

# THE ONE BIOSECURITY STYLE GUIDE



Government  
of South Australia

Primary Industries  
and Regions SA

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# A USER'S GUIDE TO PROMOTING ONE BIOSECURITY

Congratulations, on joining the One Biosecurity program.

As part of the growing network of One Biosecurity (1B) registered producers, this guide will help show you ways to share and promote your 1B registration and farm biosecurity management.

We have a variety of ideas, material and guidelines on how you can use the 1B motif and branded images and we look forward to seeing and hearing about ways you want to tell your 1B story.

For more One Biosecurity information: [pir.sa.gov.au/onebiosecurity](http://pir.sa.gov.au/onebiosecurity)

For advice or assistance on using the 1B motif, or to request collateral, please email: [1BSupport@sa.gov.au](mailto:1BSupport@sa.gov.au)

# THEY'RE ALL HERE

## MOTIF VARIATIONS

The 1B motif has been created to allow One Biosecurity registered users to promote and share their One Biosecurity plans.

The motif will be used by:

- government
- industry
- One Biosecurity registered users.

The motif variations are displayed on this page.

You can download the digital motifs via the website:  
[pir.sa.gov.au/onebiosecurity](http://pir.sa.gov.au/onebiosecurity)

Advice on ways to apply the motif is page 10

If you want to access high resolution motif or want to discuss using the brand to promote specific products or your business, please email: [1BSupport@sa.gov.au](mailto:1BSupport@sa.gov.au).

Primary - Registered



PIRSA\_1B\_Reg\_POS\_CMYK

Primary reversed



PIRSA\_1B\_Reg\_NEG\_CMYK

# 1B LOOKING ITS BEST

## BE RESPECTFUL

The 1B motif needs to breathe, and must be protected with a minimum of clear space equal to the size of the 'B' from 1B.

A minimum size of 20mm (or 90 pixels) has been set to ensure legibility and consistency.

Clear space



Minimum Size



20mm



90 pixels

# TREAT IT KINDLY



DON'T  
Distort or rotate



DON'T  
Use in isolation



DON'T  
Low contrast background

The motif needs to be used in a consistent, legible manner. This will encourage recognition and trust in the program and its content.

Don't:

- Distort or rotate the motif
- Remove parts of the motif
- Re-colour any part of the motif
- Add unauthorised tag lines to the motif
- Use non brand colours
- Place on a low contrast background: a reverse version of the motif has been created for use where the motif is being placed over a graphic or colour that would make the motif difficult to see in its standard form. In any instance where the motif is placed over a graphic, all elements of the motif must be completely legible. If the motif is not legible in standard or reverse formats, a different background must be selected.



DON'T  
Re-coloured



DON'T  
Unauthorised tag lines



DON'T  
Use non brand colours

# 1B REGISTERED

## SHARE YOUR 1B STORY

As well as making your One Biosecurity plan public through the web portal, you can also access a range of digital and physical material to promote your One Biosecurity registration.

How about using the motif on your website? Do you have a newsletter or Facebook page? Let your customers know you've joined One Biosecurity and why.

You could also use the logo on your annual bull or ram sale advertising or other promotional material, such as flyers or show material.

Grab the One Biosecurity key ring and bumper sticker from your local PIRSA Regional Office and let your neighbours and agent know you're now part of the One Biosecurity network.

One Biosecurity supporters can also help us spread the word. If you have a spot in your business or office, for a poster or pile of our postcards, let us know.

You can download the digital motif at [pir.sa.gov.au/onebiosecurity](http://pir.sa.gov.au/onebiosecurity) or find additional resources at your nearest PIRSA regional office.

One Biosecurity resources include:

- Motif
- Posters and postcards
- One Biosecurity videos
- Fact sheets
- Pens
- Bumper stickers

To request additional material please email: [1BSupport@sa.gov.au](mailto:1BSupport@sa.gov.au)



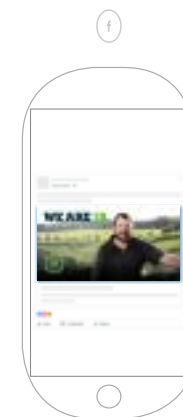
Key ring



Pens



Bumper sticker



Social Media



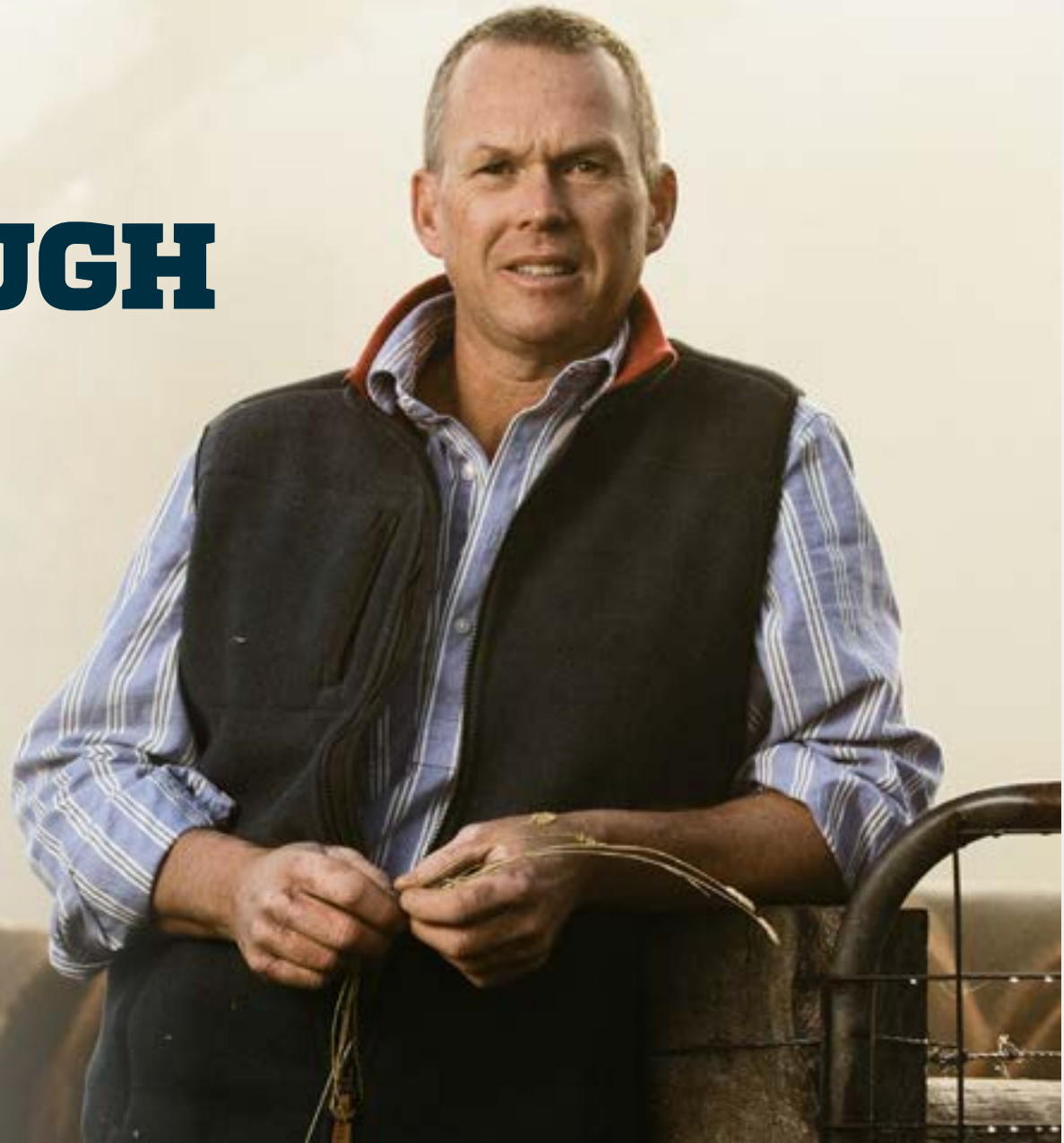
Post card

# THE WORLD SEEN THROUGH OUR LENS

## PHOTOGRAPHY

A library of approved photography is available for industry, government and media to utilise in the promotion of One Biosecurity.

For access to the One Biosecurity image library, please email: [1BSupport@sa.gov.au](mailto:1BSupport@sa.gov.au).





# 1B ON DISPLAY

## WHERE TO USE IT

We encourage One Biosecurity registered users to apply the 1B motif to their own electronic and hardcopy material to promote their role in supporting South Australia's biosecurity. This may include:

- Websites
- Social media profiles and graphics
- Newsletters, flyers or promotional material
- Ram or bull sale advertising

You might also want to consider using the 1B motif in promoting or marketing your products or business.

As One Biosecurity is a State Government program, all commercial application of the motif needs to be approved to ensure consistent and appropriate application.

For approval or more information on using the motif, please email: [1BSupport@sa.gov.au](mailto:1BSupport@sa.gov.au).



# 1B DESIGN

## INFORMATION FOR DESIGNERS

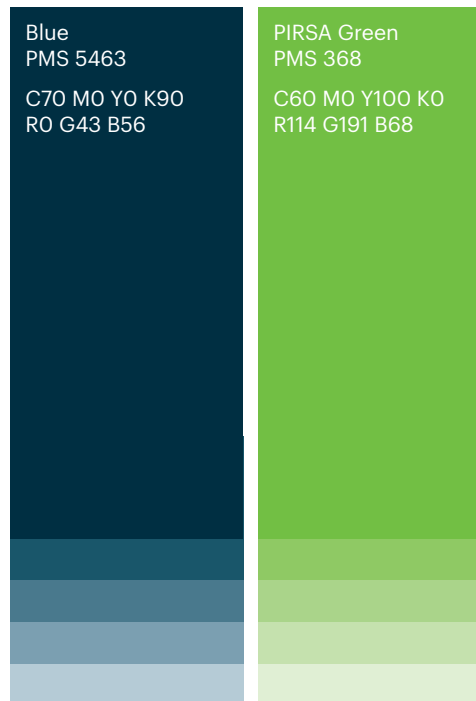
One Biosecurity standard fonts and colours are available on the following pages and can be provided to designers as needed.

## PRIMARY AND ACCENT PALETTE

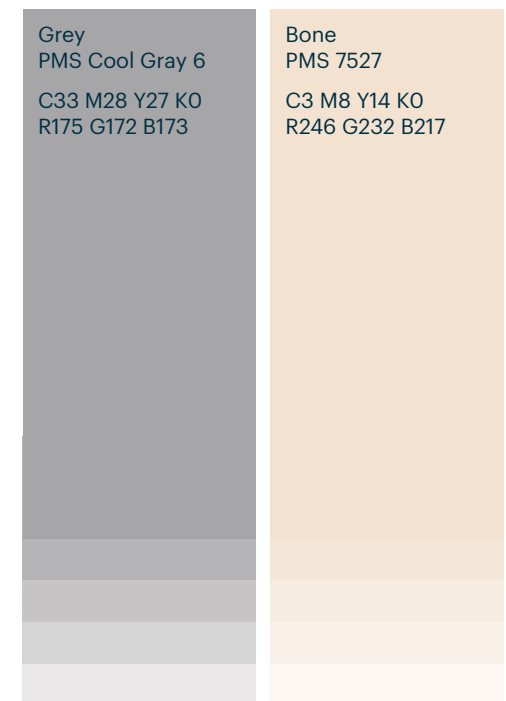
Colour is important to us. It expresses who we are and how we feel. It sets us apart from the others, makes us stand out from the crowd.

Colour is emotional. It can be irresistible, delicious, delightful, or desirable. Using it thoughtfully, we can be heartfelt, curious or even disruptive. Our colour palette allows for all of these things.

### PRIMARY PALETTE



### ACCENT PALETTE



# THAT'S IT



ANY QUESTIONS?

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