

HARPS LOGO STYLE GUIDE RULES AND SPECIFICATIONS

The Harmonised Australian Retailer Produce Scheme (HARPS) logo is permitted for use by HARPS approved businesses, as well as industry members that choose to use the logo for marketing purposes and have paid to HARPS the appropriate fee to permit use.

RULES FOR USE

- Any business choosing to use the HARPS logo must apply to HARPS in writing (harps@harpsonline.com.au), completing the HARPS Logo Request Form, seeking permission for the HARPS logo artwork which will outline their reason for the request and location for use.
- Upon receipt of payment (annual fee \$55.00 + GST) and approval, the HARPS team will release the logo artwork to the business.
- Any business approved to use the HARPS logo must ensure they are in compliance with the HARPS Logo Style Guide Rules and Specifications at all times. HARPS reserves all rights regarding the appropriate use of the HARPS logo.
- HARPS Approved Certification Bodies are required to advise HARPS of any breach of compliance with the HARPS Logo Style Guide Rules and Specifications.
- The HARPS Logo cannot be used on products, consumer-level, or consumer-facing packaging or on point-of-sale material.

The logo can be reproduced in either:

A. Full colour

B. Mono

- i) with black on white background; or
- ii) with dark on light coloured background utilising colours in existing artwork (refer to information at bottom of page).

VERTICAL COLOUR



VERTICAL MONO



HORIZONTAL COLOUR



HORIZONTAL MONO



Use of the logo in mono colour other than black requires approval by HARPS. The logo must be in one colour and contrast well with the background colour. We can supply the black mono artwork, and any colour changes can be made by your chosen printer/designer company.

Please ask your printers/designers to send a copy of the packaging artwork for final approval by HARPS.

EXAMPLE COLOUR CHANGE



BRANDMARK MINIMUM SIZES

The logo, in its various formats should never be reproduced smaller than the sizes indicated to the right.



20 mm



30 mm

CLEAR SPACE RULE

The logo must remain consistent in its reproduction, that is the symbol and writing must clearly represent the HARPS logo with identical positioning.

The Vertical and Horizontal formats below show the minimum clear space around the logo image. As the size of the logo increases or decreases, the minimum clear space requirements must be adhered to.

For example, if the logo was enlarged to a point where the “H” from “HARPS” (as per above description) was 3 cm high, the clear space required around the logo elements would be 3 cm.

No graphic or text elements should appear within the clear space area.

VERTICAL FORMAT



HORIZONTAL FORMAT



COLOUR REPRODUCTION

It is always preferable that the HARPS logo is reproduced in the four colour process for printing purposes.

It is possible to have the logo produced in colours other than the preferred list, however, this request must be included in the application request.

PREFERRED COLOUR REPRODUCTION



C52 M2 Y100 K0
Four colour process



C86 M39 Y100 K38
Four colour process

SECONDARY COLOUR REPRODUCTION



PANTONE 368
Spot colour



#99CC33
Web safe



R136 G193 B64
RGB



PANTONE 357
Spot colour



#336633
Web safe



R27 G88 B44
RGB