



Communication Guidelines and Protocols

November 2004

Contents

Consultation	2
Branding	3
Logo	3
Acknowledgements	4
Positioning	4
Publishing Requirements	5
Approvals	6
Tips for Signage and Displays	7
Working with the Media	8
Tips for Taking a Great Photograph	11
Contacts	12
Logo File List - for general use	13
Logo File List - for designers	14

Grain & Graze is a new type of research program bringing together four national funding partners and many regional organisations and groups to facilitate improved productivity, profitability and sustainability of mixed livestock and cropping farmers in Australia's wheat-sheep zone. The Program has set ambitious targets for each of the eight Grain & Graze pilot regions, and at a national level to engage with producers outside these areas. These targets are aimed at creating awareness of and engagement with the program and participation in its activities, to assist with changing attitudes and achieving adoption of best practices. In order to meet these targets it is important that the Program and partners undertaking Program-related activities communicate clearly and consistently with its audiences.

The purpose of this document is to assist regional partners think about, prepare and produce communication materials. It will help to build and support the Grain & Graze program through consistent application of the visual identity and brand across the communication products developed. This document is also designed to foster a consistent approach when acknowledging national and regional partners.

The guidelines are intended to be simple and practical while also being thorough and logical. Any questions about the application of these guidelines should be directed to a member of the Grain & Graze National Communications Team in the first instance. Contact numbers are listed later in this document, or send an email to grainandgraze@lwa.gov.au.

Consultation

When preparing communication materials please advise the National Communications Team by sending an email to grainandgraze@lwa.gov.au. In your email make sure to include a brief summary of the purpose of the publication, target audiences, proposed budget, print run, distribution and any other details that are likely to be relevant.

Also think about whether your publication would be useful for areas outside your project region. The national Grain & Graze program may be able to provide support (eg to print additional copies) if it can be demonstrated that the work will be relevant and useful to multiple regions across the wheat-sheep zone, and especially if those areas are outside the eight Grain & Graze pilot regions. In such cases the publication should use the generic Grain & Graze branding. The input of the region responsible for the product can be acknowledged through the use of the following statement: "This work has been generated by Grain & Graze [Region Name] on behalf of the national program. Grain & Graze [Region Name] is a partnership between Meat & Livestock Australia, Australian Wool Innovation Limited, Grains Research and Development Corporation, Land & Water Australia and [insert Regional partners].

When a publication is finished send 18 copies to the Grain & Graze Program Officer, Land & Water Australia, GPO Box 2182, Canberra ACT 2601. Also supply an electronic copy of the finished work on CD ROM or by email so the work can be made available through the website.

Branding

Establishing and building the Grain & Graze brand is an essential first step in achieving the producer awareness objectives. By building farmers' recognition of the Grain & Graze brand and what it stands for, we are making it easier for them to understand, relate to, and ultimately engage with its outputs. If producers are able to associate the outputs and benefits of Grain & Graze with the program, then the risk is reduced that it will join other rural programs with poor recognition, low engagement and little adoption.

Brand-building is a process that takes time and money. This process works most efficiently when the brand is easy for the target audience to remember and relate to, is applied consistently across all types of communications media, and given as much positive exposure as possible to ensure a high profile. Its success can be directly measured by surveying brand awareness in the first instance, and more importantly over time, brand value attributed by the target market.

The branding application and structure for Grain & Graze is to use this title in a unique logo as the over-arching 'parent' brand to serve as the primary branding focus in all communications. The tagline "Profit Through Knowledge" is an important descriptor that encapsulates the promise that the Grain & Graze program will deliver, and is incorporated within the logo. Another key element of the branding is the strong association of each of the four national funding partners' logos with the Grain & Graze brand. These logos are to be treated separately from the Grain & Graze logo (ie. will not be part of the Grain & Graze logo itself), but it is a mandatory requirement to appear on the same front page of any Program or project generated communication.

In addition, to aid the building of local engagement, the regions can use a variation of the parent brand that incorporates the identity of the region eg Grain & Graze - Avon, Grain & Graze – Murrumbidgee etc.

The Grain & Graze brand consists of the words 'Grain & Graze - Profit through knowledge' and the Grain & Graze logo which features the grain, grass and river in gold, green and blue.

Logo

Where possible the Grain & Graze logo should be reproduced in colour, although variations of the logo are available in solid black, black letters with grey graphic elements, and reverse (white). The logo consists of the words 'Grain & Graze', where the 'l' in Grain and 'r' in Graze have been replaced by graphic elements, and are followed by the stylised river graphic; and 'Profit through knowledge'. The TM (signifying that the logo has been registered as a trademark) must also be retained.



Colours

Dark grey lettering - Pantone Cool Gray 8 CV; Gold grain head - Pantone 130 2x CV; Green blade of grass - Pantone 355 CV; Blue river - Pantone 2945CV

File types and variations

The Grain & Graze national and regional logos are available in 12 different file variations, to account for a range of requirements in printing, software and computer systems. As a general rule EPS files are used by professional graphic designers or experienced desk-top publishers when preparing high (printed) quality documents featuring the logo. Most people will use the colour or solid black JPEG versions of the logo for electronic and small office publishing, or the colour or solid black TIFF files if higher quality is required and the files do not need to be shared via email or the Internet. A full list of file names, types, sizes and suggested usage can be found at the end of the document.

Acknowledgements

Grain & Graze is about partnerships, and we encourage partner organisations to include their logos on communication materials where relevant and appropriate. However, Grain & Graze has been designed as an umbrella brand for a range of national and regional activities and so the program logo (national or regional variant as appropriate) should have priority position and remain the dominant logo on any communication materials or activities that are a direct output of the program.

At a national level the Program is a partnership between Meat & Livestock Australia, Australian Wool Innovation Limited, the Grains Research and Development Corporation and Land & Water Australia. The national partners must be prominently acknowledged on any core program or project level communications materials. Regional communication materials should acknowledge the national partners and any regional partners as relevant and appropriate.

Positioning

There are specific ways to describe Grain & Graze to ensure clarity and consistency when communicating depending on the usage and space requirements of the document.

"Grain & Graze is a collaboration between Meat & Livestock Australia, Australian Wool Innovation Limited, Grains Research and Development Corporation and Land & Water Australia."

OR

"Grain & Graze [insert region name] is a collaborative research and development program supported by Meat & Livestock Australia, Australian Wool Innovation Limited, Grains Research and Development Corporation, Land & Water Australia and in partnership with [insert regional partners] to assist mixed, broadacre farmers to increase farm profit while helping to protect natural resources."

Publishing Requirements

Product Numbers

If necessary we will assign a product number to your publication. This number is important to fully catalogue the communication products generated across the program. When preparing a new product please send an email to grainandgraze@lwa.gov.au to allow us to allocate a product code.

ISSN & ISBN Numbers

ISSN (International Standard Serial Number) is a unique code for the identification of serial publications. A serial number is for a publication that is intended to continue indefinitely, made up of a number of parts linked to a common title and issues in sequence (for example a weekly, monthly or quarterly newsletter, magazine or newspaper). Serials can be published in printed format, computer software, CD ROM or online electronic journals or newspapers. Hard copy and electronic versions of the same publication will each require a unique ISSN. If there is a change of title a new ISSN is required.

The ISSN should appear in a prominent position of each issue and the number should be printed in two groups of four digits separated by a hyphen.

To obtain an ISSN go to the Australian National Library website and download the ISSN Application form, complete it and then lodge electronically - www.nla.gov.au/services/issn.html

When published a copy of the publication/CD ROM should be sent to:
Government Deposit Unit, National Library of Australia, Canberra ACT 2600.

ISBN (International Standard Book Number) is to be allocated to printed books and pamphlets/brochures, computer programs, CD ROM format or multimedia kits containing printed material. An ISBN should be allocated the first time a book is published. A new ISBN must be allocated to every edition, but NOT to an unchanged reprint of a book or CD ROM.

ISBNs are allocated by Thorpe Bibliographic Services (Australiansbooksinprint@thorpe.com.au) or download the Title Notification Form from their website www.thorpe.com.au/forms/forms_sub.htm. Alternatively email infoservices@thorpe.com.au or telephone 03 9245 7370 for information and assistance.

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The copies of library distribution should be accompanied by a Library Deposit Scheme Publication Notification Form http://www.agimo.gov.au/_data/assets/file/18851/Notification_of_publication_form.pdf.

Disclaimer

"The information contained within this publication has been published to assist public knowledge and discussion. Any recommendations, suggestions or opinions contained in this work do not necessary represent the policy or views of the Grain & Graze Program, the national partners, Meat & Livestock Australia, Australian Wool innovation Limited, the Grains Research and Development Corporation and Land & Water Australia, or the partners in the [region name] region, [insert partner names if required]. No person should act on the basis of this information without first obtaining specific, independent professional advice.

The Grain & Graze Program and its national and regional partners will not be liable for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on the information in this work."

Copyright

"Copyright of this publication, and all the information it contains, jointly vests in the partners of Grain & Graze (insert region name if applicable) in accordance with their interests. The partners grant permission for the general use of any or all of this information provided due acknowledgement is given to its source."

Approvals

Communication materials generated as part of the regional projects for regional audiences should be approved by the regional project coordinator or delegate as it is appropriate for the regional team. The National Communications Team is here to assist and advise regional partners as necessary, but the Team does not seek to act as an approval agency for project-level materials.

Tips for Signage and Displays

(source: *Land, Water & Wool Communications Guidelines and Protocols.*)

Communicating to a large and transient audience invariably is improved by the strategic use of posters and signage. Posters and signs form an important component of rapidly raising an audience's awareness to the location and progress of your project. The following simple tips are designed to assist you in maximising the visual impact of good signage and well thought-out posters.

Display Posters

The essentials:

- Striking headline (incorporating your key message)
- Linkages to Grain & Graze and the regional activities
- Grain & Graze and partner logos in colour
- At least one picture and or graphic
- Try to keep body copy under 120 words
- Contact details of project manager
- Grain & Graze web address
- Disclaimer and copyright statements.

Posters, generally on display at a conference, field day or even in a waiting room need to be able to communicate to their audience quickly and effectively. Keep in mind that the poster will be competing with other information pieces so colour, design and content and very important if you want to get your message across.

The following steps have been designed to ensure what you are communicating is relevant and either arouses interest in the project, or answers questions through the information provided as well as directing the reader to other sources of information.

Step 1: Define your message

What exactly is your key message and how can it best be presented?

Step 2: Keep the copy succinct

Generally you only need between 50-120 words to communicate your message effectively – provided the words are supported by striking pictures and or graphics.

- Keep the headline short and punchy; either address the reader directly, refer to a specific problem/issue the project is addressing, offer benefits or something new.
- Use bullet points if necessary.
- In the body copy keep to the present tense, remember you are speaking to one person - use the active voice.
- Try to be consistent with other project communication activities/products, particularly the 'look and feel' and typeface, etc.

Step 3: Sourcing pictures and graphics

Original, hard copies in either print or transparency form are generally essential; photos taken by digital cameras often do not have sufficient resolution for reproduction on a poster, unless the camera is capable of resolutions greater than 5 megapixels. Similarly, scans of pictures are often not suitable. Original is best!

Step 4: Layout

- Stick with one or two typefaces – you can achieve variety through changing size and weight of these as opposed to introducing new typefaces.
- Use justified text – this will give your message a more formal look.
- Don't be afraid of white space.
- Remember to secure appropriate sign-offs before publishing.

Signage

Many of the principles outlined above can be applied to developing field signage for projects. Signs should have the following key features:

- Project title is clearly marked.
- Less than 50 words in total
- The local group involved is clearly recognised – this is important for local audiences to understand the connection between the research and their region.
- The sign is solidly constructed and a good size and colourful for passing traffic to notice.
- The Grain & Graze logo and the partner logos are prominently displayed.
- Contact details are included for people seeking further information.
- Consider an informal and fun 'handover' ceremony, such as a group of growers, Program representatives and investment partners, as part of celebrating the beginning of the project and embracing the community spirit that such important new research will bring to your district.

Working with the Media

(source: Land, Water & Wool Communications Guidelines and Protocols.)

The media can be one of the most powerful and beneficial communication mediums available if used sensibly and strategically. More than 3000 individual media outlets around the country currently compete for headlines - from local newspapers to national television stations and specialist magazines.

The media:

- Is readily available and often a trusted source.
- Has the capacity to quickly move information across a widespread area (often daily/hourly).
- Can provide the wider community with a useful 'snapshot' and on-going updates of your work.
- Can stimulate widespread, popular interest in your findings.
- Is a great source of photographs/video footage to assist with communication of complex projects.

All media outlets have their own niche audience and many of them will be interested in helping you to communicate your work – particularly those with an interest in agriculture. Developing a productive working relationship with local media outlets and

journalists in your area should be a priority. To develop good outcomes, it is important to make sure the media's experience in dealing with you and Grain & Graze is always positive. In essence, the media is far more likely to report your message favourably if their dealings with you are helpful, pleasant and non-confrontational. Even in adversarial situations when the media may have reacted negatively to your message, it is best to keep your cool, remain professional, firm and never aggressive.

When dealing with regional and rural media, remember that they favour stories that have local angles, quoting local spokespeople and involving local activities or events. Rural and regional media – and their readers or listeners – are far less likely to take notice of your message if it has no local profile or relevance.

It's all about relationships

To ensure all your dealings with the media are mutually rewarding, a few important principles apply.

1. Develop relationships with media by taking an interest in what they are reporting, inviting them to events and including them on mailing lists.
2. Develop key messages, which get your point across succinctly but are also relevant and hard-hitting for the target media and for their audience.
3. If you are being interviewed by a journalist, try to keep control. Stay close to your key messages to avoid saying something risky, being led off on a tangent or quoted out of context.
4. Be honest and open. Rather than refusing to comment, consider what you *can* say. If you can't comment on a particular issue, explain why.
5. Keep your language simple and unambiguous. Don't use jargon.
6. Don't use "off the record" – if you don't feel comfortable about having particular comments attributed to you, don't say them at all.
7. Ensure you are easily accessible to speak to the media if you are sending them information about a potential story.
8. Help the media solve their questions and gaps in their story.
9. Offer contact details for third parties who the media can contact. Ideally, you might have details for growers who are advocates of Grain & Graze and comfortable being interviewed about their involvement.
10. Ask the reporter if they would like further information by email, fax or mail, and refer them to the website where possible. Then follow up to ensure they have received the information and are satisfied.

Tips for developing a media release

- Include the regional Grain & Graze logo on the media release, gain appropriate approvals and make sure potential spokespeople are informed and briefed.
- Develop and prioritise *relevant* key messages for inclusion in the media release – answer the audience's likely questions, not our own!
- Spend time on your headline and first paragraph, ensuring you put the most newsworthy angle right at the start.
- Use strong language to get your points across and grab the media's attention, while also ensuring you are being accurate and not overly dramatic.

- Introduce quotes from your spokesperson early.
- Write for the media, NOT your manager. Your manager will thank you later when the media pick up the story because it is newsworthy and relevant.
- Keep to one idea per paragraph (20-25 words).
- Ensure the font size is no smaller than 11 points and use 1.5 spacing if space allows.
- Don't pad out the media release – remember the KISS principle (Keep it Simple for the Stupid).
- Keep to one page if possible – media receive hundreds of media releases each day and will cull those that look dry, dull and verbose.
- Use a “backgrounder” if you have additional information that needs to be explained more fully and is too long-winded for the media release. Much of this information can be drawn from the Key Messages section of these guidelines.
- Statistics will attract the media's interest and back up your assertions. But be sure of your facts!
- Eliminate jargon and rubbery language.
- Clearly mark contact details for the media to utilise and availability.
- Send a copy to grainandgraze@lwa.gov.au so we can identify opportunities for cross-promotion, add the release to the website and be prepared at a national level for potential media enquiries.

Timing is everything

If you are keen to maximise media coverage from your release, consider the deadlines of your media targets. If you plan to disseminate your release to daily media, send it out early in the week so it can potentially set the agenda and distribute it as early as 5am for radio. In rarer cases when you are sending a media release to set the record straight but don't want to attract widespread media coverage, consider dissemination later in the week and later in the day.

Tips for Taking a Great Photograph

(source: *Land, Water & Wool Communications Guidelines and Protocols.*)

Good photographs of your project and activities will prove useful for presentations, stories in the media or as a record of project progress and participation:

- Newspaper editors love a great photograph – often a strong, unique photograph is the most eye-catching element to a newspaper page, and draws readers in. Your images should be quite tightly framed and close-up if possible – particularly when you are wanting to feature people. Endeavour to find that 'productivity' feel in your images – your shots could potentially be used as a stand-alone photograph to accompany a production article in farming/cropping sections or in Grain & Graze national publications.
- Essentially, we are after high quality colour photographs of satisfied farmers/advisors/researchers investigating the fruits of their labour. This might involve having a dog or livestock in the photo; the main subject bending down and holding some native grass; looking side-on at a river or stream; or standing in the middle of a paddock but looking at a notepad, which might contain productivity figures. It is also important for the people featured in the photographs look relaxed and confident – these people will be the faces of Grain & Graze in the regions.
- Always use a fill-in flash, even in the middle of the day, to remove any shadows.
- Photographs should be quite tight and well exposed. Feel free to fill 60-70% of the frame;
- The subject of the photo can be looking slightly away from the lens, as if talking to someone off-camera, or directly into it - whatever works on the day. Remember to try and 'think like film' whenever you are taking a photo – try to match the available light to your camera's film speed, exposure settings etc.
- Be creative with your photographs to allow more choice - perhaps a series of shots that incorporate people with stock, vehicles, vegetation, planting equipment, harvest equipment, products - whatever catches your eye. At the end of the day your pics should be strong enough for use in the regional/rural papers and should include people wherever possible.
- If you choose to use a digital camera, it is important that the shots are at least 300 dpi in resolution. While this will take up memory on your digital camera, it is significantly cheaper than having to retrace your steps to take the photo again if it the image cannot be used due to poor resolution.
- Try to record and submit simple data with your photographs. This is essential for projects that are working in the area of change. Data accompanying each photograph should include:
 - Date the photograph was taken
 - Location of site/property in the frame
 - Project/field site title/number
 - Description of people/objects in the image (from left to right, including name, title, organisation/ property name, town, State, relationship to project)
 - Short description/caption of what is happening in the photo.

Contacts

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Logo File List

For general use

Usage	Links	File name	Colours	File Type	Size
<p>Colour - when file size is an important consideration</p> <p>Word documents Email Websites Powerpoint presentations</p> <p>Formatted for PCs (but should work on other platforms).</p>	<p>National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region</p>	<p>Grain and Graze PC; G&G_Avon_Col.jpg G&G_BorderRivers_Col.jpg G&G_CentralWL_Col.jpg G&G_CorangamiteGH_Col.jpg G&G_EyreP_Col.jpg G&G_Mallee_Col.jpg G&G_Murumbidgee_Col.jpg G&G_NorthernAg_Col.jpg</p>	<p>Four colour (CMYK); Full colour (RGB)</p>	<p>JPEG</p>	<p>225Kb; 33-37Kb</p>
<p>Black - when file size is an important consideration</p> <p>Word documents Email Websites Powerpoint presentations</p> <p>Formatted for PCs (but should work on other platforms).</p>	<p>National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region</p>	<p>Grain and Graze PC solid; G&G_Avon_Mono.jpg G&G_BorderRivers_Mono.jpg G&G_CentralWL_Mono.jpg G&G_CorangamiteGH_Mono.jpg G&G_EyreP_Mono.jpg G&G_Mallee_Mono.jpg G&G_Murumbidgee_Mono.jpg G&G_NorthernAg_Mono.jpg</p>	<p>Black</p>	<p>JPEG</p>	<p>148Kb; 35-37Kb</p>
<p>Colour - high quality, design software not necessarily available, file size not important</p> <p>Word files (that do not need to be emailed) Desk-top Publishing</p> <p>Formatted for PCs (but should work on other platforms).</p>	<p>National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region</p>	<p>Grain and Graze PC.tif; G&G_Avon_CMYK.tif G&G_BorderRivers_CMYK.tif G&G_CentralWL_CMYK.tif G&G_CorangamiteGH_CMYK.tif G&G_EyreP_CMYK.tif G&G_Mallee_CMYK.tif G&G_Murumbidgee_CMYK.tif G&G_NorthernAg_CMYK.tif</p>	<p>Four colour (CMYK)</p>	<p>TIF</p>	<p>3625Kb; 1375-1390Kb</p>
<p>Black - high quality, design software not necessarily available, file size not an important issue</p> <p>Word files Desk-top Publishing</p> <p>These files could be emailed, but would be larger than if the JPEG version was used</p> <p>Formatted for PCs (but should work on other platforms).</p>	<p>National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region</p>	<p>Grain and Graze PC solid.tif; G&G_Avon_Mono.tif G&G_BorderRivers_Mono. Tif G&G_CentralWL_Mono. Tif G&G_CorangamiteGH_Mono. Tif G&G_EyreP_Mono. Tif G&G_Mallee_Mono. tif G&G_Murumbidgee_Mono. Tif G&G_NorthernAg_Mono. tif</p>	<p>All black logo</p>	<p>TIF</p>	<p>983Kb; 222-226Kb</p>
<p>Grey - For use in single colour publications where the printer can successfully and clearly printed the gradations of colour.</p> <p>Word files Desk-top publishing</p> <p>Formatted for PCs (but should work on other platforms).</p>	<p>National</p>	<p>Grain and Graze PC grey.tif</p>	<p>Black lettering with grey symbol elements</p>	<p>TIF</p>	<p>983Kb</p>

For designers

Usage	Links	File name	Colours	File Type	Size
Full colour professionally printed products, in desk top publishing, high quality print work. Suitable for graphic design or desk-top publishing software, unsuitable for word processing (Microsoft Word). Formatted for Apple computers.	National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region	Grain and Graze LOGO 4col.eps; G&G Avon CMYK.eps G&G BorderRivers CMYK. Eps G&G CentralWL CMYK. Eps G&G CorangamiteGH CMYK. eps G&G EyreP CMYK. Eps G&G Mallee CMYK. Eps G&G Murumbidgee CMYK. Eps G&G NorthernAg CMYK.eps	Four colour (CMYK)	EPS	148Kb; 623-635Kb
For use in professional printed products where the colours drawn from the logo are the only colours used. Suitable for graphic design or desk-top publishing software, unsuitable for word processing (Microsoft Word). Formatted for Apple computers.	National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region	Grain and Graze LOGO spot.eps; G&G Avon 4spot.eps G&G BorderRivers 4spot. Eps G&G CentralWL 4spot. Eps G&G CorangamiteGH 4spot. eps G&G EyreP 4spot. Eps G&G Mallee 4spot. Eps G&G Murumbidgee 4spot. Eps G&G NorthernAg 4spot.eps	Spot colours	EPS	179Kb; 624-638Kb
Full colour professionally printed products, in desk top publishing, high quality print work. Suitable for graphic design or desk-top publishing software, unsuitable for word processing (Microsoft Word). Formatted for use on a PC.	National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region	Grain and Graze PC 4 col; G&G_Avon_CMYK.eps G&G_BorderRivers_CMYK. Eps G&G_CentralWL_CMYK. Eps G&G_CorangamiteGH_CMYK. eps G&G_EyreP_CMYK. Eps G&G_Mallee_CMYK. Eps G&G_Murumbidgee_CMYK. Eps G&G_NorthernAg_CMYK.eps	Four colour (CMYK)	EPS	180Kb; 686-704Kb
For use in professional printed products where the colours drawn from the logo are the only colours used. Formatted for use on a PC (but should still work on other platforms).	National Avon Border Rivers Central West-Lachlan Corangamite/Glenelg-Hopkins Mallee Murrumbidgee Northern Agricultural Region	Grain and Graze PC Spot.eps G&G_Avon_4spot.eps G&G_BorderRivers_4spot. Eps G&G_CentralWL_4spot. Eps G&G_CorangamiteGH_4spot. eps G&G_EyreP_4spot. Eps G&G_Mallee_4spot. Eps G&G_Murumbidgee_4spot. Eps G&G_NorthernAg_4spot.eps	Spot colours	EPS	212Kb; 687Kb - 706 Kb
Desk-top publishing Graphic Design	National	Grain and Graze PC grey.eps	Black lettering with grey symbol elements	EPS	180Kb
For use in single colour situations where the background colour is strong and dark. Suitable for graphic design or desk-top publishing software, unsuitable for word processing (Microsoft Word). This logo formatted for use on a PC (but should still work on other platforms).	National	Grain and Graze PC reverse.eps	Reverse (transparent/white)	EPS	180Kb
For use in single colour situations where the background colour is white or very light (eg black text on white paper), and when the output device (printer, photocopier, fax) would not successfully reproduced gradations in the tone. Suitable for graphic design or desk-top publishing software, unsuitable for word processing (Microsoft Word). This logo formatted for use on a PC (but should still work on other platforms).	National	Grain and Graze PC solid.eps	Black	EPS	180Kb