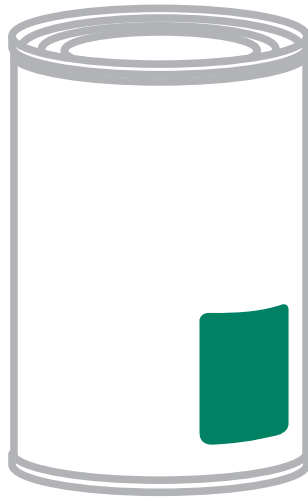
Australian Government

# Country of Origin Food Labelling

## *Style Guide v2.1*

AUGUST 2017





## Style Guide

**New Country of Origin Labelling (CoOL) requirements for food offered for sale in Australia were introduced by the Australian Government in 2016.**

## Country of Origin Labelling Information Standard

The Country of Origin Labelling Information Standard governs country of origin labelling for food sold in Australia.\*

The Information Standard is available at [business.gov.au/foodlabels](https://business.gov.au/foodlabels) and there are different labels depending on where the food was grown, produced, made or packaged.

The Information Standard outlines foods that are defined as non-priority foods.

New labels are not mandatory for non-priority foods but may be used voluntarily.

All other foods must comply with the new labelling requirements from 1 July 2018.

## Style Guide

This Style Guide shows how the new country of origin labels should look and be used.

The Style Guide is not a substitution for the requirements outlined in the Information Standard.

The CoOL Online Tool will help you determine and download the appropriate label for your food product. The Online Tool is available at [business.gov.au/foodlabels](https://business.gov.au/foodlabels)

\*Note: Until 30 June 2018, businesses can continue to label their food products for country of origin under the Food Standards Code.

# Labels

There are two types of new country of origin labels – a standard mark and a country of origin statement.

Artwork is available for download at [business.gov.au/foodlabels](https://business.gov.au/foodlabels)

## 1. Standard mark

Standard mark labels can be two or three component labels.

### Three component label

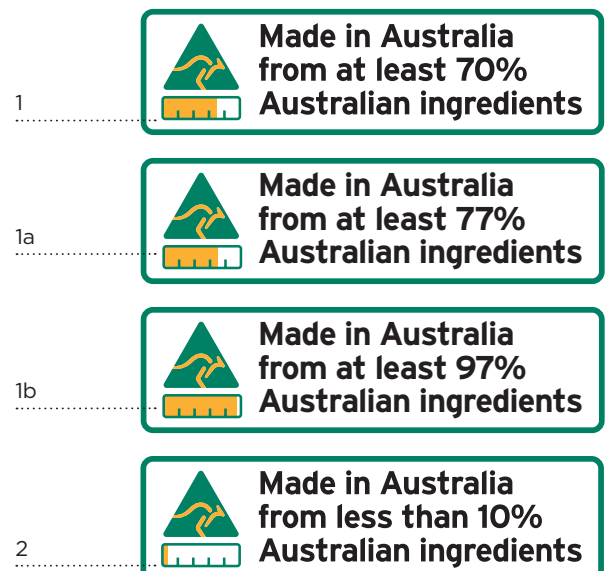
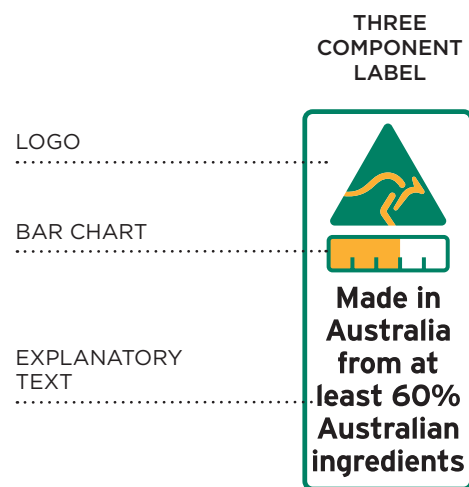
Three component labels are for products that were grown, produced or made in Australia.

1. The **kangaroo in a triangle logo** indicates the product was grown, produced or made in Australia.
2. The **bar chart** indicates the percentage of Australian ingredients. Bar charts **must** have 20% incremental markings and generally **must be** filled in 10% increments.
3. The **explanatory text** has two parts:
  - a. states if a food was grown, produced or made in Australia and
  - b. states the percentage of Australian ingredients

The bar chart and explanatory text used will depend on the percentage of Australian ingredients claim being made. For example,

1. 'from at least xx%' in whole numbers:
  - a. between 10% and 94%, with the bar chart showing the lower decile mark
  - b. between 95% and 99%, with the bar chart showing 95%
2. 'from less than 10%', with the bar chart filled to 5%.

There is a range of other explanatory text statements available depending on where the food is grown, produced, made, packaged or otherwise processed. These statements are not outlined in this guide. Refer to the Information Standard for more information.



## Two component label

Two component labels are for:

- products that were packed in Australia only (not grown, produced or made), regardless of the percentage of Australian ingredients

OR

- imported products with Australian ingredients that voluntarily use a standard mark.

1. The **bar chart** indicates the percentage of Australian ingredients.

2. The **explanatory text** has two parts:

a. states the food was:

- packed in Australia OR
- made in another country and

b. the percentage of Australian ingredients.

There is a range of other explanatory text statements available depending on where the food is grown, produced, made, packaged or otherwise processed. These statements are not outlined in this guide. Refer to the Information Standard for more information.

TWO  
COMPONENT  
LABEL

BAR CHART

EXPLANATORY  
TEXT

VOLUNTARY USE  
ON IMPORTED  
FOOD



## 2. A country of origin statement

A *country of origin statement* states the origin of a product and is used when you do not need or cannot use a standard mark label on your product.

Statements may need to be in a clearly defined box.

The CoOL online tool will help determine the appropriate *country of origin statement* for you to design and print yourself.

CLEARLY  
DEFINED BOX

Produced in Mexico

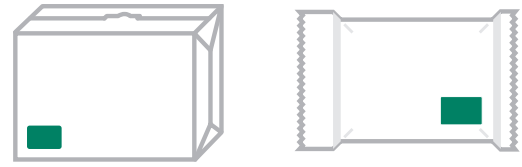
# Label Uses

## Packaged products

For packaged products, country of origin labels must always be placed on each individual product.

Country of origin labels can be placed anywhere on the product packaging.

Country of origin labels for point of sale displays are optional for packaged products.



LABEL CAN BE ANYWHERE ON PACKAGE

OPTIONAL POINT OF SALE LABEL



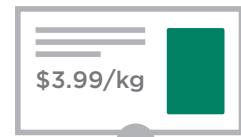
## Unpackaged products

For unpackaged products, country of origin labels must be:

- anywhere on the product OR
- close to the product, for example on a shelf talker, hanging sign or display card.

Note: packaged fruit and vegetables (in transparent packaging only) can be labelled in the same way as packaged or unpackaged products.

UNPACKAGED PRODUCTS MUST HAVE A LABEL DISPLAYED ON OR CLOSE TO THE PRODUCT



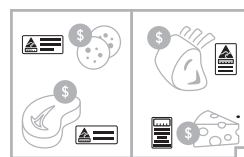
## Advertising and marketing material

Country of origin food labels can be used in advertising material, including store websites, TV, print and online advertisements for food products, provided they follow these guidelines:

- labels are always associated with the relevant food product
- one label can be used for a group of food products if they share the same origin statement, including the same percentage of Australian ingredients
- country of origin food labels cannot be used for non-food products, corporate store signage or sponsorships without a licence. Please visit [australianmade.com.au](http://australianmade.com.au) for further information.

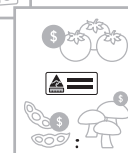


LABELS CAN BE USED IN ADVERTISING FOR FOOD PRODUCTS



LABELS ASSOCIATED WITH FOOD PRODUCTS

ONE COMMON LABEL WHEN ALL PRODUCTS SHARE THE SAME INFORMATION



## Label colours

Labels can be:

- in green, gold and black combination
- in monochrome
- with a transparent background colour providing there is sufficient contrast and legibility.

It is recommended the green, gold and black combination be used where possible. The colours are Pantone 341 Green, Pantone 137 Gold and 100% K Black.

There is no restriction on the use of colours of your choice. However, at all times the following eligibility requirements must be met:

1. All the components of the label, including the origin statement, must be legible and
2. All the components of the label, including the origin statement, must be prominent so as to contrast distinctly with the background of the label.

The CoOL Online Tool generates vector based PDF and PNG files for download. The PDF version can be used for all monochrome, spot colour and full process printing.

The PNG version is suitable for web, screen, email and insertion into Word documents. The PNG file can be converted for use in print applications but may result in quality loss.

COLOUR



MONO



## Printing applications - CMYK (PDF) and RGB (PNG)

The CMYK (PDF) file should be used for all four colour process or digital printing applications. CMYK refers to the four ink colours (cyan, magenta, yellow and black) used in a typical full colour printing process.

The RGB (PNG) file should be used on material designed for computer and television screens. RGB refers to the three colours (red, green and blue) used in the design.

**PMS:** Pantone 341 Green  
**CMYK:** C100/M0/Y67/K29  
**RGB:** R0/G122/B94  
**HTML:** 007A5E



**PMS:** Pantone 137 Gold  
**CMYK:** C0/M35/Y90/K0  
**RGB:** R247/G163/B10  
**HTML:** F7A30A



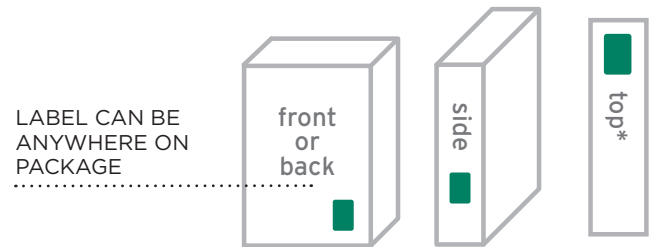
**CMYK:** C0/M0/Y0/K100  
**RGB:** R0/G0/B0  
**HTML:** 000000



## Label placement

The labels can be placed anywhere on the product packaging\*

\* base not recommended.



## Orientation

Labels can be:

- portrait – logo and bar chart above explanatory text
- landscape – logo and bar chart to left of explanatory text.



## Typeface

The recommended typeface for use in the labels is Interstate Bold.

TYPEFACE:  
INTERSTATE BOLD

### INTERSTATE BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstu vwxyz  
0123456789

## Minimum size

There is no minimum font size for labels, however labels should be large enough so that the text is legible.

Size recommendations (to the extent practicable):

- Bar chart should equal triangle side length
- Bar chart height should equal explanatory text capital letter height
- 5mm minimum font size for labelling displayed in a refrigerated assisted service display cabinet
- 9mm minimum font size for all other labelling displayed in association with food products.

Note: small packaged products may be eligible for a modified standard mark label. See *Section 14* of the *Information Standard* for more information.

TEXT SHOULD  
BE LEGIBLE



## Clear space

Clear space is the area surrounding the label which is designated as a non-print area. 3mm clear space is recommended around the whole label.

3MM CLEAR  
SPACE



## Incorrect label usage

### *Distorted label*

Label should not be changed.

NOT RECOMMENDED:  
DISTORTED,  
STRETCHED LABELS



### *Split label*

Label components must not be split and placed on different parts of the product.

NOT ALLOWED:  
LABEL SPLIT ACROSS  
THE PACKAGING



### *Incorrect explanatory text*

Text must meet guidelines as per the Information Standard and CoOL Online Tool.

NOT ALLOWED:  
INCORRECT  
EXPLANATORY TEXT



### *Incorrect bar chart*

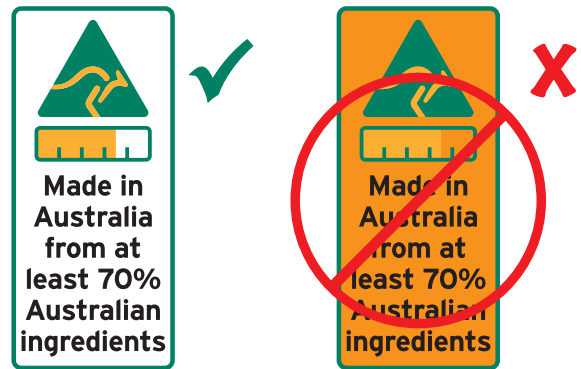
The bar chart must have four incremental markings at 20% each. Generally these are filled in 10% increments.





## Insufficient contrast with background

The components of the label must be distinctly in contrast to the background colour



## Part use of label

The kangaroo in a triangle and bar chart cannot be used without explanatory text.

NOT ALLOWED:  
NO EXPLANATORY  
TEXT



The kangaroo in a triangle cannot be used on its own.

NOT ALLOWED:  
KANGAROO IN A  
TRIANGLE LOGO  
STAND ALONE



The kangaroo in a triangle and explanatory text cannot be used without a bar chart.

NOT ALLOWED:  
NO BAR CHART



### More Information

For more information on Country of Origin Food Labelling please visit [business.gov.au/foodlabels](https://business.gov.au/foodlabels) or call 13 28 46.

## Country of origin labels and the Australian Made logo

The new *country of origin* food labels are different to the existing *Australian Made* suite of logos. Any origin labels applied after 30 June 2018 to food products sold in Australia must meet the requirements of the Country of Food Origin Labelling Information Standard 2016. From 1 July 2018, the Australian Made Campaign Limited (AMCL) suite of logos can be used only by AMCL licensees on non-food and export products.

### Food products – licensed with Australian Made Campaign Limited (AMCL)

Businesses licensed to use the Australian Made logo on food products *sold in Australia*, have two years to transition to the new country of origin labels. The Australian Made logos cannot be applied to food products sold in Australia after 1 July 2018.

### Food products – exported overseas

Businesses licensed to use the existing Australian Made logo, on food products *exported overseas*, can continue to be licensed to use the Australian Made logo or choose to transition to the new country of origin labels.

### Corporate statements

Businesses licensed to use the existing Australian Made logo may be able to use the logo on corporate statements. For further information on the Australian Made logo visit [australianmade.com.au](http://australianmade.com.au)

### Non food products

Businesses licensed to use the existing Australian Made logo, on *non food* products sold in Australia, can continue to use the Australian Made logo.

For further information on the Australian Made logo usage visit [australianmade.com.au](http://australianmade.com.au)

AUSTRALIAN  
MADE LOGO



By 2018 food products sold in Australia will need to be labelled in accordance with the Information Standard



Australian exports can use the Australian Made logos or transition to the new country of origin labels



Non food products sold in Australia continue to use the Australian Made logo

