



**MORNINGTON
PENINSULA
PRODUCE
GRAPHIC
STANDARDS
GUIDELINES**



Contents

MORNINGTON PENINSULA PRODUCE GRAPHIC STANDARDS

MORNINGTON PENINSULA PRODUCE IDENTITY	3
PRINTING FORMAT	4
COLOUR PRINTING	5
BLACK BACKGROUND LOGO	6
INCORRECT USAGE	7
TYPEFACES	8
SIGNAGE WEBSITE LICENCEE NUMBER	9

The Mornington Peninsula Produce Logo (as shown opposite) is comprised of a 'M' containing two 'P's within it, along with the text 'Mornington Peninsula Produce' all contained within a solid rectangle. It is a registered trademark.

The Mornington Peninsula Produce logo was developed to be used as a provenance mark for use by food producers within the Mornington Peninsula region of Victoria, Australia to brand their regional produce.

The brand is a marketing initiative developed by the Mornington Peninsula Shire ("MPS"), in collaboration with its Food Industry Advisory Body ("FIAB") comprised of local food producers and industry representatives, to promote and enhance the food produce of the Mornington Peninsula region of Victoria, Australia in local and export markets, and to develop and enhance opportunities and positive relations with food producers and industry representatives in the MPS.

These guidelines have been created to demonstrate the correct use of the logo/trademark and should be retained as an official reference document.

Copyright information

The use of the MPP logo is restricted to approved licensees.

A Licensee must only use the logo —

- (a) on approved products;
- (b) in accordance with the Logo Usage Guidelines contained within this document.
- (c) in the form of ready printed logo marketing materials purchased from MPS or otherwise with prior written approval of MPS; and
- (d) during the term of the approved Licence period.

To ensure visual consistency, the logo must always be reproduced from master artwork and must not be altered in any way. Master art can be made available electronically in a variety of file formats. Contact Steven Wirthensohn at Worthy Creative for artwork enquiries: contact@worthydesign.com.au.



The MPP logo

The MPP logo is the single most important element of the MPP branding. By following these simple guidelines for its use you can ensure the consistency and impact of the MPP brand in all communications.

Clear space

It is important to ensure the logo is kept clear from other graphic elements to maximise its impact on the print material. The clear space around the logo perimeter, as indicated in image 1 by 'X' shall not be less than the dimension of the width of the leg of the 'M' squared.

Minimum size

The MPP logo is not to be reproduced smaller than 14mm in height. See image 2



Clear space **Image 1**



Minimum size **Image 2**

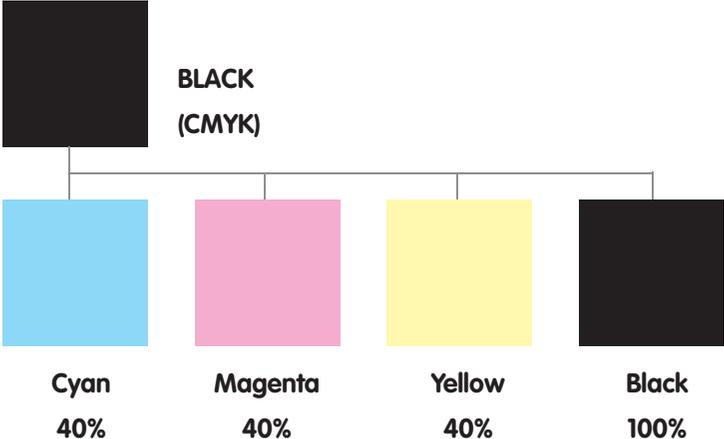
The MPP logo COLOUR

The MPP logo master is in a black and white format. PMS Black should be used whenever reproduced using offset printing single ink. For 4 colour offset or digital reproduction a CMYK breakdown, as shown at right should be used.

Printing offset - PMS colour reproduction (Pantone)



Printing 4 colour - CMYK breakdown



The MPP logo on black background

Where the logo is be used on an existing black or dark background label or print image it must have a white border around the original base rectangle . See image 3.

This white edge logo will be supplied on request.



Black/dark background logo

Image 3

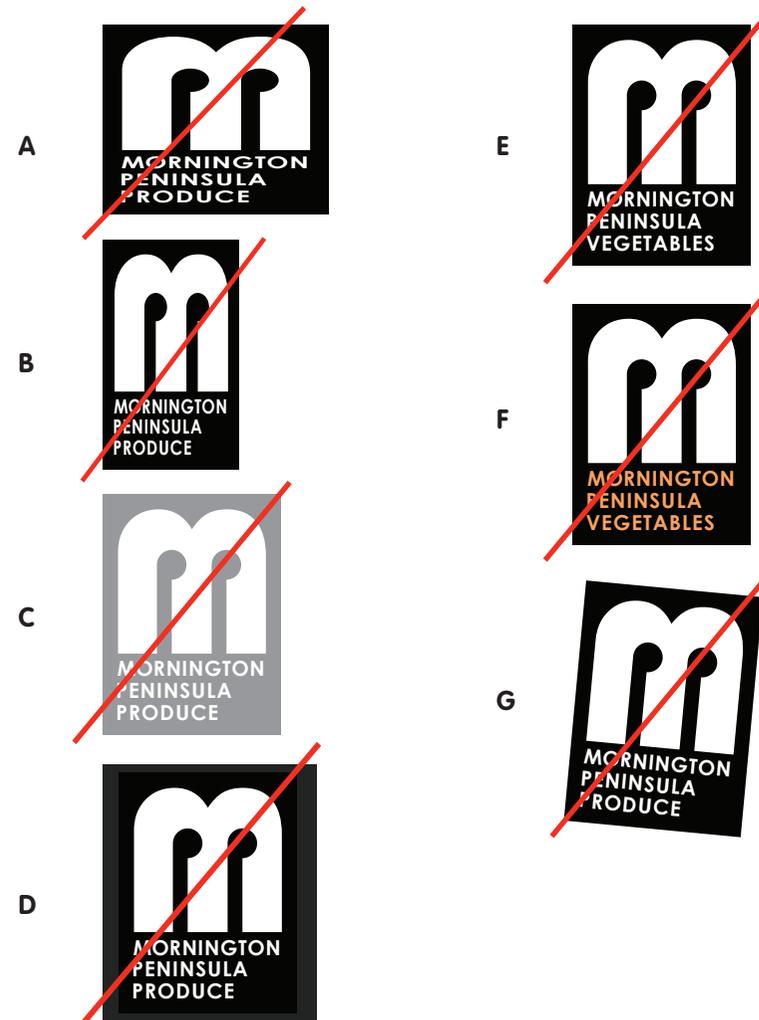
Incorrect Usage

It is important to ensure the MPP logo is not tampered with in any way. This is vital for maintaining the integrity and impact of the logo. The MPP logo must always be used in its original form.

Shown here are some examples of incorrect use of the MPP logo.

Please avoid the following:

- A & B** Distorting the logo
- C** Incorrect colour use
- D** Poor contrast with background
- E** Substituting any words or fonts
- F** Changing colour of any elements
- G** Rotating or skewing the logo.



Typefaces

Century Gothic is the typeface chosen for the MPP logo text and for all associated communication pieces.

Please use Century Gothic **Bold** for any text associated with logo signage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic Regular Italic

Signage with web address & licensee number

For the purpose of allowing consumers to research individual licensee holders, and for the provision of administrators to police licensee and non licensee use of the MPP logo, a registration number is assigned to each licensee. The number may be used on signage and on packaging.

The licensee number must be displayed using the format as displayed at right in image 4. This will be provided as part of the licensee package.

Minimum sizes apply as set out on page 4.



Signage with website/number **Image 4**