Farm Data Code Certification Mark Usage Guidelines

National Farmers Federation

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1. Purpose and Placement

The use of the Certification Mark is to indicate to farmers that the applicable product/project is of a quality sufficient for it to have been certified by the National Farmers' Federation as entirely (100%) compliant with the Farm Data Code.

The Certification Mark is to be displayed on the following materials whether physical, digital, or online:

- Product offering documents
- Marketing materials

If used digitally, the Certification Mark should be a hyperlink to the product/project's Audit Report (located on the NFF's website)
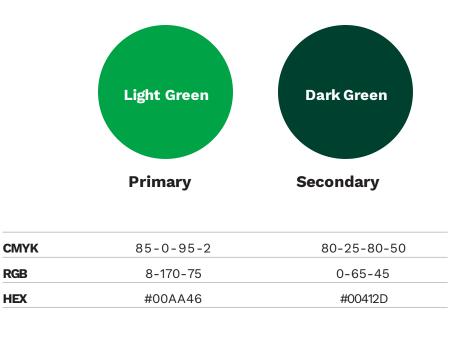
2. Certification Mark

The mark can be used on either light or dark backgrounds and photographs with appropriate contrast. The mark must always be used in full colour.

3. Colour

The colour for the Certification Mark is 'Light Green', on a 'Dark Green' background.

Light Green

Dark Green

Primary

Secondary

CMYK	85-0-95-2	80-25-80-50
RGB	8-170-75	0-65-45
HEX	#00AA46	#00412D

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4. Exclusion Zone

Exclusion Zone

The minimum clear space area A is determined by the width of the dark outer band, area A . No type, images or other graphic elements may appear within this area. Please note this is a minimum clearance area. Additional clearance should be given if possible or appropriate.

Minimum Size

The minimum size for the mark in print or online is 25mm or 94 pixels (at a standard 96ppi).

5. Partner Logos

When partnering the mark, the exclusion zone should be at least of two clear spaces areas in the wordmark.
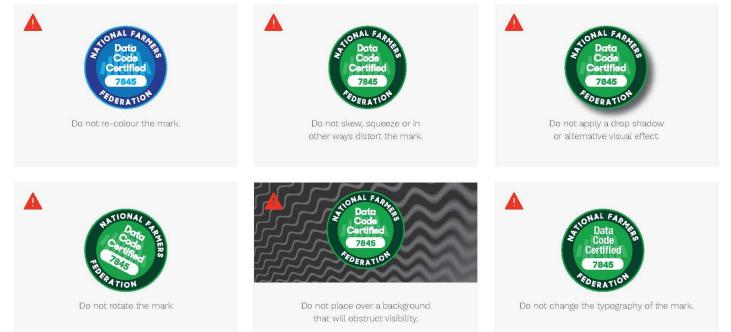

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6. Incorrect Usage

To protect the integrity of the Farm Data Code Certification Mark, the variations presented here must never be attempted. These examples represent some but not all the ways in which the mark should never be used.

Do not re-colour the mark.

Do not skew, squeeze or in other ways distort the mark.

Do not apply a drop shadow or alternative visual effect.

Do not rotate the mark

Do not place over a background that will obstruct visibility.

Do not change the typography of the mark.

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7. Audit Number & Typography

Sharp Sans No2 Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKL MNOPQRSTUVWXYZ
0123456789

Substitute Montserrat ExtraBold for all digital collateral.

Audit number here.
Font is Sharp Sans Display No2 Extra Bold.
For digital use Montserrat Extra Bold.
The colour is always Light Green.
Minimum type size is 9pt for print.

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Data Code Certified

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8. Disclaimer to be used with the mark

Any use of the Certification Mark must be accompanied by the following words:

"The Farm Data Code Certification Trade Mark is owned by the National Farmers' Federation Limited (NFF), and its use is not an endorsement or a representation by NFF other than that the product was assessed as compliant with the Farm Data Code available at https://nff.org.au/programs/australian-farm-data-code/"

These words need not be of equal prominence or size of the Certification Mark but must be reasonably apparent to a viewer of the material.

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Please direct all queries regarding the Farm Data Code and certification to farmdatacode@nff.org.au