

# SQUARE MEATERS

## *Style Guide*

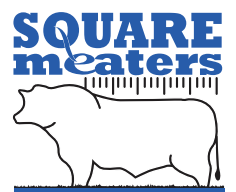


*Premium beef for the  
domestic market*

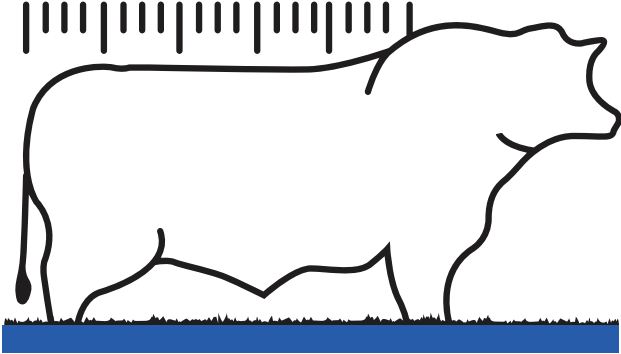
**SQUARE MEATERS CATTLE ASSOCIATION OF AUSTRALIA LTD**

PO Box 189, Kiama, NSW 2533

P. 02 4232 3333 F. 02 4232 3350 E. [squaremeaters@bigpond.com](mailto:squaremeaters@bigpond.com) [www.squaremeaters.com.au](http://www.squaremeaters.com.au)



# SQUARE meaters



Trademark 1128641

Registered/Protected

Word: Square Meaters

Image: Ruler atop Bull, Silhouette & Grass

Type of Mark: Composite

## CMYK COLOURS

### BLUE

CYAN	90%
MAGENTA	70%
YELLOW	0%
BLACK	0%

### BLACK

CYAN	0%
MAGENTA	0%
YELLOW	0%
BLACK	100%

## THE POWER OF A CONSISTENT BRAND IDENTITY

The Square Meaters Cattle Association of Australia is focused on invigorating and refreshing brand identity and its promotional material. The aim of this process is to ensure all material attributed to the Association presents a consistent message and image to all stakeholders, i.e. an image that communicates our core “Premium beef for the domestic market” message with strength and single-minded focus.

This style guide is to assist those developing and communicating a brand message. The correct and accurate implementation of these guidelines will:

- Create a clear consistent message
- Build brand equity
- Strengthen the Association's position in the marketplace.

These guidelines cover all circumstances, and include instructions to prepare artwork for stationery, press and print, plus the correct use of trademark.

Use of the trademark is a privilege afforded to members of the Association only by the correct use of the trademark are we able to strengthen the brand and create a consistent and recognisable message. If there are any doubts about the proposed use of the trademark clarification can be sought from the Associations office. Responses to enquiries will be prompt.

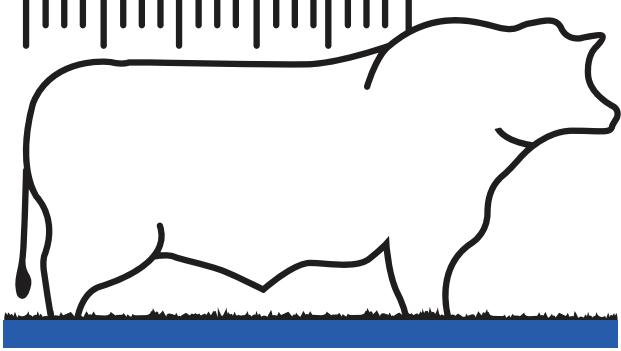
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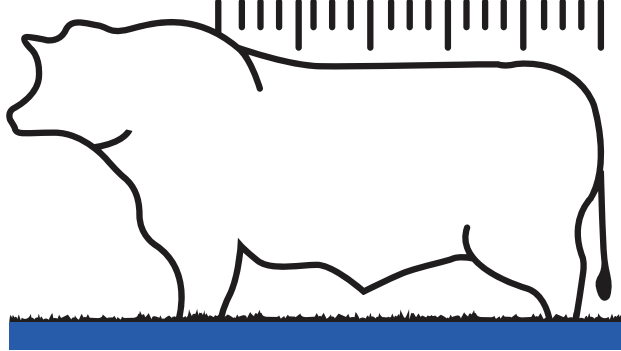
# LOGOS

**SQUARE**  
**meaters**



**MAIN COLOUR LOGO**

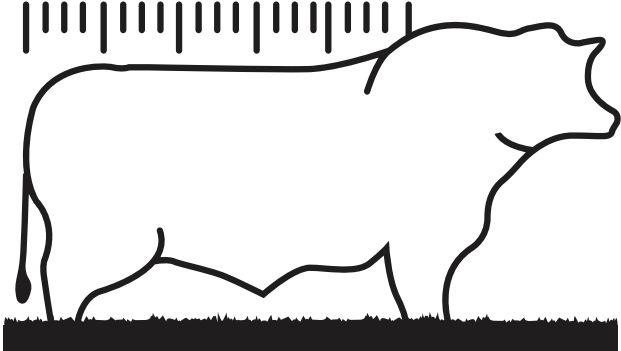
**SQUARE**  
**meaters**



**REVERSE COLOUR LOGO**

Use of the reverse image should be limited to when the trademark has to be registered on the right hand side of a page. The Bull should always look into the centre of the page

**SQUARE**  
**meaters**



**BLACK & WHITE  
LOGO**

In circumstances where colour printing is not available a Black & White version of the trademark is permissible.

# LOGO AND TITLE USED IN MEDIA

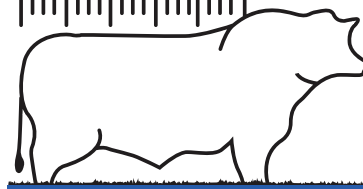
## Approved formatting of the Trademark

**SQUARE**  
**meaters**



**SQUARE MEATERS**  
**CATTLE ASSOCIATION**  
**OF AUSTRALIA LTD**  
[www.squaremeaters.com.au](http://www.squaremeaters.com.au)

**SQUARE**  
**meaters**



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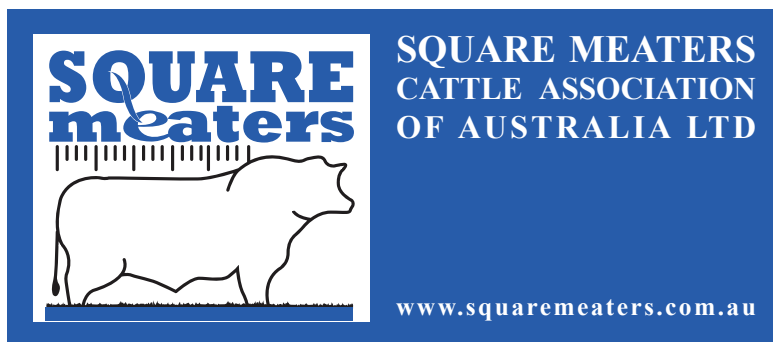
Vertical format with Trademark set into a coloured backdrop



Logo for Embroidery on Blue Background



Silk screen printing on Blue Background



Horizontal format with Trademark set into a coloured backdrop

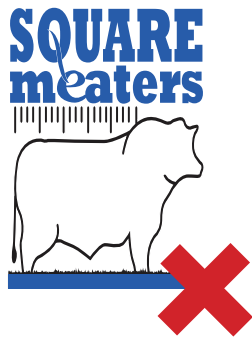
**SQUARE**  
**meaters**  
**SQUARE**  
**meaters**

Heading format when only the name is being used without the bull e.g. Banners and promotional material

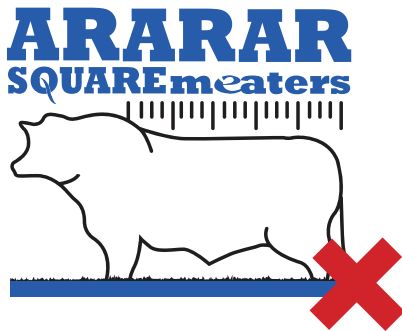
# LOGO - DOS & DON'TS



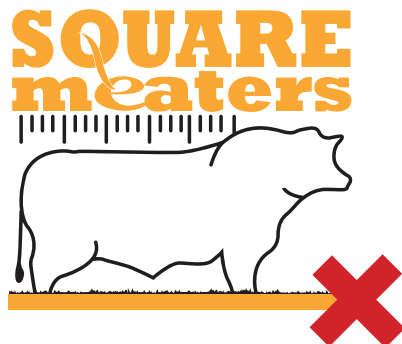
**DON'T HORIZONTALLY  
ELONGATE THE TRADEMARK**



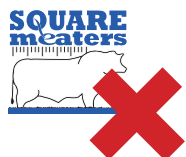
**DON'T VERTICALLY STRETCH  
THE TRADEMARK**



**DON'T ALTER THE TRADEMARK**



**DON'T ALTER THE COLOUR  
OF THE TRADEMARK**



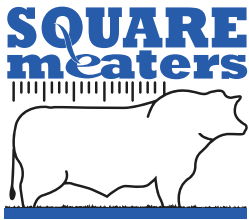
**DON'T MAKE THE LOGO  
SMALLER THAN 20MM WIDE**

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## PLEASE NOTE:

When the trademark is used in conjunction with text, please proof read the document before it is distributed

When used in conjunction with photographs please ensure that the photos are good quality (generally no less than 300 dpi for printed material) and the animals are representative of the qualities of the breed



**LETTERHEAD**

**Alternative Footer for Breed Promotion Groups**

**State Square Meaters Breed Promotion Group**

Chairperson: \_\_\_\_\_ T. \_\_\_\_\_ E. \_\_\_\_\_

**Example**

**ACT Square Meaters Breed Promotion Group**

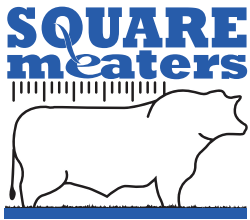
Chairperson: John Citizen T. 02 1234 5678 E. jcitizen@actsquaremeaters.com.au

*The interactive proforma can be changed as and when the state coordinator changes*



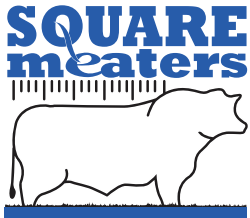
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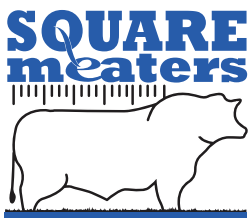


**WITH COMPLIMENTS  
OR DL NOTES**

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**NSW/ACT - QLD - SA - VIC - WA - BREED PROMOTION GROUP**  
**SQUARE MEATERS CATTLE ASSOCIATION OF AUSTRALIA LTD**



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ASSOC. OF AUST. LTD**  
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**DL ENVELOPE**

POSTAGE  
PAID

# ***SQUARE MEATERS CONVERT TO \$.....***

(Heading to promotional article)

Results of the Study.....

**MARKETING  
MATERIAL**

## **Corporate or Breed Promotion Group**

Announcement or Marketing Material

*Eg: Show Results  
Sales Results  
Research Paper*

Material produced by the Association or Breed Production Group

or

Stud promotional activity endorsed by the Association or Breed Production Group

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