



Guidelines for the Use of the Eat Well Tasmania Symbol

The goal of Eat Well Tasmania is to improve the nutritional well being of all Tasmanians and contribute to the reduction of diet-related health problems, such as cardiovascular disease, diabetes, obesity and some cancers, by maximising the impact of nutrition promotion.

Eat Well Tasmania aims to improve the nutritional wellbeing of all Tasmanians and support the local food industry by:

- Promoting increased awareness of the importance of healthy food choices, especially of Tasmanian origin.
- Increasing the level of inter-sectoral action in nutrition promotion.
- Coordinating and raising the profile of projects, activities and campaigns consistent with the Australian Dietary Guidelines.

Use of the Eat Well Tasmania Symbol

The Eat Well Tasmania symbol is designed to link together credible food and nutrition promotion projects and activities in a manner that is readily recognised throughout the community. By raising the profile of individual initiatives as part of a coordinated campaign, their total effect will be greater.

The Eat Well Tasmania symbol does not represent an organisation, rather it is a message to your target audience that your project or activity promotes enjoyable healthy eating in line with the philosophy of Eat Well Tasmania.

The Eat Well Tasmania symbol has the potential to provide a market edge for Eat Well Tasmania partners. Commercial gain is supported where the focus to improve the nutritional health and wellbeing of all Tasmanians is maintained.

Eat Well Tasmania can also provide a range of nutrition promotion messages consistent with the Dietary Guidelines for Australians. These messages may be used in conjunction with the Eat Well Tasmania symbol to provide clarity and consistency of nutrition promotion messages. So if your partnership involves activities with the vegetable and fruit industry for example, the message could be *"Enjoy Veg 'n' Fruit With Every Meal"*.

Eat Well Tasmania will not:

- ✗ Endorse specific food brands or products. Eat Well Tasmania will promote healthy food but not a specific brand of food.
- ✗ Endorse the use of health claims in nutrition promotion. The Eat Well Tasmania symbol will not be used to endorse projects or activities that claim specific foods can treat or reduce the risk of developing particular conditions or diseases.



How the symbol should look

The designated colours for the Eat Well Tasmania symbol are PMS 348 (Green) and PMS 109 (Gold). The symbol must always be reproduced in this colour format unless negotiated in advance with the Executive Officer, Eat Well Tasmania.

The symbol must never be distorted, photographically or otherwise.

The Executive Officer, Eat Well Tasmania may request to see samples of project or activity artwork prior to giving approval to use the symbol.

Protection of the symbol

Eat Well Tasmania reserves the right to approve or reject applications for logo use. Persons who are deemed to be using the Eat Well Tasmania logo inappropriately may have their permission to use the logo withdrawn.

Approval to use the logo may be subject to any conditions deemed appropriate by Eat Well Tasmania.

If a project or activity is significantly altered, Eat Well Tasmania must be notified before this change occurs. This would include such events as a shop changing owners or a member wanting to include extra or alternative items in their Eat Well Tasmania promotion.

For further information or to apply to use the Eat Well Tasmania symbol please contact:

Executive Officer
Eat Well Tasmania

GPO Box 1365
Hobart Tas 7001

Phone: (03) 6223 1266
Email: eat@eatwelltas.org.au

These Guidelines are designed to clarify how the Eat Well Tasmania symbol can be used. In addition, they aim to protect the symbol from inappropriate use and to provide an assurance that Eat Well Tasmania will present clear and consistent messages on healthy food choices.

