



Brand guidelines

March 2025 — Version 2.0

Contents

Section 1		Section 4		Section 7	
Overview	3	Photography	19	Other applications	39
Our brand	4	Photography	20	Pull up banners	40
How to use these guidelines	6			Event display panels	41
		Section 5		Signage and wall art	42
Section 2		Print applications	22	Clothing	43
Our logo	7	Reports	23	Staff assets	44
AMPC logo — Versions	8	Business cards	25		
AMPC logo — Formats	9	Envelopes	26	Section 8	
AMPC logo — Application	10			Writing style guide	45
		Section 6		Introduction	46
Section 3		Digital applications	27	Our tone	46
Brand elements	11	Website	28	The guide	47
Colour palette	12	eSignatures	30		
Typography	14	Email newsletters	31		
Patterns	16	Social media	33		
Icons	17	MS Office — Word templates	34		
Accessibility	18	PowerPoint template	37		
		Letterhead	38		



Section 1

Overview

Our brand

Brand tools to empower our communications

AMPC's purpose is to enable Australia to build the most competitive, profitable and sustainable red meat processing industry. Our brand reflects this purpose with a focus on serving all our members.

This comprehensive set of guidelines gives our organisation a cohesive and contemporary look. Our colour palette is inspired by our innovative research projects. This distinguishes us from other meat industry bodies, so we become more recognisable to our members and peers.

An image and icon library has been compiled, so you have pre-approved imagery to boost engagement levels. Digital templates are available, so everything from technical reports, social media posts and conference materials will be executed on brand.

With these tools at hand, we hope you feel encouraged to project the AMPC brand. These guidelines will be updated regularly, as we embark on new challenges. We welcome your feedback so we can make our brand as accessible as possible and ensure it resonates with our members.



Corporate statements

Our mission

To drive world-class **innovation, adoption** and strategic **policy** development through genuine partnerships built on trust.

Our vision

The red meat processing industry’s trusted partner in **innovation**.

Our purpose

To enable Australia to build the most **competitive, profitable** and **sustainable** red meat processing industry.

Audience

Primary



Small processors



Medium processors



Large processors



Government



RDCs (eg MLA)

Secondary



Advisers to the policy makers



Media



Training organisations (eg MINTRAC)



Universities and other research providers



Environmental lobbyists

How to use these guidelines

Practical guidance

These guidelines offer you practical guidance on using the elements of the AMPC brand.

The guidelines cover visual and verbal elements, as well as some background and notes about design philosophy.

Find your way, fast

To help you navigate this document, interactive links have been included.

Hyperlinks

Useful links to other guidelines and webpages have been included. Look out for the **bold text**.

Document links

Reach any section of these guidelines with just one click from any page, via the interactive footer.

Click Contents where you can access every page in these guidelines.

Templates and questions



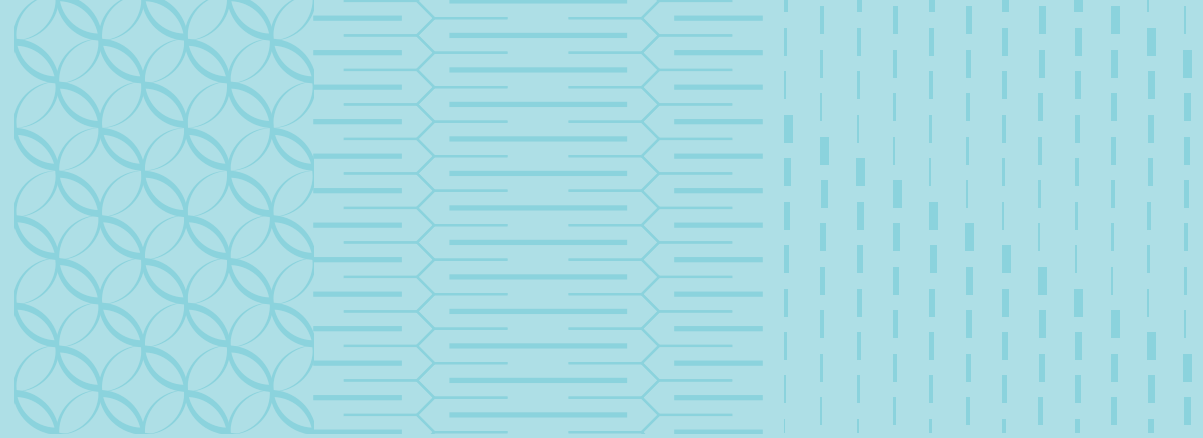
Many of the applications in these guidelines have a template to get you started. Look out for these icons.



This icon indicates that image files are available (e.g. logos, photography).



Have questions? Need help?
Email **communications@ampc.com.au**



Section 2

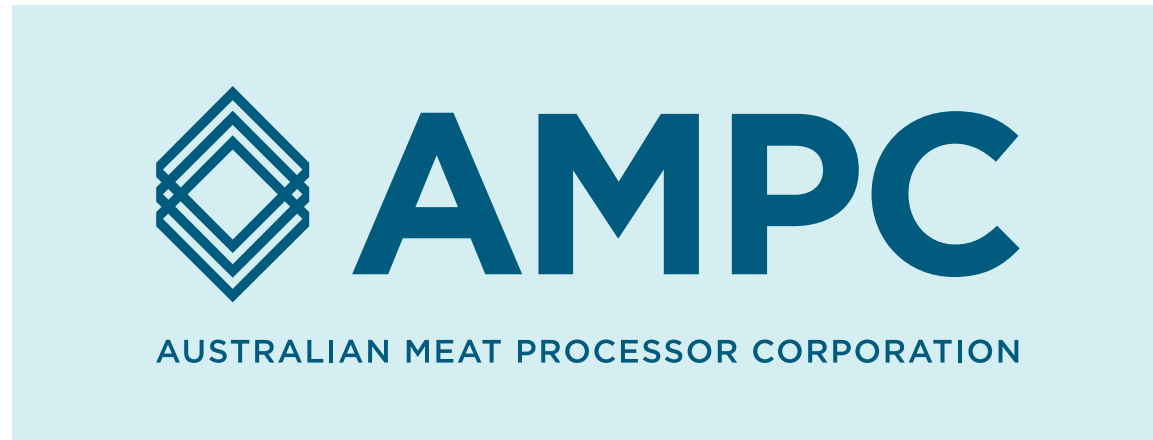
Our logo

A recognisable brand

Our logo is our primary brand asset and should therefore always be applied with care and accuracy.

Our preferred logo is the full horizontal with company name, provided it meets the **Logo (application) specifications**.

For smaller sizes, the horizontal and vertical logo alternatives may be used. However, our full company name must appear written on the artwork.



Full logo (preferred)



Horizontal logo (alternative)



Vertical logo (alternative)

AMPC logo Formats

 Logo files available

Colour

The colour format of the logo should be given preference over all other versions for AMPC's communications.

Black

Use the black format where colour reproduction is not available or appropriate. It should be applied to a white or light background.

Reverse (white)

Use the reverse (white) format on dark backgrounds, when it is not possible to accommodate the colour logo.



AMPC logo Application

 Logo files available

Size

The minimum size for reproduction are:

Full logo (preferred)

- 50mm in width (print)
- 140px in width (digital)



50mm or 140px

Horizontal logo (alternative)

- 20mm in width (print)
- 55px in width (digital)



20mm or
55px

Vertical logo (alternative)

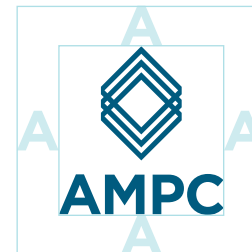
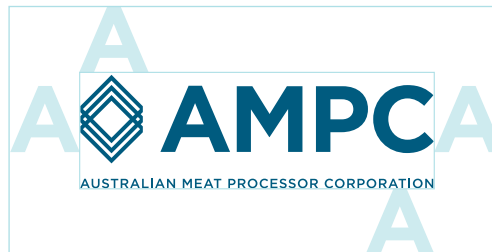
- 15mm in width (print)
- 45px in width (digital)



15mm or
45px

Clear space

Clear space must be maintained around the logo which is no less than the 'A' of AMPC.



Logo reproduction

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background.





Section 3

Brand elements

Colour palette Primary

Innovation inspired

R&D is AMPC’s core offering so our colour palette is inspired by the technology sector and industry innovations.

All AMPC collateral should be immediately recognisable by the *Primary Colour Palette*. Each colour is made up of three shades. The middle shade should be the default, but lighter and darker shades can be used to provide tonal variance and enhance accessibility.

Generous use of white space is encouraged.

Innovation blue

PMS P 111-16 C
C100 M35 Y0 K60
R0 G67 B102
#004366

Logo colour

PMS P 117-16 C
C100 M0 Y0 K60
R0 G85 B117
#005575

PMS P 117-8 C
C100 M0 Y0 K48
R0 G98 B140
#00628C

Sensor turquoise

PMS P 126-5 C
C66 M0 Y27 K32
R41 G127 B129
#297F81

PMS P 125-5 C
C66 M0 Y27 K16
R80 G161 B159
#50A19F

PMS P 125-4 C
C52 M0 Y21 K13
R120 G178 B176
#78B2B0

Microbial taupe

PMS P 23-2 C
C17 M21 Y27 K0
R207 G190 B168
#CFBEA8

PMS P 13-1 C
C12 M13 Y19 K0
R221 G213 B195
#DDD5C3

PMS P 169-1 C
C8 M7 Y8 K0
R229 G227 B221
#E5E3DD

Thermoplastic aqua

PMS P 121-12 C
C53 M0 Y15 K7
R115 G185 B193
#73B9C1

PMS P 121-4 C
C43 M0 Y13 K0
R154 G208 B213
#9AD0D5

PMS P 121-3 C
C30 M0 Y9 K0
R183 G220 B223
#B7DCDF

Colour palette Secondary

A full spectrum

The *Primary Colour Palette* should be used by default but on occasion an extended colour palette is required. This *Secondary Colour Palette* has been inspired by the industrial tones of manufacturing and laboratories.

Use this palette when:

- data-driven charts require more colours to distinguish between data sets
- detailed illustrations and diagrams require more colour variance to enhance meaning

Acrylic purple

PMSP 87-12 C
C53 M62 Y29 K28
R112 G91 B106
#705B6A

PMSP 89-13 C
C30 M61 Y0 K21
R148 G98 B141
#94628D

PMSP 85-1 C
C7 M19 Y0 K9
R210 G196 B210
#D2C4D2

Refrigerant viridian

PMSP 135-15 C
C85 M0 Y58 K51
R9 G93 B77
#095D4D

PMSP 132-13 C
C66 M0 Y40 K40
R71 G130 B114
#478272

PMSP 133-12 C
C47 M0 Y32 K6
R142 G192 B166
#8EC0A6

Sulphite orange

PMSP 46-14 C
C0 M66 Y67 K24
R176 G93 B72
#B05D48

PMSP 40-7 C
C0 M72 Y80 K0
R220 G100 B66
#DC6442

PMSP 40-5 C
C0 M53 Y59 K0
R227 G140 B103
#E38C67

Silicone ice

PMSP 111-13 C
C59 M21 Y0 K36
R78 G117 B153
#4E7599

PMSP 111-11 C
C42 M15 Y0 K25
R128 G151 B179
#8097B3

PMSP 108-9 C
C22 M11 Y0 K13
R178 G187 B206
#B2BBCE

Myofibril red

PMSP 49-14 C
C0 M79 Y73 K26
R172 G75 B47
#AC4B2F

PMSP 56-5 C
C0 M61 Y45 K21
R185 G108 B97
#B96C61

PMSP 49-1 C
C0 M36 Y33 K8
R220 G173 B144
#DCAD90

Microplasma yellow

PMSP 15-7 C
C0 M31 Y87 K23
R195 G150 B56
#C39638

PMSP 10-13 C
C0 M16 Y60 K9
R226 G192 B112
#E2C070

PMSP 10-3 C
C0 M11 Y42 K0
R245 G218 B156
#F5DA9C

Polymer violet

PMSP 102-13 C
C63 M53 Y0 K9
R107 G109 B163
#6B6DA3

PMSP 104-5 C
C60 M41 Y0 K0
R115 G130 B184
#7382B8

PMSP 102-1 C
C24 M20 Y0 K0
R191 G190 B218
#BFBEDA

Biogas green

PMSP 153-14 C
C57 M0 Y81 K48
R74 G118 B67
#4A7643

PMSP 153-11 C
C38 M0 Y54 K32
R127 G155 B111
#7F9B6F

PMSP 160-5 C
C19 M0 Y54 K0
R212 G220 B137
#D4DC89

Stainless steel

PMSP 173-9 C
C62 M53 Y42 K8
R118 G116 B117
#767475

PMSP 174-2 C
C37 M27 Y21 K0
R168 G172 B174
#A8ACAE

PMSP 179-2 C
C0 M0 Y0 K11
R223 G222 B222
#DFDEDE

Filter ash

PMSP 178-13 C
C54 M42 Y57 K36
R103 G105 B88
#676958

PMSP 176-6 C
C59 M43 Y47 K0
R119 G122 B116
#777A74

PMSP 177-2 C
C36 M25 Y33 K0
R174 G175 B158
#AEAF9E

Typography

Degular

Our primary font for headlines is *Degular*. It is a machine-inspired, geometric typeface with a friendly tone. Licensed versions are available on Adobe Fonts.

Kerning

Where possible, kerning should be set to: Optical 10.

Libre Franklin

Our supporting font for body copy is *Libre Franklin* which is a clean and modern typeface. Licensed versions are available on Google Fonts and Adobe Fonts.

Leading

Leading and full stylesheets are provided in the templates provided. Examples of values are body copy set to 8.5pt/12pt leading and subheadings set to 12pt/14pt leading.

Colour

Headings and subheadings per the colour palette. Body copy is black (100K).

Degular

Light

Medium

Semi Bold

— Technical

— Angular

— Geometric

Libre Franklin

Extra Light

Regular

Medium

— Readable

— Crisp

— Humanist

For applications where *Degular* and *Libre Franklin* are not available, such as Word templates and email newsletters, default to *Arial*.

I am Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!\$%*&

I am Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!\$%*&**

Patterns

 Image files available

Patterns of processing

A series of patterns have been developed to symbolise aspects of the industry. Patterns can be used in addition to imagery or when imagery is not available.

Flexible blend applications

Patterns must be applied using professional design software and associated skills only.

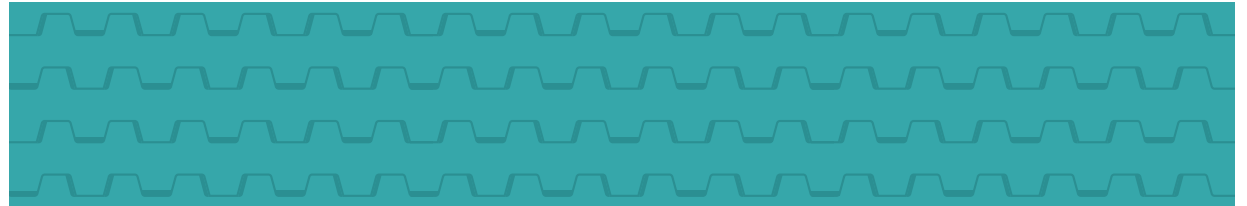
To keep the use of these patterns flexible the level of transparency can be altered to make sure the pattern is subtle.

The effects can be applied in Adobe InDesign, Illustrator or Photoshop. All templates include examples of the pattern usage.

Cuts and distribution



Conveyor belt



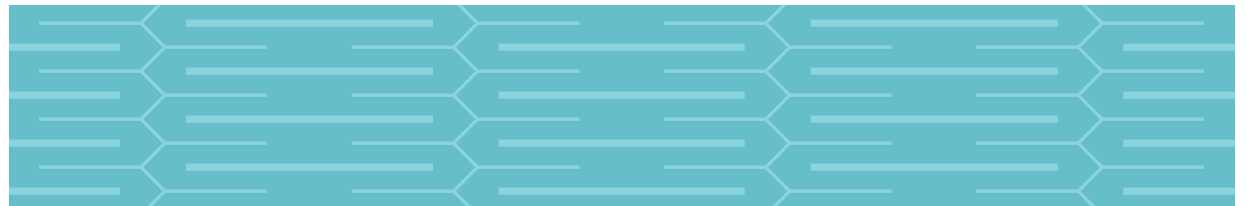
Mesh



Shipping containers



Meat cells



Icons

 Icons available

Stylised iconography

An icon library has been developed and includes four topics: technology, sustainability, workforce, and markets.

All iconography should be made up of minimal geometric shapes in a combination of colours from the Primary Colour Palette.

Processors



Small processors

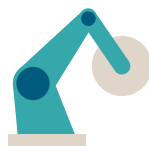


Medium processors

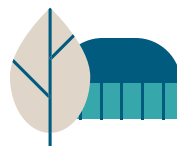


Large processors

Topics



Technology



Sustainability



Workforce



Markets

Service Delivery



Insights



Research and development



Extension and adoption

Accessibility

Design for universal access

In order to meet the **Web Content Accessibility Guidelines**, colour combinations must have strong contrast and pass the **guidelines for contrast accessibility**.

This table shows text and background colour combinations from the Primary Colour Palette, and their compliance with WCAG 2.1 minimum contrast. All content produced by AMPC should aim for maximum visual accessibility.

 Pass
 Fail
 Large text

Large text is defined as 14pt (typically 18.66px) and bold or larger for digital applications, or 18pt or larger for print.

Colour contrast can be checked using online tools such as **accessible colors** or similar.

	#004366	#005575	#00628C	#297F81	#50A19F	#78B2B0	#CFBEA8	#DDD5C3	#E5E3DD	#73B9C1	#9AD0D5	#B7DCDF	#FFFFFF	#000000
#004366		Text Fail	Text Fail	Text Fail	Text LT	Text LT	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Fail
#005575	Text Fail		Text Fail	Text Fail	Text Fail	Text LT	Text Pass	Text Pass	Text Pass	Text LT	Text Pass	Text Pass	Text Pass	Text Fail
#00628C	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text LT	Text Pass	Text Pass	Text LT	Text LT	Text Pass	Text Pass	Text LT
#297F81	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text LT	Text LT	Text Fail	Text Fail	Text LT	Text Pass	Text LT
#50A19F	Text LT	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text LT	Text Pass
#78B2B0	Text LT	Text LT	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Pass
#CFBEA8	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Pass
#DDD5C3	Text Pass	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Pass
#E5E3DD	Text Pass	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Fail	Text Pass
#73B9C1	Text Pass	Text LT	Text LT	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Fail	Text Pass
#9AD0D5	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail		Text Fail	Text Fail	Text Pass
#B7DCDF	Text Pass	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail		Text Fail	Text Pass
#FFFFFF	Text Pass	Text Pass	Text Pass	Text Pass	Text LT	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail	Text Fail		Text Pass
#000000	Text Fail	Text Fail	Text LT	Text LT	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	Text Pass	



Section 4

Photography

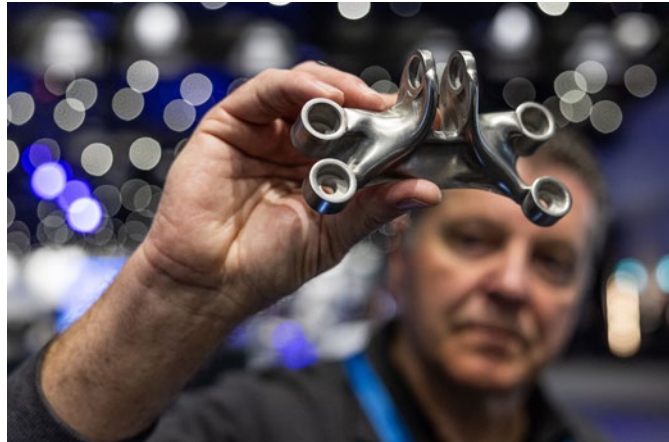
Photography

 Image library available



Creative angles

AMPC projects may be portrayed with abstract imagery, especially for backgrounds. Photography with interesting and artistic angles are recommended. Editing may be done in Adobe Photoshop to enhance colours.



Mix it up

Photography ranges from abstract to specific projects.

Different focal lengths adds interest — mix your use of abstract, close-ups, landscapes and project-based photography.



The bright side

To ensure a sense of optimism, use photos with lots of natural light and pops of colour that enhance our colour palette.



Authenticity

Portray AMPC employees in their workplaces following any relevant health and safety standards. Unlike the abstract imagery, avoid editing colours in Photoshop and keep the colours natural. Avoid highly produced or stock photography with awkward poses or unnatural lighting.



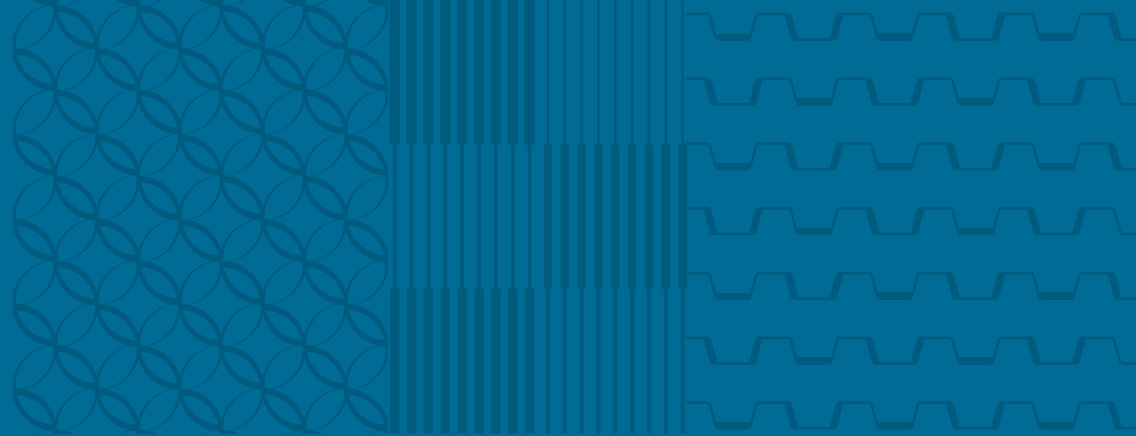
Diversity

AMPC encourages diversity and a broad cross section of the population should be represented. Make sure you represent diversity of genders, ethnicities and ages in your photography.



Other photography

Use imagery specific to projects, reports and research, outside the existing image library, as required.

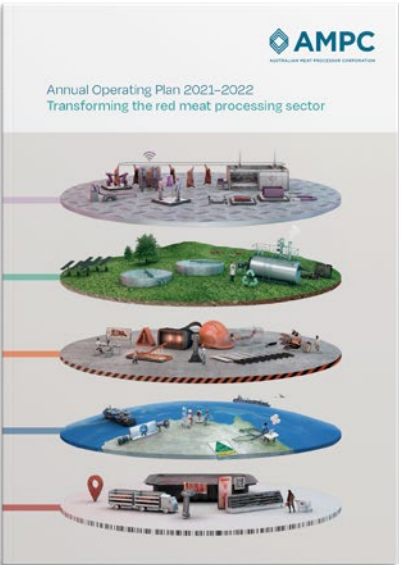
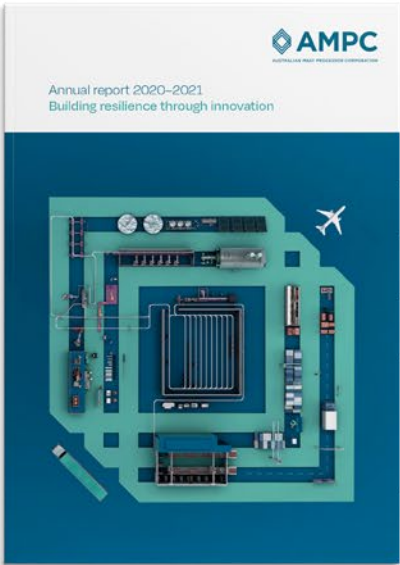
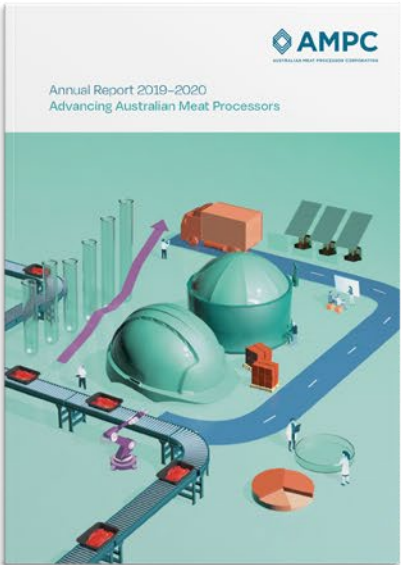


Section 5

Print applications

Reports Covers

 Indesign templates available





Business cards

 Indesign template available

Size

Standard size
90mm x 55mm

Paper stock

350gsm matt cello

Margins and font sizes

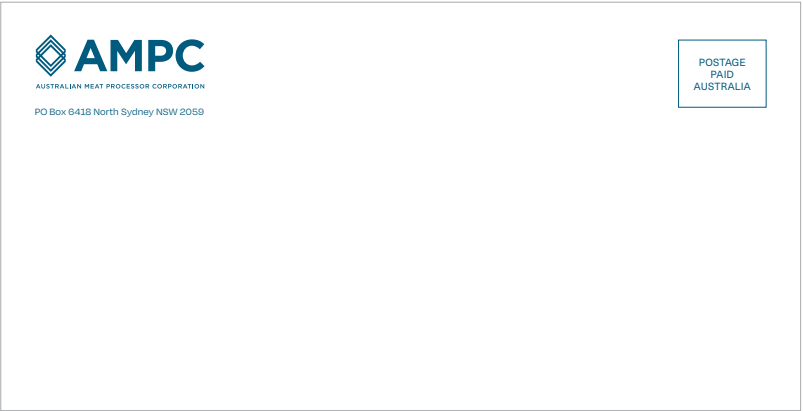
See template



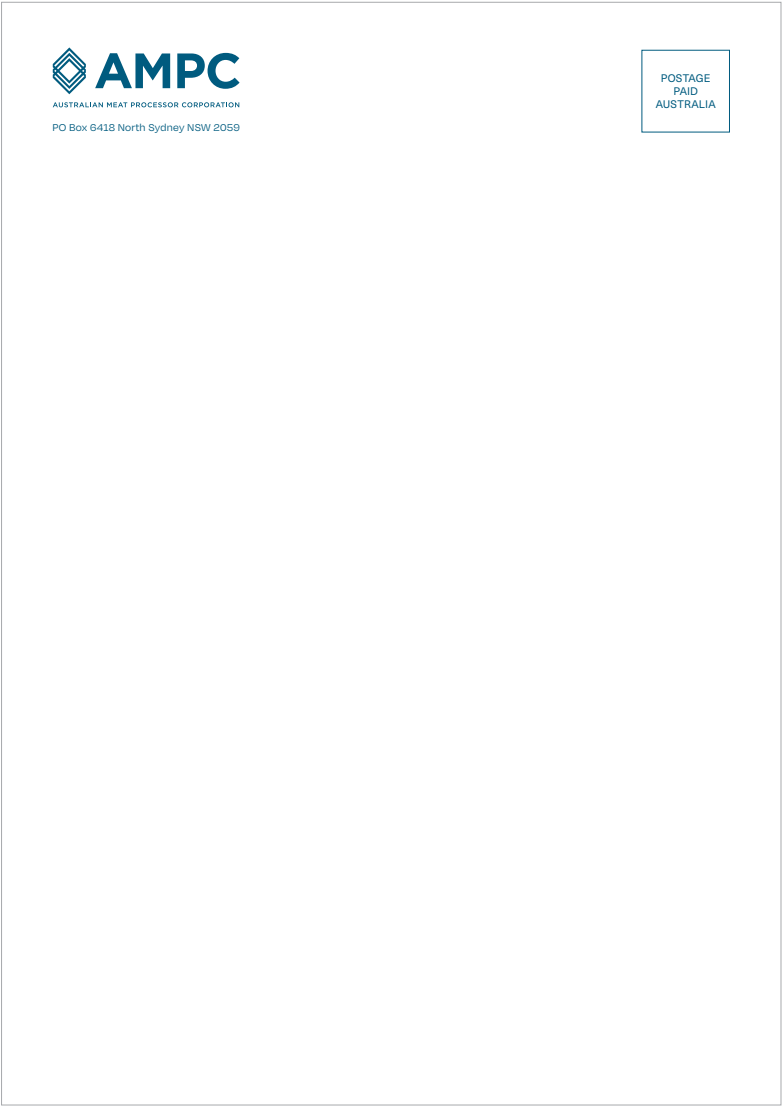
Envelopes

 Indesign template available

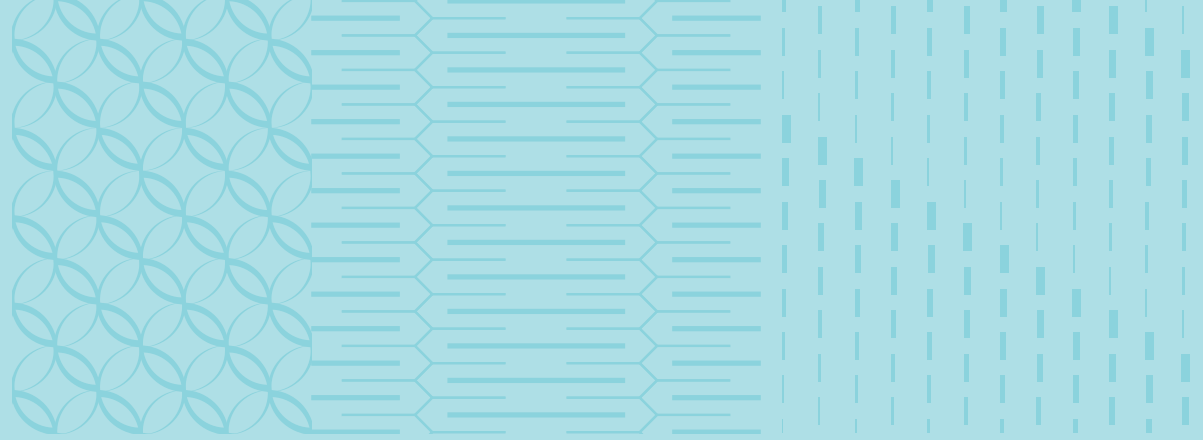
- Size**
- DLX
235mm x 120mm
 - C4
229mm x 324mm



DLX Envelope



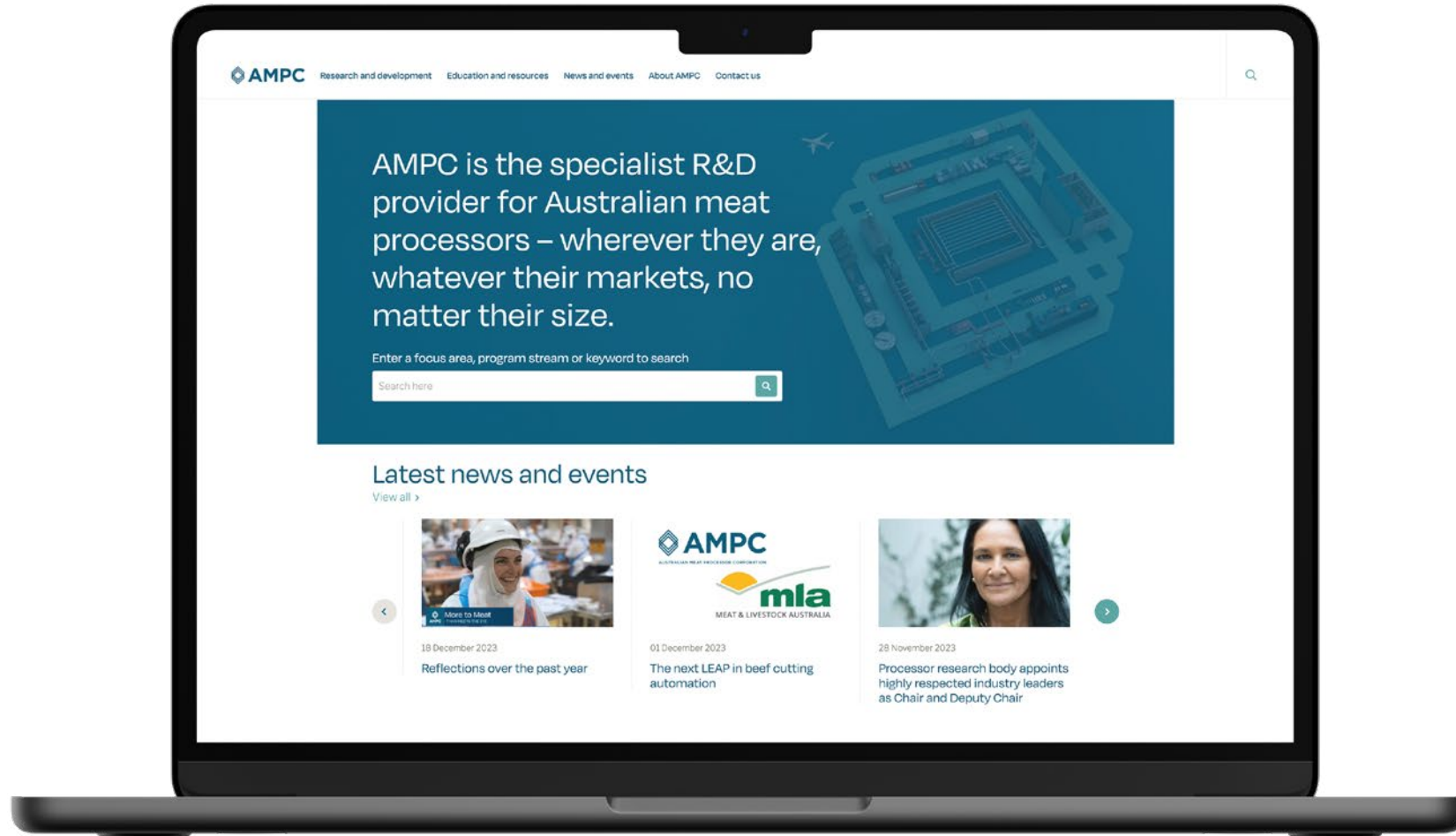
C4 Envelope

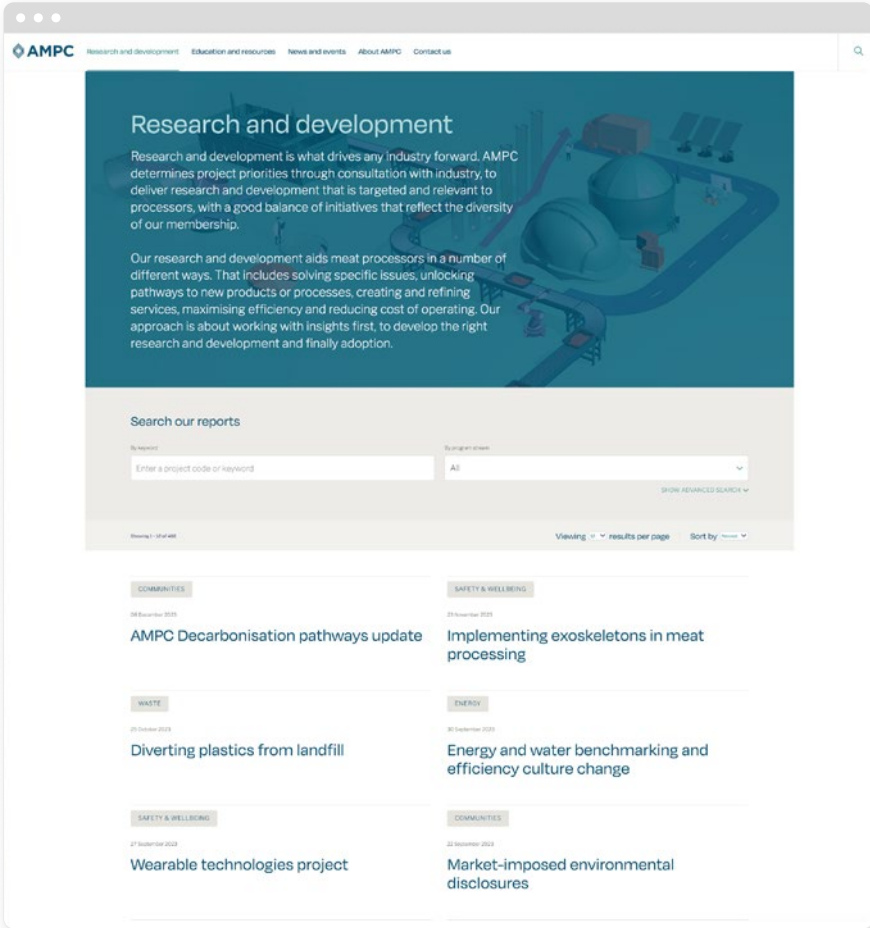
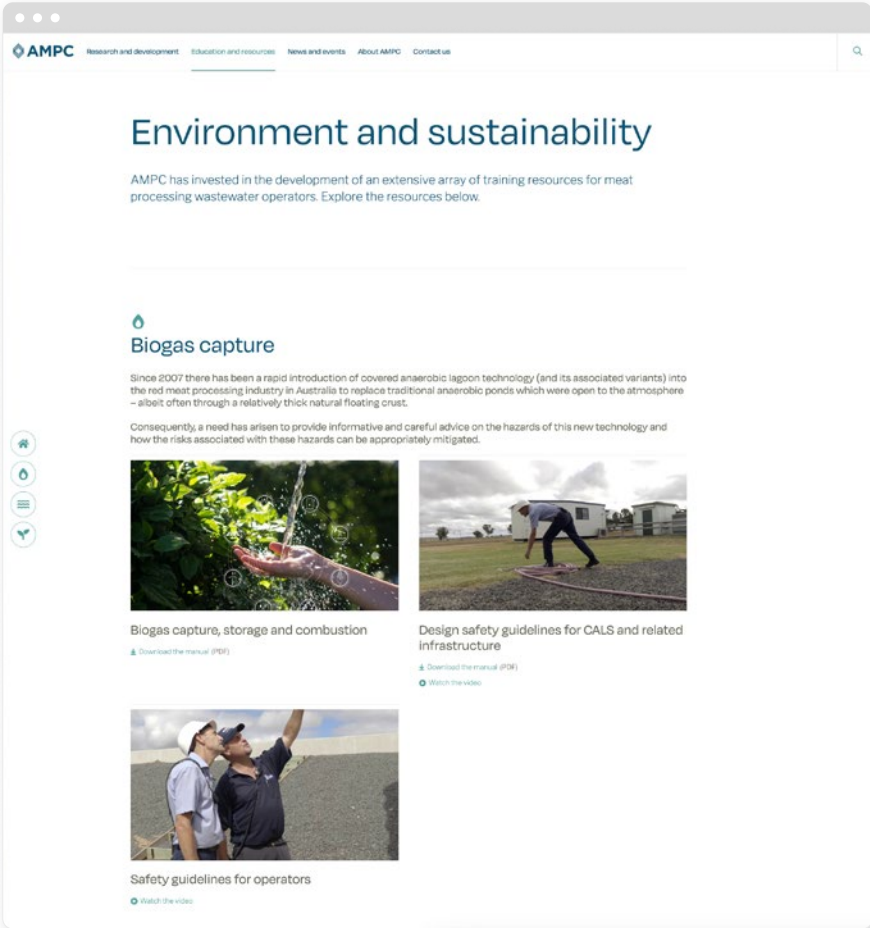


Section 6

Digital applications

Website





eSignatures

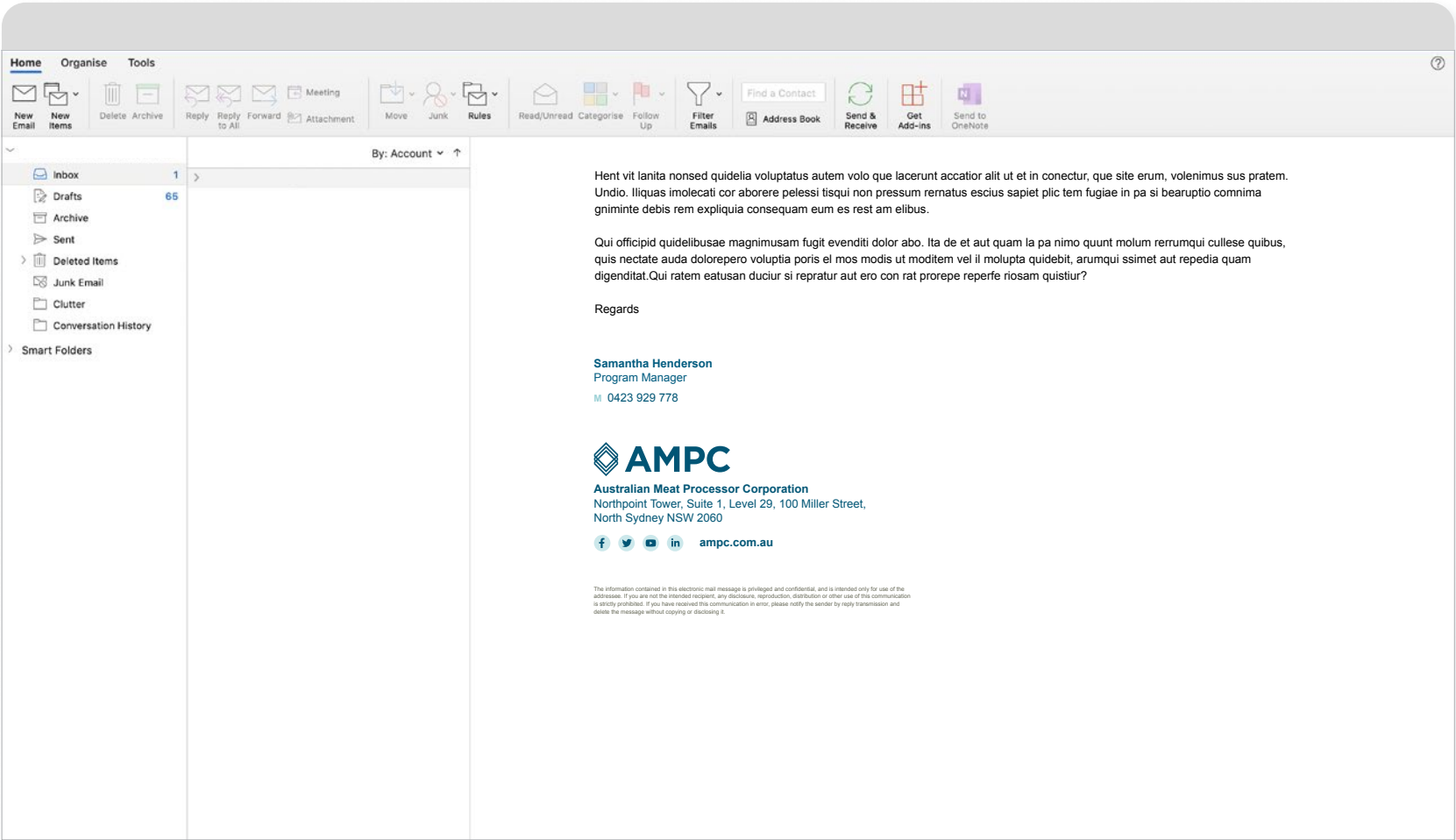
 Word template available

Design and font sizes

See template

Using the template

Refer to the instructions provided with the template to set up eSignature in Outlook.



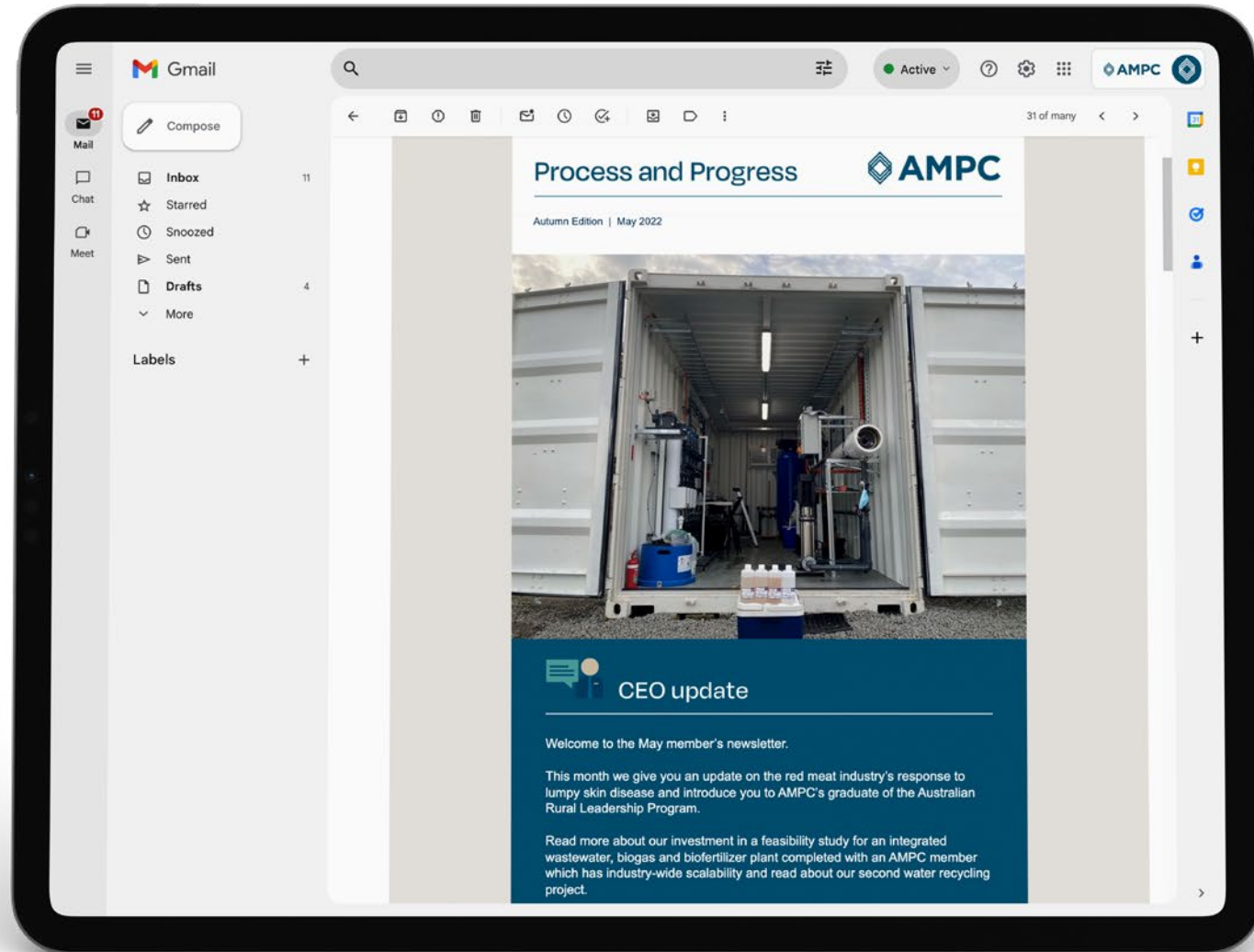
Email newsletters

Design and font sizes

See templates on Hubspot

Using the template

Refer to the instructions provided with the template.



Email newsletters Continued

Design and font sizes

See templates on Hubspot

Using the template

Refer to the instructions provided with the template.

Process and Progress

AMPC

Autumn Edition | April 2021



This year is flying by, with two months gone already, but at AMPC we're not letting the days just slip by – we're working on a long list of exciting projects, engaging industry and helping the red meat processing sector be more productive and more successful.

Evaluating the benefit of the red meat processing sector in regional Australia 2020

The need to provide government and key stakeholders with the most recent figures, along with AMPC's requirement for updated figures to help shape insights and communications, triggered this report. A deeper investigation into the industry's contribution is of benefit for a greater understanding by stakeholders, and fosters a consumer and policy environment that is supportive of the industry.



AMPC board represents unity, vision

Last year AMPC launched a refreshed strategic plan that is truly owned by the industry. This year, with a newly elected board installed, our task is executing against the plan. We're excited to work with the new board, including our two new directors, to continue to deliver value to the Australian meat processing industry.



New Beef Central content series

We are pleased to be working with the publishers of Beef Central/Sheep Central on a fortnightly series that takes a closer look at the many and varied red meat R&D projects we are working on. The new series – Red Meat R&D Update – launched last week and you can read more on our first topic – the exciting brave new world of Exo skeleton technology below.



Simplifying visa programs

Visa-workers are a critical part of the red meat processing industry's future, but many processors find current visa programs complex and expensive. AMPC research is contributing to a project designed to find new ways to ensure labour needs are met.

Technology | Project Update



X-Ray Primal System

We're pleased to announce the completion of the following project: 'Automatic Equipment for Handling the Bung in the Lamb Slaughter Process'. This project was conducted as part of AMPC's Processing Technologies program, which focuses on productivity and quality, sensing and analysis, materials handling, and value adding.


The following benefits for both AMPC members and the wider industry have been concluded from this project:

- Successful modification of existing automated equipment to handle the bung in an Australian lamb slaughter line.
- Savings of labour and space (in re-inspection areas).
- Improved slaughter hygiene across the whole processing line.
- Savings of rework (removal of faecal matter) and materials (bung plug).
- Compliance with regulations and customer requirements.
- Useful marketing tool for obtaining and maintaining market access.

Download Full Report

AMPC is now primed with the required baseline information to work with industry to achieve the strategic policy recommendations. A second project, 2020-1065, has recently begun, to assist in implementing recommendations provided in Phase 1 and assisting AMPC in undertaking extension activities related to the visa project.

Upcoming Events




9 May 2021

Working with Knives

Topics covered in this include choosing a knife, sharpening a knife, sharpening knives with a setter, automated sharpening, and using a knife safely and keeping it clean.

Register




16 June 2021

Stock Yard Design

Welcome to this training and information package on stock yard design. This package is designed to explain: the principles of good yard design; the various components of sheep yards.

Register




2 May 2021

Beef Australia 2021: What you need to know

Beef Australia is Australia's leading Beef Expo. The triennial event will next be held 2 - 8 May 2021 in Rockhampton, QLD. Please note we will moderate comments deemed defamatory or inappropriate to Beef Australia, our partners or other users. [Read more](#)

Register


Staff Update



Name of staff member

Position

What interesting projects are you working on? What new products are you releasing? Share a brief description and then include a link to a web page.



Name of staff member

Position

What interesting projects are you working on? What new products are you releasing? Share a brief description and then include a link to a web page.

AMPC

Australian Meat Processor Corporation
Suite 2, Level 6, 99 Walker Street
North Sydney, NSW
Australia, 02 8908 5500

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Contents 1 Overview 2 Our logo 3 Brand elements 4 Photography 5 Print applications 6 Digital applications 7 Other applications 8 Writing style guide

AMPC Brand guidelines 32

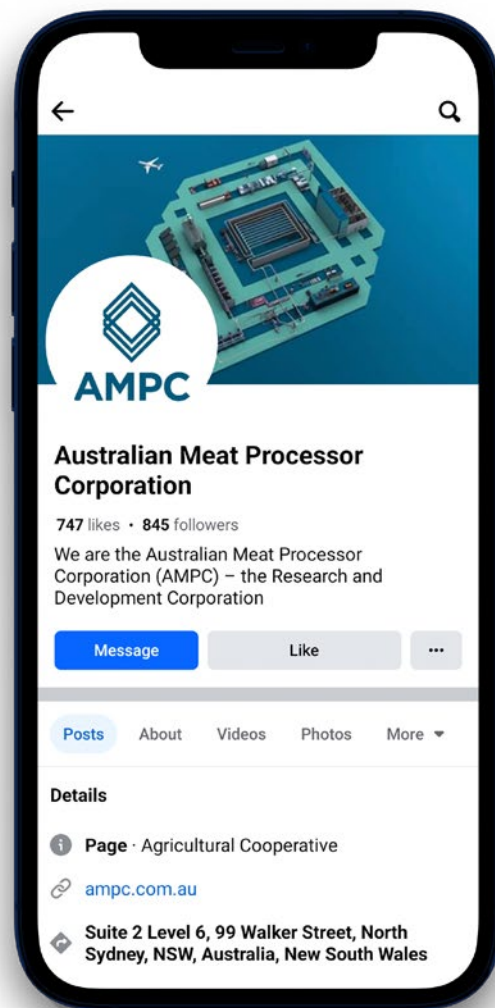
Social media

Design collection

A profile picture of our logo and selection of 4 cover images to choose from. Cover images may be rotated seasonally.

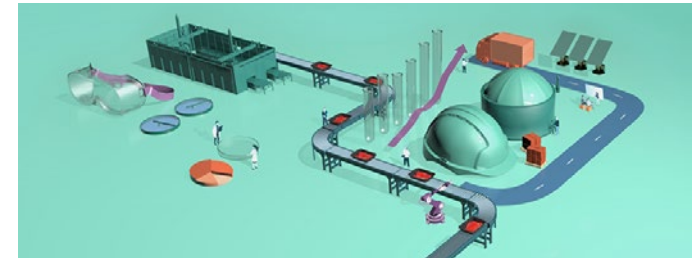
Sizes

All designs are available for Facebook, Twitter and LinkedIn profiles.



 Indesign template available

Cover image 1



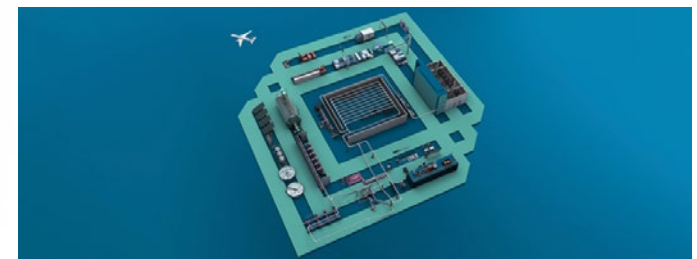
Cover image 2



Cover image 3



Cover image 4



Milestone report



AUSTRALIAN MEAT PROCESSOR CORPORATION

Robotic deboning

Robotic removal of button bone and flat bone after striploin chine bone removal – stage 1 practical feasibility

Project code
XXXXXXX

Milestone no.
XXXXXXX

Prepared by
XXXXXXX

Date submitted
13/1/21

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Milestone report

Contents

1.0 Milestone description

3

2.0 Abstract

3

3.0 Introduction

3

3.1 Heading 1 sample – 14 point

3

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2

Milestone report

1.0 Milestone description

The author should include in the Executive Summary an overview of the project objectives, approach, project outcomes and insights, conclusions and recommendations for further research/actions. This section should also include the project results and findings that can benefit members and the wider industry. This section should be a maximum of two or three A4 pages.

2.0 Abstract

The author should outline the project objectives as specified in the research agreement.

3.0 Introduction

The author should include the following information in the introduction:

◆ The purpose of the research project, including any background information

– The scope of the research, including any previous research that is relevant to this project

1. The purpose of the research project, including any background information

– The scope of the research, including any previous research that is relevant to this project

3.1 Heading 2 sample – 14 point

[Text]

3.1.1 Heading 3 sample – 12 point

[Text]

Heading 4 sample – 10 point

[Text]

Heading 5 sample – 10 point

[Text]

Heading 6 sample – 10 point

[Text]


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3

Contents 1 Overview 2 Our logo 3 Brand elements 4 Photography 5 Print applications 6 Digital applications 7 Other applications 8 Writing style guide

AMPC Brand guidelines 34

Final report



AUSTRALIAN MEAT PROCESSOR CORPORATION

Robotic deboning

Robotic removal of button bone and flat bone after striploin chine bone removal – stage 1 practical feasibility

Project code

XXXXXX

Prepared by

XXXXXX

Date submitted

13/1/21

Published by

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Final report

Contents

1.0 Executive summary

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2.0 Introduction

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3.0 Project objectives

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3

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2

Final report

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3.1 Heading 2 sample – 14 point

[Text]

3.1.1 Heading 3 sample – 12 point

[Text]

Heading 4 sample – 10 point

[Text]

Heading 5 sample – 10 point

[Text]

Heading 6 sample – 10 point

[Text]


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3

Contents 1 Overview 2 Our logo 3 Brand elements 4 Photography 5 Print applications 6 Digital applications 7 Other applications 8 Writing style guide

AMPC Brand guidelines 35

Snapshot report



AUSTRALIAN MEAT PROCESSOR CORPORATION

Robotic deboning

Robotic striploin chine removal of button bone and flat bone after bone removal – stage 1 practical feasibility

Project code

XXXXXX

Prepared by

XXXXXX

Date submitted

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Snapshot report

Project description

Project description text

Project content

Project content text

Project outcome

Project outcome text

Benefit for industry

Benefit for industry text

Subhead 1 sample – 10 point

[Text]

Subhead 2 sample – 10 point

[Text]

Subhead 3 sample – 10 point

[Text]

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2

Snapshot report

Column 1	Column 2	Column 3	Column 4	Column 5
Row 1				
Row 2				
Row 3				

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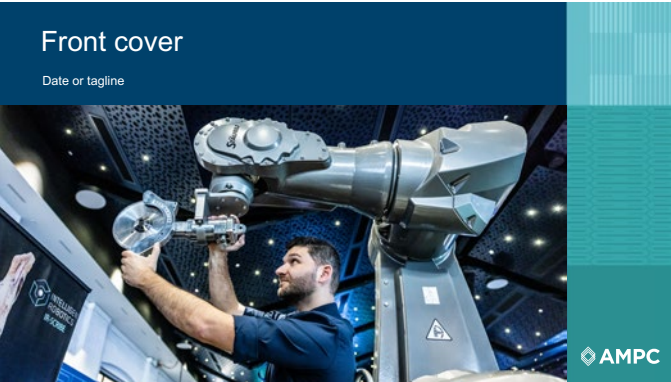
3

Contents 1 Overview 2 Our logo 3 Brand elements 4 Photography 5 Print applications 6 Digital applications 7 Other applications 8 Writing style guide

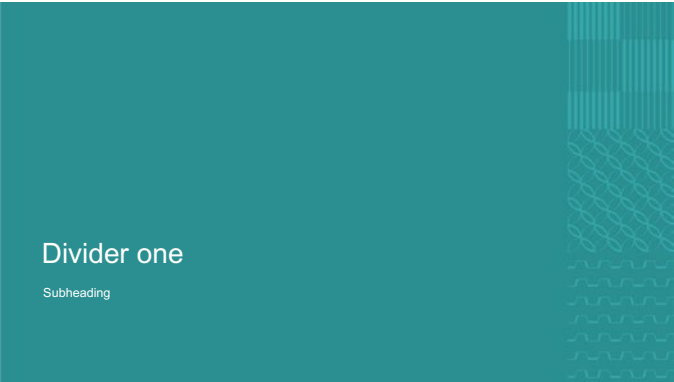
AMPC Brand guidelines 36

PowerPoint template

 PowerPoint template available



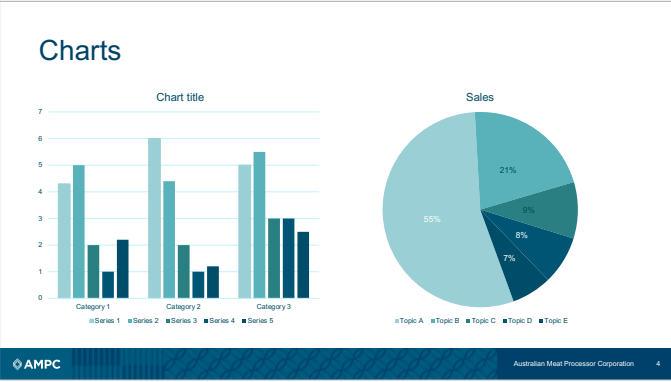
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Divider — alternative dividers provided in the template



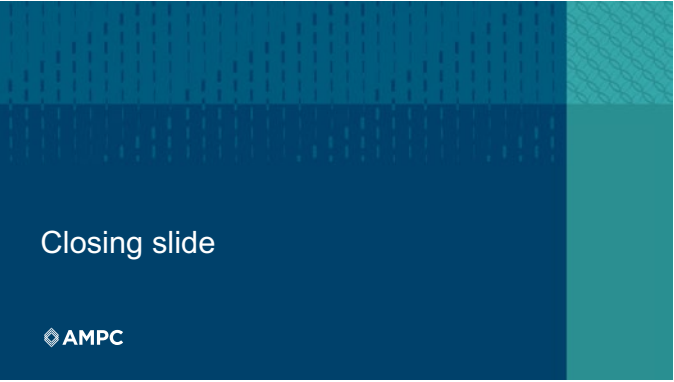
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Charts



Full image with quote



Closing slide

Letterhead

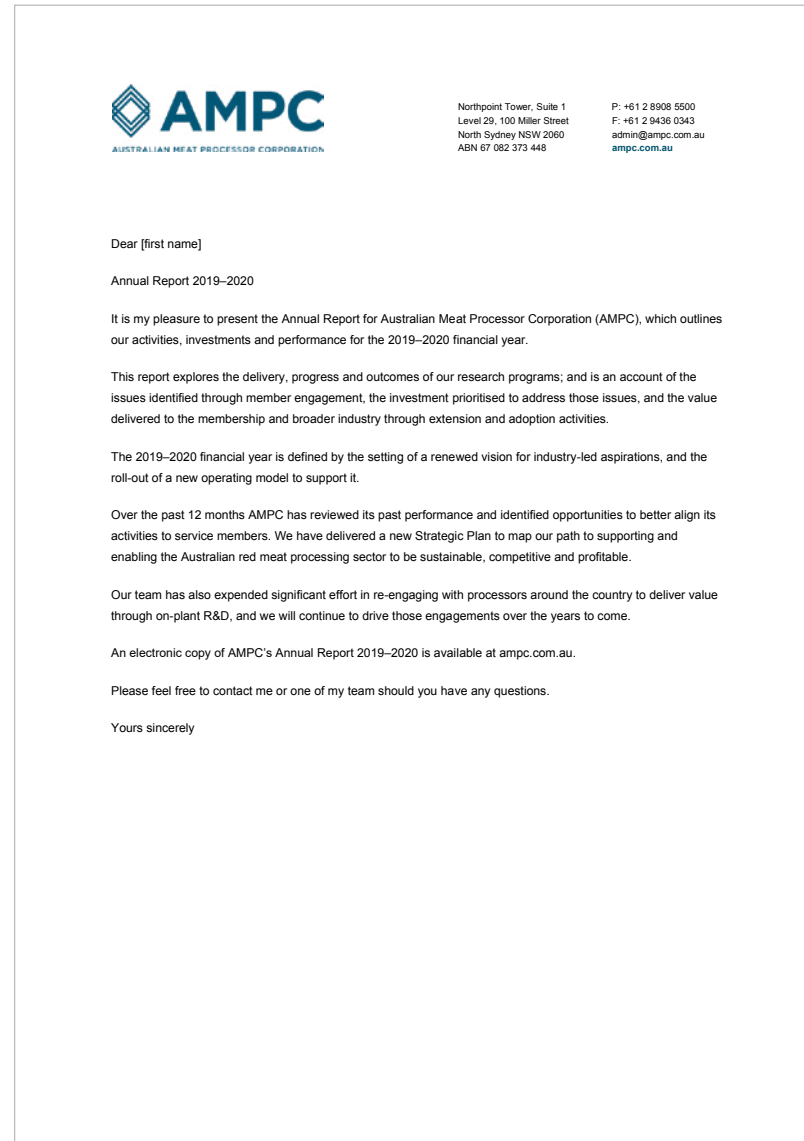
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Size

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Margins and font sizes

See template





Section 7

Other applications

Pull up banners

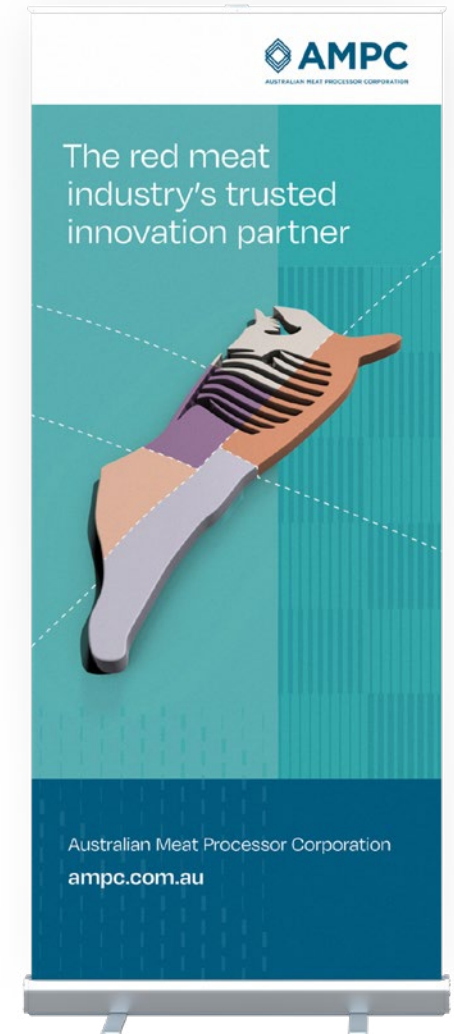
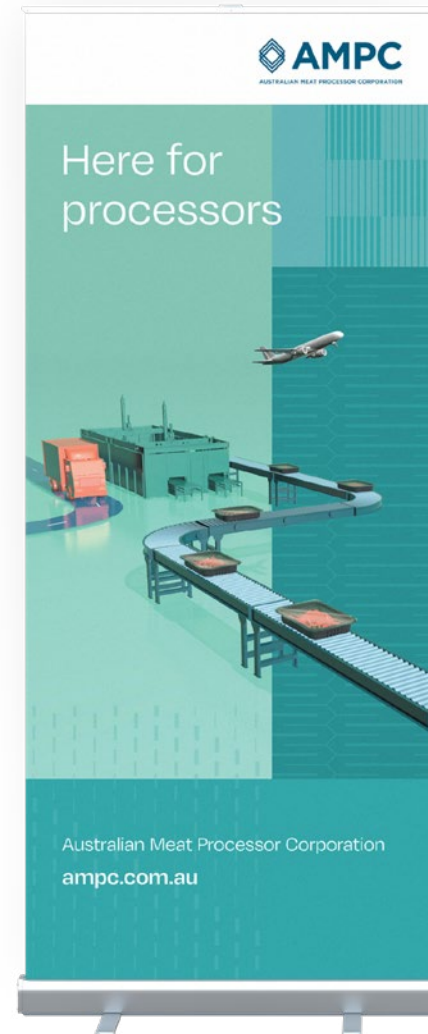
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Size

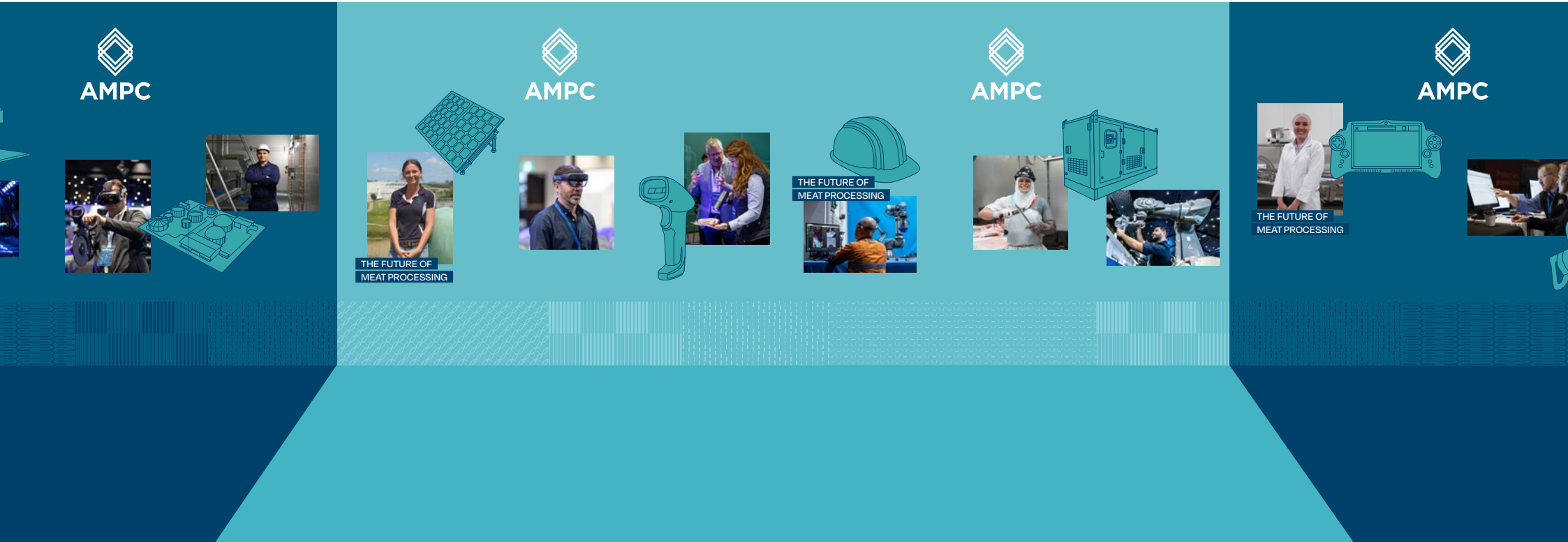
0.85m wide x 2m high

Template

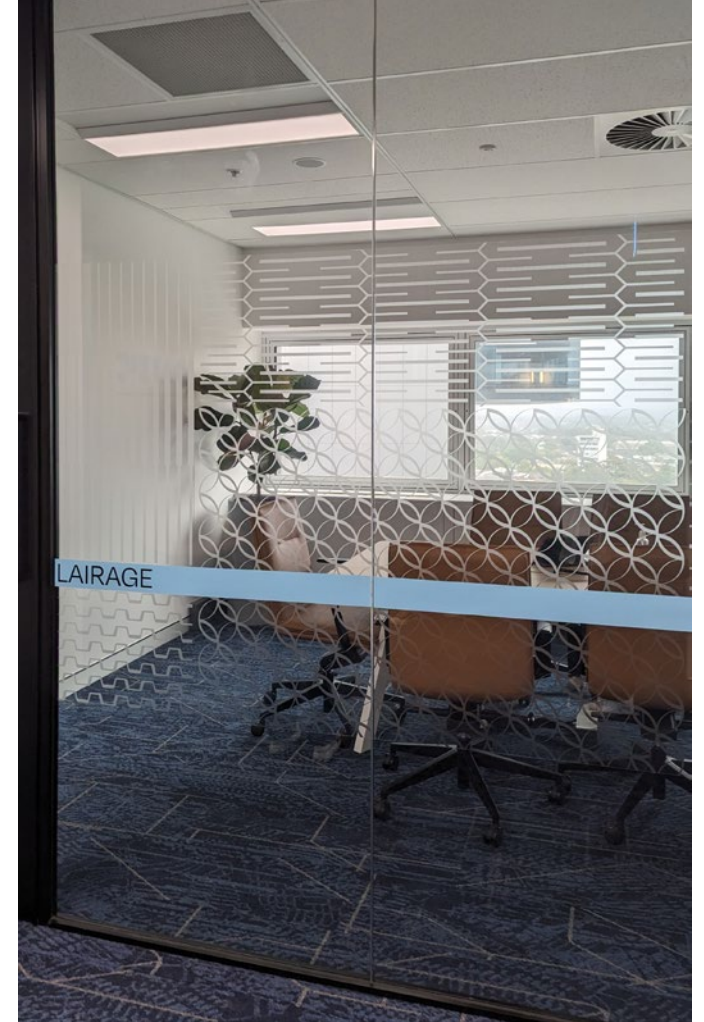
Indesign with links



Event display panels



Signage and wall art



Clothing



Staff assets





Section 8

Writing style guide

Introduction

This style guide is for everyone who writes, edits or approves AMPC content.

This guide provides direction for AMPC employees and external organisations who write for AMPC.

This style guide is designed for you to use as a resource to help meet the AMPC standard for content. It is to be used as a reference to help when writing:

- reports including snapshot reports and final reports
- business cases, letters and other correspondence
- requests for research proposals
- emails
- PowerPoint presentations
- website content
- articles
- media releases
- brochures
- newsletters
- factsheets
- any content which has AMPC branding e.g. collateral for AMPC research activities

Our style is based on the **Australian Government Style Manual** and the **Australian Macquarie Dictionary**.

Our tone

Our tone is casual and simple.

Simplicity

- Keep the tone conversational and free from jargon
- Never use a long word when a short word will do.
- For example, the word ‘use’ is much better than ‘utilise’.
- Use ‘start’ not ‘commence’.

Keep it active

- Avoid passive language. For example, ‘plans to’ should be ‘will’ and ‘recently been released’ should be ‘is out now’.

Keep it short

- To help with reading ease, try and keep each sentence to 30 words or less. Where possible, state key high level facts and include a link for more information.

The guide

The Australian Meat Processor Corporation (AMPC)

- Refer to The Australian Meat Processor Corporation (AMPC) in full for the first sentence where the company name is introduced with AMPC in brackets.
- AMPC can then be used in future instances within the same document.
- Do not refer to “the AMPC”. It is always “AMPC did” or “AMPC is working with xyz”.

Acronyms

- Always spell out an acronym the first time you use it then put it in brackets. From then on you can use it in the document.
- For example, “We have a commitment to reduce greenhouse gas (GHG) emissions. Using biomass can reduce GHG emissions by up to 98 per cent compared to coal.”
- Do not create acronyms that don’t exist e.g. RMP for red meat processors or RMI for red meat industry.

Ampersands

- AMPC does not use ampersands (&).
- We use ‘and’ in every instance.
- Unless it is part of a formal title or well-known acronym (e.g. Meat & Livestock Australia or R&D).

Bullet lists

Where each bullet point is a sentence

- In this case, bullet points are to be treated like normal sentences. i.e. start in caps and end in a full stop. The lead in sentence should be followed by a colon.
- For example:
The committee came to two conclusions:
 - Officers from the department should investigate the feasibility of developing new guidelines.
 - Research should be funded in three priority areas.

Where each bullet point is a short phrase/sentence fragment/part of the initial sentence

- In this case, the lead in sentence should be followed by a colon. Each dot point should start with a lower-case letter and there is no need for any full stops.
- For example:
AMPC members can expect:
 - regular feedback
 - to receive the monthly newsletter

Where it is a list of one or two-word items

- In this case the list starts with lower case and there is no need for any full stops or other punctuation
- For example:
The AMPC list of equipment includes:
 - biomass boiler
 - beef scriber
 - banners
 - brochures

The guide Continued

Capitals

- Proper nouns are to be capitalised e.g. The Australian Government.
 - When referring to ‘government’ it is lower case.
- Breed names are proper nouns and as such should be written in upper case e.g. Merino.
- AMPC campaign names such as *More to Meat* or *AMPC Innovation Showcase* are to be capitalised and italicised.
- AMPC strategic pillar names are lower case e.g. industry excellence, innovation and technology leadership, growth and global competitiveness.
- Other names or program names from other organisations should be italicised and grammar used as per that organisation’s style guide e.g. Meat & Livestock Australia’s *Future Fibre Farming program*.
- Titles of publications should be italicised when referring to them in written communications. E.g. *The Weekly Times*, *Landline*.

Cliches

- Avoid them like the plague.

Commas

- AMPC does use the oxford comma (a comma before the word ‘and’)
- For example, “AMPC is testing, researching, and developing a prototype.”

Dates

- AMPC’s style for listing dates is as follows: Monday 1 January 2024.
- There are no commas or punctuation used.

Headlines and headings

- These must grab a reader’s attention. Keep them short, punchy and to the point.
- Use active language.
- Avoid acronyms and punctuation, they obstruct the message.
- Don’t use full stops to end headings.

Key point:

- AMPC uses sentence case for headings. This means only the first word of a heading is capitalised and the rest are lower case. For example, use ‘The annual report is out now’ instead of ‘The Annual Report Is Out Now’.

Hyphens

- Hyphens are used to help the reader grasp the meaning of a phrase quickly and easily.
- Using a hyphen tells the reader that the hyphenated words are to be read as one.
- The decision to use a hyphen should be based on the context in which the word or words appear.
- If you’re in any doubt about whether to hyphenate groups of words, leave the hyphen out.
- In general, AMPC uses hyphens in these instances:
 - AMPC-funded
 - pre-2022
 - five-year average

The guide Continued

Names and titles

- When referring to where a subject works, list the name of the workplace, their role, then their name. With no punctuation. For example, “AMPC CEO Chris Taylor said, “quote, quote, quote.”

Numbers

- Numbers from zero to nine are spelled out.
- Numbers from 10 and above are written in figures.

Per cent

- Percentages are written as figures and then ‘per cent’. For example. 55 per cent.

Singular

- All organisations are single entities and should be treated as singular.
- For example, ‘The government is...’, ‘BHP has...’
- For example, do use “AMPC has its general meeting” and do not use “AMPC has their general meeting.”

Time

- Our style for time is as follows: 9.00am, 9.30am

Quotes

- When quoting someone, refer to their organisation, then title, then name as follows:
 - AMPC CEO Chris Taylor said, “Thank you for your contributions and hard work this year.”
- If using a series of quotes in a row, leave all quotes between the first and last with open quotation marks.
 - For example, AMPC CEO Chris Taylor said, “Thank you for your contributions and hard work this year.
“We have achieved so much.
“I look forward to the next 12 months.”

The guide Continued

References to AMPC programs with co-funders or research providers

- All AMPC projects and programs of work when listed in written communications are outlined below:
 - AMPC together with <insert research provider> is launching a new....
 - AMPC together with <insert research provider> and <insert member> are working on a new project/program of work...
 - AMPC is leading the APPEX Meat Industry Day together with AMIC and MLA...

Some more rules below:

- If AMPC is funding the program and there are no co-funders:
 - AMPC's More to Meat campaign...
- If AMPC is funding the program and there is one other co-funder:
 - AMPC and MLA are working on the program...
- If AMPC is involved in the program with more than one other collaborator:
 - The AMPC-funded program together with <insert research provider> and <insert member> are working on a new project/program of work...
- If AMPC is leading the program:
 - AMPC is leading the APPEX Meat Industry Day together with AMIC and MLA...

References to AMPC projects

- Always try to talk about AMPC 'investments' rather than 'projects'.
- Instead of 'innovation' use 'R&D and marketing'.
- Do not refer to the red meat processing sector
 - Refer to the red meat processing industry.

Members versus levy payers versus processors

- In most instances we use 'levy payers' instead of 'members' e.g. levy payer survey.
- We refer to 'processors' in many instances e.g. a processor in QLD.
- 'Members' are only used for specific purposes e.g. voting in Board elections and thanking members.
- This is a tricky rule, please contact AMPC communications if you are unsure.

Spelling

- Refer to the Australian Macquarie Dictionary for AMPC accepted spelling.
 - www.macquariedictionary.com.au

For any other style matters

- Refer to the Australian Government Style Guide
 - www.stylemanual.gov.au



For further help on these guidelines please contact
Maria Stathis, Head of Communications and Media, AMPC
Email: communications@ampc.com.au