

# Corporate Identity Standards

Brand Guidelines for Nashua Corporate  
and Nashua Franchise

**NASHUA** 

saving you time. saving you money. putting you first.

The background of the image is a dark blue color. Overlaid on it are several diagonal bands of different shades of blue and red. The bands are semi-transparent and overlap each other, creating a layered effect. The colors transition from a bright red at the top left to a dark navy blue at the bottom right.

© 2013 Nashua Corporate Identity Manual

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## HOW TO USE THIS MANUAL

The Nashua Corporate Identity Standards Manual incorporates basic usage guidelines for Nashua Corporate and Nashua Franchises.

These corporate identity guidelines have been established to ensure that when we visually present Nashua, we are consistent and gain maximum impact.

It is important that every member of the team understands and uses these guidelines so that our corporate image and identity is clear, consistent and effective, whatever the setting, activity or media we are using.

By maintaining a consistent and professional corporate identity we ensure we are understood and that others see us as professional. This is important because as the identity of Nashua becomes more easily recognisable, so our important messages are more easily received and understood.

You can download templates from:

You may obtain download protocols from:



## LOGO

The Logo identity has been applied to vehicles, stationary, signage and business cards to ensure it works and is practical, as well as to ensure it is something that will last well into the future. Toolkits and templates will be made available so communications materials can be easily produced in line with the identity guidelines.

## NASHUA CORPORATE LOGO | POSITIVE

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The Nashua Corporate Logo can be used with or without the payoff line, depending on where it is being placed.



saving you time. saving you money. putting you first.

NASHUA CORPORATE LOGO | BLACK AND WHITE

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The Nashua Corporate logo is only permissible in black and white when the use of colour is not an option; such as on fax sheets, etc. The logo may only be printed in 100% black, and must not be used in the black and white equivalent of the Nashua blue.



## NASHUA CORPORATE LOGO | POSITIVE | BASIC GRID

The unit of measure is based on the height of the first chevron (X).

Note that the safe zone around the logo is 5X.



## NASHUA CORPORATE LOGO | BLACK AND WHITE | BASIC GRID



## NASHUA CORPORATE LOGO | REVERSED OUT

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The positive logo must be regarded as the primary logo. Where the positive logo cannot be reproduced legibly, a reversed out option of the logo must be used against a background of the Nashua blue.



## PRIMARY NASHUA CORPORATE LOGO | MINIMUM SIZE

A minimum size of all logo formats must be observed to ensure legibility and line integrity.

**Print:** The logo size is based on a minimum width of the logo and may not be reproduced any smaller than the minimum size of 30mm. When the logo appears with the payoff line the minimum width is 40mm.

**Video:** The logo size is based on a minimum width of the logo and may not be reproduced any smaller than the minimum size of 30 pixels.

PRINT LOGO ONLY:



VIDEO:



PRINT LOGO WITH PAYOFF LINE:



## NASHUA FRANCHISE LOGO | POSITIVE

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The new Franchise logo holding mechanism includes the payoff line below the logo and has the franchise name to the right of the Nashua logo.



**FRANCHISE NAME**

NASHUA FRANCHISE LOGO | BLACK AND WHITE

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The Nashua Franchise logo is only permissible in black and white when the use of colour is not an option; such as on fax sheets, etc. The logo may only be printed in 100% black, and must not be used in the black and white equivalent of the Nashua blue.

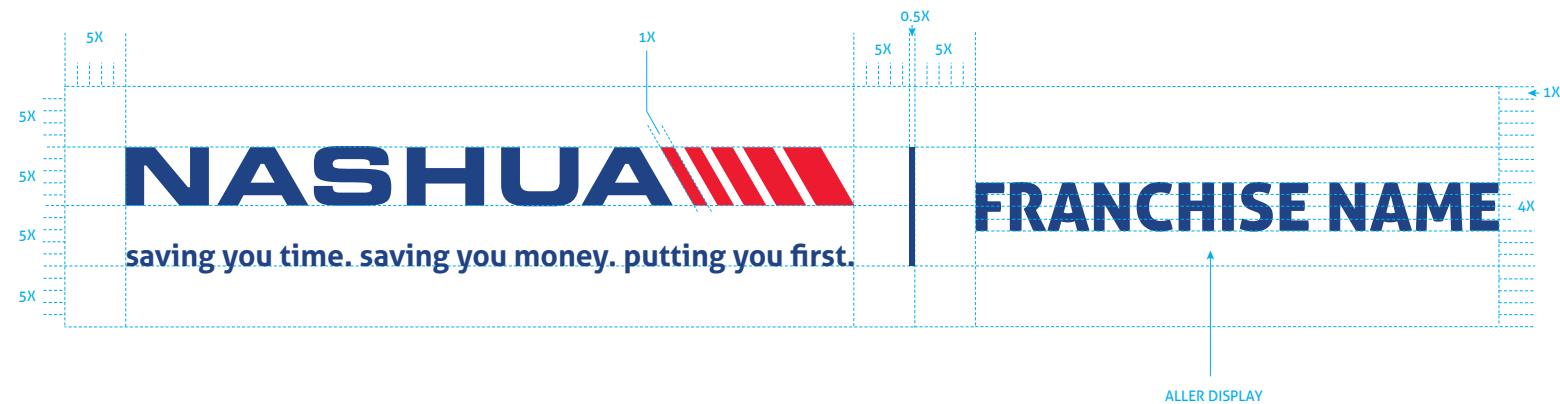
**NASHUA** 

saving you time. saving you money. putting you first.

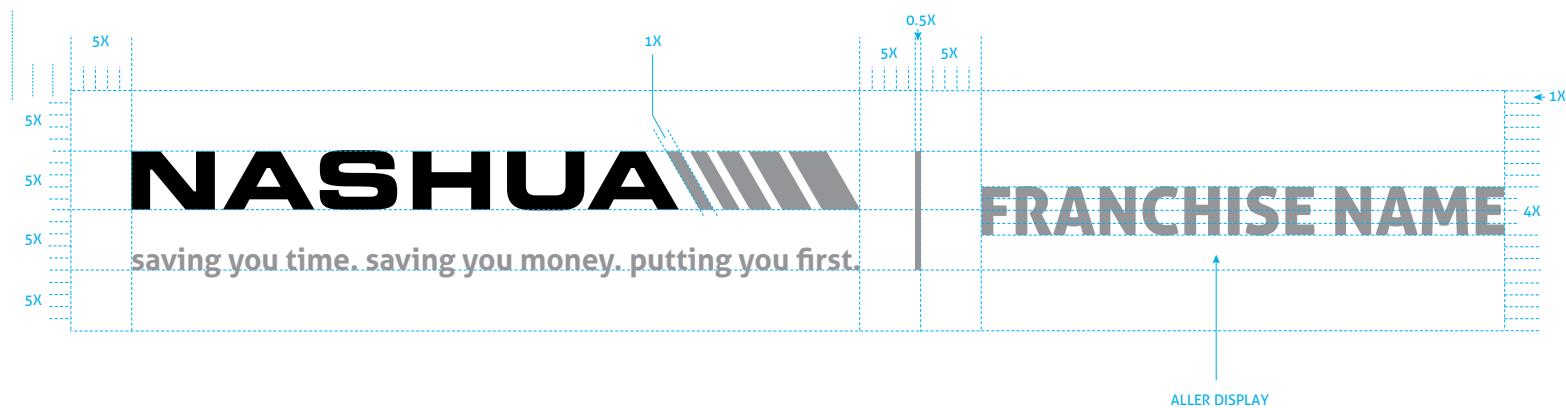
**FRANCHISE NAME**

## NASHUA FRANCHISE LOGO | POSITIVE

The unit of measure is based on the height of the first chevron in the logo.



## NASHUA FRANCHISE LOGO | BLACK AND WHITE



## NASHUA FRANCHISE LOGO | REVERSED OUT

---

The positive logo must be regarded as the primary logo. Where the positive logo cannot be reproduced legibly, a reversed out option of the logo must be used against a background of the Nashua blue.



## PRIMARY NASHUA FRANCHISE LOGO | MINIMUM SIZE

A minimum size of all logo formats must be observed to ensure legibility and line integrity.

**Print:** The logo size is based on a minimum width of the logo and may not be reproduced any smaller than the minimum size of 40mm.

**Video:** The logo size is based on a minimum height of the logo and may not be reproduced any smaller than the minimum size of 30 pixels.

PRINT LOGO ONLY:



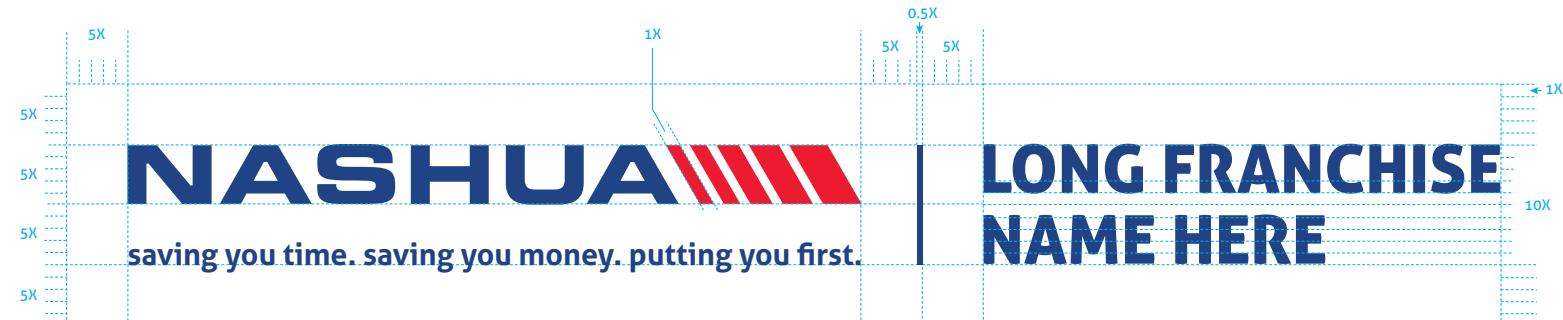
VIDEO:



## NASHUA FRANCHISE LOGO | POSITIVE | LONGER DESCRIPTOR

Under exceptional circumstances the Nashua Franchise logo may appear with the payoff line as shown. Permission must be sought from the Marketing and Communications department prior to production, for use of this logo configuration.

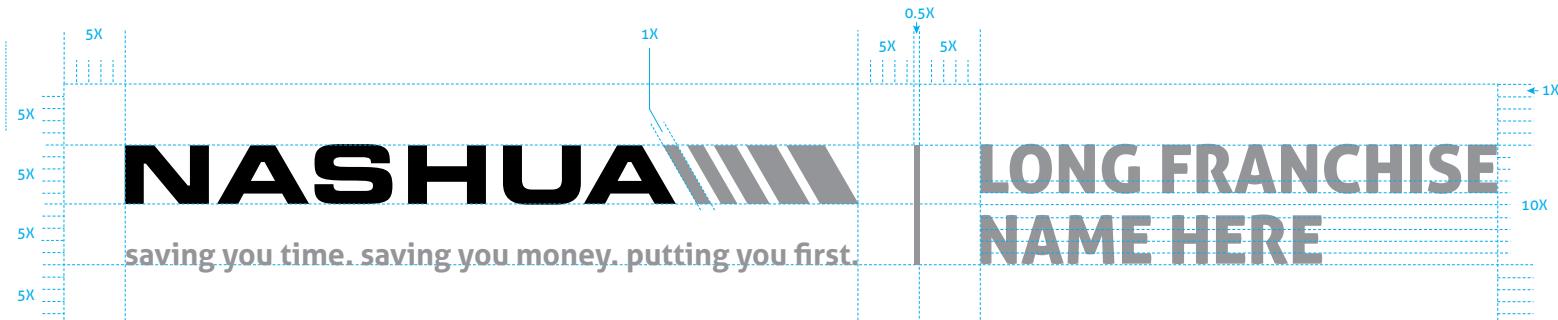
The unit of measure is based on the height of the first chevron in the logo.



## NASHUA FRANCHISE LOGO | NEGATIVE | LONGER DESCRIPTOR

Under exceptional circumstances the Nashua Franchise logo may appear with the payoff line as shown. Permission must be sought from the Marketing and Communications department prior to production, for use of this logo configuration.

The unit of measure is based on the height of the first chevron in the logo.



## PRIMARY LOGO | CORRECT AND INCORRECT USAGE

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The examples represent the incorrect usage of the Nashua logo. These rules apply to both the Nashua Corporate logo and the Nashua Franchise logo. These examples apply to all logo formats. The Nashua logo may not be combined with or used in conjunction with any other brand's logo.

### ✗ **NASHUA**

Never scale separate parts of the logo individually.  
Always scale the logo and payoff line or logo and franchise name as a unit.

### ✗ **NASHUA**

Never try to alter the logo by moving the brand-mark to the top, bottom or right-hand side.

### ✗ **NASHUA**

Never reproduce the logo in non-approved colours.

### ✗ **NASHUA**

Never reproduce the logo as a tint, desaturated or as a screen.

### ✗ **NASHUA**

Never add a drop shadow or bevel to the signature.

### ✗ **NASHUA**

Never apply a gradient, regardless of the colour, to the signature.

### ✗ **NASHUA**

Never stretch or alter the logo's proportions.

### ✗ **NASHUA**

Never attempt to flip or rotate any element of the logo.

### ✗ **NASHUA**

Never attach anything to the logo.

### ✗ **NASHUA**

Never obscure the signature by placing it on text or any other background elements.

## STATIONARY SPECIFICATIONS

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Brand expression is the source of inspiration for our Nashua Stationary. Within this section we have outlined and visually demonstrated how to use and execute the stationary consistently in order to maintain our brand personality.

The consistency of the organisational stationary is very important because it says so much about our organisation. It is often the most visible aspect of our corporate communications and the way our stationary is seen by others can greatly influence the way we are perceived.

This corporate identity manual provides examples of how to execute the stationary using the Nashua look and feel.

Franchise/franchisee information to be included only on stationary (business cards, letterheads, emails etc) as part of the name and address detail and legal requirements (Trading as etc). The business stationary is to be expressed through: letterheads, compliment slips, folders, envelopes, note pads, email signatures.

ELEMENT	SIZE	PAPER STOCK	GSM	COLOUR
Letterhead	210x297mm	Opal Pure White Wove	90gsm	CMYK
Compliment slip	210x99mm	Opal Pure White Wove	90gsm	CMYK
Business Card	90x55mm	Brilliant White Matt Matt laminate (both sides)	300gsm	CMYK
Folders	Various	Brilliant White Matt	300gsm	CMYK
Envelopes	DL	Cartridge	90gsm	CMYK
Envelopes	C5	Cartridge	90gsm	CMYK
Envelopes	C4	Cartridge	90gsm	CMYK
Envelopes	B4	Cartridge	90gsm	CMYK
Memo pads	148x210mm	Cover: Brilliant White Gloss Inside: Nashua White Bond	135gsm 80gsm	CMYK CMYK

## GREEN LOGO

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In the green scheme of things, Nashua's brand initiative recognises and understands the need to reduce environmental impacts and contribute to the sustainability of our planet's resources.



**green**  
printing

## GREEN LOGO | DYNAMIC RELATIONSHIP

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The GREEN logo has been crafted from the Nashua cell visual language. The logo should be used in a dynamic relationship to the Nashua logo, preferably on the reverse side or last page of an application.



## TYPOGRAPHY

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Font consistency is an important visual cue that will reinforce the Nashua brand.

Aller Font Family is the mandatory primary font for all printed materials and correspondence.

# Aller Font Family:

**Outsource**  
Document management and printing functions  
**MANAGED DOCUMENT SERVICES**

is an approach that analyses all of an organisation's processes and workflows for handling documents.

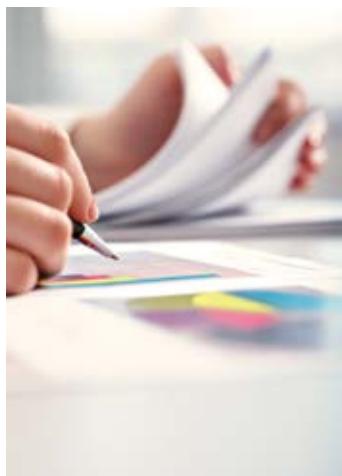
## PHOTOGRAPHY

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The Nashua Photographic style is crisp, clear and contemporary. The light is clean and uncomplicated. The inclusion of gloss finishes and the concept of transparency is a visually unifying device.



Hardware images are deepetched



## COLOUR PALETTE | PRIMARY COLOUR PALETTE

The following provides specifications for the use of the Nashua colour palette:



Nashua Blue

Pantone® 287C

CMYK

c 100  
m 80  
y 0  
k 20

RGB

r 2  
g 63  
b 136

HEX

r -  
g -  
b -

Vinyl

-



Nashua Red

Pantone® 1788 C

CMYK

c 0  
m 100  
y 90  
k 0

RGB

r 237  
g 27  
b 47

HEX

r -  
g -  
b -

Vinyl

-



Nashua Grey

Pantone® Cool Grey 7 C

CMYK

c 0  
m 0  
y 0  
k 50

RGB

r 147  
g 149  
b 136

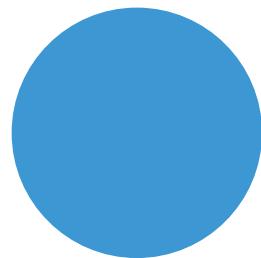
HEX

r -  
g -  
b -

Vinyl

-

## COLOUR PALETTE | SECONDARY COLOUR PALETTE



Pantone® 7688C

## CMYK

c 71  
m 28  
y 0  
k 0

## RGB

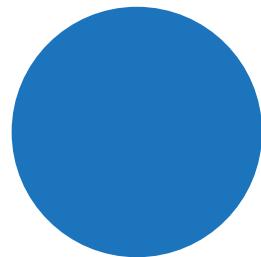
r - 60  
g - 151  
b - 211

## HEX

r -  
g -  
b -

## Vinyl

-



Pantone® 7461C

## CMYK

c 85  
m 50  
y 0  
k 0

## RGB

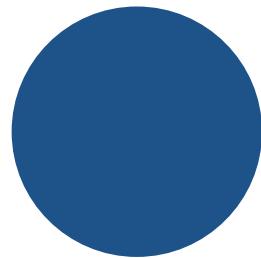
r - 27  
g - 117  
b - 187

## HEX

r -  
g -  
b -

## Vinyl

-



Pantone® 7686C

## CMYK

c 95  
m 73  
y 20  
k 5

## RGB

r - 30  
g - 82  
b - 138

## HEX

r -  
g -  
b -

## Vinyl

-



# VISUAL LANGUAGE

To establish overall principles and visual direction for corporate collateral design, building on and moving beyond the Nashua logo.

## A Broader Visual Language

It establishes our visual voice, the set of design elements that works together to identify us, even when at times our logo might not be present

THE VISUAL LANGUAGE SHOULD NEVER BE PROMINANT BUT SHOULD ALWAYS BE VISIBLE. IT IS USED TO EMPHASISE, NOT DETRACT FROM THE MESSAGE.



## **RATIONALE OF THE VISUAL LANGUAGE**

The approach of developing a unique visual language

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**GRAPHIC DEVICE | RATIONALE AND INSPIRATION**

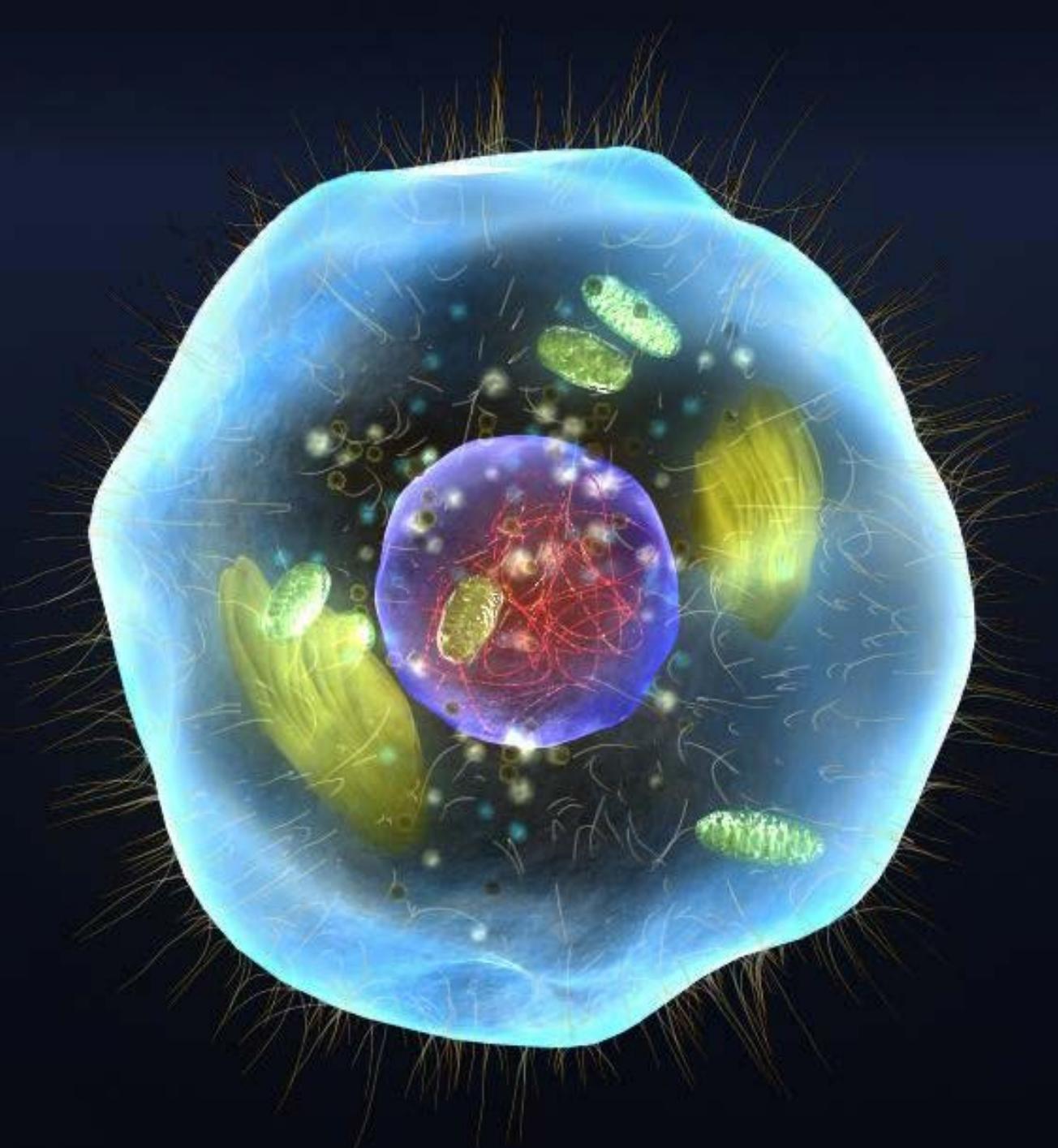
---

## KEY FACTOR

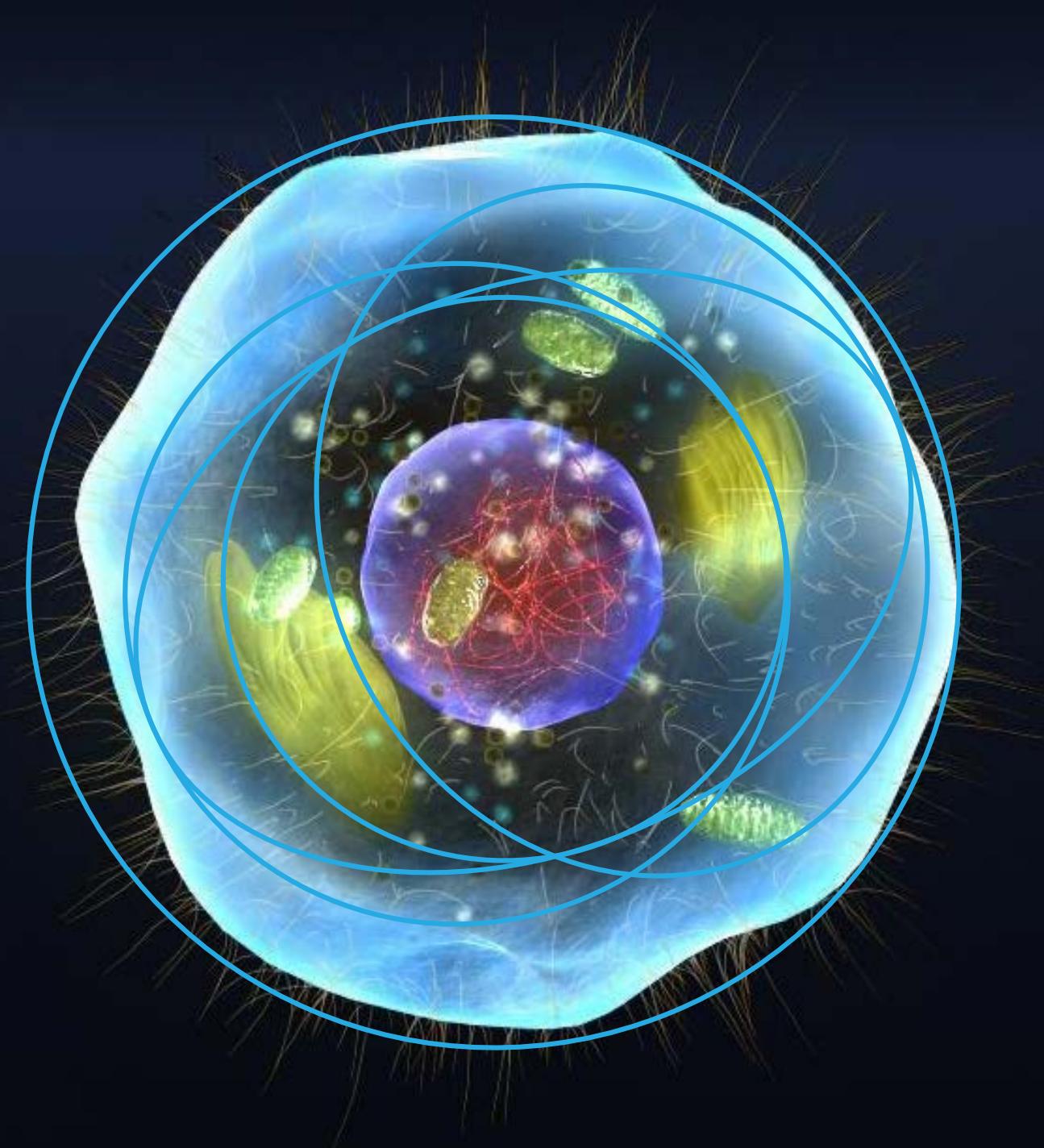
MDS covers the whole document lifecycle, including capture, management, indexing, output and archiving.

## VISUAL LANGUAGE BIG IDEA: LIFE CYCLE

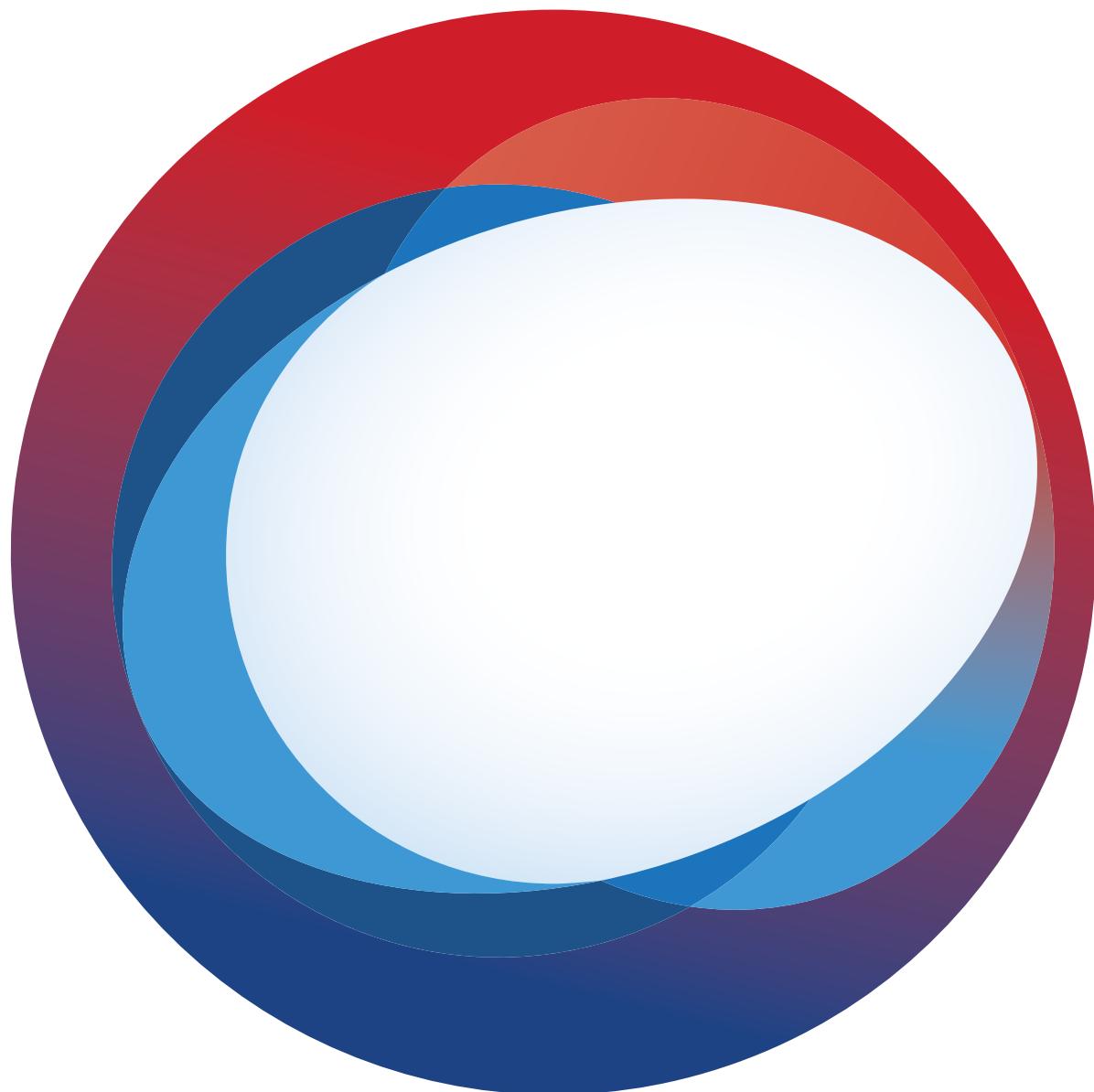
The beginning of a Life Cycle starts with a single cell.



**A BEGINNING**



## THE WIREFRAME - EVOLUTION

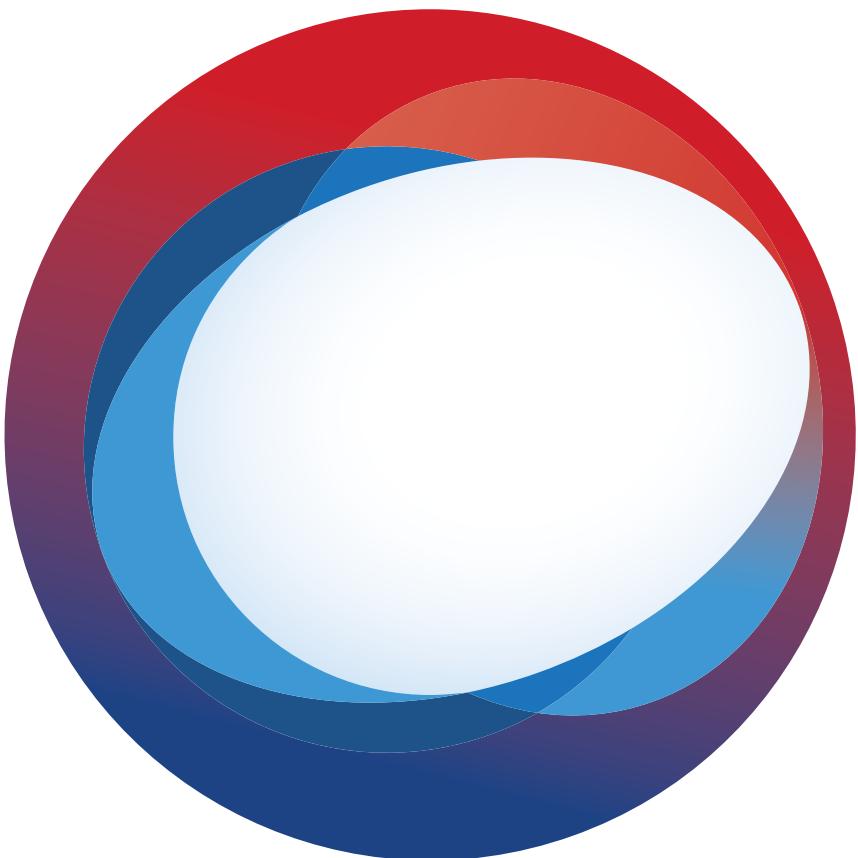


# THE CELL

## GRAPHIC DEVICE | APPLICATION

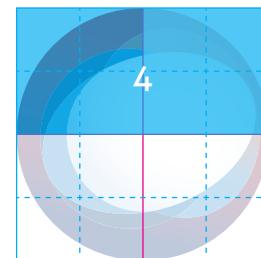
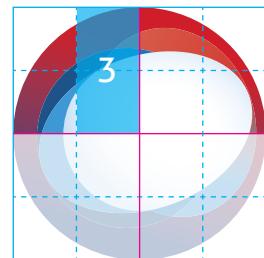
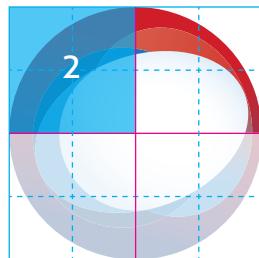
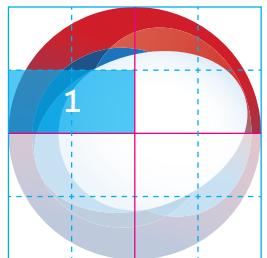
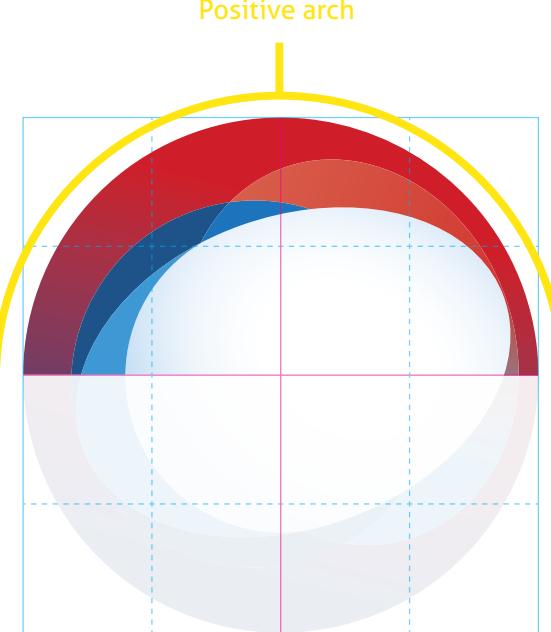
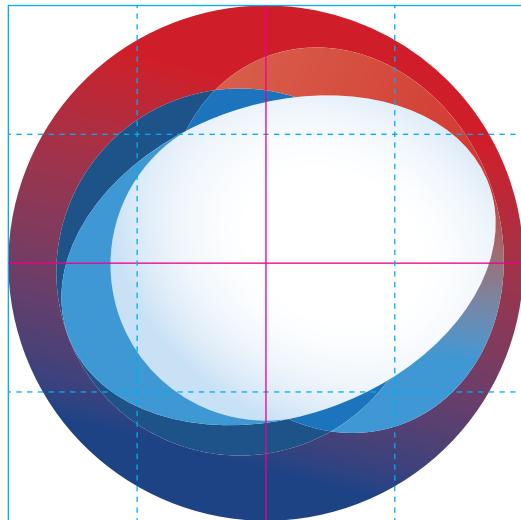
---

The graphic device is taken from the cell and used as a design element. It may be applied in isolation or cropped. When cropped, it may have only be used as instructed on page ... Images may also be pasted inside the cropped graphic device. When cropped the graphic device may be used as a mirror image. Do not distort, stretch or alter the shape of the curves of the graphic device when enlarging, reflecting and cropping. You may only use the official artwork supplied in digital format.



## GRAPHIC DEVICE | CROPPING SYSTEM

Cell split in 4 and each split in 4 again. The crop system will use the positive arch of the cell. Using this area will retain consistency through all levels of the business. For the sake of simplicity 4 ideal crops have been chosen. The crop must always have a positive arching movement.

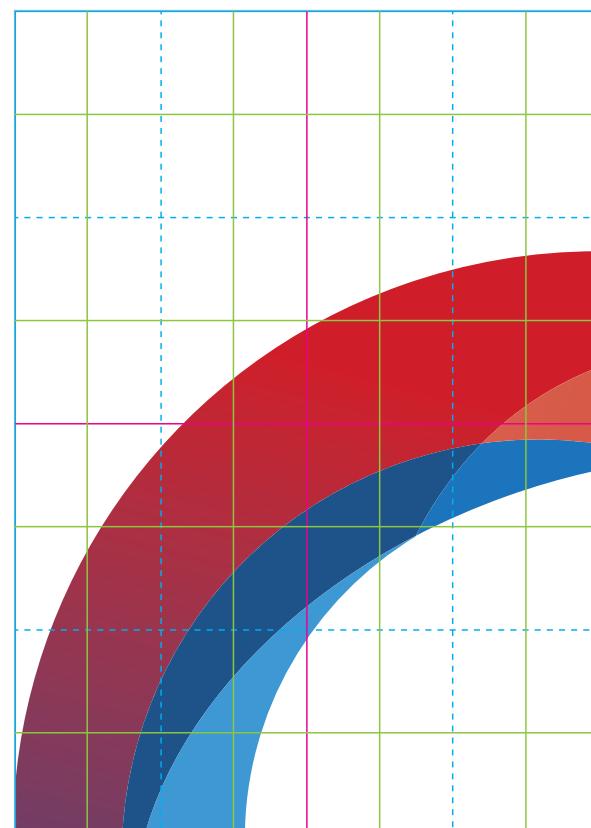
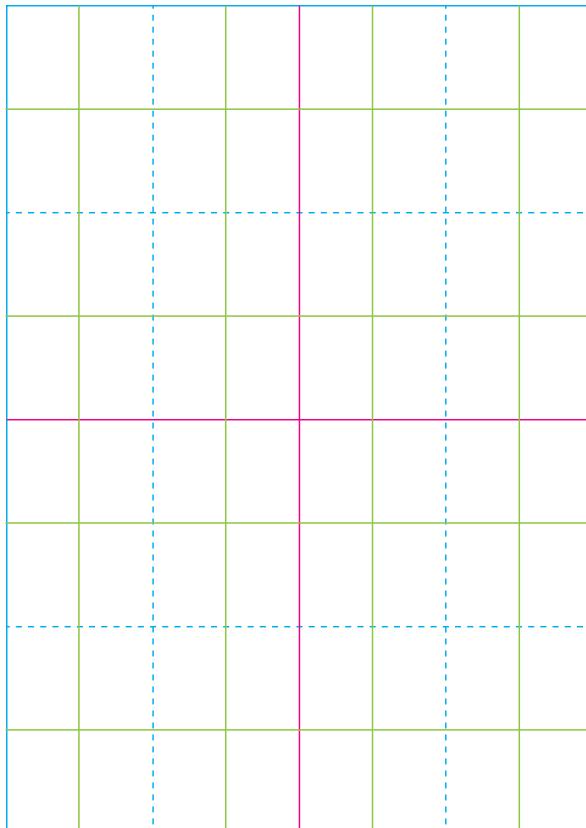


## PAGE GRID | SIXTEENTHS GRID

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An equal grid, based on sixteenths, is a simple, yet effective way of organising information and creating consistency. It is flexible and works across all formats. The branding area (the area where the corporate signature is positioned) varies.

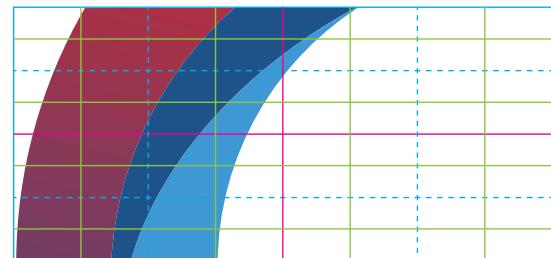
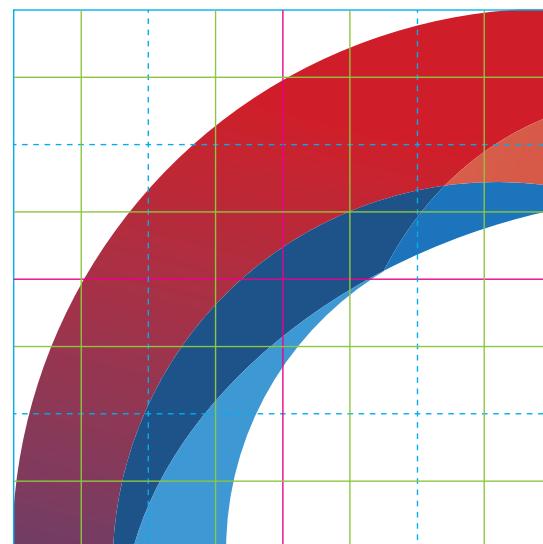
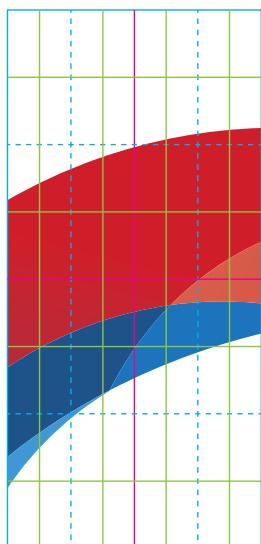
Simply divide the page in half, then divide each half in half again until the page is split up into eight equal parts. Each segment may be sub-divided once more (to create sixteenths). Thereafter segments are divided equally as needed.



## PAGE GRID | CROPS

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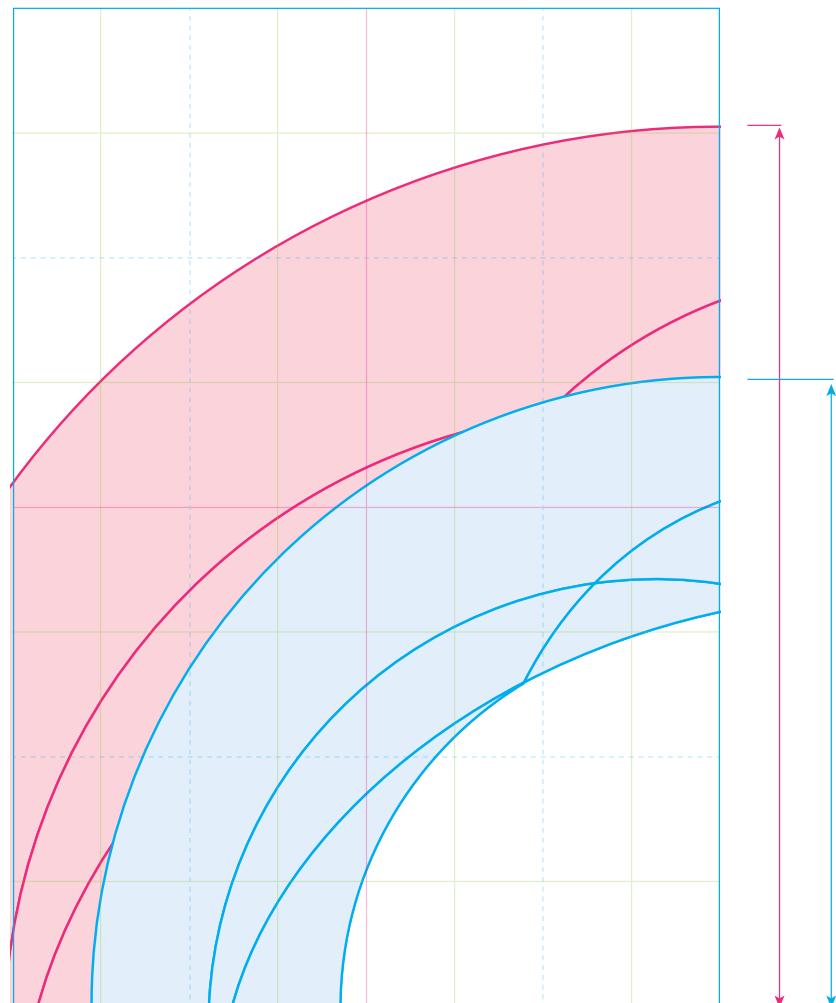
The grid system applies to all cropping scenarios.



## PAGE GRID | FLEXIBILITY

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The system is flexible and allows the graphic device to be scaled up and down within the page layout



## PAGE GRID | LAYOUT EXAMPLES

The system is flexible and allows the graphic device to be scaled up and down within the page layout. The crops can be reflected to create a symmetrical layout.

EXAMPLE 1

WITH IMAGE



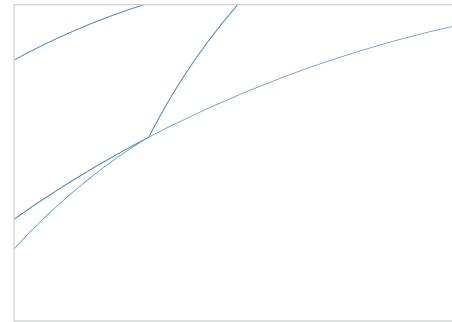
WITHOUT IMAGE



WIRE FRAME



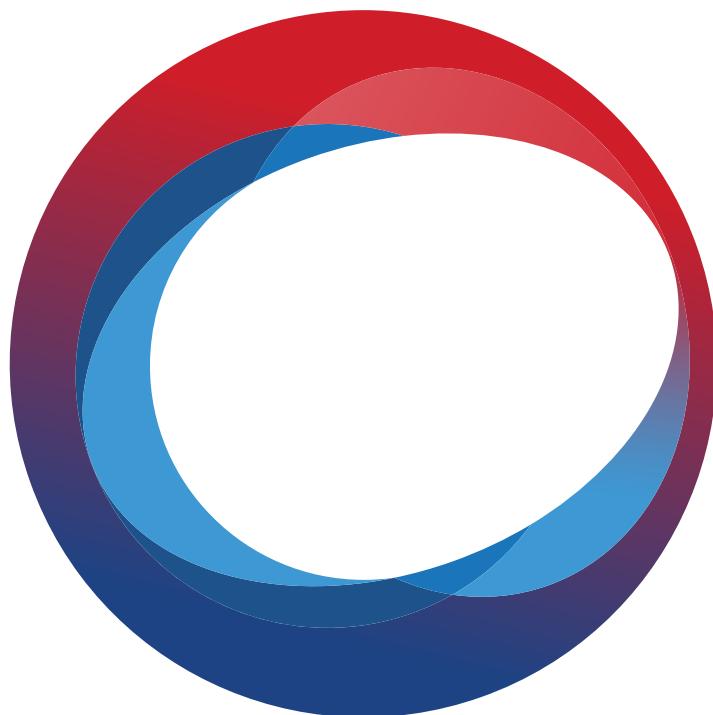
EXAMPLE 2



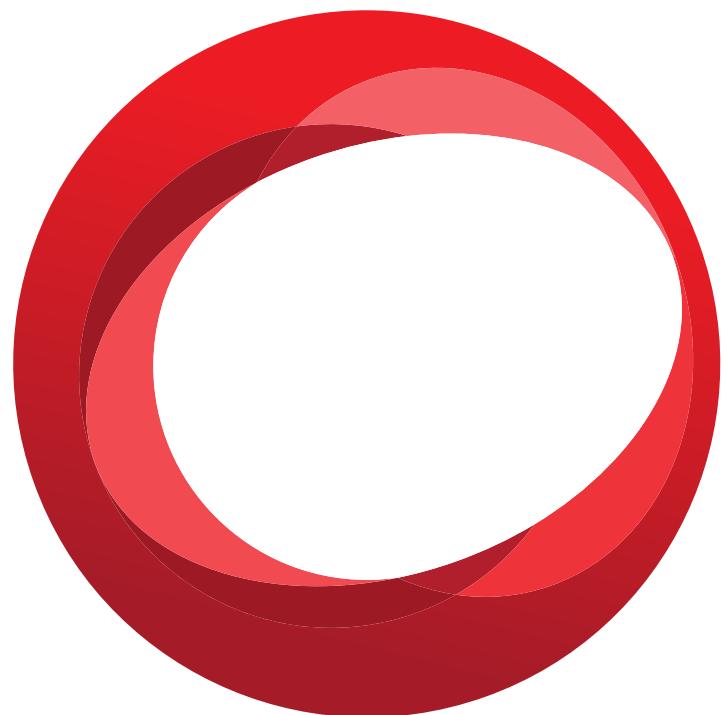
## VISUAL LANGUAGE | CELL DIFFERENTIATION

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Each section derives from the mother brand to give each section its own personality.



MOTHER BRAND



SOFTWARE

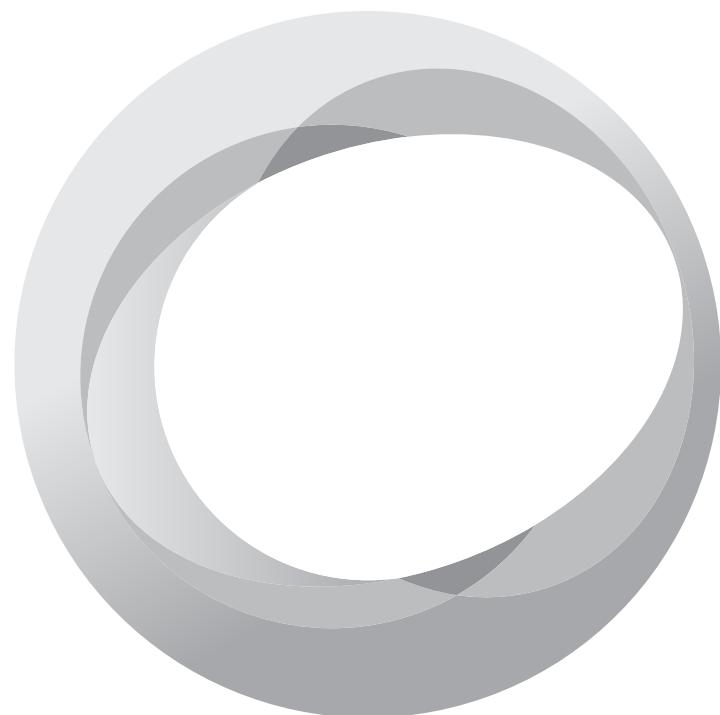
## VISUAL LANGUAGE | CELL DIFFERENTIATION

---

Each section derives from the mother brand to give each section its own personality.



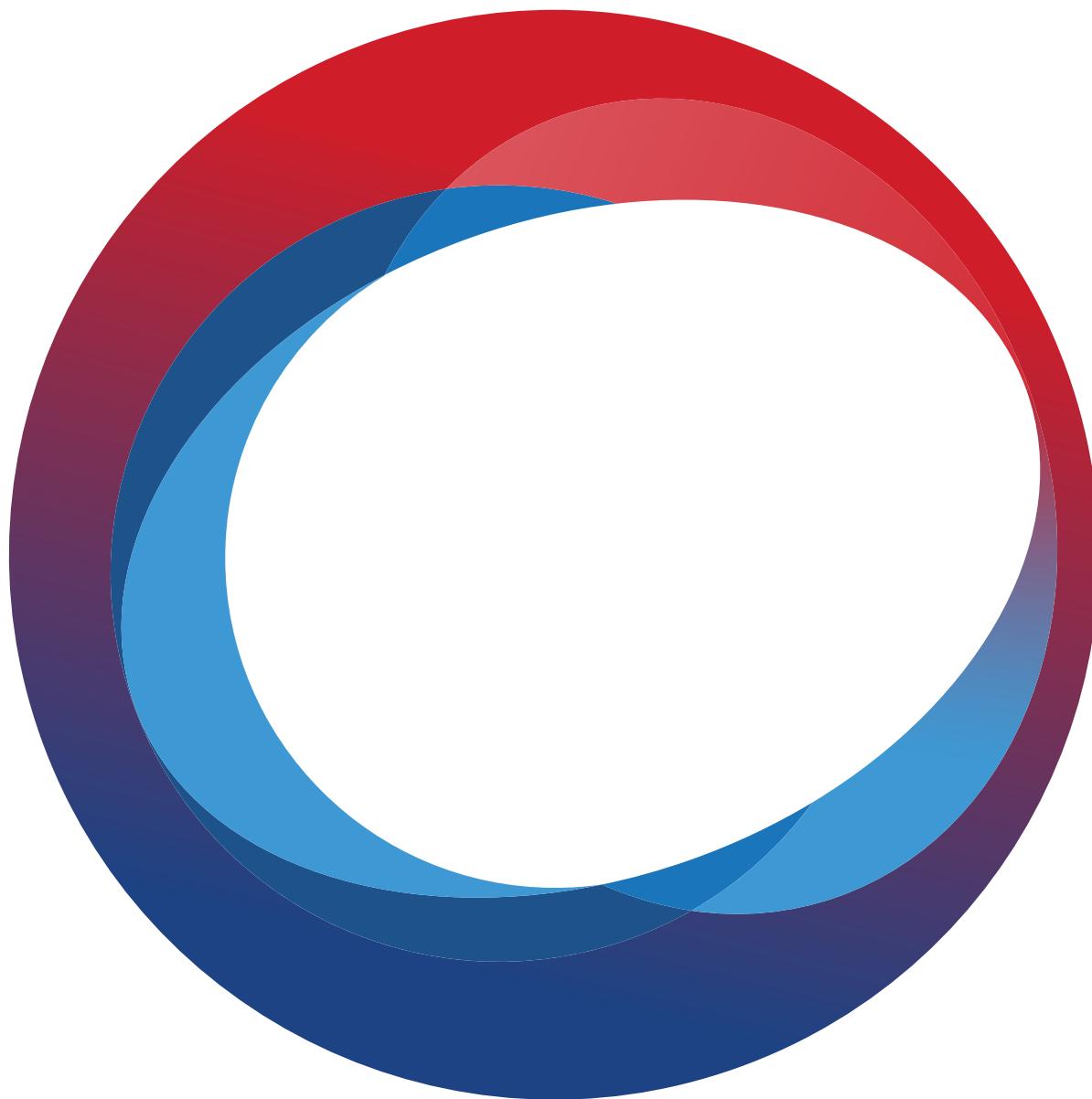
HARDWARE



CONSUMABLES

## VISUAL LANGUAGE | MOTHER BRAND

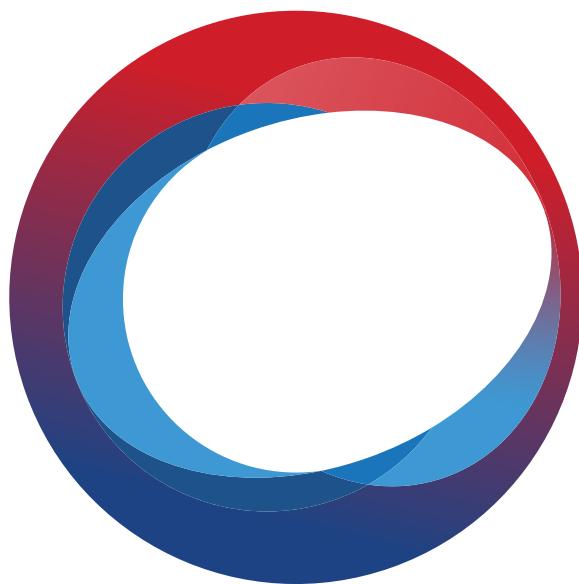
---



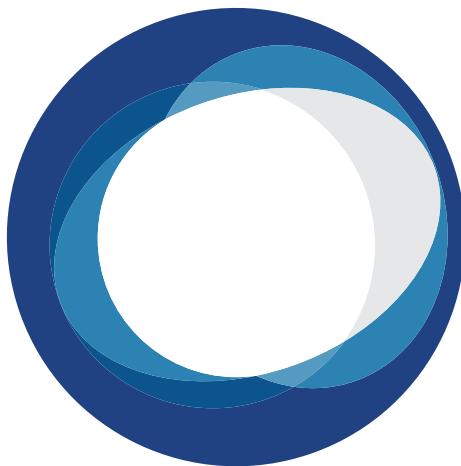
MOTHER BRAND

VISUAL LANGUAGE | BRAND ARCHITECTURE

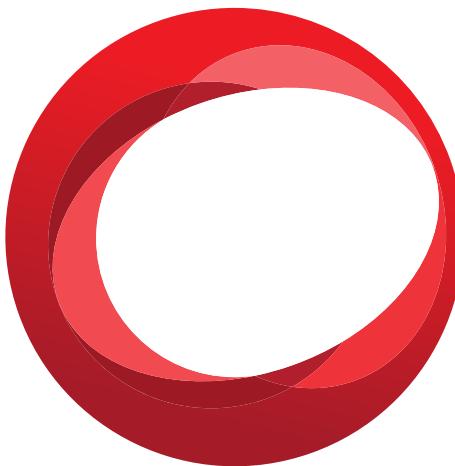
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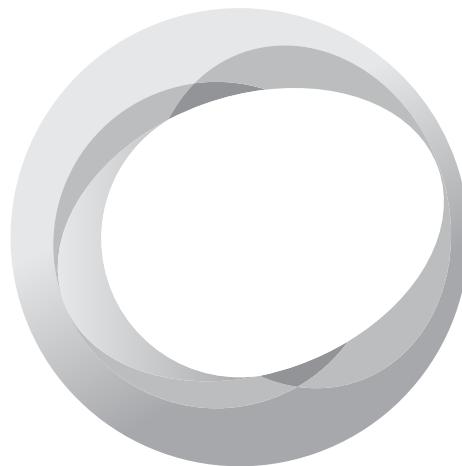
MOTHER BRAND



HARDWARE



SOFTWARE



CONSUMABLES



## STATIONARY

The Nashua Stationary has been selected to express the qualities of the corporate identity of strength and modern. When used consistently it creates a powerful and instantly recognisable typographic style.

## BUSINESS CARD

Name and designation: 6pt Aller Bold (blue). Body copy: 6pt Aller Regular (grey).

URL: 6pt Aller Regular (grey).



## BUSINESS CARD

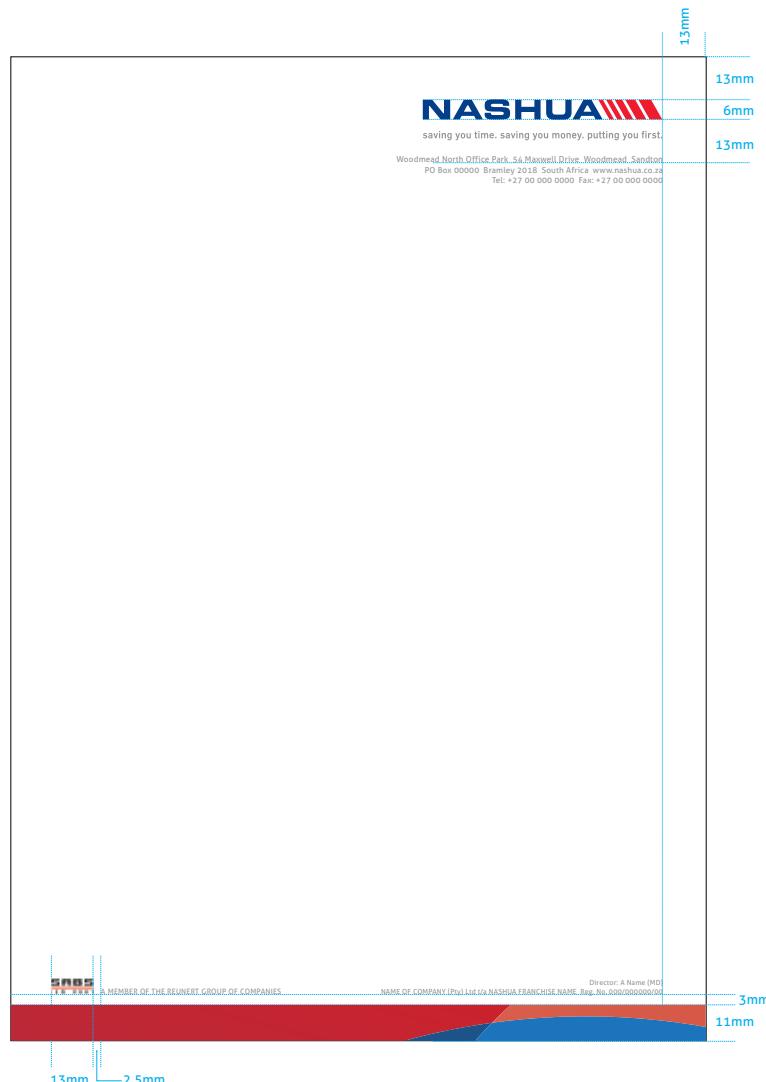
Name and designation: 6pt Aller Bold (blue). Body copy: 6pt Aller Regular (grey).  
URL: 6pt Aller Regular (grey). Spot varnished logo on back.

BACK



## NASHUA CORPORATE LETTERHEAD

Aller is the specified typeface for both print and PC use.



**Address details:**

7pt Aller Regular caps over  
9pt leading +25 tracking.

Details separated by double  
space. URL in 7pt Aller  
Regular l/c over 9pt leading.

**Directors and company  
registration details:**

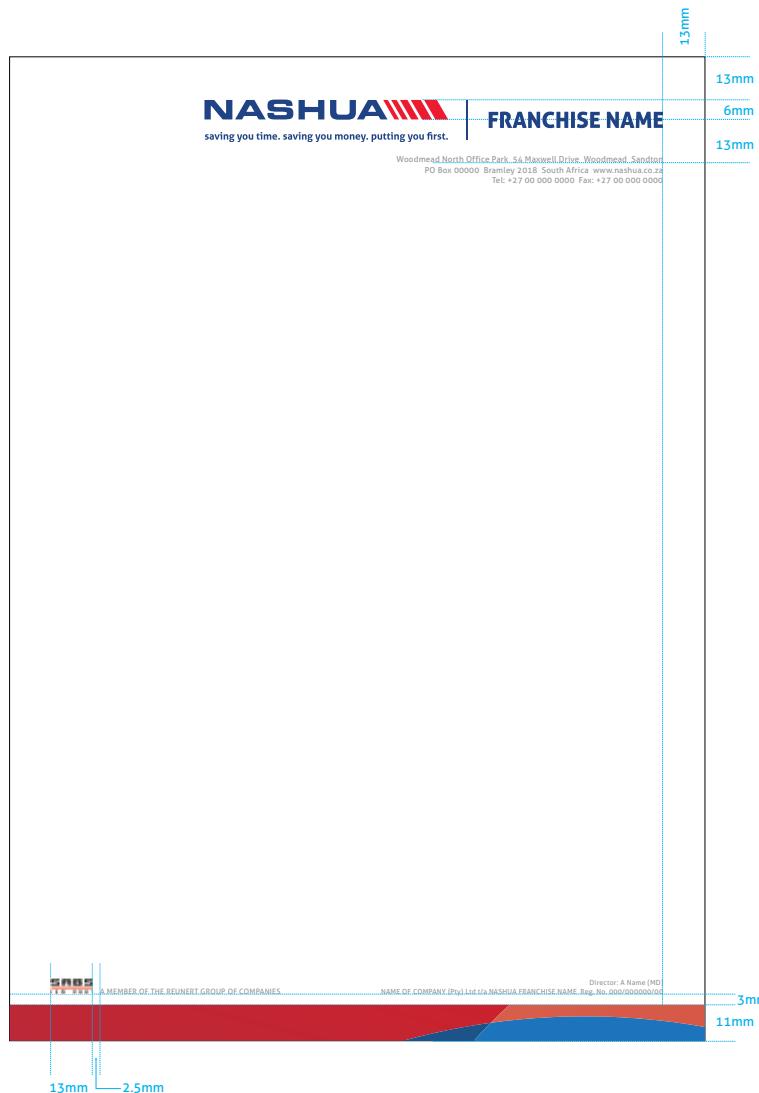
6pt Aller Regular caps over  
8pt leading with +25 tracking.

Directors are always on  
separate line from the company  
registration details. Commence  
directors with the managing  
director, thereafter names to  
follow in alphabetical order.

**Recipient address and body  
copy to be set in Aller Regular,  
ideally between 9pt and 12 pt.**

## NASHUA FRANCHISE LETTERHEAD

Aller is the specified typeface for both print and PC use.



Address details:

7pt Aller Regular caps over 9pt leading +25 tracking.

Details separated by double space. URL in 7pt Flama Medium l/c over 9pt leading.

Franchise name:

10pt Aller Regular

Directors and company registration details:

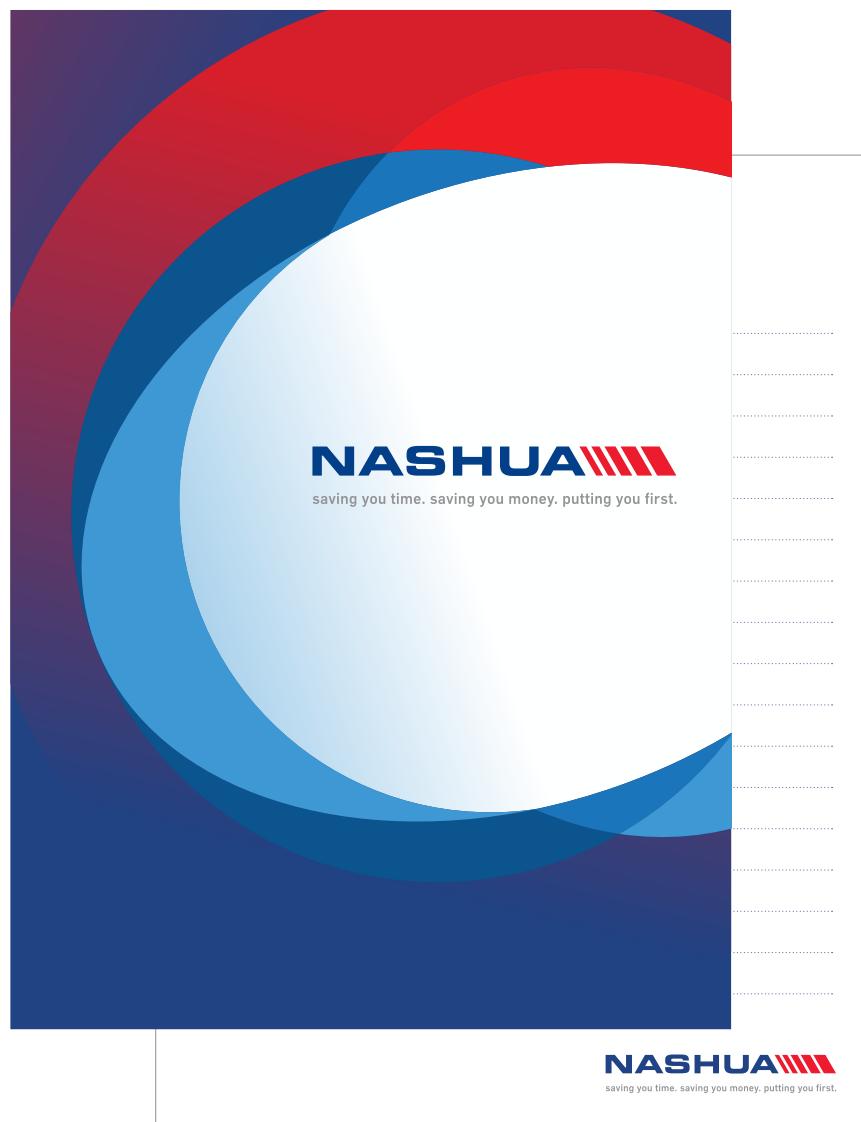
6pt Aller Regular caps over 8pt leading with +25 tracking.

Directors are always on separate line from the company registration details. Commence directors with the managing director, thereafter names to follow in alphabetical order.

Recipient address and body copy to be set in Aller Regular, ideally between 9pt and 12 pt.

NASHUA CORPORATE | MEMO PAD

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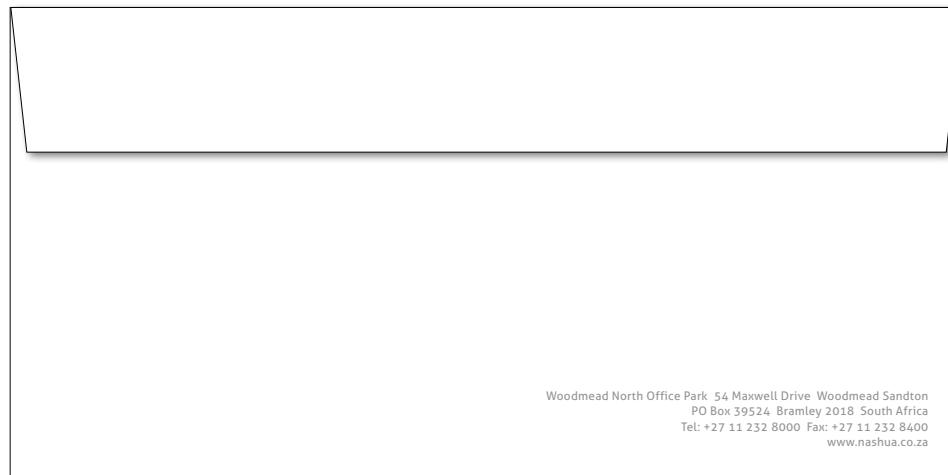
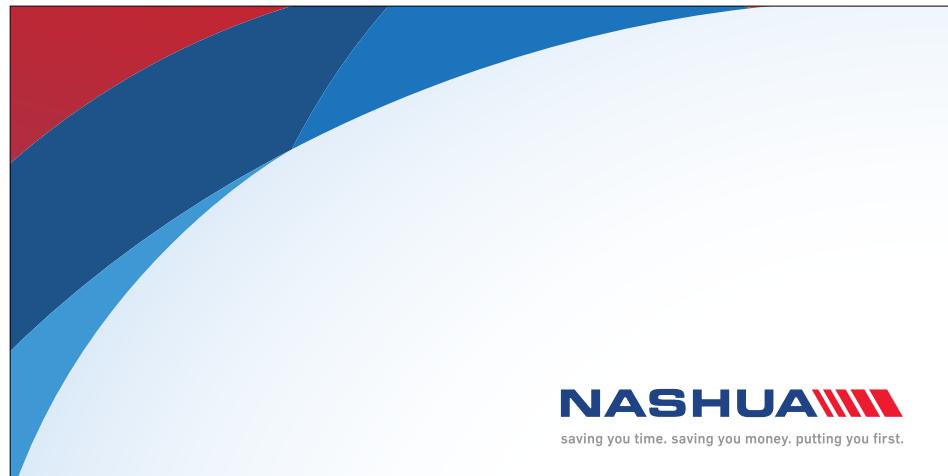
NASHUA FRANCHISE | MEMO PAD

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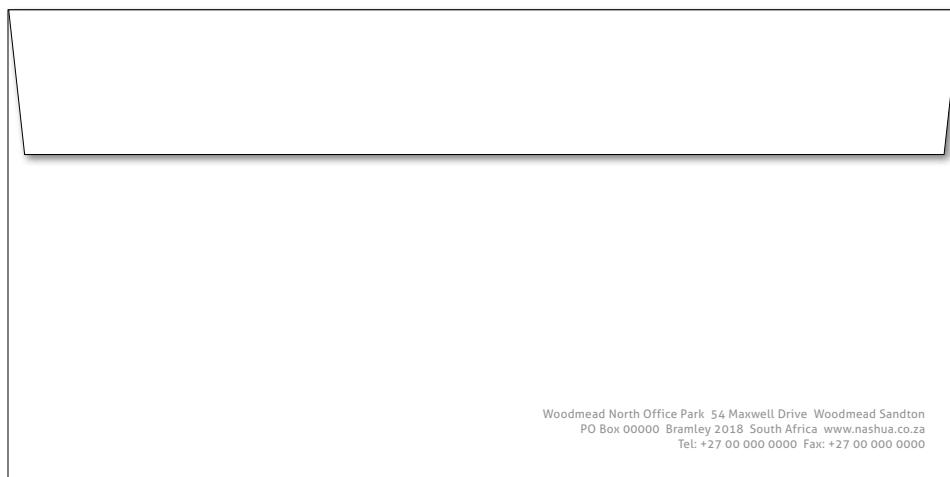
## DL STANDARD ENVELOPE

Address copy: Aller Regular, Size: 7pt.



## DL STANDARD ENVELOPE

Address copy: Aller Regular, Size: 7pt.



NASHUA CORPORATE EMAIL SIGNATURE

---

Body text in 6pt Aller Regular (grey)

Name and designation in 6pt Aller Bold (blue)

Address details in 6pt Aller Regular over 10pt leading (grey)

URL link: 6pt Aller Regular (blue)

A MEMBER OF THE REUNERT GROUP OF COMPANIES:

4pt Aller Regular(grey)



NASHUA FRANCHISE EMAIL SIGNATURE

---

Body text in 6pt Aller Bold (grey)

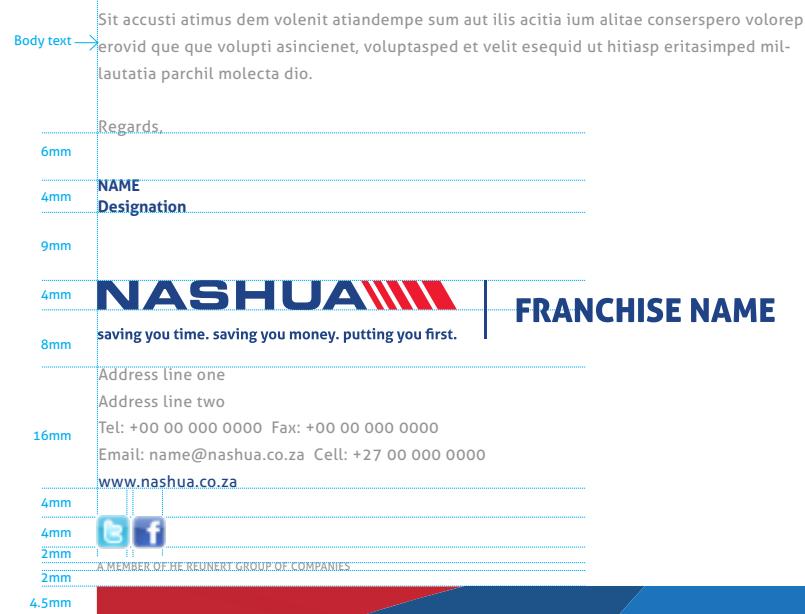
Name and designation in 6pt Aller Bold (blue)

Address details in 6pt Aller Regular over 10pt leading (grey)

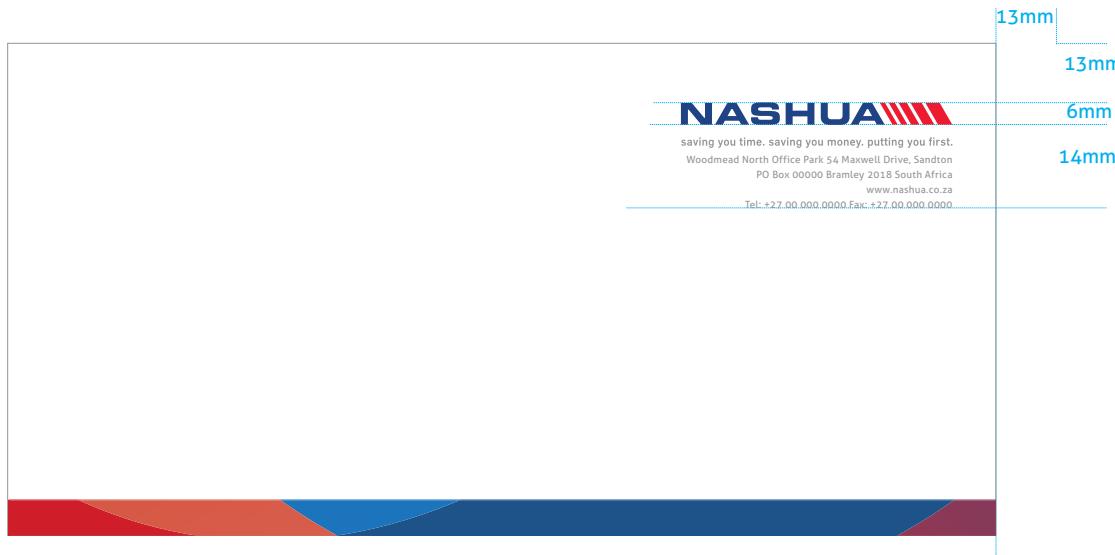
URL link: 6pt Aller Regular (blue)

A MEMBER OF THE REUNERT GROUP OF COMPANIES:

4pt Aller Regular(grey)



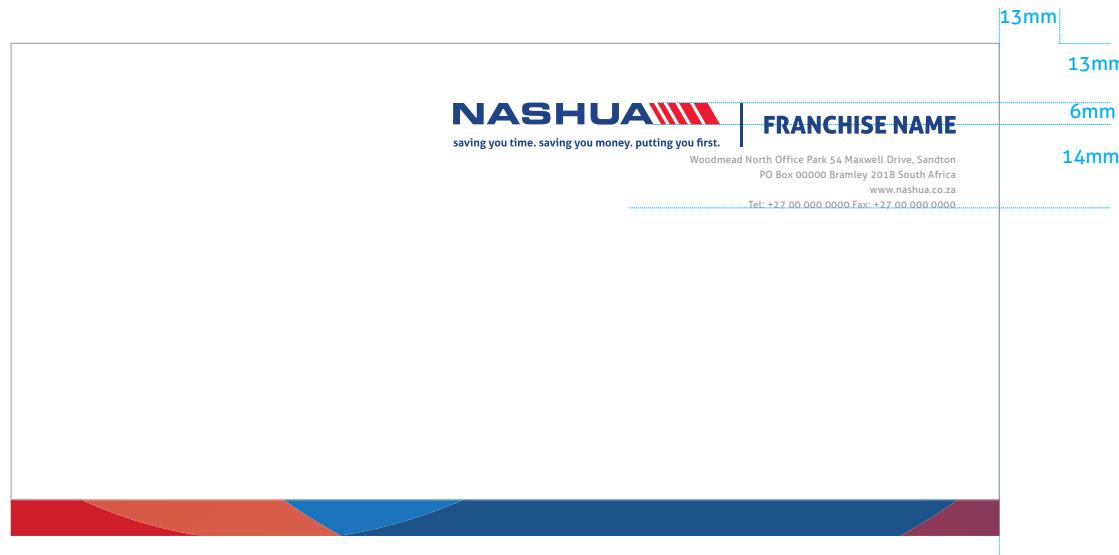
## COMPLIMENT SLIP



Address details:

7pt Aller Regular caps over 9pt leading with +25 tracking. Details separated by double space. URL in 7pt Aller Regular l/c over 9pt leading.

## COMPLIMENT SLIP



## Address details:

7pt Aller Regular caps over 9pt leading with +25 tracking. Details separated by double space. URL in 7pt Aller Regular l/c over 9pt leading.

## STATIONARY | GENERIC BRANDING | CI WALLET



## STATIONARY | GENERIC BRANDING | DL WALLET



STATIONARY | GENERIC BRANDING | TEAR DROP

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## STATIONARY | GENERIC BRANDING | A FRAME

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STATIONARY | GENERIC BRANDING | PULL-UP BANNER

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**NASHUA**

saving you time. saving you money. putting you first.



STATIONARY | GENERIC BRANDING | PULL-UP BANNER

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## STATIONARY | GENERIC BRANDING | TENT CALENDAR



## STATIONARY | GENERIC BRANDING | DESK CALENDAR



# JANUARY 2014



FIND US ON THE WEB  
 Facebook: Nashua  
 Twitter: @nashua\_solutions  
[www.nashua.co.za](http://www.nashua.co.za)



## **VISUAL TOOLKIT**

The visual toolkit consists of a number of elements which make up the Nashua visual language. This toolkit reinforces the brand by enabling one to apply the Nashua visual identity to any application. Each of the separate elements of the visual toolkit may be used in various combinations to bring the Nashua brand to life.

## VISUAL TOOLKIT | MOTHER BRAND

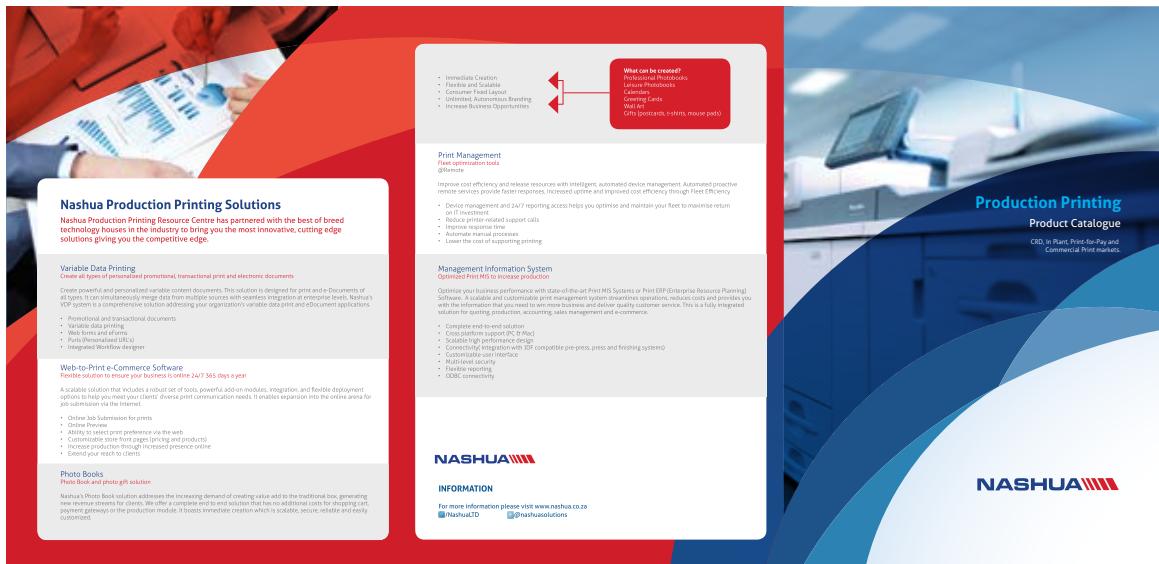
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MDS and Software brochure covers. MDS incorporating the Mother Brand Cell Visual language and the Software incorporating the Red Cell.



## VISUAL TOOLKIT | MOTHER BRAND

Product Brochure incorporating both Hardware and Software sections.



## VISUAL TOOLKIT | SOFTWARE



## Nashua Centralised Project Management Office

## A fresh approach to project management

Nashua Limited's centralised project management office (PMO) assists Nashua franchises to deliver large-scale solutions to clients situated in each franchise's service regions.

The solutions that Nashua's PMO can assist a franchise to roll-out include simple office automation projects, managed print services (MPS) implementations, and more complex digital solutions such as e-forms, document workflows, archiving and more.

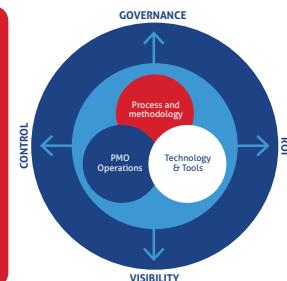
From kick-off to close-out, Nashua's PMO works together with each franchise to deliver projects on time and within budget – helping build long-lasting relationships with clients, that are based on quality service.

## Why centralise all Nashua's projects?

Franchises benefit from the experience and valuable skills-transfer of the Nashua PMO, and in turn, Nashua Limited ensures that all our many clients across southern Africa enjoy a Nashua solution that is consistent, robust and familiar to them.

## Benefits

- ✓ **One approach:** a common methodology and standard of quality across all Nashua's projects, from the initial project definition workshop to the final close-out report.
- ✓ **More opportunities:** with all projects logged in a single database, Nashua Limited and its franchises will know what services are being delivered where, to which customers, helping Nashua spot upcoming opportunities.
- ✓ **Knowledge is power:** a centralised PMO fosters an even greater sense of community and cooperation between Nashua franchises when delivering projects.
- ✓ **Resource management:** more control over resource planning, scheduling and performance monitoring.
- ✓ **Improved communication:** between Nashua Limited and Nashua franchises (including escalations for problem



## What the Nashua PMO offers

- Centralised registration, assigning each new project a project name / number.
- Nashua PMO resources will be assigned to assist franchise project managers.
- Franchise project managers will be trained to ensure that they are equipped with the skills and tools needed to manage complex projects.
- Access to Nashua Limited's official project documentation.
- The PMO will facilitate requests to Nashua Limited from the franchise channel, such as the need for due diligence, training, and implementation and management of service level agreements (SLAs).
- Nashua PMO resources will attend project steering meetings on approved, registered projects.
- Frequent strategy sessions will be hosted with franchise project managers, where past project experiences and lessons learned will be shared.
- There will be monthly report to senior management within the franchises, departments and business units on the progress and performance of the relevant project manager.
- Thought leadership and industry articles will be circulated to franchise project managers by the Nashua PMO.
- A web link will be made available where registered users, such as franchise project managers, will have rights to access all updates on the relevant projects.
- The Nashua PMO will sign-off all registered projects, ensuring quality management.

## VISUAL TOOLKIT | CONSUMABLES



## VISUAL TOOLKIT | HARDWARE

**MP C3003SP**  
**MP C3503SP**

Copier Printer Facsimile Scanner

MP C3003SP 30 ppm  
MP C3503SP 35 ppm

**NASHUA**

**NASHUA**

Nashua Limited is not only a leading distributor of digital office automation and document output solutions in Southern Africa, but is also a leading provider in the marketplace in the Managed Document Solutions (MDS) field.

Nashua's MDS approach analyses an organisation's processes and document workflow. Working with Nashua can revolutionise the way your organisation manages information. Nashua's end goal is aimed at implementing workflow and information management solutions that reduce cost and complexity, thus improving operational effectiveness.

Companies that fully embrace the Nashua MDS measure can find that it serves as a potent catalyst for business and technology change. Greater enterprise value will accrue from enhanced controls, improved information quality and a more streamlined structure, thus resulting in huge cost savings and minimized complexities.

**Create a hyper-efficient workplace**

Transform your enterprise's office productivity with Nashua's MP C3003SP/MP C3503SP colour multifunction printers. Improve workflow efficiency through fast, high-quality printing and comprehensive paper handling features. Print image-rich documents in large numbers like a professional by making full use of their sophisticated colour management, terrific colour matching, and top-quality output.

- High image quality
- Versatile paper handling
- Fast and productive
- Versatile finishing options
- Environmentally responsible

## VISUAL TOOLKIT | HARDWARE





## SIGNAGE

When producing signage for display these guidelines should be followed accurately.

All signage artwork should be signed off by the Marketing and Communications department prior to production.

INTERNAL & EXTERNAL SIGNAGE | BLUE OR WHITE BACKGROUND

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## ONE COLOUR CUT OUT

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## VEHICLE LIVERY

When applying the logo to vehicles the badge should always be positioned wherever it optimizes the brand of Nashua, whether facing towards or at the back of the vehicle.

All Vehicle Livery artwork should be signed off by the Marketing and Communications department prior to production.

## VEHICLE LIVERY



## VEHICLE LIVERY



## VEHICLE LIVERY



## VEHICLE LIVERY







