AUSTRALIAN CAR WASH ASSOCIATION

SIGNAGE STYLE GUIDE

CAR WASH WATER SAVER RATING SCHEME

Contents

Introduction

The intention of this Style Guide is to safeguard the identity and integrity of the Australian Car Wash Association (ACWA) and the Car Wash Water Saver Rating Scheme (WRS) through all manner of the display and use of its exclusive signage.

Both the Copyright and the Intellectual property rights of the signage rests with the Australian Car Wash Association, which grants permission for it to be used and/or displayed by members of the Association and of the Water Rating Scheme, as appropriate.

Once an entity ceases to be a member of either ACWA or the WRS, any use of the relevant signage must cease immediately and all displays must be removed from site.

For members, the identity policy is intended to maintain quality and consistency in the images. While there can be some flexibility in application, nothing must be done which detracts from the strength and integrity of the mark.

This is particularly important for members of the WRS, where associated organisations are included in some of the signage and the permission to use their logos is very specifically curtailed within the designs available.

It is therefore imperative that the instructions within this style GUIDE are adhered to and that signage used in any form of communication whatsoever is reproduced only from the original supplied artwork.

Signage versions available to members

Signs can be purchased as decals or mounted ready for use and will be dispatched directly to the specified address.

They can also be obtained in .jpg or .pdf format for a member to print in different sizes or use in other advertising or media communication events. Other formats like .eps are available for some of the images – please contact ACWA with your specific request.

Where a sign is made available in this way, members are trusted to follow the style guidelines implicitly and take great care in all aspects of the reproduction effects.

Positioning and Use

There is a set relationship between the elements of each sign and these must not be altered or modified in any way. Under no circumstances may the images or type be reconstructed, compressed, slanted, distorted, reconfigured or used to create other images.

To avoid confusion in understanding or interpretation, take care to position the signage distinctly separate from other elements particularly other names or signage. Preferably place on a white or light coloured clear background.

Colours and Typefaces

The print colours and associated typefaces are listed in the following 2 pages of this guide. Please ensure that the exact details are adhered to and that your printer is aware of any specific variations depending on printing stock used.

Gill Sans is the preferred typeface for both ACWA and WRS signage and associated text.

GILL SANS - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GILL SANS - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Colour Palette

The blue displayed in the logo has the following CMYK & RGB colour palette.

The Pantone and CMYK are colour identifications needed by your printer, depending on what is being printed. The RGB represents the Red, Green and Blue percentages in the text colour and is used when creating a Word document. When picking the text colour, choose More Colours / Custom and then type in the percentages given below. This will ensure that text matches the exact ACWA logo colour.

PANTONE - PMS
PMS 293C

CMYK
C: 100%   M: 56%   Y: 0%   K: 0%

RGB
R: 0%   G: 107%   B: 182%

ACWA Signage

This signage is available for use by all ACWA members either on site or for other associated promotions.

ACWA Logo

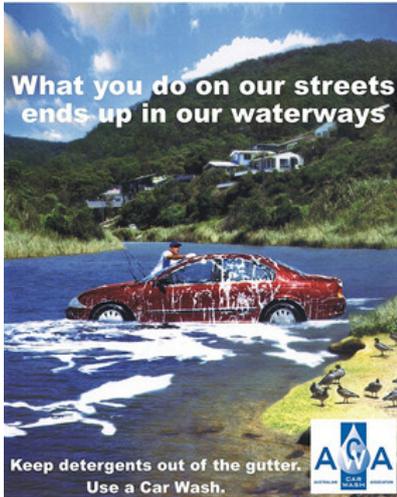Plain Logo

Logo with ABN

Logo with Website

ACWA Logo Plus Tag Line

This sign is available as a large banner or can be printed as a smaller decal to go on a wall or as part of a special advertising sign.

ACWA Signage

Car in the Bay

This sign is normally printed for members to purchase as a decal or mounted on board.

Special requests for custom orders will be considered individually.

Clean up Australia Day

This sign is available to be used if you have registered to support Clean Up Australia Business Clean Up Day, during the period of that annual campaign.

Using the correct file

This is a very useful page to help the members understand the different file types and their uses. It is important to use the correct file in the appropriate situation. If you look at the end of the file names you'll notice at extension, like .ai, .tif, or .jpg.

So which one should you use, and when?

EPS or AI

If something is going to be printed on a printing press, the correct high resolution file format in the printing industry is always as EPS or AI. By using an AI or EPS file with vector graphics, no matter what size the logo/graphic gets scaled up or down to it will always appear as sharp as possible (this does not apply to photographs). Vector Graphics are a graphic image drawn in shapes and lines, called paths and are generated in the program called Adobe Illustrator.®

JPG

Is the preferred format for files that will appear on the world wide web or that are emailed. Because the logo/graphic/image is made up of pixels, when scaled up larger than its original size, it can become pixelated and jagged. This format should not be used for print, as it is generally at a low resolution (around 72dpi or dots per square inch). However, it can be supplied at a high resolution if required (300 dpi for print ready work).

GIF

Like JPG, a GIF is another format that can be used for the web. Small and efficient, it has its place online as a substitute for JPG and sometimes it can appear as an online animation. Some GIF files have transparent backgrounds.

TIF

A TIF is a high resolution bitmapped format. Like JPG, it doesn't scale up very well, but, it can be much sharper than a JPG. Where an AI format won't work (because it's an image not a vector graphic), it can be used for printing, as long as the logo/graphic/image is not scaled up. Photographs should be supplied in a TIF format in a high resolution (300dpi and over) at the required final print size or larger. TIF file saves all the separate layers of the sign, so that each one can be modified individually (whereas in a JPG they are all merged into one layer). This can make a TIF file very large but sometimes necessary to maintain to allow for future modifications within the sign.

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Using the correct file

PDF

Like Eps an Ai files, PDF is the standard file used for printing, By using an PDF file with vector graphics, no matter what size the logo/graphic gets scaled up or down to it will always appear as sharp as possible (this does not apply to photographs). Printers like using PDF files as all fonts and artwork (photos & vector) are embedded into the one file without the use of links making it easier to print & read.

RGB

RBG (red, green, blue) is the colour space utilised by moniters and televisions. All photos/images/logos should be set up in the RGB colour space when used in these applications. This colour selection type being available in Word for normal text.

CMYK

CMYK (cyan, magenta, yellow, black) is the colour space used in conventional printing of any materials. All photos/images/logos should be set up in the CMYK colour space when any materials are to be printed.

WRS Signage

Members of the Car Wash Water Saver Rating Scheme have all gone through a water use assessment and audit process and have been independently accredited based on a minimal level of fresh water used per wash in both self-serve, automatic and hand wash bays.

Permission to use this signage is only granted to current paid-up members of the WRS. To find out more about the marketing and promotional opportunities that you can gain from becoming an accredited water saver, please go to www.waterratingscheme.net.au.

WRS Rating Sign and Logo
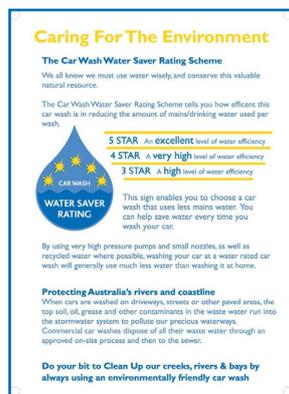
The rating sign and information sheet are provided free to WRS members on accreditation.

Additional decals can be purchased for display on site.

These signs are not available as a .jpg or .pdf as they are intrinsically linked to member accreditation.

The 5-star logo and the basic rating logo are available as .jpg or .pdf on application for a specific approved use, separate to the complete rating sign.

This might be as part of the overall site signage to display the 5 star status in a simple format or as part of promotional material.

Mr Waterman Image and Sign Suggestions

The Mr Waterman cartoon character, based on the 5 star image is available as a .jpg or .pdf for WRS members.

Examples of how this image can incorporated in signage with environmental messages are shown here. These two layouts are available for members to use (including non-WRS ACWA members as long as they omit the Mr Waterman cartoon).
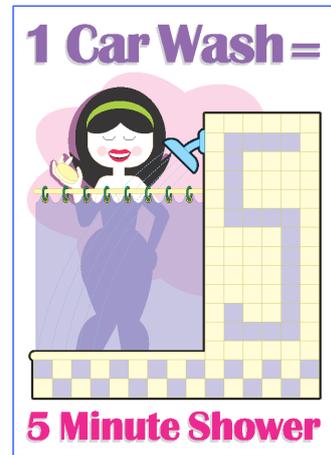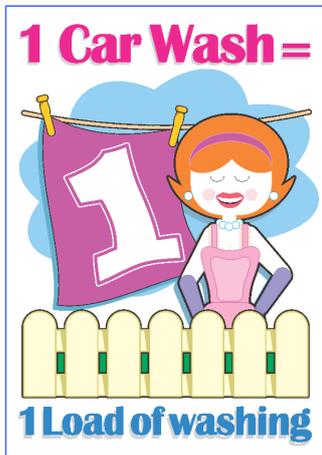
WRS Rating Sign and Logo

Banners and posters including the Clean Up logo and the ACWA tag line are available for purchase by members of the WRS.

Special requests for adding additional images eg your own logo, to this sign will be considered individually.
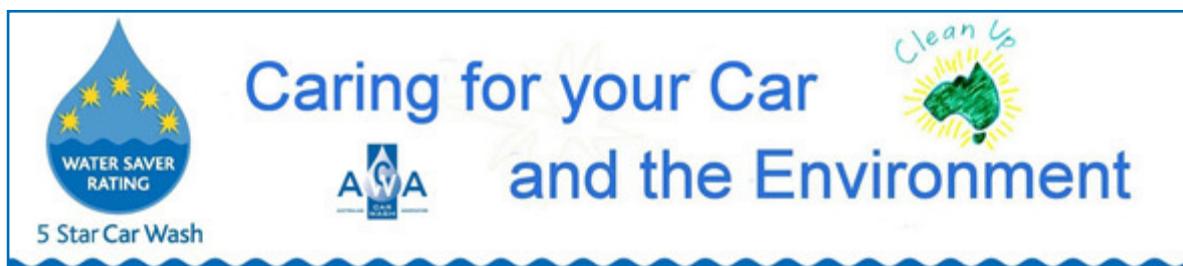
Fun Representations Of Water Use By Accredited Car Washes

Sometimes a light hearted image gets the environmental message across in a simpler and more direct way than the more serious images.

These posters have been produced and are available as .pdfs for use by WRS members.

Marketing Examples Using The Signage Artwork

Want to be noticed? Display your branding with eye catching signage
Get attention with advertising at your car wash site, banners, flags, menu signs in bays, lightboxes, blade signs and many other options. Ask about long lasting UV protection on all your signage.

Combine your company signage with ACWA and/or WRS signs

As long as the purpose and integrity of elements of the signage are maintained, you can incorporate the basic ACWA and/or WRS logos with your own branding. For instance, as a WRS member you could display the WRS 5 star logo on your blade sign or on your fascia with your company name and logo.
Strengthens your environmental image.

Company Vehicles

Display your company advertising and branding on vehicles with whole or partial car wrapping, car panel advertising, car door stickers, truck signage, van stickers, ute signage, windscreen advertising stickers and other vehicle graphics, including fleet car signage.

Car Window signage

One way see through car window stickers, side and rear windscreen advertising is an effective form of mobile signage. You can see out, but onlookers can only see advertising on your car windows. This is a great cost effective way to promote your business.

Large Wall signage

Why not have the "Car In The Bay" artwork on the side of your carwash building?

Driveway signage

Signage marked out and applied with special paint on your concrete forecourt area

Flags (conventional) – new Teardrop Flags

Be different, be noticed – "Fly" your Image. Excellent for outdoor use (ask for wind protection).

Purchasing And Ordering Acwa And Wrs Signage

Printed signage and .jpg or .pdf files of signage can be ordered using the ACWA Purchase Forms available from the ACWA or WRS offices or by downloading from the websites.

Request For Image Files

Some individual image files can be made available for members to incorporate into their own site branding. Each request will be considered individually to ensure that it fits within the Style Guidelines.

An Image Release Form needs to be completed and signed when requesting images. This will include an acknowledgement of the Copyright, IP and Style Guide rules that apply to the images.

Image Release Forms are available from the ACWA or WRS offices or by downloading from the websites.

Image files will be sent out by email or CD (with a charge to cover postage and CD cost) – whichever is appropriate.