

Code of Practice (COP) Logo Guidelines for Use



PURE AUSTRALIAN TEA TREE OIL

Australian Tea Tree Industry Association
ATTIA Ltd.

Version 1.1

30 June 2015

Pure Australian Tea Tree Oil™ Guidelines for Use

Basis of these Guidelines

The Australian Tea Tree Industry Association (ATTIA Ltd) conceived the “Pure Australian Tea Tree Oil” logo years ago to convey the agricultural efforts undertaken and the body of research established to assure a consistent supply of quality assured tea tree oil (TTO) that meets or exceeds the ISO 4730: 2004 Standard for Pure Australian TTO which is recognized around the world for its high quality and therapeutic values. Your receipt of this document likely means your organization has received – or is applying for – compliance certification in the use of the Pure Australian Tea Tree Oil logo through the ATTIA Code of Practice (COP).

There are several key principles in the use of this logo that must be adhered to in accordance with your organization’s specific Approval for Use. These principles assure the consistency and quality of the logo’s values. This document provides an understanding of the proper use and formats of the ATTIA Pure Australian TTO logos, including their application across a broad range of media.

Background on logos and branding

A logo helps to create a strong identity for a product and/or company. Together with the company name, a logo constitutes the basis of a brand and works synergistically with other marketing elements to create a strong presence in the marketplace.

To maximize this recognition factor – and thus brand identity – clear guidelines for application of this logo, look and feel of other marketing elements, and restrictions on use need to be set in place. For instance, the logo should not be altered or used in a manner which conveys the brand incorrectly. Likewise, colours, proportions, and general appearance all play important roles in branding. The methods by which a logo should be employed and brand represented is often detailed in a Branding Guide.

Australia and Tea Tree Oil

TTO is distilled from *Melaleuca alternifolia*, which only occurs naturally in the world on the Mid- and North-Coast of NSW and the contiguous regions of South-East Queensland, Australia.

For thousands of years, the therapeutic properties of *Melaleuca alternifolia* have been recognized by Australia’s Indigenous Aboriginal population.

Furthermore, the essential oil form of Australian Tea Tree Oil has been used “neat” and as the active ingredient in formulated products to maintain the health of millions of people throughout the world for many decades.

The capabilities of this unique and demonstrated anti-bacterial, anti-fungal, anti-viral, anti-inflammatory, and anti-septic essential oil were first scientifically documented in 1924 by Australian researchers.

Australian Tea Tree Industry Association

ATTIA Ltd is an Australian-based, not-for-profit organization formed in 1986 as the peak body to promote and represent the interests of the Australian tea tree industry. From the grower/producers to the manufacturers of off-the-shelf products for public use, ATTIA supports the responsible use of Pure Australian Tea Tree Oil. ATTIA’s aim is to develop a stable, cohesive, environmentally friendly, and internationally competitive tea tree oil industry producing quality assured tea tree oil that meets or exceeds international standards.

ATTIA promotes the safe effective use of tea tree oil for a wide range of applications. Some details of the uses of tea tree oil for personal, veterinary, medical and other uses such as cleaning and disinfecting are available on the ATTIA website (www.attia.org.au).

ATTIA's members include growers, processors, exporters and product manufacturers. We have an international associate membership of importers and manufacturers. We have promoted the production of tea tree oil as a long term sustainable crop using an Australian native plant and are active in maintaining an Australian and International Standard for tea tree oil. Our membership accounts for around 95% of the Australian tea tree oil crop.

The Australian tea tree industry is one of the most environmentally aware and has adopted a policy that broadly embraces the principals of the ISO 14000 environmental standards. ATTIA members must abide by this policy's stringent guidelines for the responsible production of clean, green TTO and TTO products. The composition of TTO produced and marketed by all ATTIA members is determined by ISO 4730 (2004) and the identical AS 2782-2009 Australian Standards [Oil of Melaleuca, terpinen-4-ol type].

Pure Australian Tea Tree Oil

The benefits and potential of tea tree oil (an essential oil distilled from plantations of *Melaleuca alternifolia*) have been recognised for more than 70 years. Over 1,000 peer-reviewed studies have been conducted on pure Australian TTO, many funded by ATTIA. These studies document and explain its safety and efficacy both as pure oil and in countless formulations worldwide. The vast majority of these studies were conducted using only pure Australian TTO and leave no doubt about its safety and effectiveness when used correctly.

Pure Australian TTO is a natural essential oil and natural antiseptic, world renowned for its purity and quality. TTO has recognised antiseptic, anti-bacterial, anti-fungal, anti-inflammatory and anti-viral properties and is widely formulated into many cosmetic and personal care products including shampoos, creams, gels, acne control face-washes, hand-washes, vaginal pessaries, mouth-washes and other dental care products as well as being used as a topical antiseptic in its pure form on cuts, abrasions and insect stings.

TTO also has demonstrated efficacy in the control of Golden Staph (*Staphylococcus aureus*) for both Methicillin (MRSA) and Vancomycin (VRSA) resistant strains.

Exciting new research into the anti-cancer activity of Pure Australian TTO which was published in mid-2010 has found that the TTO formulation significantly inhibited the growth of cancerous tumours in mice and also regressed the tumours during and after the treatment period for a time. Only minor side effects (which appear to be important for topical chemotherapies to work effectively) were observed in the form of skin irritation which was temporary and cleared after a few days. According to the report's co-author, Sara Greay, PhD, the findings are especially significant as the tumours being studied are highly aggressive.

TTO is also widely accepted and used by natural healthcare practitioners and aromatherapists for use in both human and some animal treatments.

An Australian Federal Government body, Rural Industries Research and Development Corporation (RIRDC) has been working closely with the Australian TTO industry for more than a two decades on the efficacy, safety and production of tea tree oil. ATTIA and RIRDC have worked closely to develop a comprehensive "[Efficacy & Safety](#)" dossier for tea tree oil. The results of research are summarised in this report in order to make them accessible to a wide range of interested producers of tea tree oil and tea tree oil products, companies, regulatory authorities and researchers.

ATTIA Code of Practice Product Logo

The ATTIA Code of Practice logo (Logo) is a registered international trademark.

The Logo is uniquely identifiable by the Australian national colours of green and gold, in the distinctive shape of Australia (including Tasmania). The link with Tea Tree Oil is further enhanced by the Eastern Australian continent being represented by a golden oil drop. This association between Eastern Australia and native Tea Tree Oil is historical and botanically correct in its origins. Finally, the Logo is completed by the words “PURE AUSTRALIAN TEA TREE OIL” in all capital letters, in an arching pattern over the representation of Australia.



As a COP accredited Associate of ATTIA you are entitled to use the Pure Australian Tea Tree Oil logo free of charge based on specific conditions.

Use of the Logo

The ATTIA Pure Australian Tea Tree Oil logo (Logo) described in this section of the COP Logo Guidelines for use may be used only for raw or processed products using exclusively Pure Australian TTO sourced from an ATTIA COP accredited grower or supplier. In sourcing your TTO requirements, it is important to request a copy of your supplier’s COP certification, and to gain assurance that each specific purchase of TTO from this supplier continues to be COP accredited. The best way to assure this is to request this specifically in your Purchase Order and confirm this on the Packing Documents upon receipt to your facility.

A Manufacturer may be entitled to use the Logo on their product labelling and/or marketing communications materials, when the above conditions are met, and the Manufacturer attains ATTIA “Associate Membership” status and pays the associated membership fees. Such fees are used to manage and support the Code of Practice Certification program. An application for Associate Membership may be downloaded from the ATTIA website link [here](#).

It is important to note that any endorsement of COP accredited pure Australian TTO relates solely to the Pure Australian TTO used as an ingredient in any formulation. Any marketing copy must not appear to endorse the product or formulation itself – only the fact that COP accredited pure Australian TTO is being used in the product is acceptable.

Maintaining Use of Logo

To maintain use of the Logo and its inherent marketing benefits, any tea tree oil supplied from non-COP sources must be clearly marked on all product labelling and promotional materials with country of origin. ATTIA membership status must be current and renewed each year for the Logo use entitlement to remain valid.

Logo files will be forwarded to members after receipt of a successful audit report. The Logo may not be modified in any way and may only be used with a white background as supplied. No other image or text is to encroach on the logo image in any way.

Any accredited user of the Logo found not to be complying with these Guidelines for Use will receive a “Cease and Desist” Logo usage letter from ATTIA and some or all Logo rights may be terminated.

By use of the Logo, you accept that ATTIA reserves the right to seek damages from your organization resulting from the uncorrected and/or inappropriate use of the Logo.

The logo in print

Always choose the correct artwork for the specified printing process. It is extremely important to provide a “Pantone swatch” reference with all artwork files for colour reproduction as this is the ultimate end result you are seeking to achieve. Different printing conditions (e.g. different paper stocks) may result in slight colour variations.

Logo Characteristics		Trademark Characteristics	
Font:	Uppercase Poppi Laudatio Medium	Font:	Helvetica Neue Roman 55
Size:	27pt	Size:	8pt
Condensed:	86%	Condensed:	86%

The logo in RGB

It is possible that you may be involved in the use of a wide range of digital media within the RGB colour space. Specific file formats within the PowerPoint®, Word® and web environments have been addressed. Other digital media within the RGB colour space will need to be addressed appropriately.

For HDTV and alternative digital media requirements, such as TV and video, the EPS (Encapsulated PostScript) files should be supplied (along with a matching swatch). Your supplier will then determine how to best reproduce the desired colour from within the technology they are using. Specific files have been created for consistent on-screen, colour and black-and-white output of the logos within the office environment. These files have been saved in RGB colour space for use with Microsoft Office® applications and their usage should be restricted for such purposes.

Colour Specifications

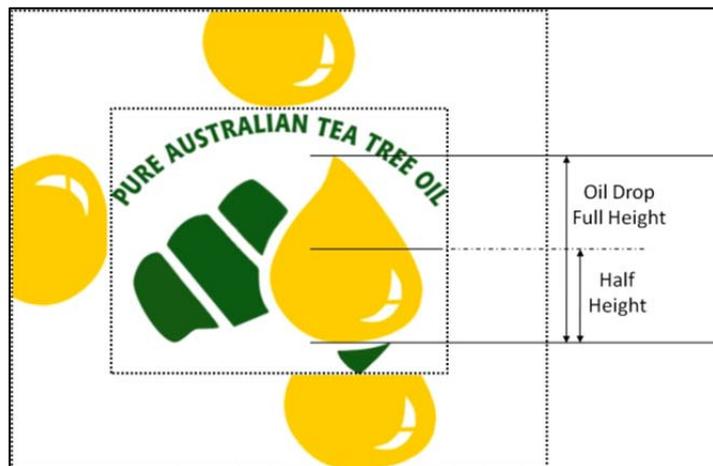
	ATTIA Green	ATTIA Yellow
Pantone	PMS 349c Green	PMS 116c Yellow
RGB	R: 0 G: 107 B: 63	R: 252 G: 209 B :22
Hex	006B3F	FCD116

Logo clear space rules

The diagram (right) illustrates the minimum clear space area which is defined by ½ the height of the yellow oil drop of the Pure Australian Tea Tree Oil Logo. There is no maximum.

The more clear space you allow, the more prominent the Logo becomes – enabling your product to gain from the quality and therapeutic values associated with Pure Australian Tea Tree Oil.

All clear space must be white.



Registration of each use of the Logo

It is anticipated that some non-ATTIA approved entities may try to employ the Logo for their own marketing and promotional purposes. This may occur as a result of ignorant or unscrupulous intentions.

To ensure protection of all registered entities using the Logo in the authorized and appropriate manner, ATTIA requests notification and visual example (electronic format is suitable) of each use of Logo. An email with attachment is sufficient. ATTIA will maintain a register of global Logo use. ATTIA Members may request a written confirmation of ATTIA that a given manufacturer, retailer (in particular), and/or product use of the Logo is properly recorded and authorized. Failure to lodge these notifications may result in a **Cease and Desist** notice to be issued by ATTIA to this entity.

Request for Variation from Logo Guidelines for Use

From time-to-time, there may be a desire to deviate from the guidelines set out in this document. This may be due to label design space constraints, operational label production issues, or other reasons.

As the intent of the use of the Logo is to create awareness of the benefits of “Pure Australian Tea Tree Oil”, ATTIA recognizes such constraints and will entertain such deviation, based on a written request to the ATTIA Board of Directors, via the ATTIA Secretary (secretary@attia.org.au). Please explain the extent to which the standard Logo was attempted to be used, and what challenges this will cause your organization.

ATTIA will assess this on a case-by-case basis and respond in writing.

Use of the Pure Australian Tea Tree Oil Logo:

- ✓ The Logo may be used on stationary, marketing materials and website, as well as product packaging
- ✓ Labels must comply with all elements of this Guidelines for Use
- ✓ The Logo may only be used on products which have been produced using exclusively pure Australian tea tree oil from a COP accredited grower/supplier
- ✓ The Logo must not be used for oil batched with non-COP accredited oil
- ✓ The Logo can only be used while your grower/supplier’s COP accreditation remains valid

Date	Version No.	Changes	Author
01 May 2012	1.0	Original document – superseded by ver. 1.1 on 30 Jun 2015	Tony Larkman
30 June 2015	1.1	Change to define that LOGO must not appear to endorse any formulation containing COP accredited TTO.	Tony Larkman