Sensitive Choice Branding & Style Guide

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Our mission

Thank you again for choosing to be a part of the Sensitive Choice program. Our mission is to empower consumers to identify asthma and allergy-aware products and services so they can make more informed choices for themselves and their families.

The Sensitive Choice blue butterfly helps your brand stand out in what can be a crowded marketplace. Only products and services that are approved through our rigorous review process can use this symbol.

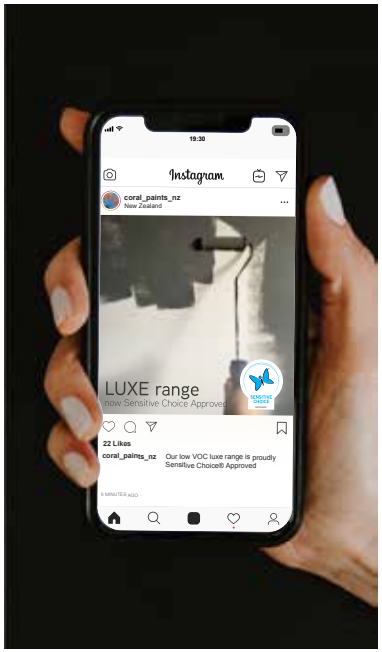
Please take some time to go through this style guide for clear guidance on the use of our logo and other branding elements. If you have any questions about these guidelines please contact **office@sensitivechoice.com** and we'll be happy to answer your queries.

Thank you for joining us on our mission to help people live better with asthma and allergies. Welcome aboard.

Sensitive Choice trademark and usage

Your partnership with Sensitive Choice includes the licence to use the Sensitive Choice trademark on approved products and services. Take a look at some examples below for inspiration.
The trademark may be placed on packaging of approved products or collateral that is associated with the approved product or service. Use of the trademark is not limited to the ideas below, but must be kept within the framework of the following guidelines.

All artwork must be approved by the Sensitive Choice team prior to print or digital publication.
Please email all artwork to **office@sensitivechoice.com**



Please note all brands in the images above are fabricated and were only created for the purpose of this style guide.

Logo variations

Here are some examples of how the trademark can be used.

The trademark will frequently be used with grey qualifying text immediately below the words Sensitive Choice.

Where these versions are used, there should be some nearby text mentioning the National Asthma Council Australia.

For Australia use only.

For Australia use only.

For both Australia and New Zealand use.

Can be used on websites or corporate publications but not in association with approved products.

Can be used on websites or corporate publications but not in association with approved products.

Can be used on (or in association with) approved products.

Trademarks for New Zealand use only.

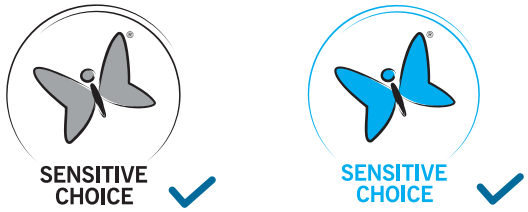
For New Zealand use only.

“Te Oranga Pai I Te Mate Huangō, Pāwera Hoki” is “Live Better with Asthma and Allergies” translated in Te Reo Māori. Can be used on websites or corporate publications but not in association with approved products.

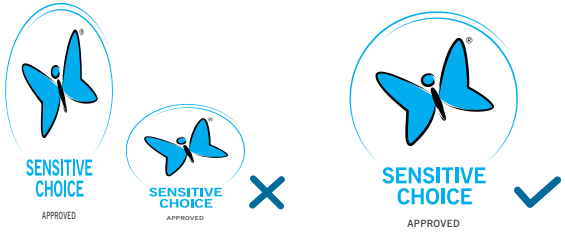
“Hoa Kōtui” is “Partner” translated in Te Reo Māori. Can be used on websites or corporate publications but not in association with approved products.

“Kua Whakaaengia” is “Approved” translated in Te Reo Māori. Can be used on (or in association with) approved products.

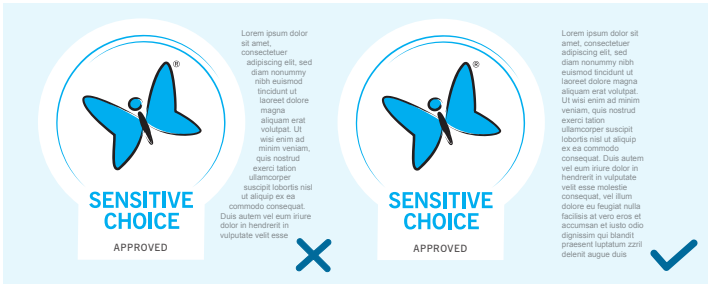
Logo use specifications



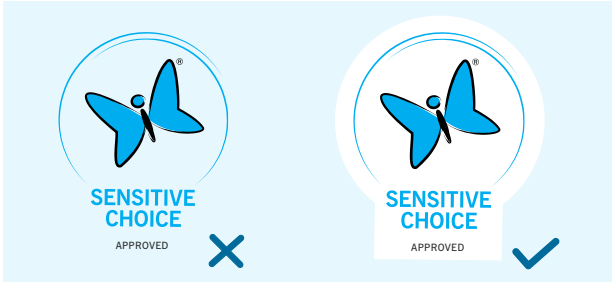
Example 1.
Where the trademark is reproduced in a small size, it may appear without grey qualifying text and it may be printed in grey scale



Example 2.
The logo should not be altered or distorted



Example 3.
Body text surrounding the logo should not be wrapped tightly. It should have a right hand alignment sitting flush next to the logo.



Example 4.
The trademark should ideally be used on a single white background. Where this is not possible, the white within the trademark must stay as white and a white border should appear around the exterior.

General terminology and clarity of use

When referring to Sensitive Choice in your marketing, certain terms are not permitted. Definitive statements that a product or service benefits people with asthma or allergies cannot be approved.

To become a Sensitive Choice partner, your product or service was approved by our panel of experts. Please use this terminology when referring to our partnership. Terms like endorsed or recommended should not be used. Please refer to the lists of terms below. For any queries, please contact **office@sensitivechoice.com** for approval.

Permitted terms

- ***may*** help
- ***can potentially*** help
- ***can*** benefit
- asthma ***aware***
- allergy ***aware***
- asthma ***friendly***
- allergy ***friendly***

Avoid using

- endorsed
- ***will*** help
- ***will*** benefit
- ***is*** safe

Clarity of approved products

Where both approved and non-approved products are promoted, it must be clear (through placement and text) that Sensitive Choice trademarks are only applicable to the approved products.
See picture to the right for example.

Superscript

The words “Sensitive Choice” are a registered trademark. When used in the text the ® should appear as superscript after first use e.g. **Sensitive Choice®**

Sub-licensing

Partners producing Sensitive Choice approved products that are used in the manufacture of other products may be entitled to sub-license a version of the logo to those manufacturers (who are not partners). A partner requires written authorisation by Sensitive Choice before any sub licensing can be established.

Trademark

The graphic, provided by Sensitive Choice on approval of sub-licensing, is similar to what is pictured to the right with content and colour varying to reflect the approved content. The trademark may not be changed in any manner from that supplied.

Size

The trademark may not be prominent in the context of its use (and generally may not appear with a diameter measured horizontally larger than 40mm).

Colour

This logo may be restricted to black and white.

General terminology & clarity of use

Commentary may refer to products as containing [defined] elements that are approved by the National Asthma Council of Australia's Sensitive Choice program. The words "Sensitive Choice" are a registered trademark. When used in text, the ® should appear as superscript after the first use e.g. **Sensitive Choice®**

There must be no suggestion that the entire product is Sensitive Choice approved.

Approval

Artwork for each proposed use must be approved by National Asthma Council Australia. For approval, email **office@sensitivechoice.com**. Please allow for the possibility that approval may take several days.

A fee may be charged for each request for approval.

Sensitive Choice colour palette

Cyan
R0 G159 B227
C100 M0 Y0 K0
#009FE3

White
R255 G255 B255
C100 M0 Y0 K0
#FFFFFF

SENSITIVE CHOICE®

APPROVED

Black
R0 G0 B0
C100 M100 Y100 K100
#00000

Grey
PMS Cool Grey 10
R99 G101 B105
C59 M47 Y42 K31
#636569

Font

The qualifying grey text used in the trademark is;

NewsGothicLight

SENSITIVE CHOICE

APPROVED