



Australian
Car Wash
Association

ACWA Member Logo Application Guidelines

Version 1.0



**The Australian Car Wash
Association (ACWA)
logo symbolises
our Association's
commitment to excellence,
professionalism, and
industry leadership.**

Our Brand Values

Leader ~ Smarter ~ Efficient ~ Innovator

~ Trustworthy ~ Engaging ~ Professional ~

Confident ~ Easy ~ Reliable ~ Helpful

Our Brand Essence



Attributes Professional Progressive Trustworthy Innovative

Benefits Access to industry consultants & services. Access to business templates & guides. Networking opportunities.

Values Leadership Smarter Efficiency Innovator

Personality Confident Proud Helpful Progressive Easy (to understand)

Essence Trusted, independent leadership for the car wash industry.

The Brandmark



The Brandmark

We encourage supplier members to proudly display the ACWA logo on digital and other communication materials, including emails and newsletters. We also encourage car wash operator members to feature the ACWA logo at car wash sites through decals and posters.

It should be noted that, as a matter of policy, ACWA does not endorse specific products. It is expressly forbidden to use the ACWA logo on products or product packaging. Nor should it be used in any other manner that may imply product endorsement or approval by the Association.

By adhering to these guidelines, members can effectively leverage the ACWA logo to showcase their membership and commitment to industry standards while ensuring the integrity and credibility of the Association are upheld.

If you have any questions regarding the appropriate use of the ACWA logo, please get in touch with the Association for clarification.

STACKED

A proud member of



Australian
Car Wash
Association

HORIZONTAL

A proud member of



Australian
Car Wash
Association

Brandmark Variations

There are several versions of the brandmark which allow it to have flexibility in various applications, backgrounds and colour modes.

POSITIVE COLOUR
BRANDMARK

A proud member of



A proud member of



REVERSED
BRANDMARK

A proud member of



A proud member of



POSITIVE MONO
BRANDMARK

A proud member of



A proud member of



ACWA Member Brandmark Lockups

There may be some applications, such as presentations or exhibition signage, where the ACWA Member Brandmark may best be represented in a co-branded format. Use either the horizontal or stacked with a simple divider line as demonstrated.

STACKED

MEMBER LOGO

A proud member of



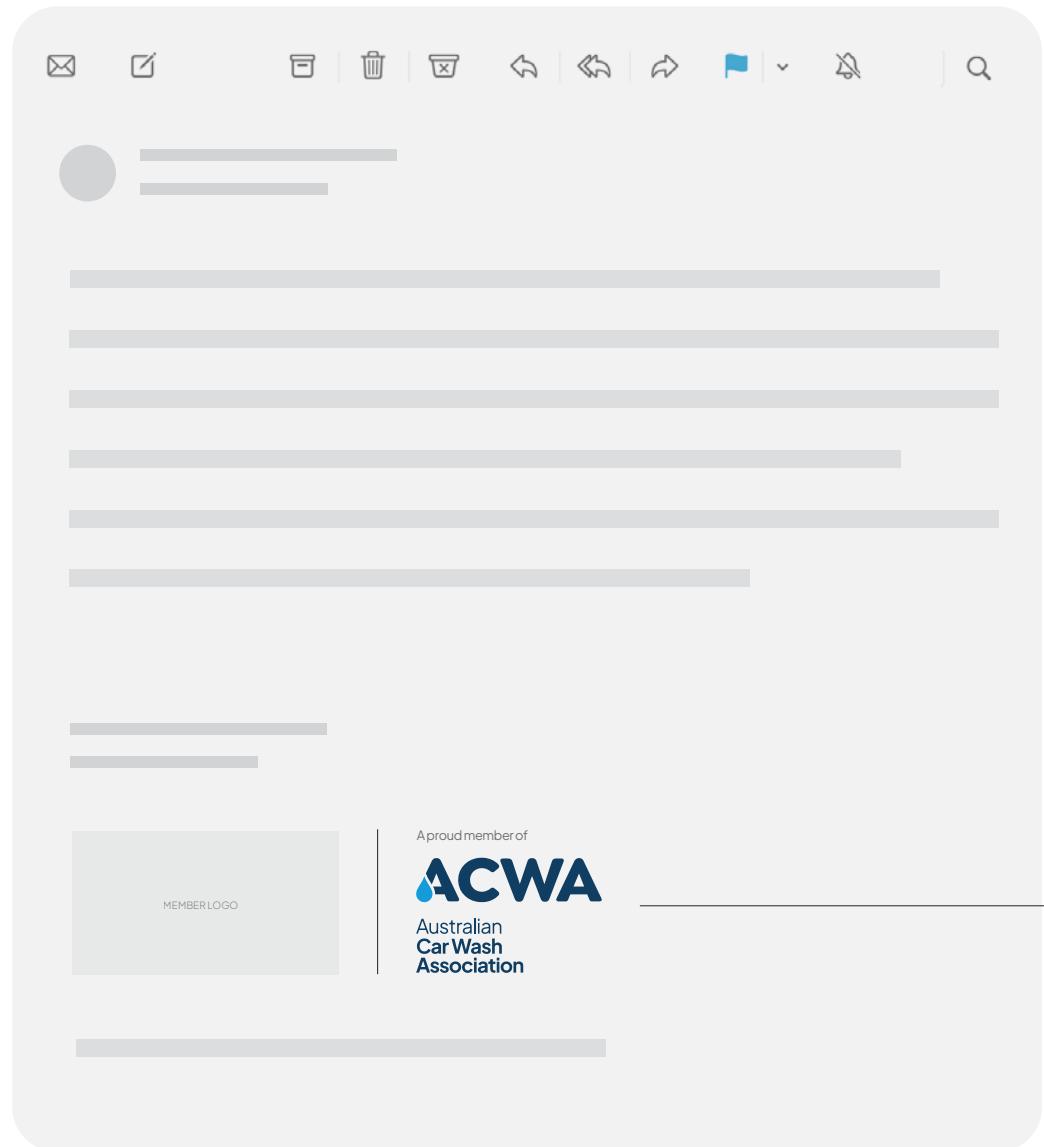
HORIZONTAL

MEMBER LOGO

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ACWA Member Brandmark email applications



ACWA LOGO MAY
BE USED IN EMAIL
SIGNATURE

ACWA Member Brandmark **email applications**



— ACWA LOGO MAY BE
PLACED IN STRIP AT
BASE OF WEBSITE

ACWA LOGO MAY
BE PLACED IN
WEBSITE FOOTER



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For more information regarding
the ACWA Brand Guidelines please
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