

CoOL Style Guide - video transcript

(Background music playing only)

[Text: This style guide is a guide only. Legal requirements are outlined in the Country of Origin Labelling Standard]

[Australian Government crest appears]

[Text: Australian Government]

[Text: Country of Origin Food Labelling]

[Text: Style Guide v1.0]

[Screen transitions to reveal new text]

[Text: Labels. There are two types of new country of origin labels: 1. Standard mark. 2. A country of origin statement.]

[Screen transitions to reveal new text]

[Text: Labels. 1. Standard mark. Three component label.]

[Text: Logo]

[Green triangle containing a yellow kangaroo graphic appears]

[Text: Bar chart]

[Green bar chart with yellow gauge appears]

[Text: Explanatory text]

[Text: Made in Australia from at least 60% Australian ingredients]

[Screen transitions to reveal new text]

[Green triangle containing a yellow kangaroo graphic, green bar chart with yellow gauge and explanatory text appears]

[Text: Made in Australia from at least 60% Australian ingredients]

[Text: The bar chart and explanatory text used will depend on the percentage of Australian ingredients claim being made]

[Screen transitions to reveal new text and graphics]

[Text: Labels. 1. Standard mark. Two component label.]

[Text: Bar chart]

[Green bar chart with yellow gauge appears]

[Text: Explanatory text]

[Text: Made in Australia from at least 10% Australian ingredients]

[Screen transitions to reveal new text and graphics]

[Text: Voluntary use on imported food]

[Text: Made in Vietnam from at least 50% Australian ingredients]

[Screen transitions to reveal new text and graphics]

[Text: Labels. 2. A country of origin statement]

[Text: Statement may need to be in a clearly defined box]

[Black box appears with Text: Produced in Mexico]

[Screen transitions to reveal new text and graphics]

[Text: Label Uses. Packaged products]

[Four graphics representing types of packing appear along with text below them]

[Text: Label can be anywhere on the package]

[Four green rectangles representing the food label appear in different positions on each of the packing graphics]

[Screen transitions to reveal new text and graphics]

[Three graphics representing canned products appear on a shelf with a sale label Text:\$2.49 ea]

[Text: Optional point of sale label]

[One green rectangle representing a food label appears on the point of sale label]

[Screen transitions to reveal new text and graphics]

[Text: Label Uses. Unpackaged products]

[Two graphics representing fresh produce appear along with a sale label Text:\$3.99/kg]

[Text: Unpackaged products must have a label displayed on or close to the product]

[Screen transitions to reveal new text and graphics]

[Text: Label Uses. Advertising and marketing material]

[Five graphics representing advertising on different media appear]

[Text: labels can be used in advertising for food products]

[Five green rectangles containing the Text: Ad appear on each of advertising graphics]

[Screen transitions to reveal new text and graphics]

[Two graphics representing fresh produce in a supermarket catalogues appear]

[Text: Labels associated to food products]

[Text: One common label when all products share the same information]

[Screen transitions to reveal new text and graphics]

[Text: Label colours]

[Two labels containing the kangaroo in triangle logo, bar chart and explanatory text appear. One label is in colour and the other is monotone]

[Text: Colour. Mono.]

[Screen transitions to reveal new text and graphics]

[Text: Minimum size]

[One label containing the kangaroo in triangle logo, bar chart and explanatory text appears]

[Text: Text should be legible. See the information standard for minimum label sizes]

[An eye with a dashed lined leading to a tick appears]

[Screen transitions to reveal new text and graphics]

[Text: Clear space]

[One label containing the kangaroo in triangle logo, bar chart and explanatory text appears]

[Text: 3mm clear space]

[A pink striped lined wraps around the outside of the label]

[Screen transitions to reveal new text and graphics]

[Text: Incorrect label usage]

[Text: For more information visit business.gov.au/foodlabels or call 13 28 46]

[A distorted label containing a bar chart and explanatory text appears]

[Text: Not recommended: distorted, stretched labels]

[A red circle with an angle line through it appears on top of the label]

[Screen transitions to reveal new graphics]

[A box appears with two labels on two of its sides]

[Text: Not allowed: Label split across the packaging]

[A red circle with an angle line through it appears on top of the box]

[Screen transitions to reveal new graphics]

[A label appears containing the kangaroo in triangle logo, bar chart and Text: Australian owned]

[Text: Not allowed: Incorrect explanatory text]

[A red circle with an angle line through it appears on top of the label]

[Screen transitions to reveal new graphics]

[A label appears containing the kangaroo in triangle logo and bar chart]

[Text: Not allowed: No explanatory text]

[A red circle with an angle line through it appears on top of the label]

[Screen transitions to reveal new graphics]

[A label appears containing the kangaroo in triangle logo]

[Text: Not allowed: Kangaroo in triangle logo stand alone]

[A red circle with an angle line through it appears on top of the label]

[Screen transitions to reveal new graphics]

[A label appears containing the kangaroo in triangle logo and Text: Made in Australia from at least 80% Australian ingredients]

[Text: Not allowed: No bar chart]

[A red circle with an angle line through it appears on top of the label]

[Screen transitions to reveal new text and graphics]

[Text: Country of origin labels and the Australian Made logo are different]

[Text: The Australian Made logo suite can no longer be used on any food products sold in Australia. Business will have two years to transition.]

[A kangaroo in triangle logo appears with Text: Australian Made]

[Text: For more information on the Australian Made logo visit australianmade.com.au]

[Screen transitions to reveal new text and graphics]

[Australian Government crest appears]

[Text: Australian Government]

[Text: Country of Origin Food Labelling]

[Text: Style Guide v1.0]

[End of Transcript]