# MLA brand and writing style guidelines
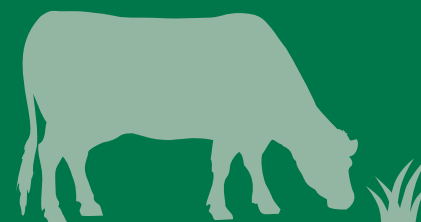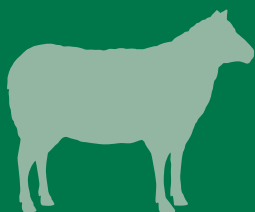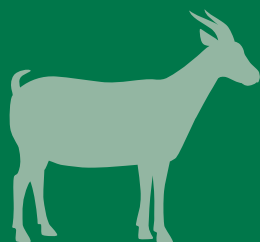
# Introduction

MLA's brand and writing style guidelines provide direction to MLA staff and external organisations on how MLA's brand is to be represented internally and externally.

The guidelines must be strictly followed to ensure the brand is used consistently across all mediums, both alone and in conjunction with multiple partner brands and programs.

The guidelines have been developed to reinforce MLA as a professional company and ensure MLA is recognised for the work it invests in.

The guidelines consist of two key documents.

## 1. The MLA brand guidelines (pages 3–20)

These guidelines outline how the MLA logo and sub brands are to be used in various mediums. They also specify the corporate colours, typography, corporate icons and include templates.

Compared to MLA's previous logo, MLA's current logo contains two subtle, but important, differences.

Firstly **'Meat & Livestock Australia' is shown in a larger, clearer font** to make for easier reading when the logo is used on small flyers and advertisements and when used alongside partner brands.

Secondly, the light **green hill is reversed to indicate an upward trajectory**. This reinforces MLA's purpose: 'To foster the long-term prosperity of the Australian red meat industry'. The reversed hill also looks like a 'tick' and the sun appears to be rising instead of setting – both of which also reinforce MLA's purpose.

## 2. The MLA writing style guide (pages 21–31)

This guide is a reference tool for all staff and external writers and editors when working on MLA publications. It has been created to ensure all MLA publications are expressed in a clear and consistent way, to convey MLA's professionalism and branding.

PREVIOUS LOGO

CURRENT LOGO

# MLA brand guidelines

**A reference guide for MLA employees, partners and graphic designers**

## More information

If you have any questions regarding our brand guidelines, please contact:

Carly Mortimer
Content Manager
T: 07 3620 5201
E: cmortimer@mla.com.au

## Contents

# MLA logo

The MLA logo is the most identifiable element of our brand identity. Consistent application of the element strengthens the MLA identity across all our communications.

- Always use the full colour version of the MLA logo wherever possible.
- Keep all elements of the logo in the relationship shown.
- **Do not recreate or alter** any aspect of the logo.
- **Do not change the colours** of the logo.
- Use the full colour version of the MLA logo on a white background.

## Colour versions

There may be situations where, due to design or production constraints, the full colour version is not appropriate. In those instances the mono or reverse versions of the logo are also acceptable but less preferred.

- Use the reverse (white) version when the MLA logo appears on a dark background.

**No other versions should be used.**

## File formats

Logos are available from in both PNG and EPS formats (see contacts page 2). External designers and suppliers will require different file formats depending on the end product, in order to supply the correct format the general format requirements are shown below.

- **PNG format for digital, web and Microsoft Office applications.**
- **EPS (vector) format for printing, large format display and signage.**

Use the full colour version logo on a white background

**FULL COLOUR**



**mla**
MEAT & LIVESTOCK AUSTRALIA

The MLA logo may only be used on communications materials where MLA is the funding organisation, research partner, sponsor or deliverer.

Please do not provide the logo to external organisations if MLA does not hold a written contract with that organisation.

**MONO – BLACK**



**MONO – GREEN**



**REVERSE – WHITE**

# Incorrect use of the MLA logo

✓ **DO**

- **use** the current version of the MLA logo
- **maintain** correct proportions of the MLA logo
- **use** the updated corporate colours in your communications
- **maintain** clear space around the MLA logo
- **use** the right file format for the task.

✗ **DO NOT**

- **recreate** any aspect of the MLA logo
- **alter or distort** the MLA logo
- **change** the colours in the MLA logo
- **place** the MLA logo on a busy photograph or heavily patterned background.

# Logo spacing and size

## Clear space

To maintain the visual integrity of the logo, clear space should be maintained around the logo where no copy or design elements intrude. All other logos should appear outside this zone. The only exception is where a sub brand is used. In this case the sub brand title is set within the exclusion zone and the clear space is applied around the sub brand (see page 8).

The clear space around the logo on all sides = X and is determined proportionally to the size of the logo as shown.
**X = ⅕ of the width of the MLA logo**

## Minimum size

A minimum size of 20mm logo width is recommended so that the logo remains clear and readable. The logo may be scaled proportionally to any size larger than this.

## Printed front cover size and position

When the logo appears on the front cover of an MLA owned document, the recommended MLA logo size is shown below. For other print applications such as advertising or banners, the MLA logo can be sized proportionally to suit the situation and retain a similar look.
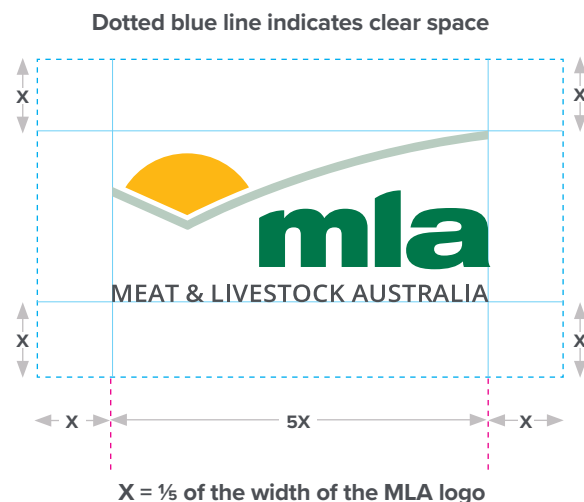
| Logo size on a front cover | | on a page | | |
|---|---|---|---|---|
| DL | 33mm wide | A4 | Portrait | 40mm wide |
| A5 | 36mm wide | A4 | Landscape | 42mm wide |

Position the logo in the top right corner of the front cover as shown (on the right). On an A4 portrait cover the logo is 40mm wide and is positioned the top and right sides.

In some situations it will be necessary to apply discretion to the logo size and position, this should be guided by the content (e.g. marketing material, advertising and newsletters).

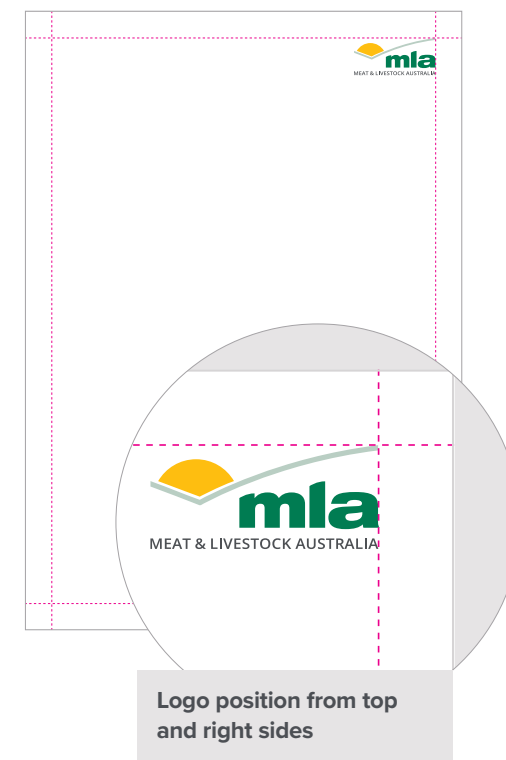For internal use Microsoft Office applications, margins may vary from these guidelines.

**Dotted blue line indicates clear space**

$X$    5X    $X$

**X = ⅕ of the width of the MLA logo**

| DL | 33mm wide | A4 | Portrait | 40mm wide |
|---|---|---|---|---|
| A5 | 36mm wide | A4 | Landscape | 42mm wide |

**20mm**

**Logo position from top and right sides**

# Logo placement

The MLA logo will appear in a variety of situations either by itself or with other logos in partnership or as a sponsor. For consistent branding, a structured system of logo placement in brand areas should be adhered to.

## Logo placement

The MLA logo placement reflects the varying degree of involvement of MLA and its respective partners. The table on the right denotes logos that can ✓ (or can't ✗) appear in the designated MLA brand areas for ownership and sponsorship.

### Print publication front cover

- in the primary brand area the MLA logo must appear on a white background
- in the primary brand area the MLA logo should appear in the top right
- where MLA is a sponsor or supporter the MLA logo should appear in the secondary brand area
- clear space around the MLA logo must be maintained.

In some situations it will be necessary to apply discretion to the position of the logo, this should be guided by the content and the minimum type-safe area (e.g. marketing material, advertising, magazines and newsletters).

### Web pages

- in the primary brand area the MLA logo must appear on a white background
- on the MLA corporate website the MLA logo should be in the top left of the primary brand area, for co-branded websites in the top right (with partner logos to the left)
- when MLA has a sponsorship role, the MLA logo should appear in the secondary brand area.

**In the primary brand area the MLA logo must appear on white**

## MLA brand areas

**1  Primary brand area = MLA ownership/partnership**
- ✓ MLA logo (100% MLA owned publication)
- ✓ MLA logo plus one or more equal partner logos
- ✗ non-equal partner logos.

**2  Secondary brand area = MLA sponsorship**
- ✓ MLA logo when MLA is a sponsor
- ✓ secondary partner/sponsor logos (when the MLA logo is already in the primary brand area)
- ✗ equal partner logos.

**PRINT COVER**



**1  Primary brand area = MLA ownership/partnership**

**2  Secondary brand area = MLA sponsorship**

**WEB PAGE**



Header and navigation

**1  Primary brand area = MLA ownership/partnership**

Graphics and content

Footer  **2  Secondary brand area = MLA sponsorship**
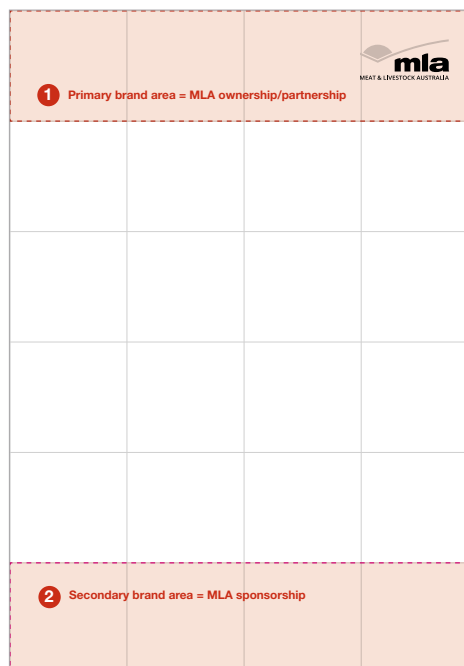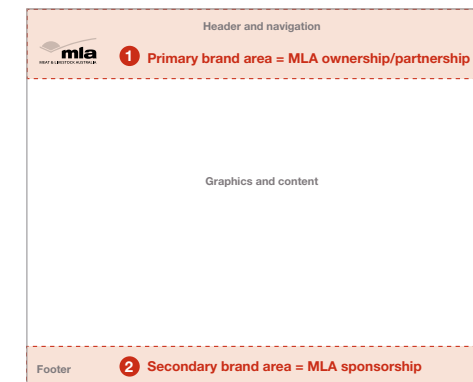
# MLA sub brands

MLA's sub brands communicate key products, services or programs. A sub brand appears as a composite with the MLA logo and follows the same size and spacing requirements as the MLA logo. The MLA corporate logo does not appear with the sub brand, as the sub brand already incorporates the MLA logo (shown on right).

The development of any new sub brand must be approved by the MLA Strategic Communications team. Sub brands are available in several file formats for print and digital use.

- **Do not create** your own versions of the sub brand; please request the files from the Strategic Communications team.

Several sub brands are shown here.

## Clear space and positioning

Clear space around the sub brand is determined as an area ⅛ the width of the MLA logo. The clear space area extends around the full sub brand. The size and position of the sub brand on a front cover is determined in the same way as the MLA logo on pages 6 and 7 (shown on right).

**Do not create new versions of sub brands**

**mla** MEAT & LIVESTOCK AUSTRALIA  DONOR COMPANY

**mla** MEAT & LIVESTOCK AUSTRALIA  LIVESTOCK DATA LINK

**mla** MEAT & LIVESTOCK AUSTRALIA  EDGE NETWORK

**mla** MEAT & LIVESTOCK AUSTRALIA  GOATS ON THE MOVE

**mla** MEAT & LIVESTOCK AUSTRALIA  MARKET INFORMATION

**LOGO POSITION ON A FRONT COVER**

**mla** MEAT & LIVESTOCK AUSTRALIA  DONOR COMPANY

**Logo position from top and right sides**

**MLA CORPORATE LOGO DOES NOT APPEAR WITH THE SUB BRAND**

✗

✓

# MLA-owned programs

Where MLA owns a program (e.g. Profitable Grazing Systems or BeefUp Forums), it's necessary to demonstrate MLA's involvement in the program by promoting both the MLA logo and the program logo alongside each other.

Here's where to place the logos if:

## MLA is the primary funding organisation

In instances where MLA is the primary funding organisation, the communication material must show the MLA logo in the primary brand area on the right-hand side of the page (see 'Logo placement' on page 7). The program logo should also appear in primary brand area on the left-hand side – see Examples A and B.

## MLA is not the primary funding organisation

If MLA is not the primary funding organisation, the MLA logo and program logo don't have to appear in the primary brand area. The logos can be placed side by side in the secondary brand area - see Example C.

**EXAMPLE A**

**EXAMPLE B**

**EXAMPLE C**

Logo of primary funding organisation

# Margins and gutters

## Margins

Page margins may differ depending on the space available for text.

Where there is slightly more text than space allows, page margins may be reduced.

As a standard, a 15mm margin all around can be used in the first instance. If necessary to accommodate more text, margins can be reduced to a minimum of 12mm. Note that the InDesign default is 12.7mm.

Note that margins do not have to be equal all around: the bottom margin may be larger to accommodate extra text (like page number); for bound publications, the inner margins may be larger to account for the spine.

## Gutters (space between columns)

Different MLA publications have different gutters, depending on the space available for text.

As with margins, a request may come through for a single-sided flyer, but the text fits into 1 page and a quarter of the text. In this instance, the gutters may be reduced to accommodate this request.

As a standard, an 8mm margin all around can be used in the first instance. If necessary to accommodate more text, margins can be reduced to a minimum of 5mm. Note that the InDesign default is 4.233 mm.

**Margins and gutters may be adjusted to accommodate text**

**Margins: between 12mm at the minimum and 15mm as the standard, but may vary with amount of text available**

**Gutters: between 5mm at the minimum and 8mm as the standard, but may vary with amount of text available**

# Front covers of publications

## Text and image positioning

The front covers of MLA publications have a standard look in terms of where text and images are positioned.

There are three standard types of covers:

- one-line heading and one-line subheading
- one-line heading and two-line subheading
- two-line heading and one-line subheading

Headings and subheadings longer than two lines will be edited for length to fit the standard types of covers.

In all three cover types, the height between the base of the MLA logo (when set at 4cm wide) and the top of the heading text frame is 25mm. The height between the base of the the last line of subheading text and the top of the photo is 15mm.

In InDesign, a paragraph rule should be set for headings and subheadings as per the below:

**Heading**
| | |
|---|---|
| Size: | 37pt |
| Leading: | 42pt |
| Tracking: | -10 |
| Style: | Bold |
| Colour: | MLA green |
| Space after: | 7pt |

**Subheading**
| | |
|---|---|
| Size: | 27pt |
| Leading: | 32pt |
| Tracking: | -10 |
| Style: | Bold |
| Colour: | MLA grey |

**Add a paragraph rule for the subheading**
Rule on, keep in frame
| | |
|---|---|
| Weight: | 1pt |
| Colour: | MLA grey (should be same as text) |
| Offset: | 11mm |

**A national guide**

for smallholder livestock producers

Margins: 15mm all around

Height between base of MLA logo (set at 4cm wide) and top of text frame: **25mm**

Height between base of last line of subheading text and top of photo: **15mm**

**COVER TYPE 1: ONE-LINE HEADING AND ONE-LINE SUBHEADING**

**A national guide**

for smallholder livestock producers
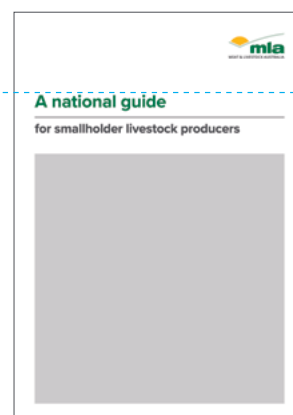
**COVER TYPE 2: ONE-LINE HEADING AND TWO-LINE SUBHEADING**

**A national guide**

for smallholder livestock producers for smallholder livestock producers
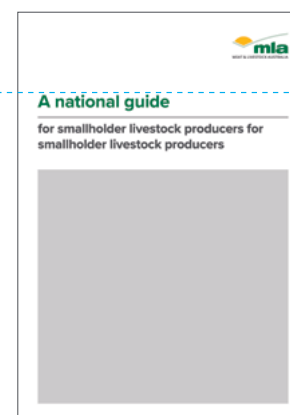
**COVER TYPE 3: TWO-LINE HEADING AND ONE-LINE SUBHEADING**

**A national guide A national guide A national guide**

for smallholder livestock producers
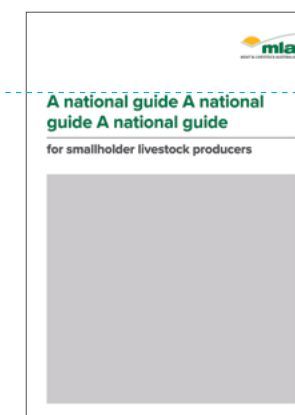
# Colour palette

## Corporate colour palette

The MLA corporate colours are green, gold and grey. These colours are an important part of the MLA brand and the solid MLA green or gold should feature where the brand is seen for the first time, such as on the cover of a publication.

The makeup of the colours is shown on the right as CMYK, RGB, Hex and Pantone®. They can be used solids or as tints.

The preferred tint shades shown are: 10%, 25%, 40% and 55%, but these may vary depending if a coated or uncoated surface is being printed on.

## Secondary colour palette

A secondary palette of six colours can used to compliment and extend the MLA corporate green, gold and grey. These colours can be used solid to create a vibrant palette, or as tints to create a subdued palette.

Some cool and warm combinations in vibrant and subdued palettes are shown below.
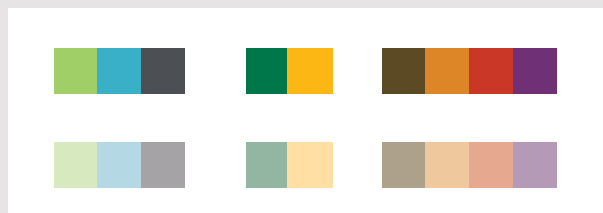
Graphic designers should use the CMYK values shown here, rather than convert the Pantone colours. This is because conversions of Pantone to CMYK vary between different versions of software programs and swatch books.

**Feature solid MLA green or gold where the brand is first seen.**

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**CORPORATE COLOUR PALETTE**
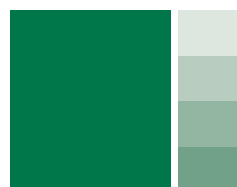
**MLA green**
C 100 M 27 Y 89 K 16
R 0 G 119 B 75
#00774B
Pantone® 3415 C

**MLA green (25%)**
C 25 M 2 Y 21 K 0
R 190 G 220 B 205
#BEDCCD
Pantone® 3415 C (25%)
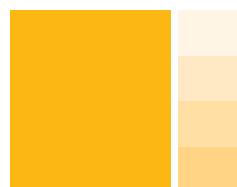
**MLA gold**
C 0 M 31 Y 100 K 0
R 253 G 183 B 20
#FDB714
Pantone® 7549 C

**MLA gold (25%)**
C 0 M 7 Y 25 K 0
R 255 G 236 B 193
#FFECC1
Pantone® 7549 C (25%)

**MLA grey**
C 68 M 59 Y 53 K 33 ✱✱
R 75 G 79 B 84
#4B4F54
Pantone® 7540 C

**MLA grey (25%)**
C 18 M 14 Y 13 K 0
R 208 G 208 B 209
#D0D0D1
Pantone® 7540 C (25%)

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**SECONDARY COLOUR PALETTE**
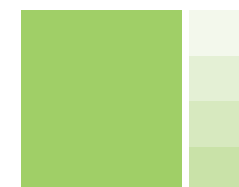
**Light Green**
C 41 M 0 Y 78 K 0
R 160 G 207 B 103
#A0CF67
Pantone® 375 C

**Light Blue**
C 69 M 10 Y 18 K 0
R 59 G 176 B 201
#3AB0C8
Pantone® 631 C
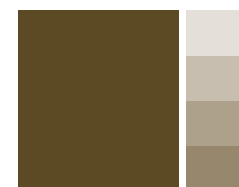
**Dark Brown**
C 50 M 57 Y 90 K 44
R 93 G 74 B 37
#5D4A25
Pantone® 450 C
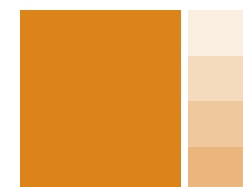
**Orange**
C 12 M 55 Y 100 K 0
R 220 G 132 B 26
#DC8419
Pantone® 144 C
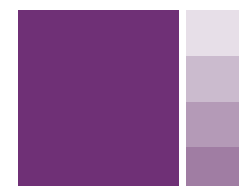
**Purple**
C 67 M 96 Y 22 K 7
R 109 G 48 B 118
#6D3076
Pantone® 7663 C
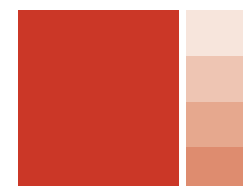
**Red**
C 14 M 93 Y 100 K 4
R 204 G 55 B 39
#CC3727
Pantone® 7626 C

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✱✱ For text or fine line work MLA grey can printed as an 80% tint of black, rather than a CMYK mix.

# Typography for external production

To keep the brand looking consistent across all communications, general recommendations are indicated for typography. However, as MLA produces a wide range of communications, there is flexibility to change the size and attributes to suit the application. In general:

- text should be aligned left
- use spacing between paragraphs rather than multiple returns (see page 16 for suggested space before and after)
- body copy should appear in MLA grey or black
- sub-headings, headings and titles should be set in 'Sentence case' rather than 'Title Case'

Proxima Nova is the primary MLA typeface and should be used across all print applications. There are three weights used to create hierarchy and ensure legibility: Regular, Bold and Extra Bold.

PROXIMA NOVA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Use:** Body copy

PROXIMA NOVA BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Use:** Emphasis, pull outs, headings, sub headings

PROXIMA NOVA EXTRA BOLD

**abcdefghijklmnopqr
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Use:** Pull outs, headings

# Typography for external production

## Heading 1

### Accelerating innovation (Heading 2)

MLA Donor Company (MDC) is a fully-owned subsidiary of MLA charged with increasing private investment in innovation, accelerating research commercialisation and developing innovation capacity across the whole red meat and livestock value chain.

### Competing in the global investment market (sub heading)

The other opportunities that are 'converging' include the enormous global interest in food and agriculture investment, rapidly growing markets close to Australia, and rapid technological development, particularly in areas such as sensing and automation, where MDC already has runs on the board.

## Recommended setting styles

**Heading 1**
Size:           18pt
Leading:        20pt
Tracking:       -10
Style:          Bold or Extra Bold
Colour:         MLA green or MLA grey
Suggested space before: 2mm
Suggested space after: 3mm

**Heading 2**
Size:           12pt
Leading:        15pt
Tracking:       -10
Style:          Bold or Extra Bold
Colour:         MLA green or MLA grey
Suggested space before: 2mm
Suggested space after: 3mm

**Sub heading**
Size:           9.5pt
Leading:        11.5pt
Tracking:       -10
Style:          Bold
Colour:         MLA green or MLA grey
Suggested space before: 1.5mm
Suggested space after: 1.5mm

**Body copy**
Size:           9pt
Leading:        11pt
Tracking:       -10
Style:          Regular
Colour:         MLA grey or black
Suggested space before: 0mm
Suggested space after: 1.5mm

**Body copy bullets**
Same as body copy, with
Left indent:  4mm
First line left indent: -4mm
(At times, bullets may require more left indent – use design discretion)
Suggested space after: 1mm.

Example below:

- how to shop for a high-performing sire
- how to shop for a high-performing sire
- how to shop for a high-performing sire
- how to shop for a high-performing sire.

**Numbered lists**
Same as body copy, with
Left indent:  4mm
First line left indent: -4mm
(At times, bullets may require more left indent – use design discretion)
Suggested space after: 1mm.

Example below:

1. How to shop for a high-performing sire
2. How to shop for a high-performing sire
3. How to shop for a high-performing sire
4. How to shop for a high-performing sire.

**Figure or Table name**
Size:           9pt
Leading:        11pt
Tracking:       -10
Style:          Bold
Colour:         MLA grey or black
Suggested space before: 0mm
Suggested space after: 1.5mm

**Source of figure or table**
Size:           8pt
Leading:        10pt
Tracking:       -10
Style:          Regular
Colour:         MLA grey or black

# Typography for in-house use

For material produced in-house in Microsoft Office applications such as PowerPoint presentations and Microsoft Word reports, emails and templates, the font to be used is Calibri.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**EXAMPLE SETTING STYLE IN MICROSOFT WORD**

## Accelerating innovation (Heading 1 – 16pt bold)

MLA Donor Company (MDC) is a fully-owned subsidiary of MLA charged with increasing private investment in innovation, accelerating research commercialisation and developing innovation capacity across the whole red meat and livestock value chain. (Body – 11pt)

### Competing in the global investment market (Heading 2 – 14pt bold)

The other opportunities that are 'converging' include the enormous global interest in food and agriculture investment, rapidly growing markets close to Australia, and rapid technological development, particularly in areas such as sensing and automation, where MDC already has runs on the board. (Body – 11pt)

### *Supporting the whole value chain (Heading 3 – 14pt bold, italic)*

MDC's investment goals were closely aligned to the new *MLA Strategic Plan 2016–2020*, focusing on through-chain digital and automation strategies, traceability and integrity systems, and the development of high-value new products and packaging solutions. (Body – 11pt)

**Recommended styles**

| Heading 1 | | Heading 2 | |
|---|---|---|---|
| Size: | 16pt | Size: | 14pt |
| Style: | Bold | Style: | Bold |
| Colour: | Black | Colour: | Black |
| Alignment: | Left | Alignment: | Left |

| Heading 3 | | Body copy | |
|---|---|---|---|
| Size: | 14pt | Size: | 11pt |
| Style: | Bold italic | Style: | Regular |
| Colour: | Black | Colour: | Black |
| Alignment: | Left | Alignment: | Left |

# Typography for PowerPoint presentations

For PowerPoint presentations produced in-house, the Calibri font is to be used.

Templates are available to download from SharePoint. Go to:

https://mlaus.sharepoint.com/library/SitePages/Templates.aspx

Click: 2019 PowerPoint templates

Contact MLA's Content Manager (see contact details on page 3) for any new templates to be developed.
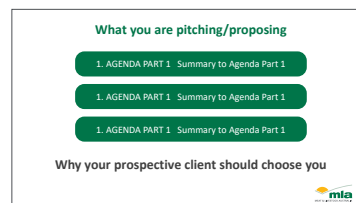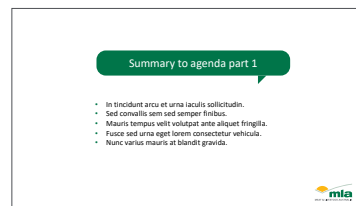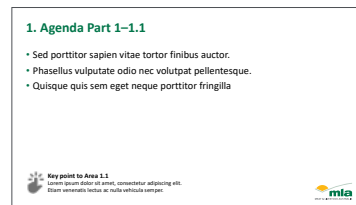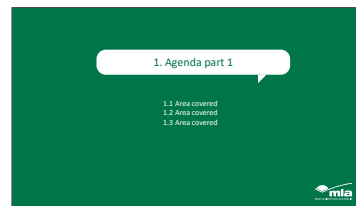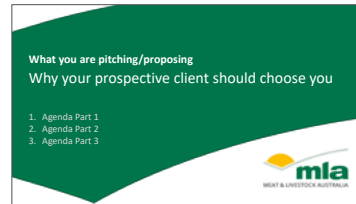
**Presentation title (Why your prospective client should choose you)**
Size:       32pt
Style:      Body (regular)
Colour:     White
Alignment:  Left

**Agenda heading**
Size:       24pt
Style:      Body (regular)
Colour:     MLA green
Alignment:  Centered

**Agenda list**
Size:       16pt
Style:      Body (regular)
Colour:     White
Alignment:  Left

**Slide heading**
Size:       28pt
Style:      Bold
Colour:     MLA green
Alignment:  Left

**Dot points**
Size:       21pt
Style:      Body (regular)
Colour:     MLA grey
Alignment:  Left

**Summary to agenda heading**
Size:       24pt
Style:      Body (regular)
Colour:     White
Alignment:  Centered

**Summary to agenda list**
Size:       16pt
Style:      Body (regular)
Colour:     MLA grey
Alignment:  Left

**Conclusion heading and summary statement**
Size:       28pt
Style:      Bold
Colour:     Conclusion heading (MLA green)
            Summary statement (MLA grey)
Alignment:  Centered

**Summary points**
Size:       20pt
Style:      Body (regular)
Colour:     White
Alignment:  Centered

# Iconography

A range of icons are available. These have been developed to support content and explain concepts.

New icons can be developed to match the style of either the silhouettes or outline icons using slightly rounded edges. Keep images flat, do not use depth, shadows, fill patterns or Photoshop filters. Avoid using many varied line weights.

Icons should not be overly detailed, allowing them to be reduced easily for both print and screen. Develop with only as many details as is necessary.

Use icons in a single colour, preferably MLA green, MLA grey or white, or as a tint of one of these colours. In a situation where a range of icons are used with colour coding, the colours should be chosen from MLA's secondary colour palette.

You can download the icons shown from WebDam or contact MLA's Content Manager (see contact details on page 3).

To download from WebDam, visit https://mla.webdamdb.com/cloud/#landing and use the following navigation:

Home > Icons

**LIVESTOCK**

**MARKETING & TRADE**

**RESEARCH & DEVELOPMENT**
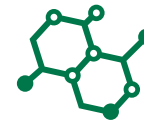
**OTHER**

# Image use checklist

**Unsure if you can use an image for an MLA publication? If you can tick all of the items in this list, it's good to go.**

- MLA owns the image* (and there's proof of ownership e.g. photography agreement, Getty Images agreement etc)
- It's >1MB in size (printed publication requirement only)
- The cattle/sheep/goats in the image don't have horns
- Where there are people in the image:
  - ensure they have signed a participant release deed
  - ensure anyone riding a motorbike, quad bike or horse is wearing a helmet
  - avoid using images where people are wearing sunglasses
  - if there's someone pictured in the image who has since deceased, it must not be used and should be deleted from the image library.

* If MLA doesn't own the image but the image owner has given you permission to publish it through MLA's channels, please ensure you receive **written approval** from the owner and include the image source in the publication.

If the image(s) you want to use tick all the boxes above, please ensure you submit it to your designated WebDam admin to upload to MLA's image library with relevant agreements attached and permissions noted.

**Got a question about image use?**

Please ask the designated WebDam admin for your business unit or contact MLA's Content Manager (see contact details on page 3).

SCREENSHOT OF WEBDAM HOME PAGE
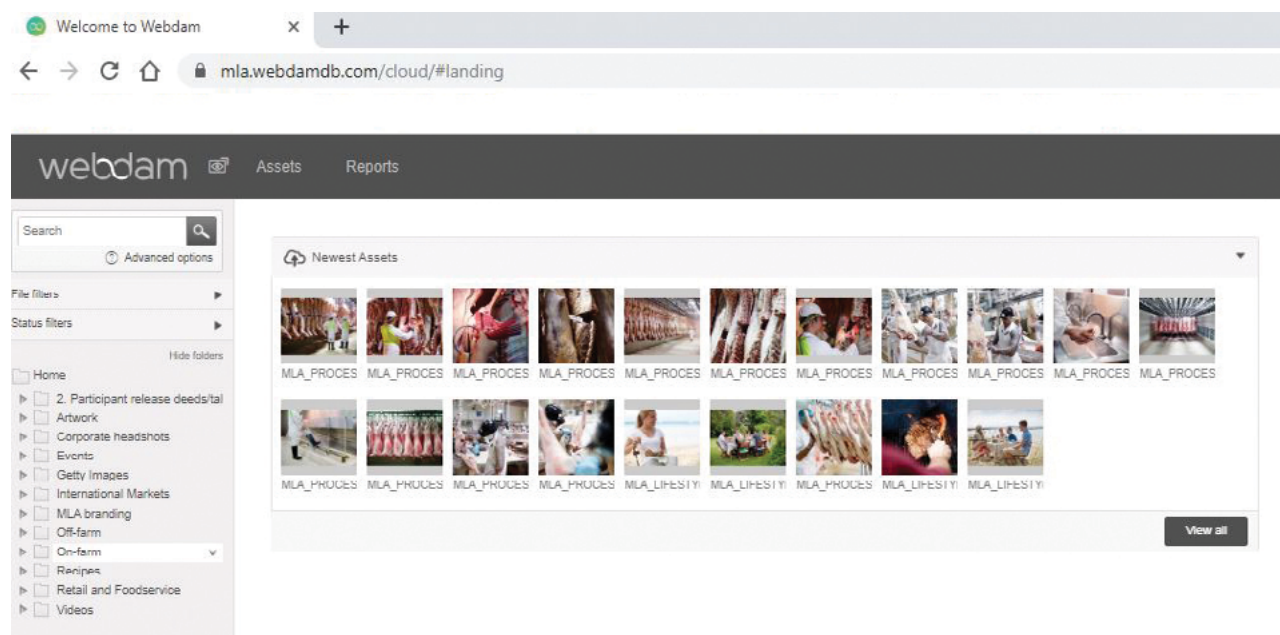
# Templates

Templates have been developed to maintain consistent MLA branding across internally produced documents in Microsoft Office applications.

## Microsoft Word

Microsoft Word templates are available for:

- letterhead
- events and workshops flyers.

These include descriptions for each section of type size to be used.

Download here:

https://mlaus.sharepoint.com/library/SitePages/Templates.aspx

## PowerPoint

PowerPoint templates at 16:9 ratio have been developed for presentations.

These include a basic set of MLA credentials slides as well as a set of photographic covers you can choose from. Use the most appropriate cover and insert at the front of your presentation.

Calibri should be used in all PowerPoint templates in dark grey.

Templates are available to download from SharePoint. Go to:

https://mlaus.sharepoint.com/library/SitePages/Templates.aspx

Click: 2019 PowerPoint templates

Contact MLA's Content Manager (see contact details on page 3) for any new templates to be developed.

**LETTERHEAD**
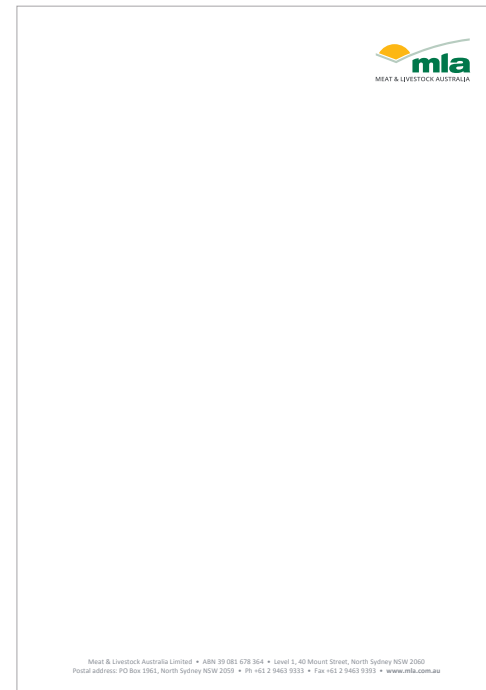


**EVENT TEMPLATE**



**POWERPOINT TEMPLATE**
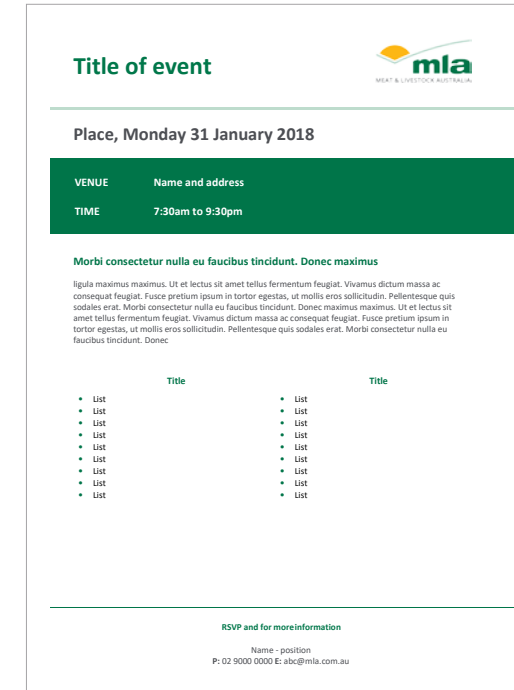
# Templates

## Business card

**Business cards should:**

be created using the MLA business card template:

- 18MLA business card template.indd
- use Proxima Nova 8.5 pt
- align name and position title to the left as shown
- align addresses, contact information and website to the right as shown.

**Please do not:**

- change the design template in any way (other than inserting staff member information)
- repeat the company name on the business card (it is already in the MLA logo)
- include social media information on the business card.

**Align the logo to the right edge**

**mla**
MEAT & LIVESTOCK AUSTRALIA

**Name**
Position title

Address line 1
Address line 2
Tel +01 0 0123 4567
Mob +0000 123 456
name@mla.com.au
mla.com.au

**Proxima Nova 8.5pt**

**Minimum 6mm**

**Minimum 6mm**

**Minimum 6mm**

# E-newsletter banners

MLA produces a wide variety of e-newsletters. They are used as an important communication tool to target key audience groups.

Masthead banners have been developed for MLA's e-newsletters to ensure consistency in branding.

All MLA e-newsletters are developed using a bespoke grid, consisting of professional pictures and copy (see below for an example). All stories must link through to the MLA website.

Contact MLA's Content Manager (see contact details on page 3) before developing any new MLA e-newsletters.

**Friday Feedback**
News, views, advice – your weekly round-up from MLA

**Prices & Markets**
Red meat market news and analysis

**Global Markets Update**
MLA's latest international marketing news and insights

**Goats on the Move**
MLA's goat program and the broader Australian goatmeat industry news

**Making the Grade**
Your fill of eating quality information, news and insights

**Healthy Meals**

**Integrity Matters**
NLIS, LPA, NVDs – news and information

**Event Update**
Keeping you informed of MLA events

**The Quarterly Feed**
Feedlot research insights and market news

**Red Meat Round-Up**
Your quarterly update on MLA's Beef and Lamb marketing activity

# MLA writing style guide

**A reference guide for MLA employees, partners, writers and editors**

## More information

If you have any questions regarding our writing style guide, please contact:

Carly Mortimer
Content Manager
T: 07 3620 5201
E: cmortimer@mla.com.au

## Contents

## Purpose

The *MLA writing style guide* is a reference tool for all MLA staff as well as for writers and editors when working on written communications for MLA.

It has been created to ensure all MLA written material, presentations and publications are expressed in a clear and consistent way, to convey MLA's professionalism and branding.

The guide supplements the usual rules of grammar and punctuation.

## Scope

This guide covers all written materials produced by staff for, or on behalf of, MLA and in the course of performing their role as an MLA employee.

This guide also covers publications including *Feedback* magazine, articles in *Friday Feedback*, producer manuals, emails, event flyers and handouts, market information publications and global marketing e-newsletters.

While this guide doesn't specifically cover the MLA style for social media or media releases, there are some mentions throughout. This guide will evolve to more fully cover the MLA style for all communications mediums.

## The golden rules of writing and editing at MLA

There are six important guidelines:

1. **Purpose:** Have a clear reason for the communication and know who the reader is – understand who they are and why would they be interested in the communications. Make sure you use language they understand. Write for the reader and the reader alone.

2. **The hook:** In the introduction reel out a hook and/or a compelling reason to continue reading – if the hook isn't apparent, reconsider the purpose of the written communications.

3. **Getting engagement:** Provide information in a clear, succinct and engaging way – omit unnecessary words, consider visual elements (images, graphs, infographics etc.) and breakout boxes. Eliminate long paragraphs by adding bolded sub-headings.

4. **Key messages:** Place key messages upfront – never assume someone will read to the end.

5. **Call to action:** Include a clear call to action – contact details, an event, a website etc.

6. **Consistency:** Use a consistent style (as per this guide) to enhance readability and convey MLA's professionalism.

## Using this guide

The key topics in the guide have been sorted by alphabetical order.

If you have a style question not covered in this guide, please email cmortimer@mla.com.au

## Acronyms

| | |
|---|---|
| **Breakout boxes** | When a common acronym (see Appendix A) is used in the main body of an article and then is used again in an accompanying breakout box or new section, the acronym should be spelt out in the first instance in each breakout box. |
| **For one word states** | One worded states are not shortened (Queensland, Victoria, Tasmania). For example: Queensland is always Queensland, not Qld. This style can be omitted for social media where space is limited and in media releases to assist the flow of sentences. |
| **How to use a common acronym** | Place it directly after the full name, but only if it is used again in the same story. For example: More Beef from Pastures (MBfP)... |
| **Use sparingly** | Only use well-known, common acronyms. See Appendix A for a list of commonly used acronyms at MLA. |
| **When an acronym is not common** | If an acronym is not listed in Appendix A, spell it out each time. For example: Kangaroo Island should be spelt out each time rather than be shortened to the 'KI' acronym. If you would like an acronym to be considered for inclusion in Appendix A please email smcgovern@mla.com.au |
| **When no spelling out is required** | Acronyms can be used in the first instance for Western Australia, New South Wales, South Australia, the Northern Territory, the Australian Capital Territory, New Zealand, European Union, United Kingdom and the United States, Bureau of Meteorology, Australian Bureau of Statistics as well as units of measurement – WA, NSW, SA, NT, ACT, NZ, EU, UK, US, BOM, ABS and lwt, swt, cwt, kg, %, ha, ° – unless the context makes it unclear what's being referred to, in which case the full name should be spelt out. Some acronyms are so common that using the full term can be confusing. In such cases, the acronym is only used. For example: LEAP automation technologies. |

## Ampersands

| | |
|---|---|
| **In a title** | Only use ampersands (&) when they are part of a name/title. For example: Meat & Livestock Australia. |

## Bolding

| | |
|---|---|
| **When to use bolding** | Bolding should be limited to headings, sub-headings, and table and figure titles. In text bolding should be used sparingly – if at all. |

## 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 par should be followed by a colon. For example: The committee came to two conclusions: <ul><li>Officers from the department should investigate the feasibility of developing new guidelines.</li><li>Research should be funded in three priority areas.</li></ul> |
| **Where each bullet point is a short phrase/ sentence fragment** | In this case, the lead-in par should be followed by a colon. Each dot point should start with a lower case letter and a full stop should be used at the end of the list. For example: MLA members can expect: <ul><li>regular copies of *Feedback*</li><li>a free email subscription to *Friday Feedback*.</li></ul> Only use semi colons or a full stop after each bullet point if necessary for clarification. |
| **Where there are two levels of indentation** | The colon should be at the end of the main lead-in only, not for the bulleted lead-ins. For example: These features are summarised as follows: <ul><li>physical characteristics<ul><li>climate variability</li><li>terrain</li></ul></li><li>environmental characteristics<ul><li>biodiversity</li><li>water resources.</li></ul></li></ul> |
| **Use for lists containing at least two points** | Avoid using bullet lists for one item. |

## Capitals

| | |
|---|---|
| **Breed names** | Breed names are proper nouns and as such should be written in upper case. For example: Poll Hereford, Merino, Dorset. |
| **Generic terms for proper nouns** | When proper nouns are abbreviated to their generic elements, keep them capitalised. For example: The Department of Agriculture … the Department. The US-Australia Free Trade Agreement … the Agreement |
| **Geographical entities** | Descriptive names for parts of a geographical entity are not capitalised e.g. northern Australia, north-east Queensland. However, descriptive names of this kind can develop semi-official status such as Central Queensland, Far North Queensland and are written using capitals.<br><br>Acronyms can be used in the first instance for Western Australia, New South Wales, South Australia, the Northern Territory, the Australian Capital Territory, New Zealand, European Union, United Kingdom and the United States – WA, NSW, SA, NT, ACT, NZ, EU, UK, US – unless the context makes it unclear what's being referred to, in which case the full name should be spelt out. Other states are not shortened. For example: Queensland is always Queensland, not Qld. This style can be omitted for social media or where space is limited and in media releases to assist the flow of sentences.<br><br>In this case, Queensland, Victoria and Tasmania can be written as QLD, VIC and TAS, respectively. |
| **Groups of nations** | Names that designate a group of nations geographically are always capitalised. For example: South-East Asia, Central America. |
| **If in doubt** | When in doubt to use upper or lower case, use lower case – except for proper nouns and MLA program names (For example: Livestock Production Assurance, More Beef from Pastures), with 'program' or 'project' in lower case. For example:  'the More Beef from Pastures program'. |
| **Proper noun** | Capital letters should be used at the start of a sentence or to denote a proper noun. |
| **Stray capitals** | Stray capitals should be avoided. For example: Walk Over Weighing should be avoided. Rather, use walk-over-weighing. |
| **Titles of publications** | MLA uses minimal capitalisation in titles of publications. For example: *Heifer management in northern beef herds.* The exception is corporate publications when maximal capitalisation (capitalising all words in a title other than prepositions and conjunctions) is used. For example: *MLA Annual Report 2015-16*. Titles of publications should be italicised when referring to them in written communications. |

## Commas

| | |
|---|---|
| **Use of commas** | Try to avoid use of the Oxford comma (i.e. a comma before the word 'and') where possible.<br><br>There is one exception: you can use the Oxford comma when joining two or more independent clauses in the one sentence.<br><br>For example: Technologies to remotely monitor water, pasture and animals, map weather and climate, *and* manage inputs have been installed. |
| **Commas around names and titles** | Commas should not be used when introducing someone's name in an article.<br><br>For example: Victorian prime lamb producer Joe Bloggs increased lamb survival rates on his property by 15% in 2019.<br><br>There is an exception to this: commas should be used when introducing both the name and formal job title of an interviewee, particularly if it's a long-winded title.<br><br>For example: MLA's Strategic Communications Manager, Sharon McGovern, said the videos had already generated more than 8,000 views. |

## Currencies

| | |
|---|---|
| **Expression** | When referring to particular currencies, express them in full; don't abbreviate them. For example: "The Australian dollar was floated in 1983" rather than "The A$ was floated in 1983".<br><br>The currency can be shortened when referring to an actual amount if it is unclear what currency is being referred to. For example: A$15/kg or US90¢/lb. |

## Dates

| | |
|---|---|
| **Expression** | Express dates as: 12 March 2015. Don't use commas or ordinal indicators e.g. st, th, nd, rd in dates. Days are included in media releases. For example: Tuesday 26 July 2016. |
| **Financial years** | Use an en dash to denote financial years, not a slash or a hyphen. For example: 2014–15. To insert an en dash, use the shortcut combination "CTRL" and "-" all at once on the Num Lock pad. See also 'Hyphens and dashes'. |

## Emails

| Before writing an email | Ask yourself if email is the best way to communicate. If it takes the reader more than two minutes to digest, consider another mode of communication such as a phone call, a face-to-face meeting or a short report. |
|---|---|
| Body of email | Keep the body of the email as concise as possible. Use Calibri, size 11pt font. Keep paragraphs short and consider using dot points and subheadings to assist readability. |
| Subject line | In the subject line it's good practice to precede a short description of the email contents with what action you want the reader to take. Write this action in capitals. |
| | For example: |
| | FOR CONSIDERATION: Deadline extension |
| | FOR REVIEW: Milestones |
| | FYI: Business article |
| | FOR ACTION: 2017-18 budgets |

## Fonts

| Microsoft Office applications | For emails and files created in Microsoft Office, the Calibri font should be used. |
|---|---|
| | The font sizes are: |
| | Heading 1 – Calibri, size 16pt, bold |
| | Heading 2 – Calibri, size 14pt, bold |
| | Heading 3 – Calibri, size 12pt, bold, italics |
| | Normal – Calibri, size 11pt |
| | Email signatures – Calibri, size 10pt (for more, see 'Emails') |
| Professionally designed publications | For communications compiled by a graphic designer, refer to the MLA brand guidelines. |

## Foreign words

| American spelling | American spelling is used when it forms part of the actual title of an organisation or publication. For example: World Trade Organization is to be used not World Trade Organisation. The other exception is if the communications is targeted at an American audience – in this case, American spelling is used. |
|---|---|
| Italics | Foreign words are to appear in italics. For example: *Bos indicus*. |

## Formatting

| Justification of text | In documents all text is to be left justified whether it's in paragraphs, headings, sub-headings or in tables. The exception is on the cover of publications, reports and flyers when it should be centered. |
|---|---|
| Justification of numbers | In tables, numbers are to be right justified. |

## Footnotes

| Footnotes | Footnotes should be marked with an asterisk within the body text, with relevant explanations to be included at the bottom of the page in size 9 font (not in italics). |
|---|---|

## Hyphens and dashes

| Use of 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 hyphens out. In general, hyphens are used by MLA in these instances: |
|---|---|
| | e-newsletters, MLA-funded e.g. The MLA-funded project..., MSA-accredited e.g. MSA-accredited cattle producers..., pre-2019, year-on-year, two-year-old, over-the-hooks, five-year-average, well-conditioned e.g. Demand for well-conditioned cattle... |

| | |
|---|---|
| **Joining words** | Use hyphens for joining words. For example: turn-off, first-cross, two-year-old, twenty-three, South-East Asia, north-west Victoria. See Appendix C for more examples. |
| **Number ranges** | The en dash should be used for number ranges (see below) or in terms where both words have equal value or weighting. For example: Murray–Darling Basin, Gaussian–Kalman theory. To insert an en dash, use the shortcut combination "CTRL" and "-" all at once on the Num Lock pad. |
| **Punctuation** | If you are using a dash for punctuation, use an en dash (–) not an em dash (—) or a hyphen (-). |

## Names and titles

| | |
|---|---|
| **Job titles** | Only use caps for a person's job title and use the title once. For example: MLA Manager Northern Production Research Angus Dorper (or how it would appear on their business card). |
| **Salutation** | For *Feedback* and *Friday Feedback* articles, when introducing people in a story, use their title if it is Dr or Associate Professor etc. and their first and last name. After that, use their first name only. MLA's Content Manager will determine on a case by case basis at the article review stage if a Dr or Professor title should be used throughout technical articles in cases when expertise needs to be emphasised. In media releases however, the salutation is used throughout the entire document so grabs can easily be lifted from the release. |
| **Contact information following an article or media release** | For *Feedback* and *Friday Feedback* articles, as well as media releases, provide 'More information' at the conclusion of the text. For example: More information Sharon McGovern Strategic Communications Manager, MLA P: 07 3620 5235 E: smcgovern@mla.com.au |

## Numbered lists

| | |
|---|---|
| **Format of numbered lists** | Each number should be followed by a full stop. For example: 1. The numbers should be left justified and not indented (see example below). |
| **Where each numbered point is a sentence** | The lead-in par should be followed by a colon. They are to be treated like normal sentences, i.e. start in caps and end in full stop. For example: The committee came to two conclusions: 1. Officers from the department should investigate the feasibility of developing guidelines. 2. Research should be funded in three priority areas. |
| **Where each numbered point is a short phrase/ sentence fragment** | The lead-in par should be followed by a colon. Each numbered point should start with an upper case letter. A full stop should be used at the end of the list. For example: MLA members can expect: 1. Discounted entry to events 2. Regular copies of *Feedback* 3. A free email subscription to *Friday Feedback*. Only use semi colons or a full stop after each numbered point if necessary for clarification. |

## Numbers, units and quantities

| | |
|---|---|
| **Celsius** | Express as 120℃. Find the ° symbol in Microsoft Word in the 'Insert'/'Symbol' menu. |
| **Financial years** | Financial years should be expressed with an en dash, not a slash or a hyphen. For example: 2015–16. To insert an en dash, use the shortcut combination "CTRL" and "-" all at once on the Num Lock pad. |
| **Four or more digits** | Use a comma for numbers with four or more digits. For example: 4,000 or 250,000 tonnes. |
| **Less than 10** | Nil to nine are written in words. |

| More than 10 | Numbers from 10 onwards are written in numerals. If a range contains both, use digits for consistency. For example: 7–12. If a range is used, use the en rule (–) not a slash or the hyphen (-). To insert an en dash, use the shortcut combination "CTRL" and "-" all at once on the Num Lock pad. |
|---|---|
| Number ranges | Number ranges should use the en dash, not a slash or a hyphen. For example: 10–15kg DM/ha. To insert an en dash, use the shortcut combination "CTRL" and "-" all at once on the Num Lock pad. |
| Phone numbers | Don't use brackets around area codes. Write 'P' in front of the phone number. For example: P: 02 6773 2493 |
| Rankings | Numbers indicating a position/ranking are written as words in the text. For example: John Ramsay achieved first place in the MLA Challenge (not 1st place). |
| Spacing | All units should have no space between the numeral and the unit. For example: 200ha, 7km, 15%. However, a space should be inserted when referencing a unit of measurement per another unit of measurement. For example: 6 DSE/ha, 6kg DM/ha, 6 tonnes/ha, 60 head/day. |
| Start of sentence | Avoid starting a sentence with a numeral. Either spell it out in words or re-write the sentence. |

## Percentage

| Expression | When expressing a percentage, write % after the number. For example: 89% (not 89 per cent). |
|---|---|

## Programs

| Reference to MLA | MLA's involvement in all projects and programs must be referenced when the project or program is first referenced. For example:<br>• If MLA is funding the program and there are no co-funders – …MLA's More Beef from Pastures program…<br>• If MLA is funding the program and there is one other co-funder – …MLA's and Australian Wool Innovation's Pastoral Profit program…<br>• If MLA is involved in the program with more than one other collaborator – …the MLA-funded wild dog program (through the Centre for Invasive Species Solutions)…<br>• If MLA is leading the program – …the MLA-led Insights2Innovation program (with collaborators including…) |
|---|---|

## Punctuation

| Ellipsis points | These consist of three full stops with no space before or after. For example: "The department…was successful." |
|---|---|

## Quotes

| Direct quotes | For direct quotes use double quote marks. For example: "This is a significant step forward for the industry," he said.<br>There is no need to close quotation marks if you are not referencing the speaker and they continue to be quoted in the next paragraph.<br>For example:<br>"This is a significant step forward for the industry.<br>"It will contribute to long-term prosperity for all red meat and livestock producers." |
|---|---|
| Following quotes | After quotes use 'said', not explained, agreed, suggested, asked or hinted. |
| Property names | Property names use single quotes in the first instance only. For example: 'Glenflorrie Station'. For subsequent references no quotation marks are required. |
| Single quotes | Single quote marks are used when paraphrasing , using a word/phrase out of context or tying a phrase together, for example: The 'We Love Our Lamb' campaign has been a great success in driving demand. 'True Aussie' is used in all global markets. |

## Scientific terms

| Expression | Unless you're writing for a technical and scientific audience, scientific names of plants, animals or diseases don't need to be included in brackets after the common names. Use only the common names. |
|---|---|

## Spelling

| American spelling | See above in 'Foreign words' |
|---|---|

| | |
|---|---|
| **Macquarie Dictionary** | MLA uses the *Macquarie Dictionary* as the reference guide to Australian spelling. |
| **Spell check** | Spell check should be turned on and set to English (Australian). |

## Tables and figures

| | |
|---|---|
| **Figure and table headings** | Figure and table headings to be bolded (not italicised or underlined) and sequentially numbered followed by a colon, the title and no full stop. For example: Figure 1: Seasonal outlook and Table 1: Property records |
| **In-text references** | When referring to a Figure or Table within text, use brackets to direct reader to the graphic. For example: Goatmeat consumption per capita has risen by xx% in 2017 (Figure 1). |
| **Justification of data and words** | Numbers used in tables should be right justified. Words should be left justified. |
| **Placement** | Headings are to appear above the table/figure. |
| **Sources** | Include a source under the table or figure with no full stop. For example: Source: Australian Bureau of Statistics |
| **Captions** | Use same format as sources - under the image with no full stop, no italics and no bold font. |
| **Table headings** | Table headings are to be bolded (not italicised or underlined) and sequentially numbered followed by a colon, the title and no full stop. For example: Table 1: Property records. |

## Templates

| | |
|---|---|
| **SharePoint** | A large range of templates are available on SharePoint including letters, final reports, Board papers and PowerPoint presentations. When creating a new document, the template should be used as the starting point rather than a previously completed template to ensure you're using the most up-to-date version. Where to find them: Home > Library > Templates - General. |

## Voice

| | |
|---|---|
| **Active and passive** | While both active and passive voices are grammatically correct, MLA's preference is to use sentences written with the 'active voice' as they are more direct. These are sentences where the 'who' or 'what' acts. For example: The Beef Standards Committee changed the grading protocol. In contrast, the passive voice states who or what is responsible for the action at the end of the sentence. For example: The grading protocol was changed by the Beef Standards Committee. |
| **Exceptions where passive voice is appropriate** | In some cases a passive voice is acceptable in some cases such as when the 'who' or 'what' performing the action isn't known or is irrelevant. For example: The budget was finalised. |

## Web addresses

| | |
|---|---|
| **Cross check** | Check that each web address referenced in the publication works. |
| **Expression** | Should be written as simply as possible and with neither full stops or slashes at the end nor 'www' at the beginning. Always use a short url if possible. For example: mla.com.au/tipsandtools, not http://www.mla.com.au/TopicHierarchy/InformationCentre/TipsandTools/Default.htm |
| | MLA web addresses: Express using a short URL. For example: mla.com.au/enews. Please contact a member of the Digital Content Coordination team to arrange a short URL if one does not already exist for the desired page. |
| | External web addresses: For print media, use the shortest URL possible and direct the reader to the 'search' function of the external site. For example: Go to wool.com and search 'events'. For digital media, please use a hyperlink to direct readers to the desired page. |

# Appendix A: Commonly used acronyms

The following table highlights the instances when acronyms can be used in MLA publications. This list is evolving and is regularly updated by MLA's Content Manager.

| Acronym | Full name |
|---|---|
| ABARES | Australian Bureau of Agricultural and Resource Economics and Sciences |
| ABS | Australia Bureau of Statistics |
| AGM | Annual General Meeting |
| AI | artificial insemination |
| APVMA | Australian Pesticides and Veterinary Medicines Authority |
| ASBV | Australian Sheep Breeding Value |
| BOM | Bureau of Meteorology |
| BWFW | Bred Well Fed Well |
| CISS | Centre for Invasive Species Solutions |
| CRC | Cooperative Research Centre |
| DEXA | Dual-Energy X-ray Absorptiometry |
| DM | dry matter |
| DSE | dry sheep equivalent |
| EBV | estimated breeding values |
| ESCAS | Exporter Supply Chain Assurance System |
| FMD | foot and mouth disease |
| FTA | free trade agreement or Free Trade Agreement (use the latter when talking about a specific agreement) |
| FTAI | fixed time artificial insemination |
| HSCW | hot standard carcase weight |
| ICMJ | Intercollegiate Meat Judging |
| LDL | Livestock Data Link |
| LGAP | Livestock Global Assurance Program |
| LPA | Livestock Production Assurance |
| MBfP | More Beef from Pastures |
| MDC | MLA Donor Company |
| MENA | Middle East/North Africa |
| MISP | Meat Industry Strategic Plan |

| Acronym | Full name |
|---|---|
| MLA | Meat & Livestock Australia |
| MMFS | Making More From Sheep |
| MOU | Memorandum of Understanding |
| MSA | Meat Standards Australia |
| N | nitrogen |
| NABRC | Northern Australia Beef Research Council |
| NLIS | National Livestock Identification System |
| NLMP | National Livestock Methane Program |
| NLRS | National Livestock Reporting Service |
| NVD | National Vendor Declaration |
| OTH | over-the-hooks |
| Other RDCs (AWI, AMPC, RIRDC) | Australian Wool Innovation, Australian Meat Processor Corporation, Rural Industries Research & Development Corporation |
| P | phosphorus |
| PDS | Producer Demonstration Site |
| PGS | Profitable Grazing Systems |
| Peak industry councils (CCA, SPA, ALFA, GICA, ALEC, AMIC, RMAC) | Cattle Council of Australia, Sheep Producers Australia, Australian Lot Feeders' Association, Goat Industry Council of Australia, Australian Livestock Exporters' Council, Australian Meat Industry Council, Red Meat Advisory Committee |
| PRS | Producer Research Sites |
| RDC | Research and Development Corporation |
| SALRC | Southern Australia Livestock Research Council |
| UAE | United Arab Emirates |
| WALRC | Western Australia Livestock Research Council |
| WEC | worm egg counts |
| WHS | workplace health and safety |
| WTO | World Trade Organization |

# Appendix B: Expression of common words

The following table highlights common words and the way they should be expressed in MLA publications. This list is evolving and is regularly updated by MLA's Content Manager.

| Correct | Incorrect |
|---|---|
| 'Australian Beef. The Greatest' | 'Australian Beef - The Greatest' |
| 'Share the Lamb' | 'Share The Lamb' |
| ag-tech | agtech, AgTech |
| beef producer | cattle producer |
| BeefUp | Beef Up |
| Bred Well Fed Well | BredWell FedWell |
| BREEDPLAN | Breed Plan |
| Business EDGE, Breeding EDGE, Nutrition EDGE | BusinessEDGE, BreedingEDGE, NutritionEDGE |
| cash flow | cashflow |
| carcase | carcass |
| coordinator | co-ordinator |
| cost-benefit analysis | cost/benefit analysis, cost:benefit analysis |
| cottonseed | cotton seed |
| crossbred, cross-breeding | cross bred, crossbreeding |
| Cross = Angus–Shorthorn | Angus x Shorthorn, Angus-Shorthorn cross |
| deboning | de-boning |
| decision making | decision-making |
| dry ageing meat, dry aged meat | dry-ageing meat, dry-aged meat |
| Dual-Energy X-ray Absorptiometry | Dual energy X-ray Absorptiometry |
| dual-purpose | dual purpose |
| end user | end-user |
| farm gate | farmgate |
| feedbase | feed base |
| feedlot | Feed lot |
| first-cross or second-cross | first cross or second cross |

| Correct | Incorrect |
|---|---|
| focused/focusing | focussed/focussing |
| foetus | fetus |
| foodservice | food service |
| foot and mouth disease | Foot and Mouth Disease |
| goatmeat | goat meat |
| grainfed | grain-fed |
| grassfed | grass-fed, pasturefed (only to be used when referencing a pasturefed marketing program directly) |
| ground cover | groundcover |
| high quality | high-quality |
| LAMBPLAN | Lamb Plan |
| LAMBPRO | Lambpro |
| live weight | liveweight |
| livestock export | live export |
| long-term | long term |
| lot feeders | feedlotters |
| MERINOSELECT | Merino Select |
| myMLA | my MLA, My MLA |
| NumNuts | Num Nuts |
| on-farm/off-farm | on farm/off farm |
| over-the-hooks | over the hooks; over the hook; over-the-hook |
| paddock-to-plate | Paddock to Plate |
| peak industry councils | Peak Industry Councils |
| prime lamb producer or sheepmeat producer | sheep producer |
| program | programme, unless referencing Rural R&D for Profit programme. |

# Appendix B: Expression of common words

The following table highlights common words and the way they should be expressed in MLA publications. This list is evolving and is regularly updated by MLA's Content Manager.

| Correct | Incorrect |
| --- | --- |
| Queensland | Qld* |
| re-fencing | refencing |
| red meat and livestock industry | red meat industry |
| road-tested | road tested |
| roll out | rollout |
| ryegrass | rye grass |
| sheepmeat | sheep meat |
| Sheep Producers Australia | Sheepmeat Council of Australia |
| South-East Asia | South East Asia |
| south-west, north-west etc. | south west, north west or South West, North West |
| speargrass | spear grass |
| sub-clover | sub clover, subclover |
| Tasmania | Tas* |
| tradeshow | trade show |
| trialling | trialing |
| turn-off | turnoff |
| underway | under way |
| value add, value adding | value-add, value-adding |
| Victoria | Vic* |
| walk-over-weighing | Walk Over Weighing; walk over weighing |
| whole-farm planning | whole farm planning |
| win-win | win:win or win win |
| World Trade Organization | World Trade Organisation |
| xx-year-old e.g. two-year-old | xx year old |
| xx/year or twice a year | xx per annum |

* unless for social media and media releases

# Revision history

| Date / version | Pages | Description |
| --- | --- | --- |
| May 2018 | 3, 17 | Contact information updated |
| | 13 | Updated website address for icons |
| | 15 | Added business card guideline |
| | 16 | E-newsletter banners updated |
| | 20 | Deleted emails' signature section |
| | 21 | Added footnotes |
| | 22 | Deleted space between 15 and kg in numbers, units and quantities, added sentence 'However...' in start of sentence section |
| | 25 | Added DEXA, PGS, deleted swt |
| | 26 | Added 'Australian Beef: the Greatest', deleted email, cross breeding and switched the correct to incorrect of on-farm/off-farm |
| | 27 | Deleted shabu shabu, updated Sheep Producers Australia and deleted phone |
| February 2020 | 3, 21 | Updated name, job title and email from Carly Franks, Content Coordinator, cfranks@mla.com.au to Carly Mortimer, Content Manager, cmortimer@mla.com.au |
| | 4 | Added breakout box for use of logo and also use of logo in very limited circumstances |
| | 6 | Increased minimum size of logo from 17mm to 20mm |
| | 8 | Added sentence that the MLA corporate logo does not appear with the sub brand logo and replaced logo position on a front cover example with a sub brand (instead of the MLA corporate logo) |
| | 9 | Re-named page: MLA-owned programs and revised content |
| | 10 | Added new page: Margins and gutters |
| | 11 | Added new page: Front covers of publications |
| | 12 | Slight change to hex code/RGB values of certain colours for better colour consistency |
| | 13 | Changed copy from "Use spacing between paragraphs rather than multiple **indents**" to "...multiple **returns.** (see page 16 for suggested space before and after)" |
| | | Changed copy from "Roman" to "Regular" in "Regular, Bold and Extra Bold" sentence in grey shaded box |
| | 14 | New page added: Typography for external production. This includes new setting styles (body copy bullets, body copy numbered lists, figure or table name, source of figure or table) and information on suggested space before and suggested space after for existing setting styles |
| | 15 | Added prescription on "Colour" in the recommended styles |
| | 16 | Added new page: Typography for PowerPoint presentations |
| | 17 | Changed download location of MLA icons to WebDam instead of iShare site |
| | 18 | Added new page: Image use checklist |
| | 19 | Revised directory of where templates are stored to Sharepoint and replaced screenshots of Powerpoint templates to latest versions |

# Revision history

| Date / version | Pages | Description |
|---|---|---|
| | 21 | Deleted Healthy Cuisines (replaced with Healthy Meals), Regional Council (replaced with Red Meat Round-Up) and Feedbase Focus banners |
| | 22 | Updated contents list and changed the way it is displayed for simplicity |
| | 25 | In "Capitals" section, added "For example: Queensland is always Queensland, not Qld. This style can be omitted for social media or where space is limited and in media releases to assist the flow of sentences. In this case, Queensland, Victoria and Tasmania can be written as QLD, VIC and TAS, respectively."<br><br>Added new section on Commas |
| | 27 | In "Contact information following an article or media release" section, italicised Feedback and Friday Feedback, changed telephone shorthand from T to P. Added "Use of hyphens" |
| | 28 | In "Numbers, units and quantities" section, changed telephone shorthand from T to P, and "telephone" to "phone"<br><br>In "Programs" section, changed "Invasive Animals CRC" to "Centre for Invasive Species Solutions" |
| | 29 | In "Tables and figures" section, added captions formatting<br><br>In "Templates" section, changed "iShare" to "SharePoint", "Forms & Templates" to "templates", deleted "templates for" in the sentence "including templates for letters" and added extra copy "Where to find them: Home > Library > Templates - General"<br><br>In "Web addresses" section, added "or slashes" to "full stops" |
| | 30 | Changed "MLA's Communications Manager" to "MLA's Content Manager", changed "CISP" to "CISS" and "Centre for Invasive Species Solutions", changed "SCA" (Sheepmeat Council of Australia) to "SPA" (Sheep Producers Australia), changed "SAMRC" (Southern Australia Meat Research Council) to "SALRC" (Southern Australia Livestock Research Council). Added ABARES, DSE and DM. |
| | 31 | Changed "MLA's Communications Manager" to "MLA's Content Manager", changed "Australian Beef: the Greatest" to "Australian Beef. The Greatest", deleted 'True Aussie', changed "We Love our Lamb" to "Share the Lamb", deleted "You Never Lamb Alone", deleted "You're Better on Beef", deleted "New Year", deleted "Prices & Markets", added cost-benefit analysis, decision making, dry aged meat, foetus, re-fencing. |
| | 32 | Changed "MLA's Communications Manager" to "MLA's Content Manager", changed "south west or north west" to "south west, north west or South West, North West", added underway, value add. |