

DEALER BRAND GUIDE

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© A-Ward Limited

BEYOND INNOVATION >>

A-WARD™

THE OFFICIAL BRAND

At A-Ward we understand the challenges that most global operations and supply chain organisations involving agents and distributors have. It is a fundamental priority for our organisation to maintain high and consistent brand standards within and throughout the industry.

We have made a big investment in our brand to ensure a consistent, high quality brand presence is on display at all times. The overall brand has been designed to give maximum impact within the market and to be a category leader. Its important to maintain these high standards and ensure the guidelines are adhered to.

OFFICIAL LOGO



A-WARD™

WHITE REVERSE WITH
RED BACKGROUND


A-WARD™

ALTERNATE
LOGO


A-WARD™



A-WARD™

REVERSE
WITH BRAND
POSITIONING


A-WARD™
BEYOND INNOVATION >>



A-WARD™
BEYOND INNOVATION >>

OFFICIAL LOGO
WITH BRAND
POSITIONING


A-WARD™
BEYOND INNOVATION >>



A-WARD™
BEYOND INNOVATION >>

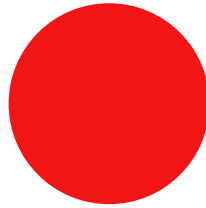
THE OFFICIAL BRAND COLOUR

The first thing people will notice about a brand identity is the colour. It can't be overstated how important colour is for establishing a visual identity.

Our A-Ward colour palette has been specifically targeted towards our customer base. In the industry we are often recognised by our distinct red colour. The red color is generally associated with energy, excitement, and passion. It's one of the colours that is attention-grabbing and sets us apart from others in the industry. These are the core colours of the A-Ward brand.

A-WARD™

PRIMARY COLOUR



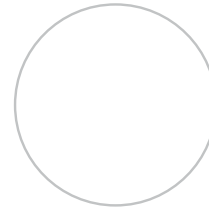
SCARLET RED

PMS - 185 C

CMYK - C:0 M:98 Y:100 K:0

RGB - R:243 G:20 B:22

HEX - F31416



ORIGINAL

WHITE

PMS - WHITE

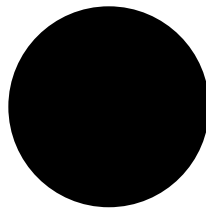
CMYK - C:0 M:0 Y:0 K:0

RGB - R:255 G:255 B:255

HEX - FFFFFFFF

A-WARD™

SECONDARY COLOUR



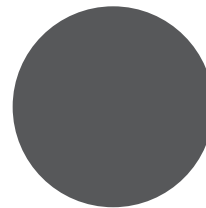
BLACK

PMS - BLACK U/C

CMYK - C:60 M:60 Y:60 K:100

RGB - R:0 G:0 B:0

HEX - 000000



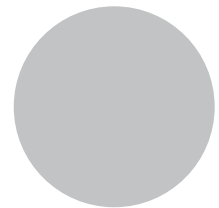
CHARCOAL GREY

PMS - 425 C

CMYK - C:0 M:2 Y:0 K:68

RGB - R:102 G:99 B:102

HEX - 666366



LIGHT GREY

PMS - COOL GREY 7

CMYK - C:20 M:14 Y:15 K:5

RGB - R:192 G:195 B:196

HEX - C0C3C3

THE SOCIAL BRAND USE

Establishing Social media brand guidelines for logo size and placement help us to keep our logo legible when published. Here are some references that you may find helpful within web and social media.

These guidelines prevents any image or font you use within our brand from being unreadable when being used within social media. It is recommended to use files provided for WEB & SOCIAL MEDIA (.png, .jpg) or for ANIMATION (.svg). All file requests will come from the A-Ward Marketing department.

SOCIAL BADGE



MIN SIZE: 180pxl



MIN SIZE: 180pxl



MIN SIZE: 180pxl

ALTERNATIVE SOCIAL ICONS



MIN SIZE: 180pxl



MIN SIZE: 180pxl

SOCIAL TEMPLATE

1080x1080pxl - Facebook, Twitter, LinkedIn and Instagram

SOCIAL BADGE

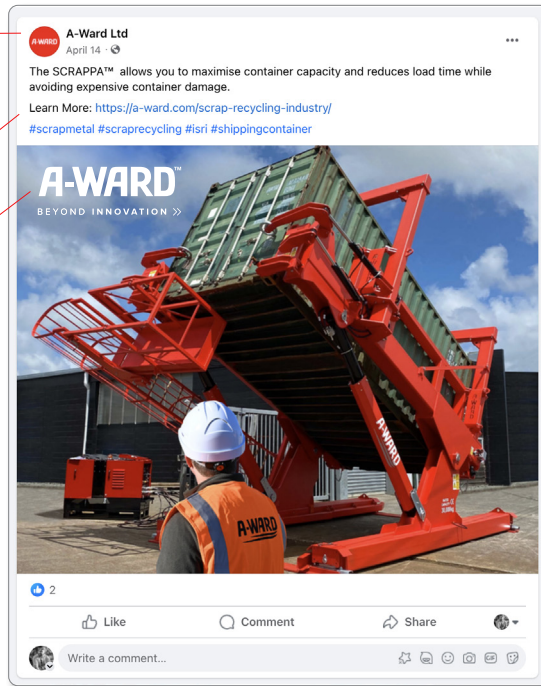
Clearly used no smaller than 180pxl. A-Ward Red is preferred colour.

LINKS/KEY WORDS

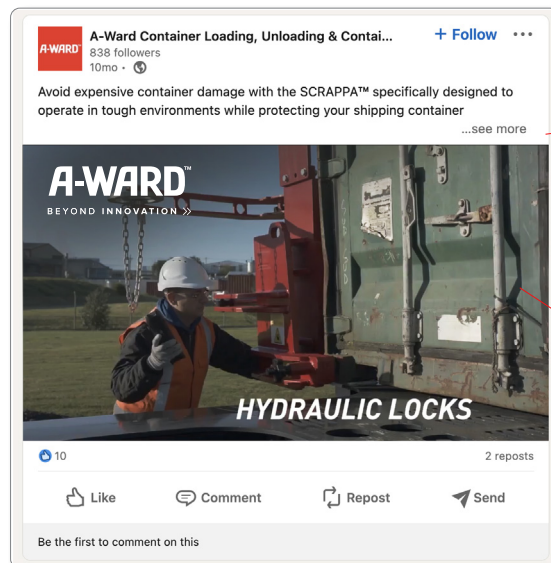
Links/# provide easy call-to-action, SEO connectivity URL etc

LOGO CLEAR SPACE

Make sure space between edge of artwork and logo is kept. This will keep artwork balanced and allowing the brand graphics plenty of room to breathe.



1200x630pxl - Facebook Ad, Facebook Post, blog post linked to Facebook update, Twitter, and LinkedIn posts.



CAPTION

Sits above the image or video. Keep it short and focus on benefits.

EYE CATCHING CONTENT

"A picture paints a thousand words". High quality image or video content is paramount.

E-MARKETING

E-Marketing is still an effective way reaching our audience. Here are some design references that you may find helpful within.

There are many email marketing and newsletter platforms, from drag and drop editors to powerful automations that make it easy for your business to send professional, engaging marketing emails.

NEWSLETTER TEMPLATE

BRAND HEADER
A-Ward logo with positioning statement reversed white out of red.

HEADLINE
Engaging Headline, simple but effective and to the point

COPY CONTENT BLOCK
The copy will be very brief stating key features. This area can also allow for images.

A-WARD™ BEYOND INNOVATION >>

SCRAPPA™ | BULK HANDLING SOLUTIONS

MAXIMUM CONTAINER PROTECTION AND EFFICIENT LOADING THAT'LL BOOST YOUR BOTTOM LINE

WHY THE SCRAPPA™?

WITH **MAXIMUM CONTAINER PROTECTION**, THE SCRAPPA ALLOWS YOU TO FILL UP EVERY LAST INCH FASTER, REDUCING FREIGHT, LABOUR AND HANDLING COSTS.

Faster and more competitive

With a fast loading cycle, the SCRAPPA allows you to turn around high volumes of scrap metal and take advantage of favourable shifts in exchange rates or international pricing.

Engineered for safety

We design our machines with the operator in mind.

Smaller footprint, greater capacity

Fill your container using 100% of the internal container volume, moving more materials using less transportation trailers and saving on freight.

Accurate weighing

Load your container right up to the maximum allowed weight using the SCRAPPA built in scale, so you only have to load once.



FIND OUT HOW THE SCRAPPA CAN **BOOST YOUR BUSINESS** [LEARN MORE >](#)

f t i y in

HERO IMAGE CONTENT
High quality image content is paramount.

CALL TO ACTION
Simple link to website, phone or email contact. There should also be social media links within this block as well.

MARKETING COLLATERAL

Marketing collateral is any media material used to promote A-Wards many products and services.

This includes everything from print materials like posters, flyers, digital content, promotional items, and corporate apparel to use to communicate A-Ward's brand message. Image and logo assets can be requested from A-Wards Marketing department.

PULL-UP BANNER

HEADLINE
Engaging Headline, simple but effective and to the point

MAXIMUM CONTAINER
PROTECTION AND EFFICIENT
LOADING THAT'LL BOOST YOUR
BOTTOM LINE

HERO IMAGE CONTENT
High quality image content is paramount.



BRAND HEADER
A-Ward logo with positioning statement reversed white out of red.

A-WARD™
BEYOND INNOVATION >>

CALL TO ACTION
A website, phone or email contact.

WWW.A-WARD.COM

APPAREL EXAMPLE



Formal Polo



Casual Tee



Casual Cap

A-WARD™

BEYOND INNOVATION

>> WWW.A-WARD.COM

RATED
CAPACITY 
30,000kg

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Visit: www.a-ward.com

Call direct: Ph: **+(64) 9 634 4086**

or email us: sales@a-ward.com
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