



YOUR PATH,  
OUR PRIORITY

# BRAND GUIDELINES

APRIL 2019

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BRAND PHILOSOPHY

**YOUR PATH,  
OUR PRIORITY.**





At FHV, our positioning and philosophy is all about **genuinely focusing on the successes of the students** who enrol with our institution.

We understand that each person that walks through our door or drops us a line is on a different path with a specific goal in mind and **it is our priority to help them reach that goal.** It is what drives our actions and defines who we are as a brand.

Founded by Fred, this **family business** prides itself in being **accredited professionals who provide high-quality training and dedication to each student.**

It's the attitude that has led us this far and the same attitude that will keep us moving forward.



**MISSION STATEMENT**

**WHAT IS OUR  
PURPOSE**

# THE PURPOSE OF OUR WORK IS **TO HELP PEOPLE SUCCEED IN THEIR PATH WITH US.**

The effect we intend to have on the world around us is to create a space for new beginnings, possibilities and a sense of achievement from choosing and designing the life you want.





MESSAGING & TONE OF VOICE

# HOW DO WE SPEAK AS A BRAND

It's easy to sound like everyone else but that's what causes us to get lost in the crowd.

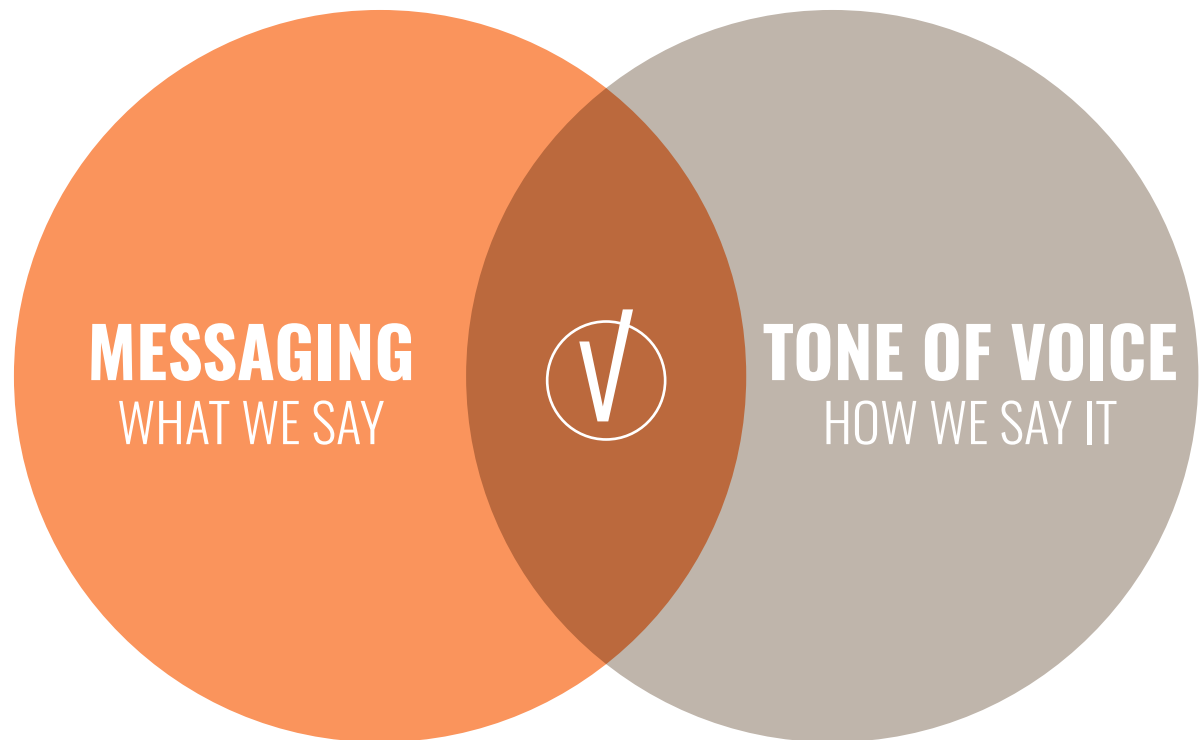
# HOW WE SOUND AS A BRAND PLAYS AN IMPORTANT ROLE **TO SET US APART IN THE MARKET.**

This is where Messaging and Tone of Voice helps guide us to speak and sound unlike any other while ensuring what we say and how we say delivers a consistent persona across all stakeholders and creates relevance at every touchpoint.



A unique voice allows our brand to be distinguished from its competitors and achieve greater impact. Through the perfect blend of messaging and tone of voice, we can achieve cut-through, consistency and relevance with our target audience.

The following pages outline our tone of voice and demonstrates how we can effectively speak in the FHV brand voice.



## THE FHV VOICE **IS**

Genuine

Confident

Professional

Helpful

Honest

## THE FHV VOICE **IS NOT**

Pretentious

Condescending

Amateur

Rude

Insincere

## WE WILL **ALWAYS SAY**

“**We are**” instead of “We try to be”

“**We can**” instead of “We’ll see what we can do”

“**Let’s make it happen**” instead of “Let’s think about it.”

## BEST PRACTICES

Here are some examples of how the FHV brand voice can evolve to be stronger and more aligned with the new brand positioning. This is how the brand voice and messaging should sound like in all future communications.

### CURRENT

Purchase a Course

Buy and book yourself into a course

- Call-to-action does not have an emotional pull
- Same meaning in both call-to-action lines

### FUTURE

**Get started on the right path**

**Book a course with us today**

- Subhead with an emotional pull and encouragement
- Clear call-to-action that follows

### CURRENT

As true professionals, we offer you driver/operator training at its best. Our instructors assure you quality training at a fair price.

- Most other brands would say something similar

If you need more information than you have been provided, you can contact us by email and we will do our utmost to help you.

- May make reader feel inadequate (“than you have been provided”)
- Could be friendlier

### FUTURE

**We are professionals with a passion and we offer more than quality training at great value - we show genuine dedication money can't buy.**

- Brings the brand positioning and values to life

**If you'd like more information on any of courses, drop us an email with your questions and we'll give you a ring.**

- Friendlier
- Clear promise (“give you a ring”)



Our identity is the face of our brand that is presented to the global community. It's as important as the services we provide and forms the sum total of what makes us who we are. Branding should not be compromised on a social level and these guidelines will guide in ensuring the brand remains consistent through all platforms.

They are not meant to inhibit, but to improve and guide the creative process.

### GUIDELINES INCLUDE

- target audience
- goals
- opportunities
- type of content
- specifications for photo use

### FACEBOOK | INSTAGRAM

#### TARGET AUDIENCE

- Potential FHV Clients
- Primarily male, aged 25 - 45

#### tone

- Professional
- Helpful
- Confident

#### GOALS

- Increase brand awareness and course sales
- Be the brand people in the industry look up to.

#### TYPE OF CONTENT

- Branding: About FHV
- Courses
- Testimonials
- Job Opportunities

#### OPPORTUNITIES

- Hashtags
- Tagging

### LINKEDIN

#### TARGET AUDIENCE

- FHV prospective clients
- FHV prospective employees

#### tone

- Professional

#### GOALS

- Increase brand awareness
- Improve the brand's search engine ranking (SEO)
- Promote content to drive traffic

#### TYPE OF CONTENT

- Branding: FHV campaign posts (inbound, social media, web design)
- Relevant topic shares/external content
- Job Opportunities

#### OPPORTUNITIES

- Posting in groups (check group rules before posting)

### PHOTO GUIDELINES

All photos or social squares need to be in RGB color settings. Preferably as JPG or PNG and with 100KB as max file size. For the most part, 250 px (width) x 100 px (height) are the optimal logo dimensions for a web page. If, however, you need to customize the logo size, below we've listed a few logo dimensions for the two most common layouts.

#### FACEBOOK

- Link posts: 1200 x 628 px
- Image posts: 1200 x 630 px
- Cover image: 820 x 312 px
- Profile image: 180 x 180 px

#### TWITTER

- Image posts: 1024 x 512 px
- Cover image: 1500 x 500 px
- Profile image: 400 x 400 px

#### INSTAGRAM

- Image posts: 1080 x 1080 px
- Profile image: 180 x 180 px

#### YOUTUBE

- Thumbnail image: 1280 x 720 px
- Cover image: 2560 x 1440 px
- Profile image: 800 x 800 px

#### PINTEREST

- Image posts: 735 x 1102 px
- Profile image: 240 x 240 px

#### LINKEDIN

- Link posts: 1200 x 628 px
- Image posts: 1200 x 1200 px
- Cover image: 1584 x 396 px
- Profile image: 400 x 400 px

#### GOOGLE+

- Cover image: 1080 x 608 px
- Profile image: 250 x 250 px

**VISUAL ELEMENTS**

# **HOW WE LOOK AS A BRAND**



### ELEMENTS AT A GLANCE

These are the FHV brand elements at a glance. It is an overview into the brand and how we see ourselves holistically. This includes the logo, colours, typography and imagery.

Together, they bring the FHV brand to life.

#### LOGO



#### COLOURS



#### TYPOGRAPHY

**OSWALD**  
Lato Light

#### IMAGERY





### OUR LOGO

The FHV logo is a consistent device used across our collaterals, communication and design. It represents who we are as a brand through visual language.

This is a logo that combines three distinct elements to showcase success at FHV.

The letter 'F' represents a key, 'H' represents a ladder and 'V' represents a mark of approval.

These three elements combined create a wheel of success, making FHV the brand that unlocks opportunities, gets you further on your journey and gains you the skills you need no matter where you are on your journey.



## LOGO DESIGN VARIATIONS

The FHV logo represents our brand and therefore, must only be used in these specific manners to maintain consistency.

There are few versions of the logo: horizontal and stacked; with or without the tagline.

Depending on the product and application, either one can be used to best highlight the brand on collaterals and communications.

The following pages demonstrate how both formats of the logo - horizontal and stacked - can be used.



## USING OUR LOGO

When the logo appears against a orange background, it must appear in Pantone 2785C or in white.

When the logo appears against a navy blue background, it must appear in Pantone 1655C or in white.



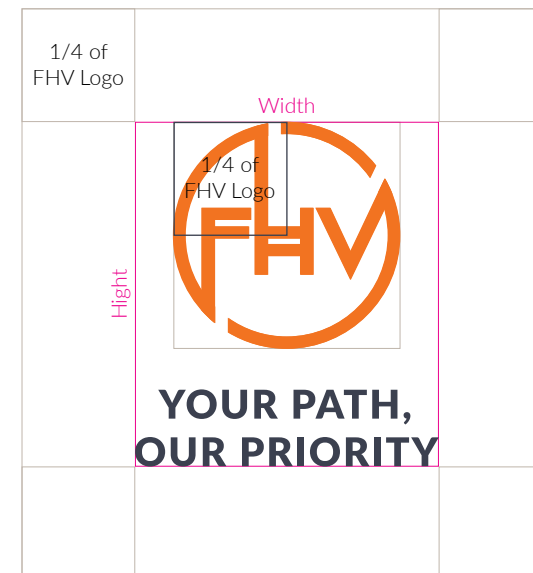
## LOGO CLEARANCE

We respect the logo by giving it some space. The preferred clear space that must surround the logo is equivalent to the 1/4 of the logo total size, or half of the diameter size. E.g.: if logo is 30 mm in diameter the minimum clear space should be 15 x 15 mm

There must always be clear space surrounding the FHV logo. The purpose is to provide breathing space and insulate our logo from other visual elements that may appear, including other brand logos, text, illustrations or photography.

All such elements must appear outside the grey lines shown on the right and there must be no intrusion in this space.

Minimum clear space





# LOGO SIZE

## MINIMUM SIZE

To ensure best production legibility and standout for the brand, the minimum size rule for the FHV logo has been established and must be adhered to.

When the logo appears on its own, without the brand tagline, it must be no smaller than 10mm. When it is stacked, the width must be no smaller than 20mm. When the logo is in its horizontal format, its width must be no smaller than 34mm.

10mm



20mm



**YOUR PATH,  
OUR PRIORITY**

34MM

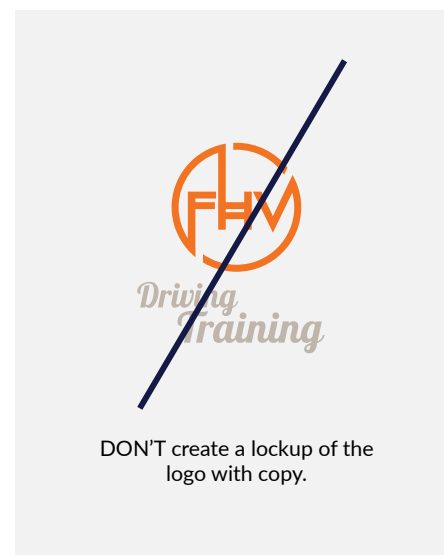
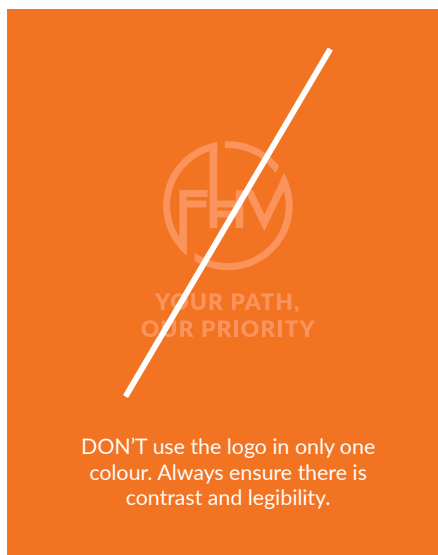


**YOUR PATH,  
OUR PRIORITY**

## LOGO DON'T(S)

To maintain the integrity of the FHV logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the FHV logo that should be avoided.



## PICK A COLOUR

Our logo or background colour may be any colour within the FHV colour palette. Contrast is important—as general rule, use a white logo on colour backgrounds, other than FHV brand colours, and a colour logo on white backgrounds.

See page 25 for detailed colour information and colour values.



**YOUR PATH,  
OUR PRIORITY**



**YOUR PATH,  
OUR PRIORITY**



**YOUR PATH,  
OUR PRIORITY**



**YOUR PATH,  
OUR PRIORITY**



**YOUR PATH,  
OUR PRIORITY**

## PICK A COLOUR

**Our core colours are what give us our personality.**

When creating presentations, communications or a document in Microsoft Word, Keynote, Powerpoint or Excel, only colours from this palette can be applied.

This is to ensure consistency and ensure that everything we produce is in line with our core brand identity.

Use the right colour model (digital or print). Each color has been optimized for on-screen (RGB or Hex) or print reproduction (CMYK or PMS).

The exact RGB, Hex, CMYK, and PMS colour formulas must be specified individually for each colour. Don't use the automated colour conversion tools in your software.

		
PANTONE 1635C	PANTONE 1655C	PANTONE 2758C
C M Y K	C M Y K	C M Y K
0 39 48 0	0 63 91 0	100 80 0 26
		
#FA935B	#F27321	#141A45
R G B	R G B	R G B
250 147 91	242 115 33	20 26 69
		
PANTONE 432C	PANTONE 402C	
C M Y K	C M Y K	
25 2 0 77	0 6 14 31	
		
#3A3F4E	#BFB5AB	
R G B	R G B	
58 63 78	190 181 171	

## TYPOGRAPHY

To maintain consistency across all communications and content for FHV, this font guide must be followed.

For print and website materials, the combination of Oswald and Lato fonts must be used. It can be a variant of Light, Regular or Bold depending on what is needed.

On Desktop applications such as Keynote, Word, Excel, Powerpoint and others, only Frankling Gothic must be used.

Oswald and Lato are available for download at Google Fonts.

### OSWALD FOR HEADLINE

#### EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

Oswald is available at <https://fonts.google.com/specimen/Oswald>

### LATO FOR BODY COPY

#### EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ1234567890

Lato is available at <https://fonts.google.com/specimen/Lato>



## TYPE SPECIFICATIONS

In general, the following rules apply to communications across the company:

### SIZE AND WEIGHT

- Limit type to no more than three sizes.
- Use Oswald Bold for large headlines.
- Use Oswald Light or ExtraLight for subheads.
- Use Lato regular or Light for body copy.

### CASE

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Don't use all-lowercase type.

### JUSTIFICATION

- Type should always be set flush left, ragged right.
- Never be justified or centered.
- Avoid widows, orphans, and ending with hyphens.

Oswald Bold

**THE SPECTACLE BEFORE  
US WAS INDEED SUBLIME.**

Oswald Light

APPARENTLY WE HAD REACHED A GREAT  
HEIGHT IN THE ATMOSPHERE.

For the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Lato Light

## PHOTOGRAPHY

Photography for the FHV brand is a key asset as it demonstrates the brand in a visually-attractive way.

There are two main photography styles that are used - with talents and the vehicles on their own.

All images should be retouched to create a similar and cohesive look. This can be achieved by using the Silver Efix Pro 2 by Nik Solutions and adding a Blue Tone.

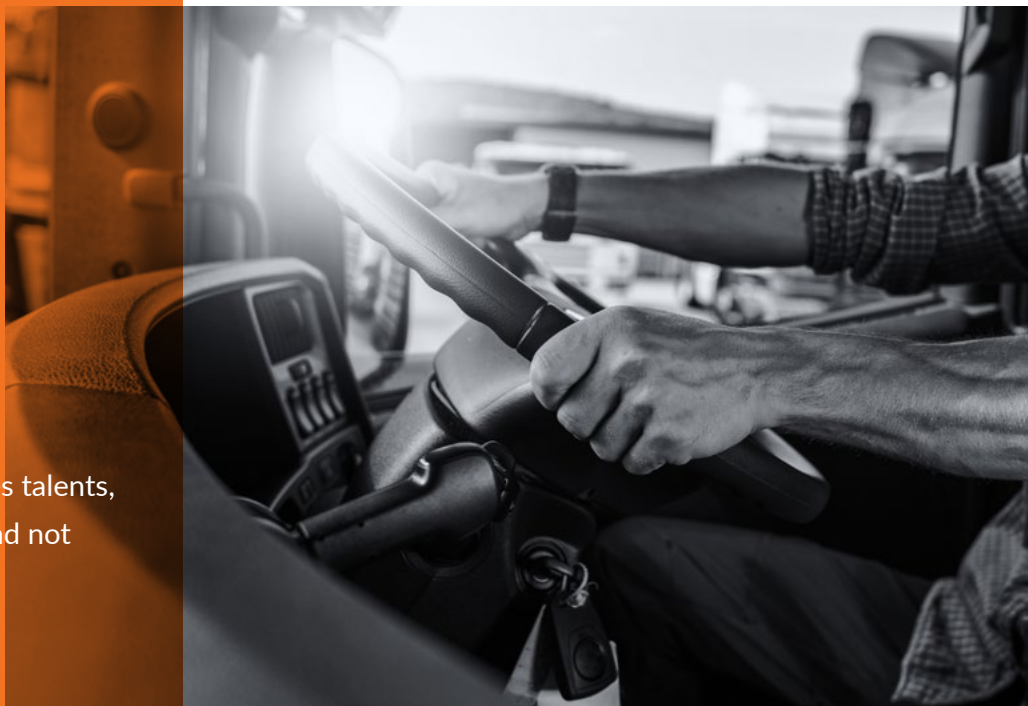
Download Silver Efix Pro 2 here:  
<https://nikcollection.dxo.com/silver-efix-pro/>



## PHOTOGRAPHY

## WITH TALENTS

When photography includes talents, images should be candid and not over-staged.





## VEHICLES

When photographing vehicles only, without talents, there are two options of how we can showcase this. The following page will provide detail on how this should be executed.



## PHOTOGRAPHY

## VEHICLES

When photographing vehicle, there should only be two main focuses.

One, focus on the details of the truck to create a more sophisticated and contemporary look.

Two, if photographing the entire vehicle, it should preferably be in motion to bring a feeling of dynamism to the brand.







**BRAND APPLICATION**

**BRINGING  
THE BRAND  
TO LIFE**

## BRAND APPLICATION

## BUSINESS CARDS

On business cards and stationery, we see how the logo is applied along with photography and colour blocking for standout.

### LUXE BUSINESS CARD

- Embossed logo on the back
- 600gsm paper weight
- Uncoated finish



BUSINESS CARDS  
OPTION 1





## BRAND APPLICATION

## BUSINESS CARDS

### PREMIUM BUSINESS CARD

- Raised Spot Gloss on the logo
- 400gsm paper weight
- Soft Touch finish



## BRAND APPLICATION

35

## BUSINESS CARDS OPTION 2



## LETTERHEAD PICTURE 1

The FHV logo sits on the top right of a letterhead, while the address is at the bottom right. A picture is printed on the back.

BACK

36

FRONT





LETTERHEAD  
PICTURE 2

BACK

37

FRONT



Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla hendrerit sapien in orci bibendum hendrerit. Vestibulum auctor massa urna, non aliquam massa scelerisque non. Pellentesque scelerisque a felis id malesuada.

Nullam dui lectus, tincidunt vitae augue eget, pellentesque placerat felis. Integer sit amet eros ut neque blandit pulvinar. Aliquam quam diam, interdum vel cursus non, feugiat eget sem. Sed mauris velit, volutpat quis interdum non, tincidunt non diam. Sed ut ornare mi.

Donec porttitor felis eget ligula condimentum, id viverra orci imperdiet. Nulla facilisi. Morbi sodales lacinia imperdiet. In hac habitasse platea dictumst. Fusce vel ligula lectus. Vestibulum congue efficitur orci, et tempus augue varius quis. Nam tristique, nisl non fermentum porta, metus arcu pulvinar enim, pulvinar vestibulum nisl nunc id libero. Vestibulum vulputate auctor erat, sit amet tempus enim sed.

Fusce venenatis lorem nec risus placerat, ut pellentesque urna fermentum. Aliquam nec odio et justo bibendum tempus. Duis orci lacus, molestie sit amet laoreet eget, ferm.

Sapien sed vel tristique metus. Phasellus eleifend urna ac magna sodales, ut pellentesque justo dignissim. Nulla nec aliquet orci. Etiam neque elit, tristique at lacus accumsan, tincidunt imperdiet turpis. Proin pulvinar ipsum vel sapien sagittis, eget fringilla felis vestibulum. Donec convallis at neque eget ult.

Vestibulum rutrum tincidunt arcu eget convallis.

Alan Fresco

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LETTERHEAD



## E-MAIL SIGNATURE

Here we see how the FHV logo is applied to e-mail signatures.

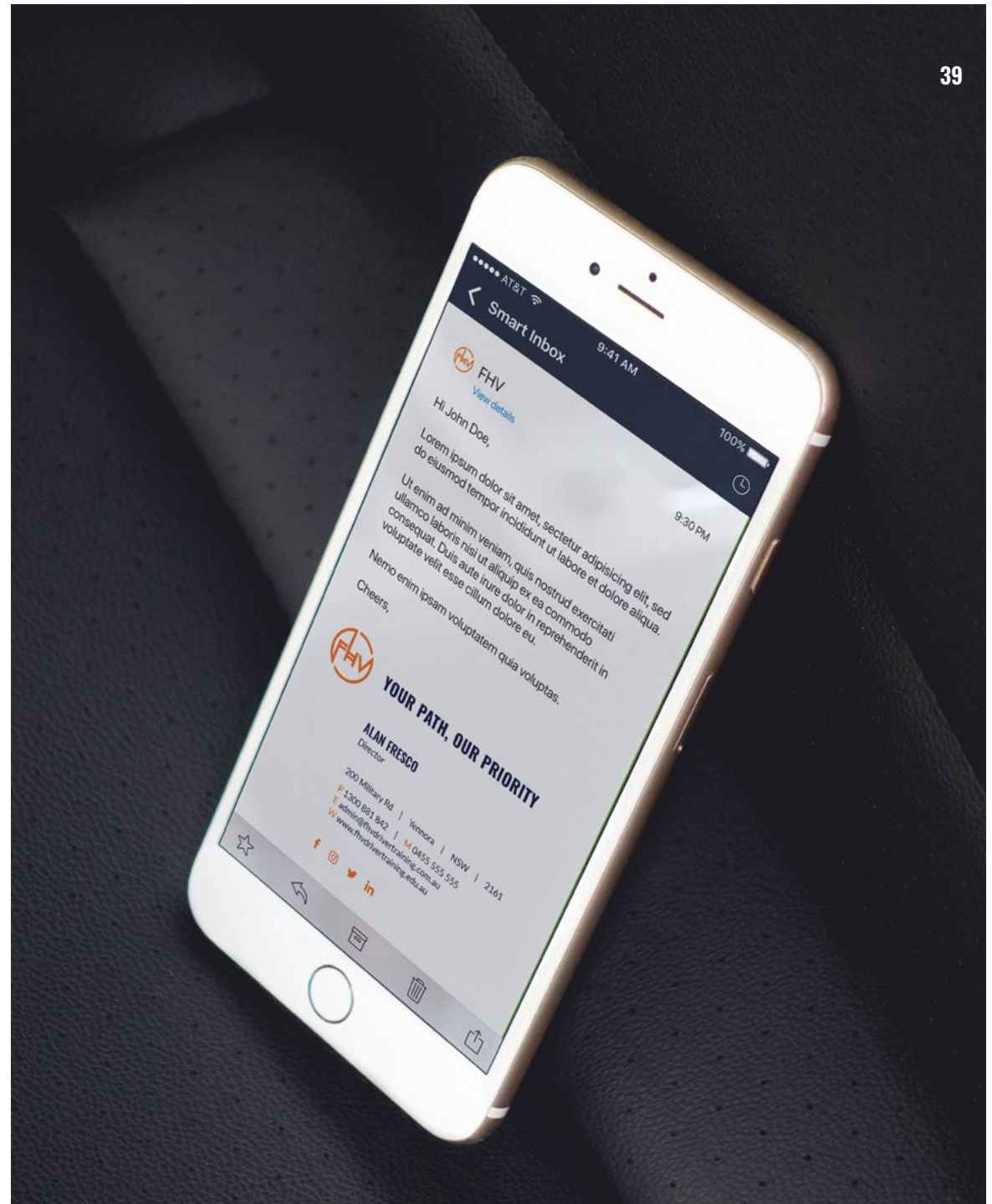


**YOUR PATH, OUR PRIORITY**

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## BRAND APPLICATION

# TRUCK SIGNAGE

### OPTION 1 - FRONT



The brand logo symbol can also be applied to vehicles as a form of branding and advertising.

## BRAND APPLICATION

# TRUCK SIGNAGE

### OPTION 1 - BACK



## BRAND APPLICATION

# TRUCK SIGNAGE

### OPTION 2 - FRONT





## BRAND APPLICATION

# TRUCK SIGNAGE

### OPTION 2 - BACK





## SIGNAGE

Here we see how the brand elements of photography, colours, copywriting and logo come together to create a stunning signage.





SIGNAGE

OPTION 1



SIGNAGE

OPTION 2



## BRAND APPLICATION

### T-SHIRT

#### INFORMAL

Navy scoop-neck t-shirt with FHV 'Your Path, Our Priority' branding on back in orange/white.

Front



## BRAND APPLICATION

### T-SHIRT

#### INFORMAL

Navy scoop-neck t-shirt with FHV 'Your Path, Our Priority' branding on back in orange/white.

Back



## BRAND APPLICATION

49

## DOWN JACKET

### INFORMAL

Charcoal puffer jacket with orange FHV branding on right hand side.





## BRAND APPLICATION

# CHECKERED SHIRT

### FORMAL

Checkered charcoal button up shirt with orange FHV branding on right hand side chest.





## BRAND APPLICATION

# POLO SHIRT

## MEN

Navy short sleeve polo with orange FHV branding on right hand side chest.



## BRAND APPLICATION

### POLO SHIRT

#### WOMEN

Women's charcoal polo with FHV branding in orange on right hand side.



## BRAND APPLICATION

### BLACK SOCKS

Black 'work socks' with FHV logo in white at the top, worn with work boots.



## BRAND APPLICATION

### SAFETY VEST

Orange high-vis vests with FHV branding on back in navy blue and white.





## CAP

Charcoal trucker cap with orange FHV branding above brim.





## BEANIE

Charcoal knitted beanie with orange FHV branding on fold.





**YOUR PATH,  
OUR PRIORITY**

**THANK YOU**

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