



**MADE HERE
MATTERS!**

CHOOSE AUSTRALIAN WINDOWS

CAPPAIGN TOOLKIT



The Made Here Matters Campaign is about giving independent Australian window and door manufacturers one simple, shared way to promote local manufacturing, fair competition and the value created by making here.

It is a grass roots campaign, it is not affiliated with any single window system supplier or industry body.

It is designed to be easy to use, supporting the creation of impactful social media content delivering important key messages.

CAMPAIGN LOOK AND FEEL

The campaign features a range of assets which can be coupled with your own business brand and imagery to create impactful organic social media content.

Text only layouts

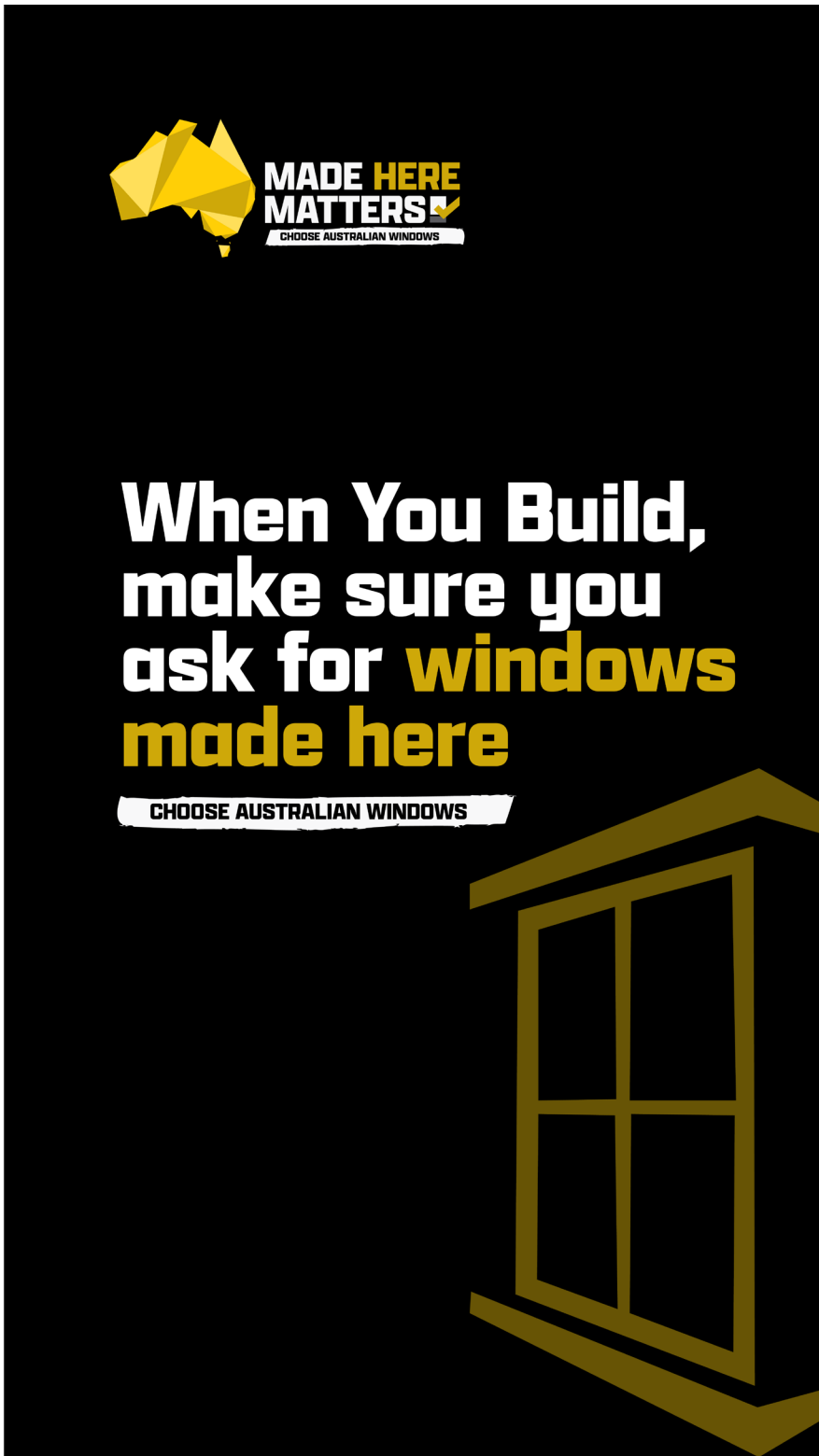


Image layouts



Template image layouts



BRAND & COLOURS

To support the consistency of the campaign messaging we ask that you use the brand as intended and in the colours outlined on this page



BLACK

CMYK C74 M67 67 K90 RGB
R0 G1 B9
HEX* #000000

GOLD

CMYK C15 M32 Y100 K0
RGB R206 G168 B9
HEX* #ced809

LIGHT GREY

CMYK C14 M10 Y9 K0
RGB R216 G217 B221
HEX* #d8d9dd

CAMPAIGN FONT

To support the consistency of the campaign we ask that you use the Campaign font where feasible

APOTEK BLACK
IS OUR HEADLINE
FONT

APOTEK LIGHT IS OUR
SECONDARY FONT

These two fonts should be used for campaign messaging.

You can compliment these with your individual brand fonts

HOW TO USE OUR ASSETS

This pack contains a range of asset types that can be used across digital, social and print.

Key Message & Stock Image Assets



How to use:
You can post these assets as is. Use them on your socials, in your email newsletters or website as you need. A range of different sizes and specs have been provided to help you put the right message in the right place.

Social Overlay Assets



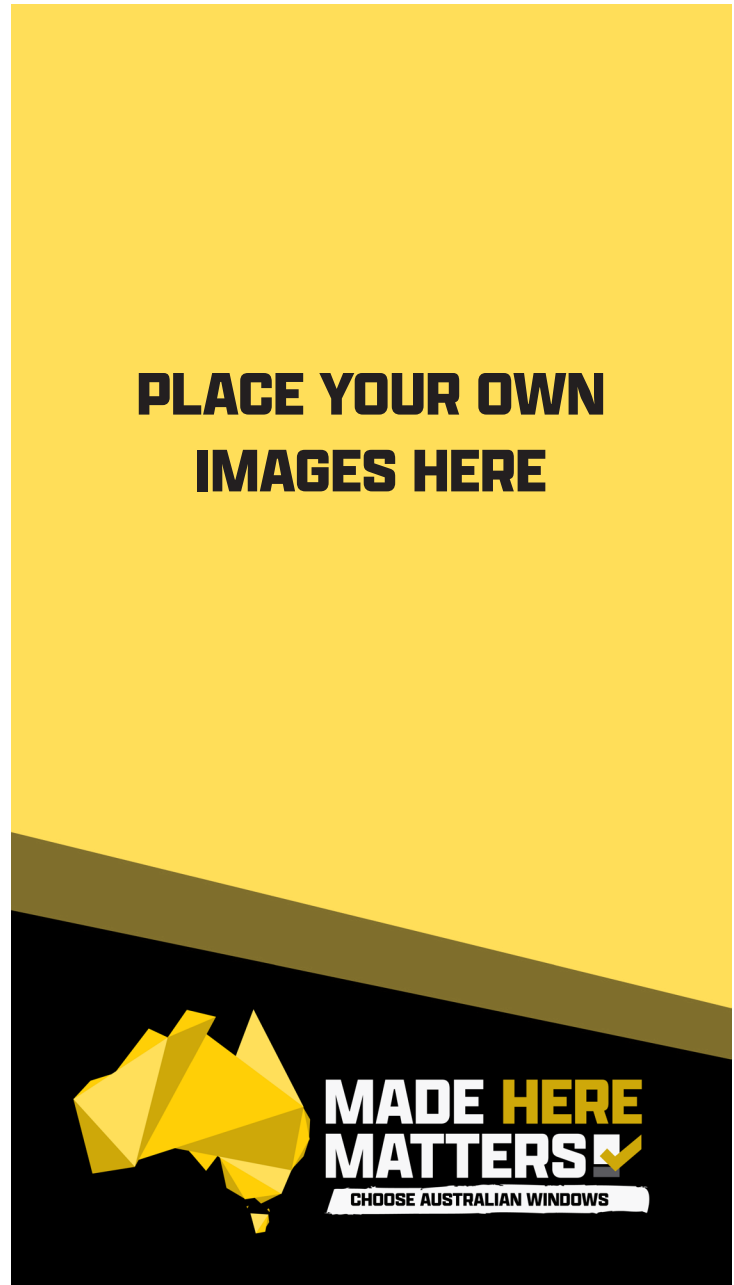
How to use:
You can place this overlay over your own imagery to show you're backing Australian Made.

Canva Template Assets

How to use:
These templates have been created for you to drop in your own imagery to connect your product or business directly with the Australian Made, Made Right Here campaign.

SOCIAL MEDIA STORY 1920 x 1080

Use any combination of these assets to create Social Media Story's



Use image overlays with your own photography to personalise the campaign



Stock images can be woven into your own stories



Text based images emphasise key messages

SOCIAL MEDIA TILE 1200 x 1200

Use any combination of these assets to create Individual Social Media Posts



Use image overlays with your own photography to personalise the campaign



Text based images emphasise key messages



Stock images can be woven into your own stories