

Corporate Identity Standards

Brand Guidelines for Nashua Corporate
and Nashua Franchise

NASHUA 

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

© 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

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



NASHUA CORPORATE LOGO | BLACK AND WHITE

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.



HOW TO USE THIS MANUAL	1	LOGO	3	VISUAL LANGUAGE	27	STATIONARY	43	VISUAL TOOLKIT	57	SIGNAGE	65	VEHICLE LIVERY	69	CONTACT DETAILS	74
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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



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NASHUA CORPORATE 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 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.

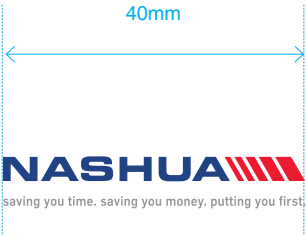
PRINT LOGO ONLY:



VIDEO:



PRINT LOGO WITH PAYOFF LINE:



HOW TO USE THIS MANUAL 1	LOGO 3	VISUAL LANGUAGE 27	STATIONARY 43	VISUAL TOOLKIT 57	SIGNAGE 65	VEHICLE LIVERY 69	CONTACT DETAILS 74
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NASHUA FRANCHISE LOGO | POSITIVE

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.



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NASHUA FRANCHISE LOGO | BLACK AND WHITE

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.



FRANCHISE NAME

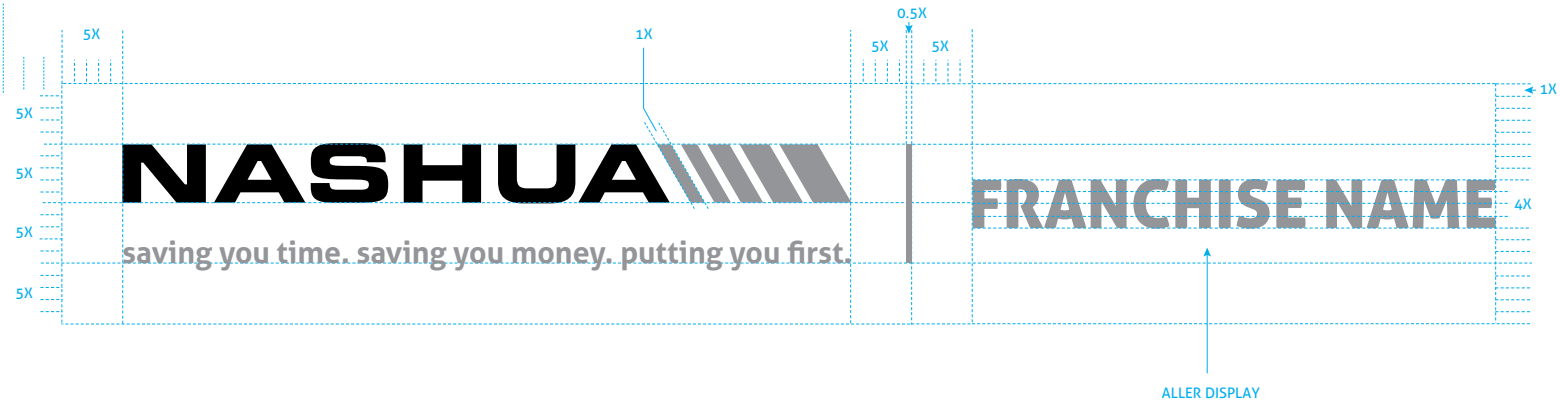
NASHUA FRANCHISE LOGO | POSITIVE

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



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NASHUA FRANCHISE LOGO | BLACK AND WHITE



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--------------------------	--------	--------------------	---------------	-------------------	------------	-------------------	--------------------

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:

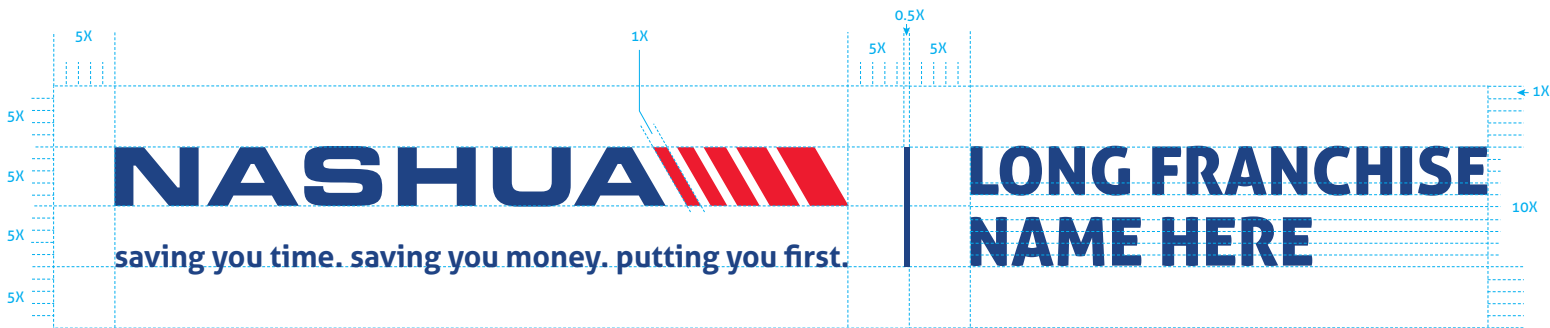


HOW TO USE THIS MANUAL	1	LOGO	3	VISUAL LANGUAGE	27	STATIONARY	43	VISUAL TOOLKIT	57	SIGNAGE	65	VEHICLE LIVERY	69	CONTACT DETAILS	74
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NASHUA FRANCHISE LOGO | POSITIVE | LONGER DESCRIPTOR

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.

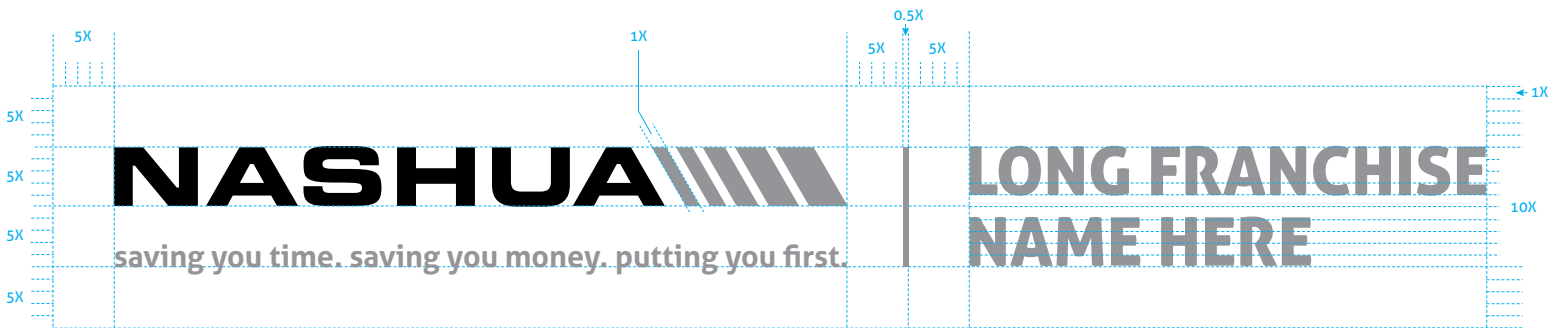


HOW TO USE THIS MANUAL	1	LOGO	3	VISUAL LANGUAGE	27	STATIONARY	43	VISUAL TOOLKIT	57	SIGNAGE	65	VEHICLE LIVERY	69	CONTACT DETAILS	74
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NASHUA FRANCHISE LOGO | NEGATIVE | LONGER DESCRIPTOR

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

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.



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



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



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



Never stretch or alter the logo's proportions.



Never reproduce the logo in non-approved colours.



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



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



Never attach anything to the logo.



Never add a drop shadow or bevel to the signature.



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

STATIONARY SPECIFICATIONS

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

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 planets resources.



green
printing

GREEN LOGO | DYNAMIC RELATIONSHIP

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

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

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:



Pantone® 287C	CMYK	RGB	HEX	Vinyl
	c 100	r 2	r -	-
	m 80	g 63	g -	
	y 0	b 136	b -	
	k 20			

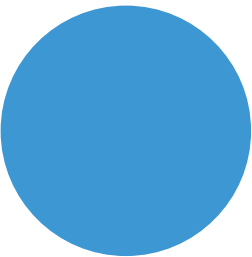


Pantone® 1788 C	CMYK	RGB	HEX	Vinyl
	c 0	r 237	r -	-
	m 100	g 27	g -	
	y 90	b 47	b -	
	k 0			



Pantone® Cool Grey 7 C	CMYK	RGB	HEX	Vinyl
	c 0	r 147	r -	-
	m 0	g 149	g -	
	y 0	b 136	b -	
	k 50			

COLOUR PALETTE | SECONDARY COLOUR PALETTE



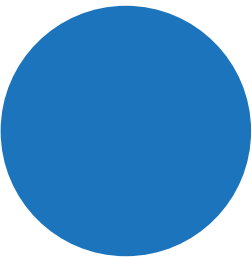
Pantone® 7688C

CMYK
c 71
m 28
y 0
k 0

RGB
r - 60
g - 151
b - 211

HEX
r -
g -
b -

Vinyl
-



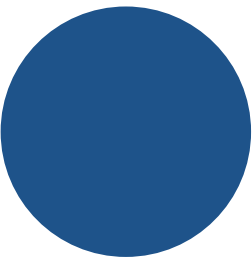
Pantone® 7461C

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

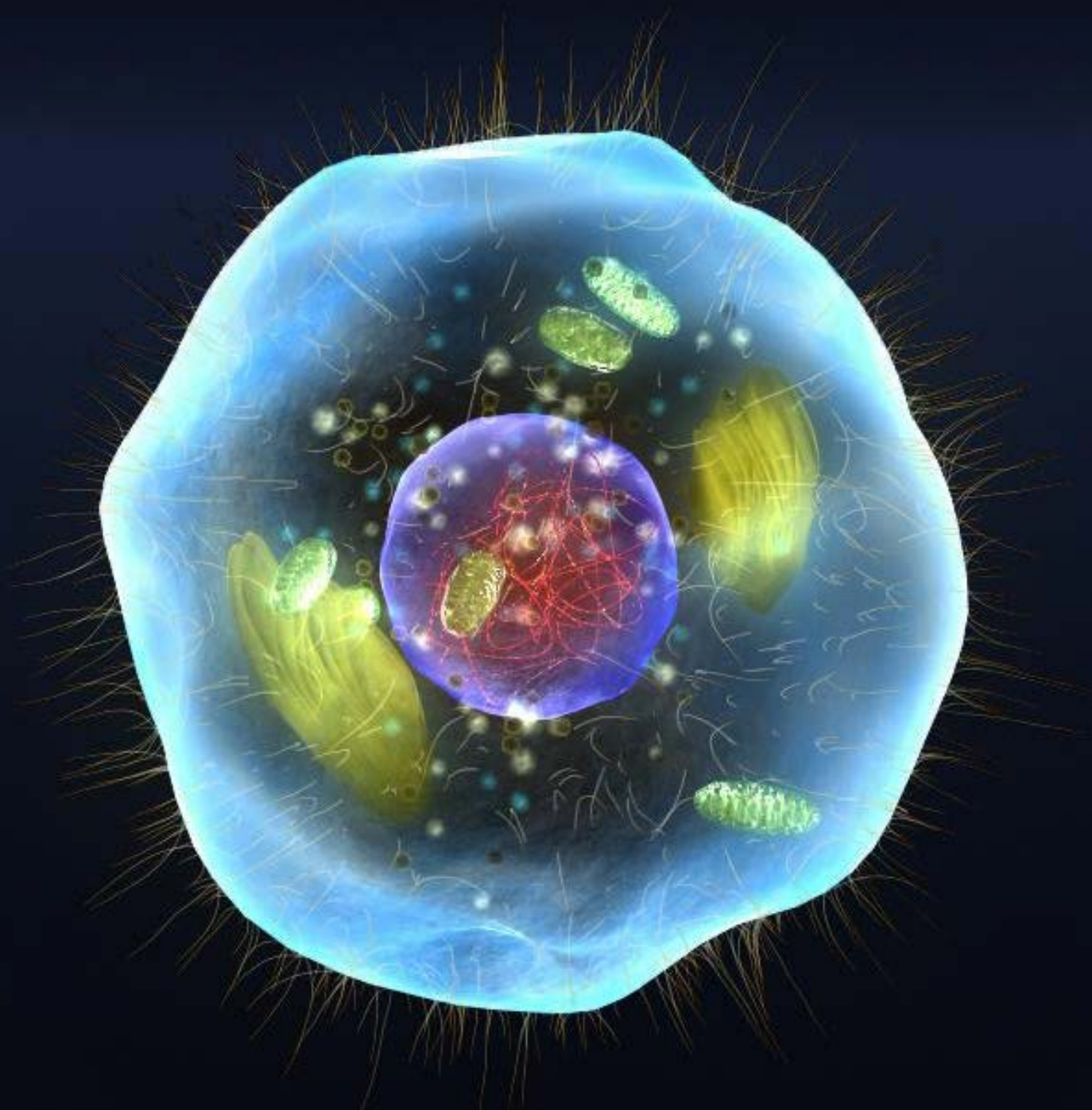
The apporach of developing a unique visual language

KEY FACTOR

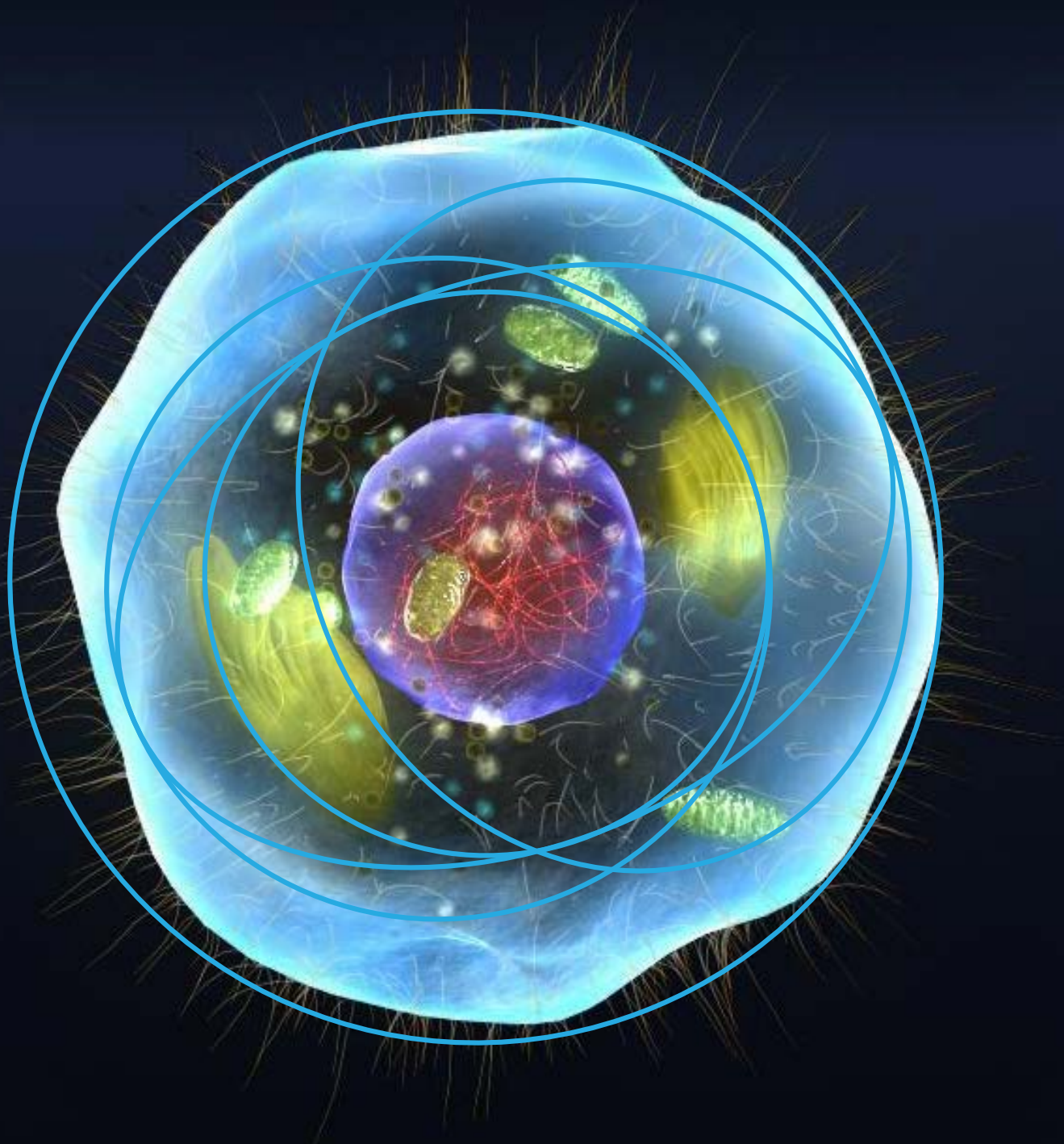
MDS covers the whole document lifecycle, including capture, management, indexing, output and archiving.

VISUAL LANGUAGE BIG IDEA: LIFE CYCLE

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



A BEGINNING



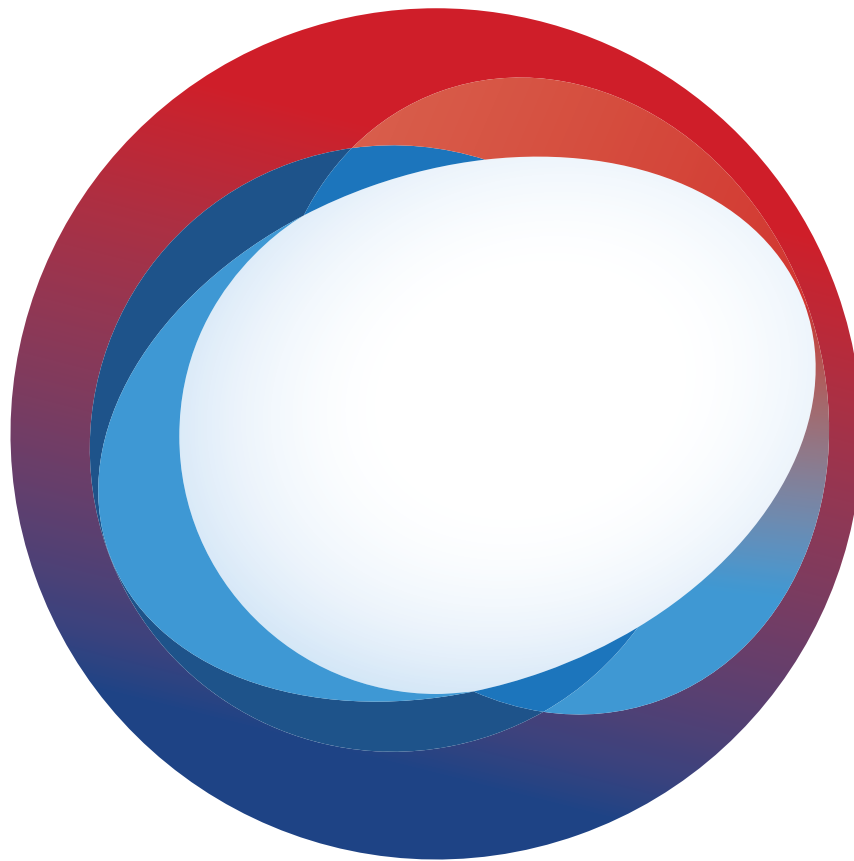
THE WIREFRAME - EVOLUTION



THE CELL

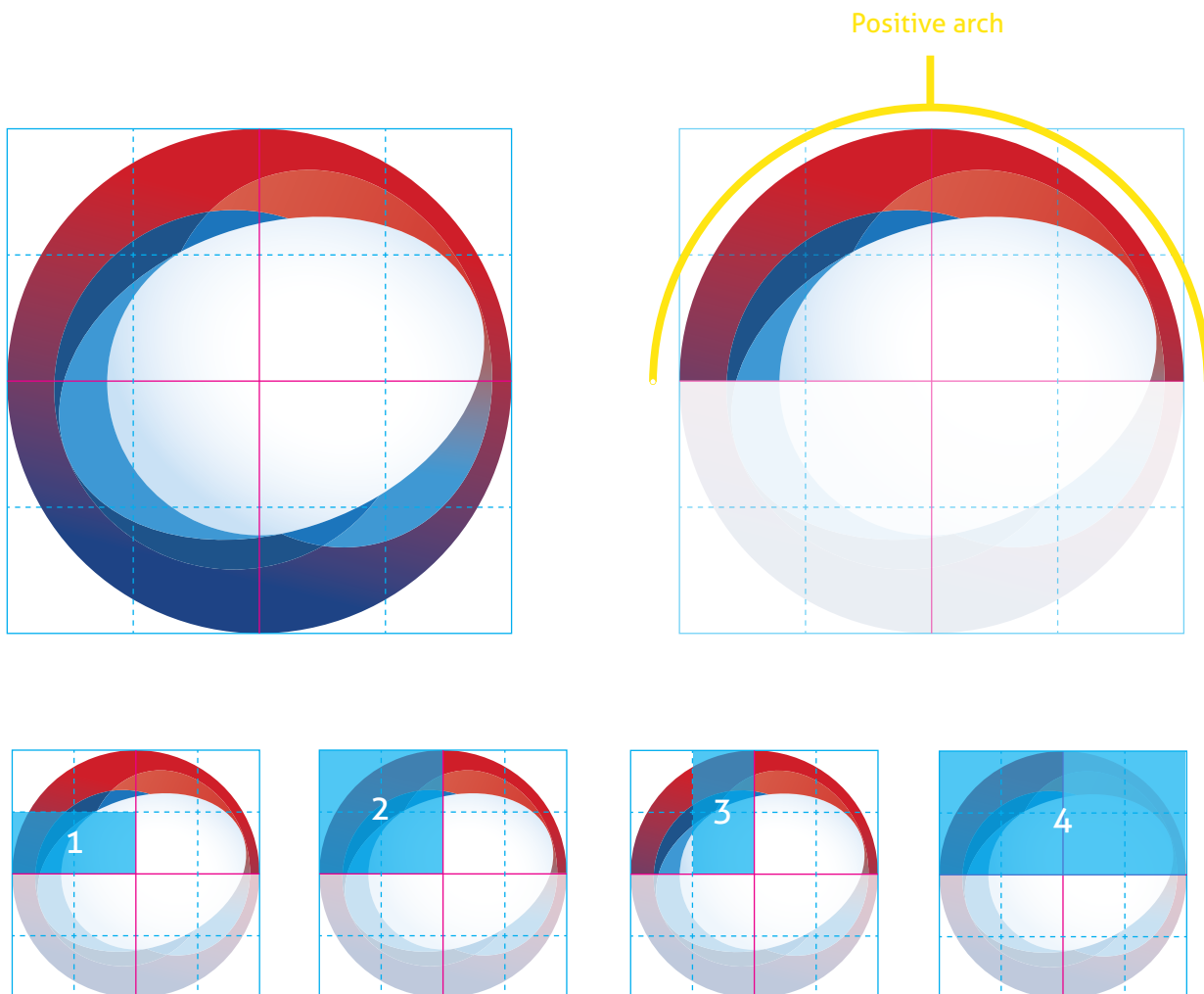
GRAPHIC DEVICE | APPLICATION

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

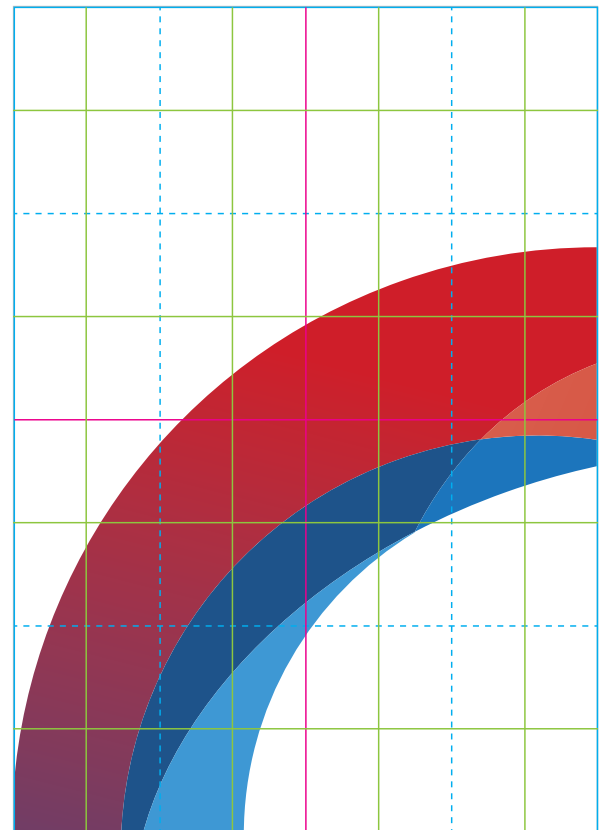
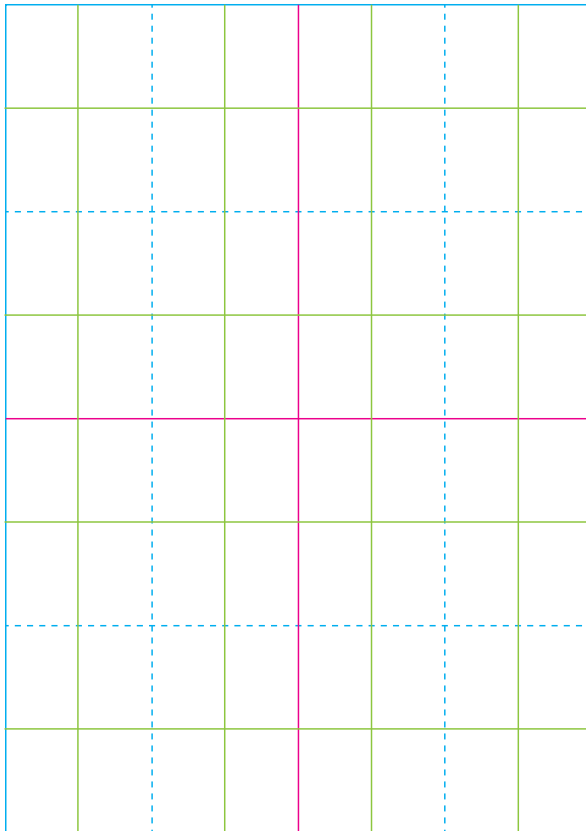
Cell split in 4 and each split in 4 again. The crop system will use the positive arch of the cell. Using this area will retain consistency through all levels of the business. For the sake of simplicity 4 ideal crops have been chosen. The crop must always have a positive arching movement.



PAGE GRID | SIXTEENTHS GRID

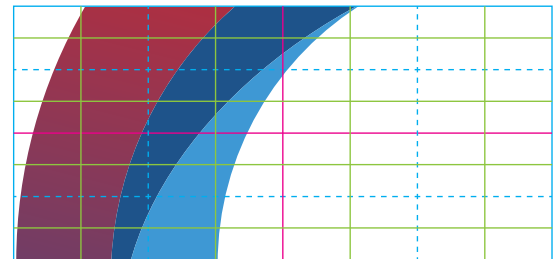
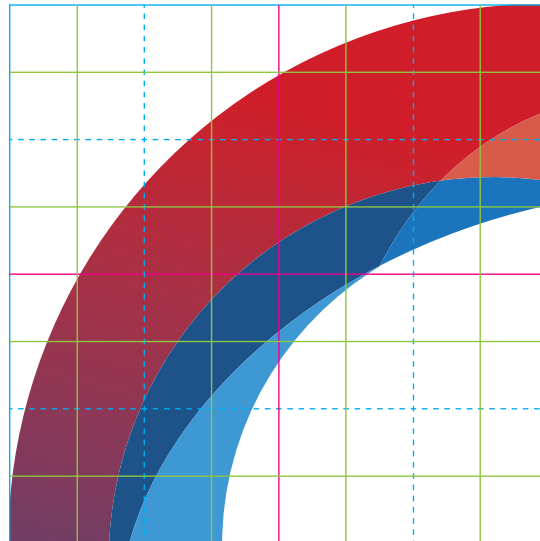
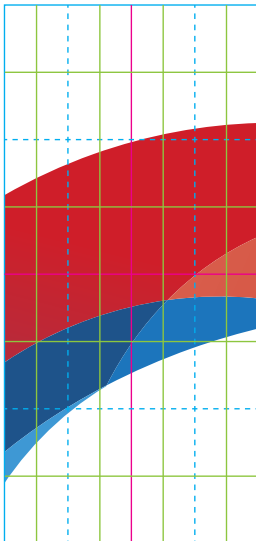
An equal grid, based on sixteenths, is a simple, yet effective way of organising information and creating consistency. It is flexible and works across all formats. The branding area (the area where the corporate signature is positioned) varies.

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.



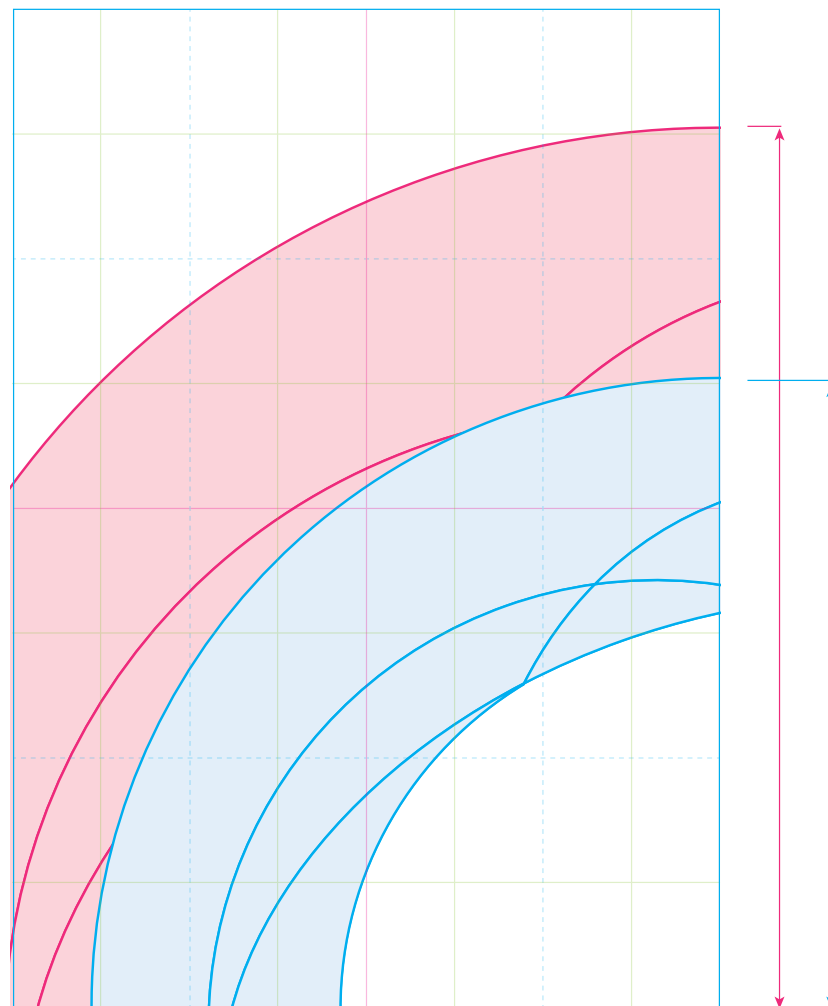
PAGE GRID | CROPS

The grid system applies to all cropping scenarios.



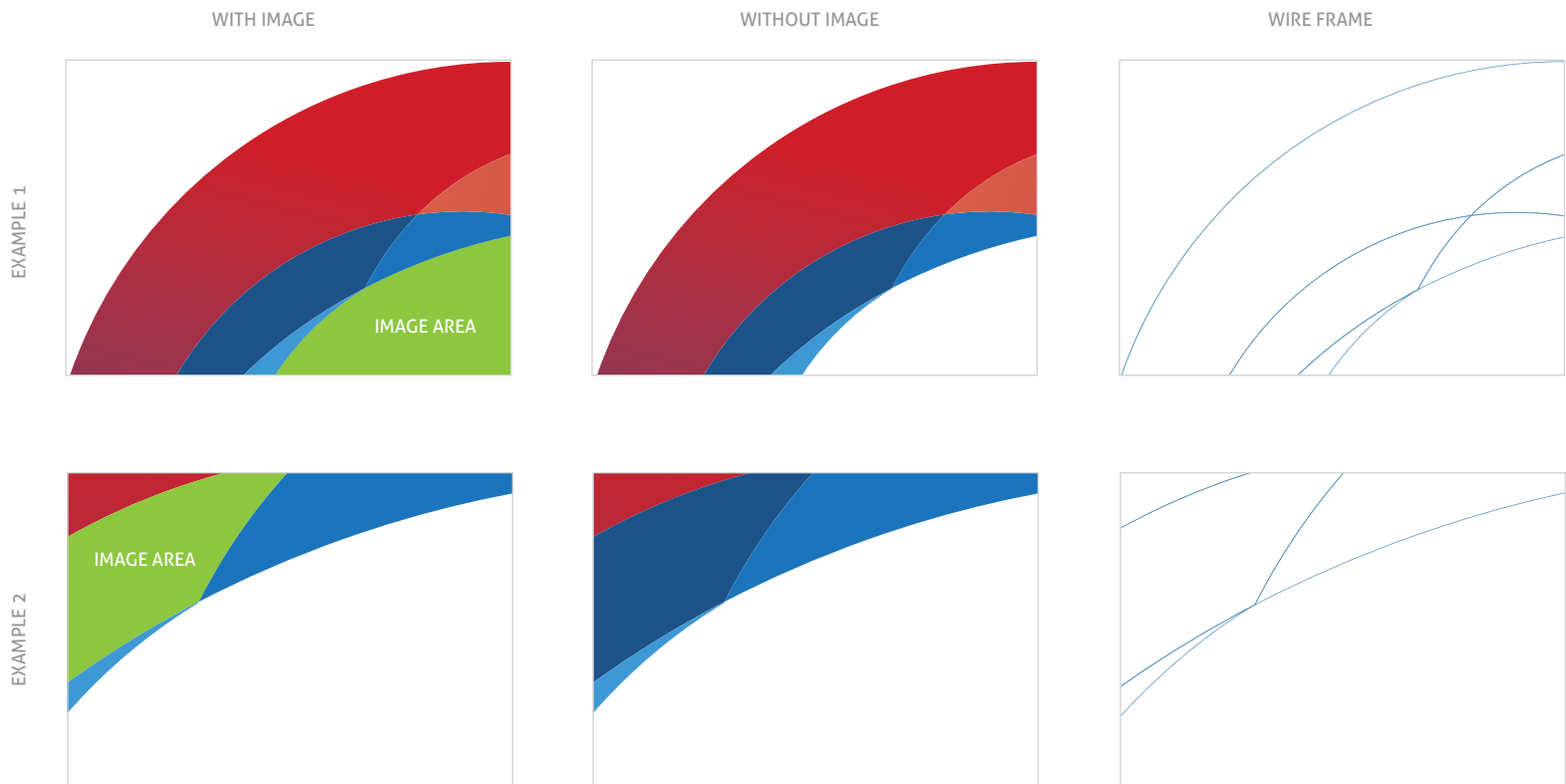
PAGE GRID | FLEXIBILITY

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



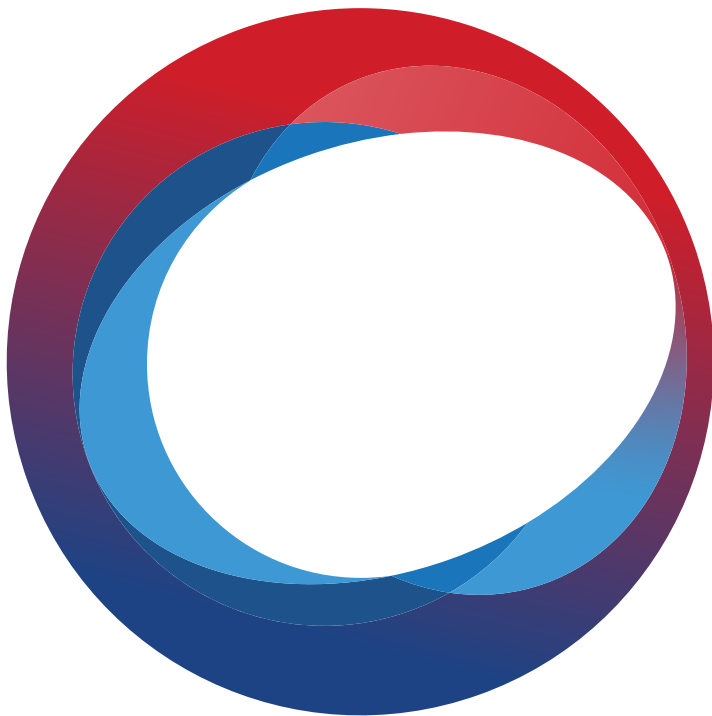
PAGE GRID | LAYOUT EXAMPLES

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.

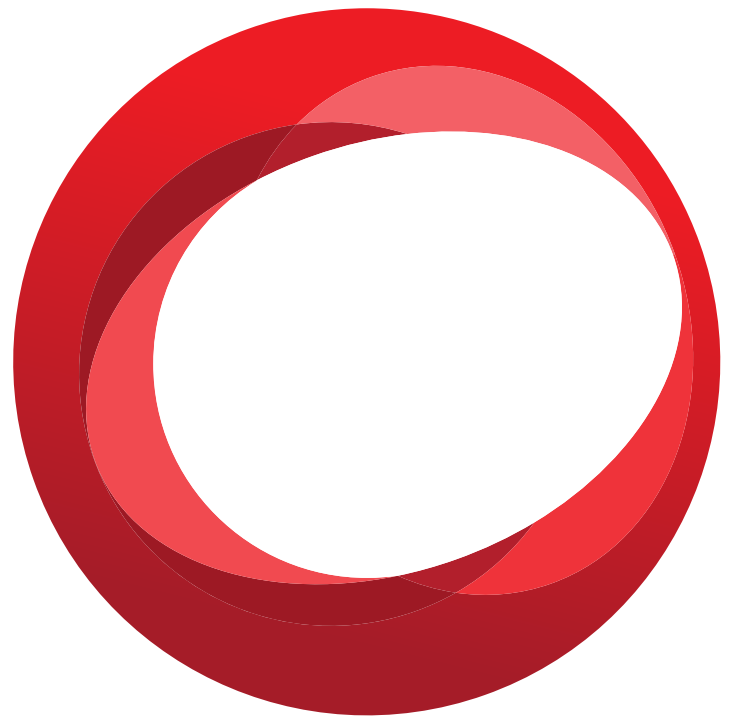


VISUAL LANGUAGE | CELL DIFFERENTIATION

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



MOTHER BRAND



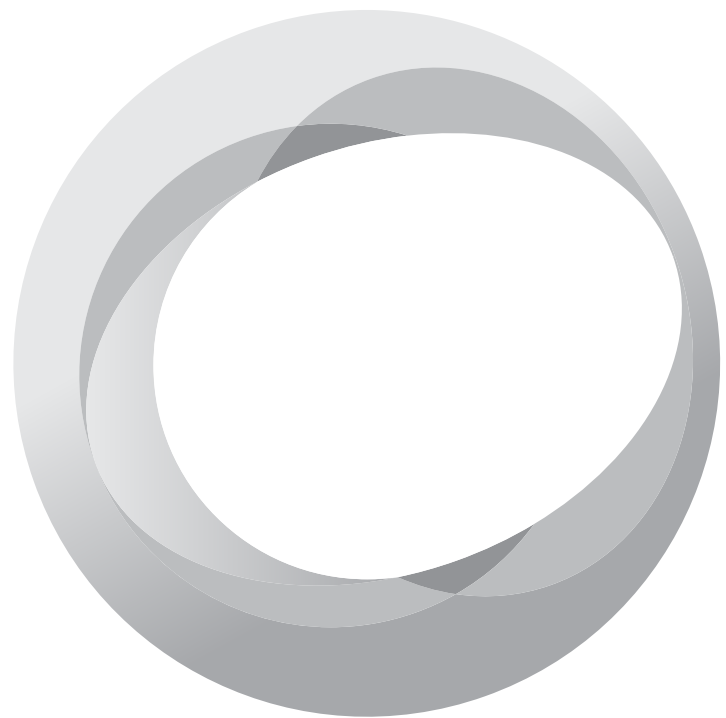
SOFTWARE

VISUAL LANGUAGE | CELL DIFFERENTIATION

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

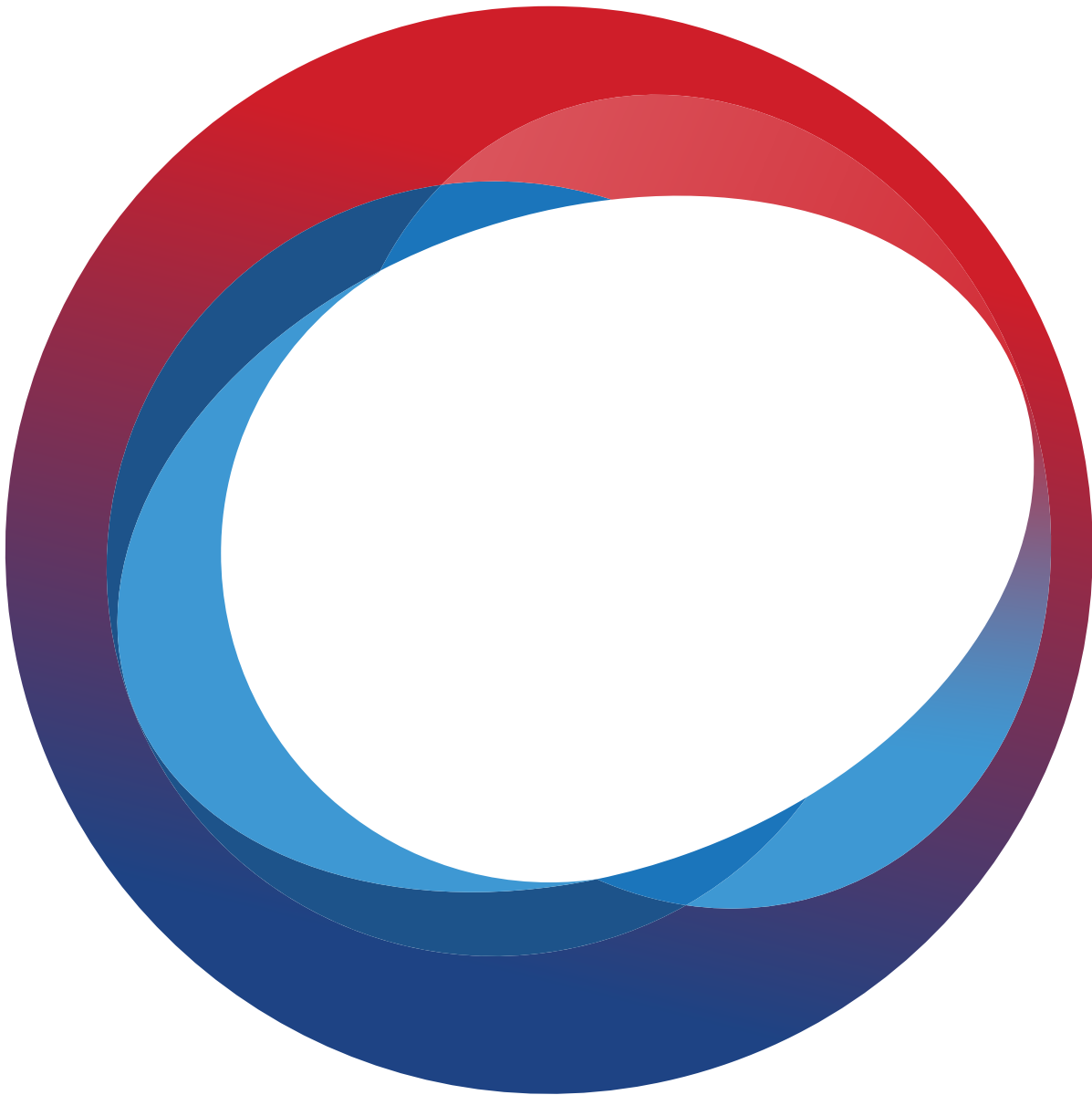


HARDWARE



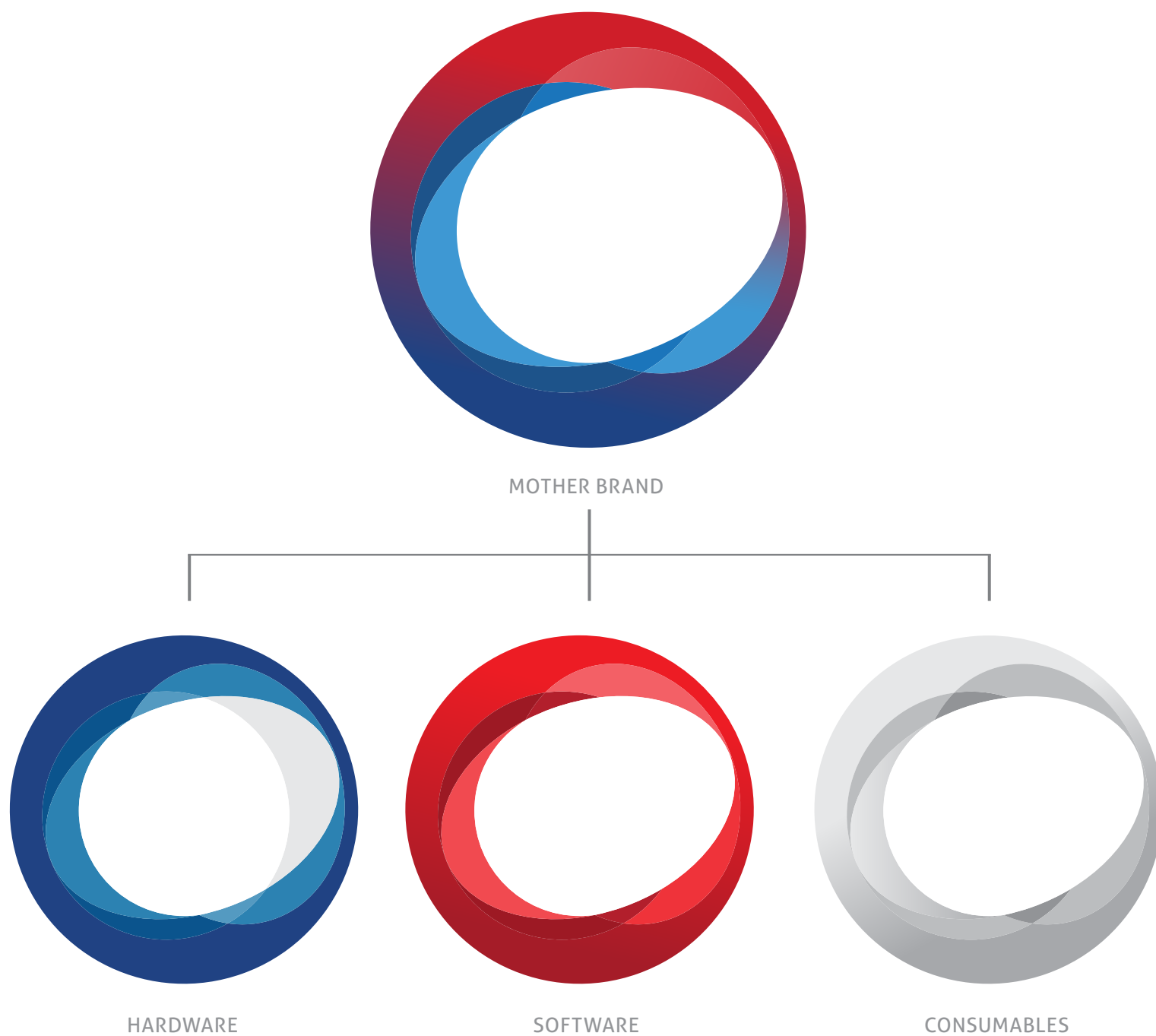
CONSUMABLES

VISUAL LANGUAGE | MOTHER BRAND



MOTHER BRAND

VISUAL LANGUAGE | BRAND ARCHITECTURE





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.

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BUSINESS CARD

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



BUSINESS CARD

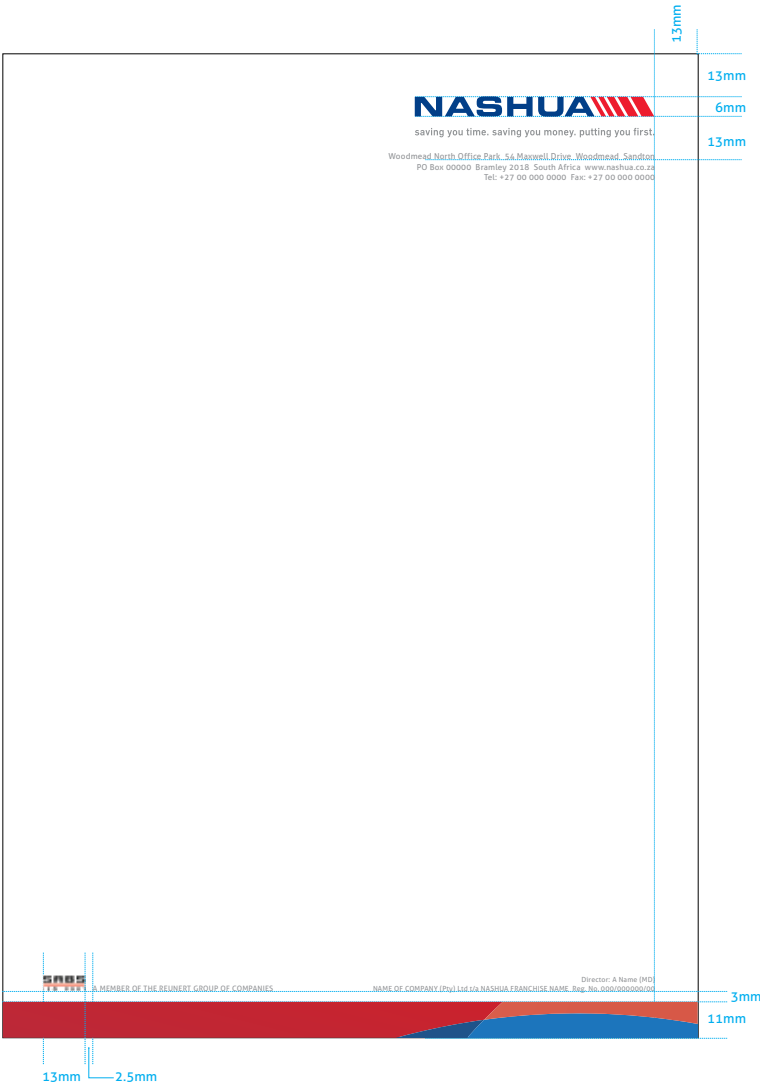
Name and designation: 6pt Aller Bold (blue). Body copy: 6pt Aller Regular (grey).
URL: 6pt Aller Regular (grey). Spot varnished logo on back.

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.

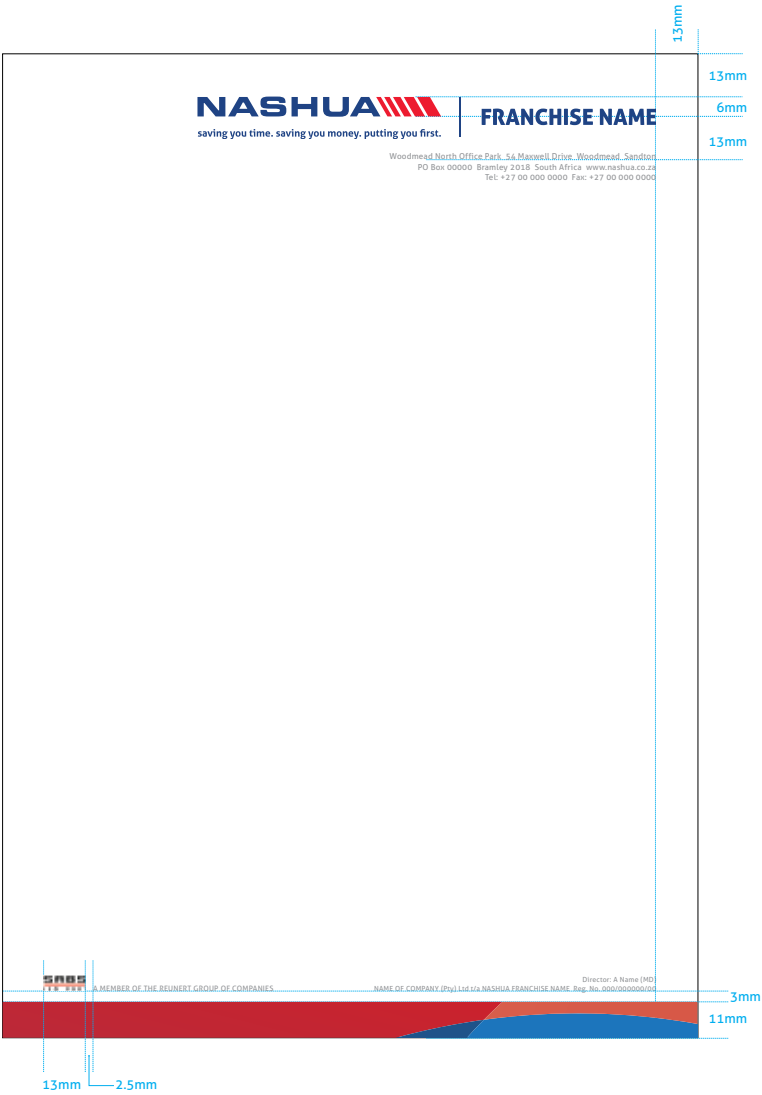
Directors and company
registration details:
6pt Aller Regular caps over
8pt leading with +25 tracking.

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 seperated 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
seperate 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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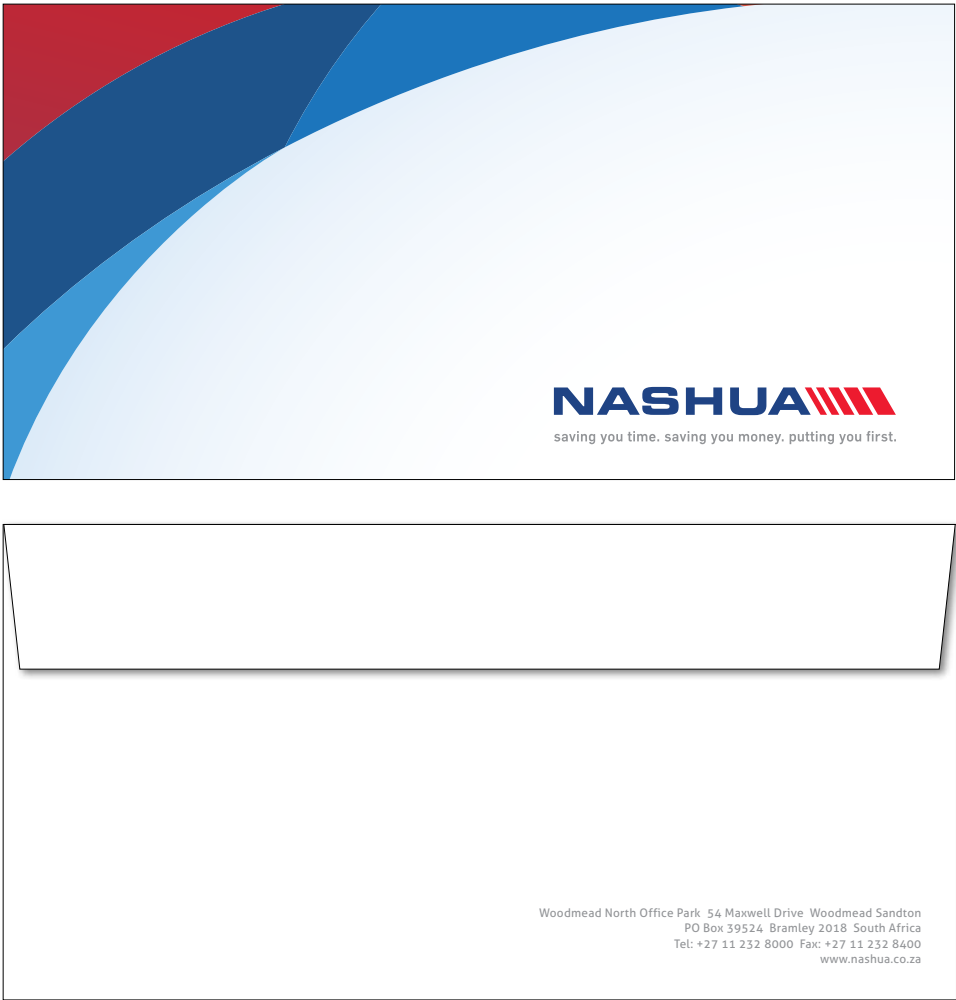
NASHUA FRANCHISE | MEMO PAD



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DL STANDARD ENVELOPE

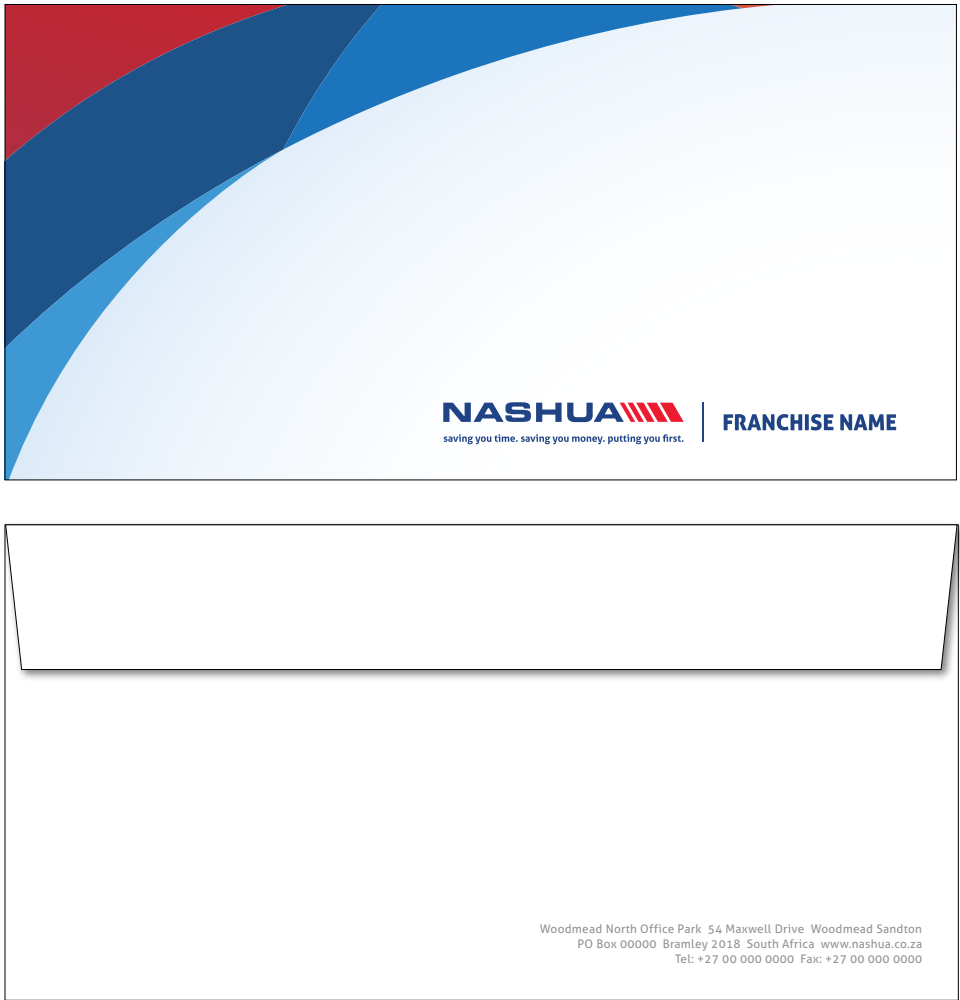
Address copy: Aller Regular, Size: 7pt.



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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)

Body text

Sit accusti atimus dem volenit atandempe sum aut ilis acitia ium alitae conserspero volorep
erovid que que volupti asincienet, voluptasped et velit esequid ut hitiasp eritasimped mil-
lautatia parchil molecta dio.

6mm

Regards,

4mm

NAME
Designation

9mm

4mm

NASHUA

6mm

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

Address line one

Address line two

16mm

Tel: +00 00 000 0000 Fax: +00 00 000 0000
Email: name@nashua.co.za Cell: +27 00 000 0000
www.nashua.co.za

4mm

4mm



2mm

A MEMBER OF THE REUNERT GROUP OF COMPANIES

2mm

4.5mm

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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)

Body text

Sit accusti atimus dem volenit atandempe sum aut ilis acitia ium alitae conserspero volorep
erovid que que volupti asincienet, voluptasped et velit esequid ut hitiasp eritasimped mil-
lautatia parchil molecta dio.

6mm

Regards,

4mm

NAME

4mm

Designation

9mm

4mm

NASHUA 

8mm

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

4mm

FRANCHISE NAME

16mm

Address line one
Address line two
Tel: +00 00 000 0000 Fax: +00 00 000 0000
Email: name@nashua.co.za Cell: +27 00 000 0000
www.nashua.co.za

4mm

2mm

A MEMBER OF THE REUNERT GROUP OF COMPANIES

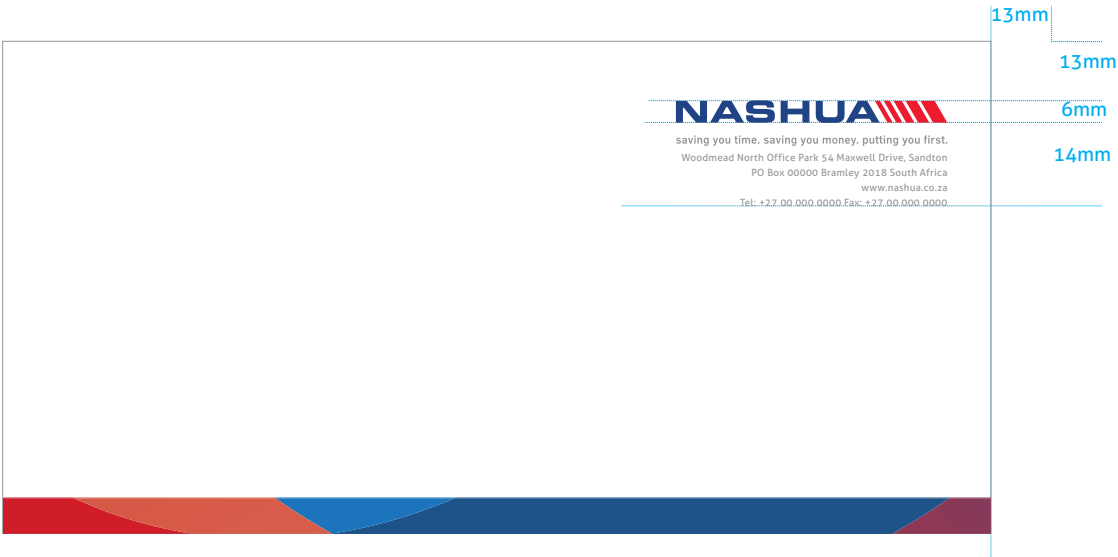
2mm

4.5mm



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COMPLIMENT SLIP



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

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SIGNAGE	65
VEHICLE LIVERY	69
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COMPLIMENT SLIP



Address details:
7pt Aller Regular caps over 9pt leading with +25 tracking. Details seperated
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



STATIONARY | GENERIC BRANDING | A FRAME



STATIONARY | GENERIC BRANDING | PULL-UP BANNER



STATIONARY | GENERIC BRANDING | PULL-UP BANNER



STATIONARY | GENERIC BRANDING | TENT CALENDAR



STATIONARY | GENERIC BRANDING | DESK CALENDAR

NASHUA

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

JANUARY 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Notes	Notes	Notes	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Notes
Notes	Notes	Notes	Notes	<div><div>SCHOOL TERMS</div><div>All 9 Provinces have the same School Calendar in 2014</div><div>Term 1: 15 January to 28 March</div><div>Term 2: 7 April to 27 June</div><div>Term 3: 21 July to 3 October</div><div>Term 4: 11 October to 10 December</div></div>	<div><div>PUBLIC HOLIDAYS</div><div>New Year's Day</div><div>Human Rights Day</div><div>Good Friday</div><div>Easter Day</div><div>Proclamation Day</div><div>Weekend Day</div><div>Heritage Day</div><div>Day of Reconciliation</div><div>Christmas Day</div><div>Day of Goodwill</div><div>1 January</div><div>12 March</div><div>28 April</div><div>21 April</div><div>27 April</div><div>1 May</div><div>14 June</div><div>16 August</div><div>14 September</div><div>24 November</div><div>28 November</div><div>28 December</div></div>	<div><div>FIND US ON THE WEB</div><div>Facebook: Nashua</div><div>Twitter: @nashuasolutions</div><div>www.nashua.co.za</div></div>



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.

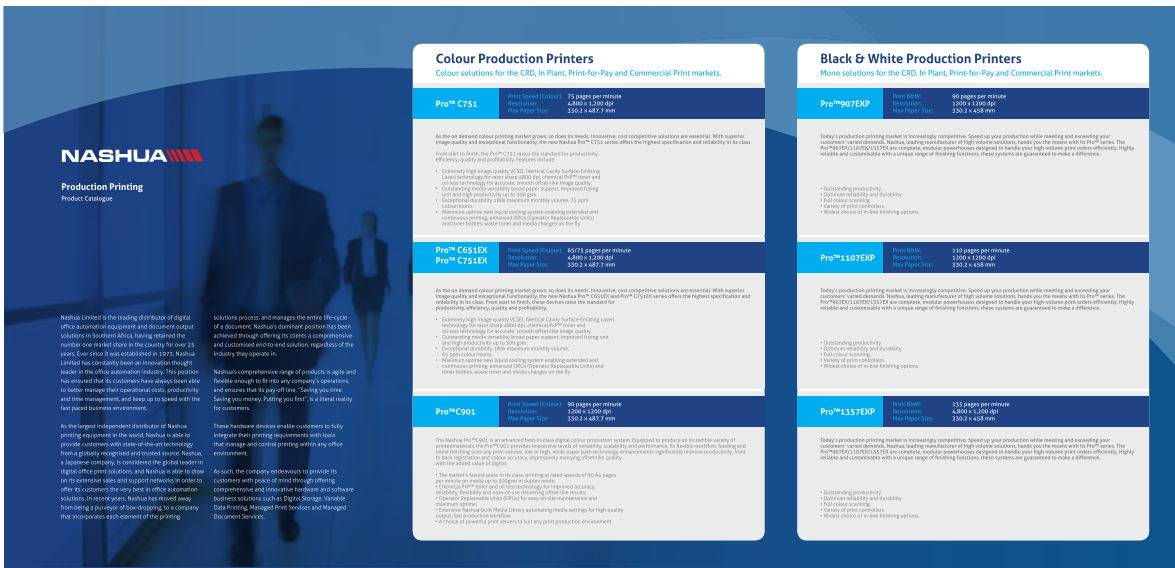
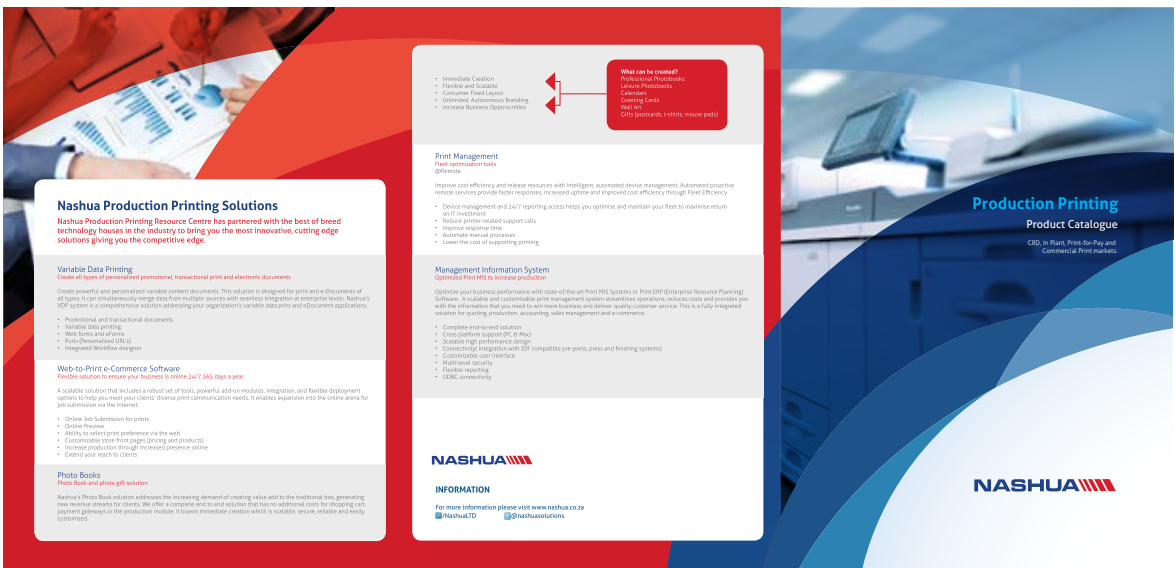
VISUAL TOOLKIT | MOTHER BRAND

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.

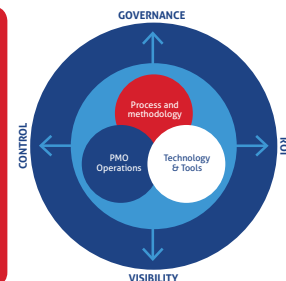
From kick-off to close-out, Nashua's PMO works together with each franchise to deliver projects on time and within budget – helping build long-lasting relationships with clients, that are based on quality service.

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 or 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	MP C3503SP
30 Line Copies	35 Line Copies

NASHUA 
saving you time, saving you money, putting you first.

Nashua Print, MP C3003SP, MP C3503SP (A4) 1

2015/06/12 4:00 PM



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



40%

SAVE UP TO 40%
ON YOUR COMMUNICATION COSTS

Improve business communication
Professional customized solutions
Cost monitoring solutions

031 940 9436

  info@nashuadbn.co.za www.nashua.co.za

NASHUA 



SCHOOLS:
PAY ONLY FOR THE PRINTS YOU MAKE
(NOT THE PRINTER)

T's & C's apply

031 940 9120

  info@nashuadbn.co.za www.nashua.co.za

NASHUA 



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.

HOW TO USE THIS MANUAL	1	LOGO	3	VISUAL LANGUAGE	27	STATIONARY	43	VISUAL TOOLKIT	57	SIGNAGE	65	VEHICLE LIVERY	69	CONTACT DETAILS	74
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INTERNAL & EXTERNAL SIGNAGE | BLUE OR WHITE BACKGROUND



ONE COLOUR CUT OUT



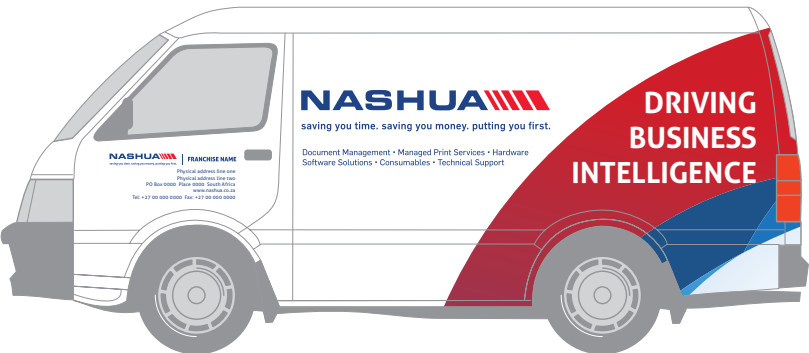


VEHICLE LIVERY

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



HOW TO USE THIS MANUAL 1	LOGO 3	VISUAL LANGUAGE 27	STATIONARY 43	VISUAL TOOLKIT 57	SIGNAGE 65	VEHICLE LIVERY 69	CONTACT DETAILS 74
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VEHICLE LIVERY



VEHICLE LIVERY



NOTES

HOW TO USE THIS MANUAL 1 LOGO 3 VISUAL LANGUAGE 27 STATIONARY 43 VISUAL TOOLKIT 57 SIGNAGE 65 VEHICLE LIVERY 69 CONTACT DETAILS 74

