



Help for Exporters – Linking Guidelines

Overview

In partnership with export focused organisations, Austrade would like to deliver a consistent recognisable link that points to the new exporter services section on our website.

The following information provides guidelines to assist companies who are interested in implementing this link on their own websites.

Help for Exporters URL link

All Links must use the following URL:

<http://www.austrade.gov.au/newexporters>

Text Link options

1. Paragraph Description

Please feel free to use the details provided here:

Help for Exporters - www.austrade.gov.au/newexporters

What services do we have for new exporters? Are you ready to export? Need to know the basics of getting ready to export? Need documentation for exporting? Preparing a marketing plan or an export quotation?

2. Phrase Only

Please use the words **Help for Exporters** when linking to new exporter services on the Austrade website.

Icon Link options

The following icons have been developed as a graphical link for the Help for Exporters initiative. These icons are available in both JPEG and GIF file formats.

RECTANGLE – 120 x 60 Pixels**Plain Background****Figure 1 - Rectangle Green Globe Plain****Figure 3 - Rectangle Orange Globe Plain****Figure 5 - Rectangle Green Words Plain****Figure 7 - Rectangle Orange Words Plain****Patterned Background****Figure 2 - Rectangle Green Globe Pattern****Figure 4 - Rectangle Orange Globe Pattern****Figure 6 - Rectangle Green Words Pattern****Figure 8 - Rectangle Orange Words Pattern**

Icon Link options continued...

SQUARE – 60 x 60 Pixels

Plain Background



Figure 9 - Square Green Globe Plain



Figure 11 - Square Orange Globe Plain



Figure 13 - Square Green Words Plain



Figure 15 - Square Orange Words Plain

Patterned Background



Figure 10 - Square Green Globe Pattern



Figure 12 - Square Orange Globe Pattern



Figure 14 - Square Green Words Pattern



Figure 16 - Square Orange Words Pattern

For Further Information

For further information please contact Jason Keating from the Austrade Exporter Initiatives team on 02 6201 7658.