



Australian International Olive Awards Logo and Medal Decal Guidelines

INTRODUCTION

Australian International Olive Awards are symbols of excellence, and as an award winner you are entitled to apply the medal artwork to further promote your achievement. Some suggested applications include: product packaging, advertising, signage, websites and any other relevant marketing materials.

Entrants agree that they will only use the Australian International Olive Awards name, logo and medal decal stickers to promote specific award-winning entries and not to promote their whole range. Only the winning entries may be promoted as winners of the competition award.

These guidelines have been written to safeguard the integrity of the Australian International Olive Awards and to provide a truth in labelling so consumers will have continued confidence in the Australian olive industry.

Australian International Olive Awards require all entrants to comply with Australian International Olive Awards Logo and Medal Decal Guidelines.

OFFICIAL LOGOS AND ARTWORK



AIOA competition logo



Medal decals used for stickers and artwork.
*Date added each year

GUIDELINES

1. The Australian International Olive Awards logo, decal artwork and medal decal stickers are the property of The Australian Olive Association Ltd and any use of such property by winning Entrants is under licence. Any unauthorised use, reproduction or alteration is strictly prohibited.
2. The 'AIOA Logo and Medal Decal Guidelines' must be adhered to whenever AIOA logos and decals are used.
3. By entering this Competition, medal recipients agree that printed medal decals stickers may only be affixed to the packaging and digital decals may only be displayed against:
 - a. The exact oil and/or table olive product that received the award and
 - b. The exact oil and/or table olive product from the same vintage/harvest year the award was granted.
4. The Award must state the year of the competition that your product won. This information must be clear on the winning product.
5. If an award-winning product is changed in any way, for example a flavouring added or an oil or table olive is blended with any other oils or table olives, it is no longer eligible to carry the awarded medal decal.

6. Awards are not transferrable across brands if the award-winning entry is sold, either in bulk or packaged, to another company. The company that buys the product can enter the competition under their own label.
7. In the event a product receives multiple awards in subsequent years it can only display a medal with the most recent year that a medal was won.
8. Only official Competition logo and medal decal designs can be used to promote an Australian International Olive Awards medal win. Winning Entrants may only use the Australian International Olive Awards logo on their printed and digital marketing material to publicise their winning Entries if they apply in writing to the AOA. Any variation to the digital artwork must be submitted in writing to the Australian Olive Association Ltd for authorisation.
9. Winning entrants may purchase medal decals stickers to promote their awards on their packaging from the Australian Olive Association. Medal decals may only be purchased and used by winning entrants. When you are informed of your medal win, you will be provided with a link to order decal stickers and digital artwork.
10. The AIOA logo can be obtained by contacting the Competition Convenor via email aioc@australianolives.com.au
11. Medal decal and logo artwork is available for use across print, online and digital channels including:
 - ✦ Press releases
 - ✦ Websites: placed next to an image of your winning product
 - ✦ Advertisements or brochures/flyers promoting the winning product
 - ✦ Social media posts
 - ✦ Product labels
 - ✦ Promotional banners & flags for use at public events, trade shows and market stalls
 - ✦ Email signatures

For use in advertising, the artwork must clearly show:

 - ✦ The year of the award
 - ✦ The name of the award or special prize won
 - ✦ The commercial title of the product
 - ✦ The vintage of the olive product
12. Under no circumstances can medal decals be applied to any other product. If a breach of these guidelines is identified the exhibitor will be notified in writing requesting timely correction of the issue/s.
13. At the discretion of the AIOA, should an exhibitor fail to remedy the breach, the award will be cancelled and the right to use the medal decal stickers and/or artwork will be withdrawn.
14. A ban from future AIOA competitions may result and all state olive oil competitions will be notified of this decision.
15. Depending on the seriousness of the breach, membership of the AOA may also be revoked.
16. The Australian International Olive Awards reserves the right to revoke the rights granted under these Conditions of entry at any time upon 14 days' notice.

MEDAL & LOGO ARTWORK USAGE

Australian International Olive Awards artwork must be used in the ensuing way:

- A) **Design and size of artwork:** Australian International Olive Awards artwork is not to be changed, scanned, modified or manipulated in any way. The award can be proportionally scaled to meet marketing requirements. The minimum size for the decal artwork to be reproduced is a 20mm diameter. Should your application require a smaller medal size please contact the Competition Convenor.

- B) **Year of Win:** The year of the win has been fixed on the medal and must not be changed in any way. The year of the medal win must be visible in all instances it is used. The year must not be blurred or blocked when overlapped by another medal.
- C) **Colours:** The medal decal metallic background colour should always correspond with the name of the medal (i.e., gold colour with gold medal, silver colour with silver medal etc). The AIOA logo colours are yellow and green and black. The olive and leaf are made from a gradient of green. The background is white. If the logo moves to one colour, the entire logo must be black or white. Do not use unauthorised colours.



UNACCEPTABLE USE AND APPLICATIONS

Do not alter the medal artwork or logo in proportion or colour. Below are some examples of unacceptable presentations:



DO NOT
outline the logo.



DO NOT
modify the proportion
of the artwork.



DO NOT
modify the year on the
medal artwork.



DO NOT
make changes or
additions to the
artwork.

The AIOA further reserves the right to withdraw the right to use the artwork—and/or decals at their discretion, should the exhibitor participate in behaviour or become associated with anything or situation which the AIOA feels does not align with AIOA principles. This includes but is not limited to unethical conduct, misleading behaviour or any other behaviour the AIOA considers brings the AIOA into disrepute.

Safeguarding the integrity of the Australian International Olive Awards is of immense importance to the Australian Olive Association. The AIOA reserves the right to randomly audit the use of the award decals and artwork.

For more information or clarification on Australian International Olive Awards logo and medal decal guidelines please contact the competition convenor on aioa@australianolives.com.au or the AIOA secretariat secretariat@australianolives.com.au.

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