2015

Branding Document - AustStab ARRB Accreditation Scheme

Our brand

This document is a guide to the brand communication style for AustStab ARRB Logo.

It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.

Contents

Our brand

A strong brand is one of the most valuable assets an organisation owns. To make is truly powerful it needs to be applied consistently so anyone dealing with AustStab ARRB Accreditation Scheme knows who we are and what we stand for. Everyone has a part in doing this and bringing our brand to life. These guidelines are to help you represent our brand consistently.

Our brand

At the heart of any brand is a big idea. Simple. True. Memorable. For AustStab and ARRB, this big idea is that AustStab are ARRB are the centre for expertise in pavement stabilisation and recycling contractor accreditation and we review contractors constantly and consistently.

A simply but powerful expression of what we believe in. Expertise and information matter. This is the focus of everything that we do.

Brand platform

With expertise and information at its heart, our brand platform is a summary of all of the elements that make AustStab special.

Our vision for the future is about the impact that we want to make.

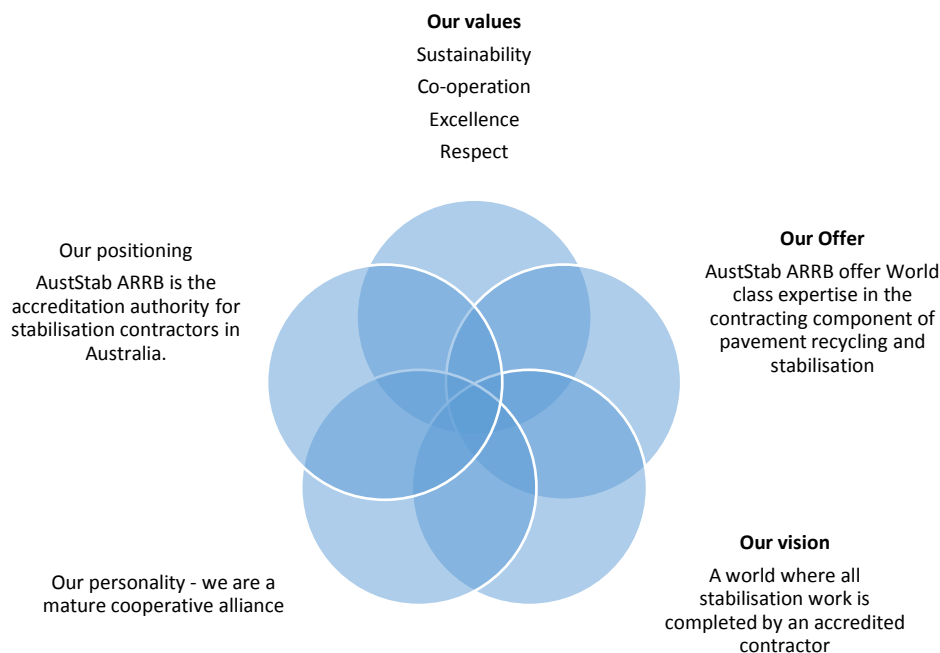Our positioning is the unique place that we occupy in the world.

Our offer describes what we do for all of our stakeholders.

Our values are the things that we believe in that drive the way that we do things.

Our personality is the image we want to project.

The Brand Platform is the essential tool to help us make the right decisions in everything that we do.

World

Our values
Sustainability
Co-operation
Excellence
Respect

Our positioning
AustStab ARRB is the accreditation authority for stabilisation contractors in Australia.

Our Offer
AustStab ARRB offer World class expertise in the contracting component of pavement recycling and stabilisation

Our personality - we are a mature cooperative alliance

Our vision
A world where all stabilisation work is completed by an accredited contractor

Masterbrand logo

Do not:

- Distort the proportions of the logo (insert image dimensions)
- Add a box around the logo
- Put the logo on a background where it is illegible.
- Use the logo in other colours
- Try to recreate the logo.

Exclusion zone:

The masterbrand should always have breathing space. This can be determined by the width and height of the "u".

The minimum recommended size for the logo is 30mm wide (150 pixels online).

Positions on the page - printed material.

The logo is most effective if it right aligned.

It should appear at the bottom of the page.

The logo should not be centred.

Position on the page - email footers.

The logo is most effective if it is left aligned. It can be placed adjacent other third party accreditation. The height of the accreditation logo shall be the same height as the other logos.

Position on the page - websites.

The logo is most effective if it is right aligned.

It should appear at the bottom of the page.

The logo should not be centered.

Positions on plant and equipment

Logo stickers (provided by AustStab) may be used applied to machinery.

Stickers are to be located:

- On centrally mounted mixers and computer controlled spreaders only;
- With the bottom of the sticker at 1.2m above the ground;
- On the left hand side of the vehicle only;
- Only one sticker may be applied per vehicle;
- Stickers must be no closer to adjacent logos or safety signage than 100mm; and
- Logo may only appear on the machinery in the current calendar year, as verified by the lower bar of the logo.

Masterbrand logo and third party logos

A lead sponsor's logo should occupy no more than 70% of the AustStab logo.

Where a third party is leading and AustStab is endorsing the AustStab logo should be 70% of the lead logo.

Where both parties are of an equal level, the logos should be off equal size.

Guidelines on minimum size and exclusion zone should be followed**.**

Colour palette

Pantone 308 Uc	CMYK	RGB	Websafe
	99	0	#00607c
	10	96	
	14	124	
	39		
Pantone 541 Uc	CMYK	RGB	Websafe
	100	0	#003265
	57	63	
	0	114	
	38		
Pantone 032 Uc	CMYK	RGB	Websafe
	0	237	#ff3232
	90	41	
	86	57	
	0		

Typography

Our brand typeface is Frutiger.

Frutiger should be used for all applications, except for typing letters, powerpoint, internal documents on online HTML test. In these cases, use Calibri as the default font.

Keep typography simple. Do not overcrowd layouts and do not use too many font sizes. Use weight to draw emphasis instead.

To add flexibility the full Ariel family can be used including

BINDER

Arial Narrow55

Pavement

Stabiliser

For body copy always use Arial, picking out headings with Bold.

Italics should be reserved for Latin names, proper names and references.

Imagery

Use simple, engaging, high quality imagery. A wide range of imagery is available to express the variety of personalities found across the organisation.

Do use

Detail	Close Up detail
Real members at work	Scientists
The materials	The testing
Technical cross sections	Information and graphics to bring facts and figures to life

Do not use

Cliqued images	Clip art
Stock library illustrations	Bad crops
Low resolution	Busy shots without a focus

Environmental care

When considering your design brief also consider the sustainability issues and take into account:

All printed materials should be produced using environmentally friendly methods as much as possible. We aim to use recycled and where possible, uncoated paper and work with companies who have sustainable environmental accreditation . Designs should be created to specifically look good on recycled, uncoated paper, while print runs and locality of print companies should also be considered to reduce the carbon foot print.

Please follow these recommendations:

Paper should be also close as possible to 100% recycled as possible. The minimum requirement should be not less than 50% recycled and 50% managed forests and FSC accredited.

Print companies should use some or all of these processes:

Computer-to-plate origination   Waterless press capacity

Alchohol-free printing process   Inks should be vegetable based

Where possible the finish should be uncoated.

Messages

Reliable predictable high quality outcomes are achieved using accredited contractors.

Working together AustStab and ARRB achieve reliable outcomes for stabilisation throughout Australia.