



**MEMBER**

# Greenhouse Challenge

**MEMBERS' LOGO GUIDELINES**



AUSTRALIAN  
Greenhouse  
Office

The lead Commonwealth  
agency on greenhouse  
matters



# Greenhouse Challenge

## MEMBERS' LOGO GUIDELINES

### Contents

Introduction	3
Access to the Logo	4
Logo Meaning	4
Logo Uses	5
Logo Positioning	6
Exclusions	6
Legal Protection	7
Logo Specifications	8
Colour Swatches	10
Colour Versions	11
Bromides	12

The Greenhouse Challenge is a program of the Australian Greenhouse Office. For further information about the Greenhouse Challenge members' logo please telephone (02) 6274 1229. The guidelines are also available on our website at [www.greenhouse.gov.au/challenge](http://www.greenhouse.gov.au/challenge).

*September 2000*

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# Greenhouse Challenge

## MEMBERS' LOGO GUIDELINES

### Introduction

The Greenhouse Challenge is a joint industry and government program that works to reduce Australia's industrial greenhouse gas emissions. Originally targeted at larger companies, the Challenge has been expanded to include medium-sized companies across a range of industry sectors. An additional program, called the Greenhouse Allies, has also been set up to involve smaller businesses in Australia's greenhouse effort.

The logo for the Greenhouse Challenge has been used since 1995 and appears on all materials distributed by the program. The logo comprises a map of Australia, a tree to represent the environment and a cog to represent industry. Its circular design signifies the global nature of climate change.

To provide recognition to members of the Greenhouse Challenge, a members' logo has been developed. The design of the members' logo is similar to the Greenhouse Challenge logo and it bears the word member to mark the participation of the enterprise in the Challenge.

The members' logo is an important symbol of the Greenhouse Challenge. It represents the work and integrity of its members.

The members' logo guidelines have been drawn up to help ensure that the public use of the logo is consistent with the spirit of the Greenhouse Challenge as a credible partnership program to reduce Australia's greenhouse gas emissions.

Giving enterprises the opportunity to use the members' logo is aimed at providing them with recognition for their ongoing commitment to the program.



# Greenhouse Challenge

## MEMBERS' LOGO GUIDELINES

### Access to the Logo

All Greenhouse Challenge members are entitled to use the members' logo as long as:

- they remain active Greenhouse Challenge participants and meet their annual reporting requirements, and
- abide by the members' logo rules of use contained in this document.

### Logo Meaning

The members' logo should be used in accordance with the specific meaning the logo conveys and should not be used in a way that misrepresents the intended message.

The members' logo is intended to signify that:

- the organisation has entered into an agreement with the Commonwealth and has become a member of the Greenhouse Challenge;
- the member is taking ongoing, specific actions, as part of a comprehensive action plan, to reduce or abate industry greenhouse gas emissions;
- the member is working in partnership with the Commonwealth Government to limit Australia's greenhouse gas emissions; and
- the member is taking credible action to address the climate change issue.



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## MEMBERS' LOGO GUIDELINES

### Logo Uses

The members' logo may be used in the ways listed below:

<b>Corporate stationery</b>	letterhead, business cards and envelopes, including media release letterhead and facsimile cover sheets.
<b>Publications</b>	newsletters, bulletins, brochures, information sheets and other marketing material.
<b>Advertising</b>	print, television, billboards and vehicles.
<b>Internet</b>	home page, links to home page, or greenhouse dedicated page.
<b>Display materials</b>	exhibition stands, lecterns, posters, flags.
<b>Products</b>	packaging, labels.
<b>Point of sale display</b>	signs on retail counters, hotel rooms.
<b>Company livery</b>	buildings, staff wardrobe.
<b>Promotional items</b>	pens, folders, desk sets, tie and lapel pins, badges, mouse pads, book marks.
<b>Events</b>	conferences, launches, community awareness days, and education and training seminars.

The members' logo cannot be used for sweepstakes, fundraisings or lotteries.



# Greenhouse Challenge

## MEMBERS' LOGO GUIDELINES

### Logo Positioning

- The members' logo must always appear with either the name of the Challenge member, or its logo, unless otherwise agreed by the Challenge.
- The members' logo must be reproduced no larger than the enterprise's logo, unless otherwise agreed by the Challenge.
- The members' logo should be reproduced in accordance with the design guidelines provided by the Challenge.
- The members' logo may be used alongside an appropriate phrase or slogan provided prior approval for the phrase or slogan has been granted by the Challenge.

### Exclusions

The following exclusions apply. The members' logo cannot be used:

- in ways that misrepresent the meaning of the logo;
- on products to imply anything more than what the members' logo signifies – membership of the Challenge and commitment to an individual action plan to abate emissions;
- to promote policies that are inconsistent with the greenhouse abatement framework set down in the Challenge Implementation Plan; and
- to promote measures considered by the Challenge to be environmentally dubious.



# Greenhouse Challenge

## MEMBERS' LOGO GUIDELINES

### Legal Protection

The Greenhouse Challenge members' logo is the property of the Commonwealth represented by the Australian Greenhouse Office (AGO). The AGO has registered the logo as a trademark.

The AGO consents to the use of the logo by Greenhouse Challenge Association (the Association) members, only to the extent permitted by the Association's rules and guidelines.

Use of the logo by persons or entities other than Association members, or use otherwise than in accordance with the Association rules and guidelines, is illegal. Subject to approval by the AGO, a member of the Association may also undertake enforcement action in their own right to protect the logo against misuse.

In protecting the logo against contrary use along with other members of the Association, the AGO relies on assistance from members of the Association to identify instances of contrary use and to implement strategies to minimise the incidence of contrary use of the logo.

While the AGO will use its best endeavours to ensure the logo is used by members in accordance with the Association's rules and guidelines, the AGO cannot guarantee and does not warrant that it can or will enforce every case of contrary use of the logo. Subject to resource constraints however, the AGO reserves the right to take enforcement action in respect of any contrary use of the logo of which it may become aware.



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## MEMBERS' LOGO GUIDELINES

### Logo Specifications

#### SPOT COLOUR APPLICATION

- green circle prints 100% Pantone 328
- Australia and dots print 80% Pantone 159
- remainder of logo and type prints 100% Pantone 2758



100% Pantone 328

80% Pantone 159

Remaining elements print 100% Pantone 2758

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#### FOUR COLOUR PROCESS APPLICATION (CMYK)

- green circle prints c100 m0 y47 k30
- Australia and dots print c0 m52 y80 k7
- remainder of logo print c100 m76 y0 k38



c100 m0 y47 k30

c0 m52 y80 k7

Remaining elements print c100 m76 y0 k38

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## MEMBERS' LOGO GUIDELINES

### Logo Specifications

#### ONE COLOUR APPLICATION

On the occasions where one colour is available, the members' logo can be used in black. If black is unavailable, then it is preferable for a member to use the darkest colour available without compromising the overall design. The main criterion is that the logo is clearly visible wherever it is being used.



100% Black (or darkest colour available)

#### LOGO REVERSAL

When the logo is reversed out of a background, all elements of the logo must remain white. In such cases attention must be paid to ensure that the background colour provides sufficient tonal contrast to reverse the logo.



All line and text to remain White



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## MEMBERS' LOGO GUIDELINES

### Colour Swatches



Pantone 2758    Pantone 2758    Pantone 2758    Pantone 2758    Pantone 2758    Pantone 2758    Pantone 2758



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Pantone 159    Pantone 159    Pantone 159    Pantone 159    Pantone 159    Pantone 159    Pantone 159



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## MEMBERS' LOGO GUIDELINES

### Colour Versions



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## MEMBERS' LOGO GUIDELINES

### Bromides



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