

Bushmans



BRAND
guidelines

Brand Story

One Brand Nationally

This section describes the thinking behind our positioning and the key idea that drives everything we do. Bushmans aims to be a professional supplier of our products of the highest quality, excellent customer service resulting in the customer feeling that Bushmans products are value for money.

Each of our customers comes to us with needs that stem from how they live their lives and run their businesses. What people need is a thoughtful partner who understands their business and is both trusted and exceptional at what they do. We build long-lasting relationships with our customers, connecting them to opportunities and helping them to fulfill their ambitions.

Critical to fulfilling our purpose of helping, we serve customers nationwide, ranging from individuals to the largest of companies. We are committed to conducting our business in a way that delivers fair value to customers and strengthens our communities.



Writing for print and online

Corporate Tone

We are an efficient, customer-focused business delivering reliable and sustainable water tanks to our nation. The tone of your writing should reflect this personality; we are approachable, smart, collaborative, honest and insightful. The tone we use in our communications affects how the reader accepts or understands your message. Your tone should be based on who your reader is and what your content is about. For customer communications and all content on the corporate website we use a succinct, friendly, professional tone. Reliance should be placed on nouns and verbs, not adverbs and adjectives. Use 'we' or 'our' when referring to Bushmans. This will make your content less formal and more user-friendly. It may sometimes be necessary to use Bushmans Tanks initially to clearly establish who is speaking, but 'we' and 'our' should be used after that. Use 'you' to directly speak to the reader – this makes the information appear relevant to the reader. An active voice should be used to make it clear who is doing what. Equally, a positive tone reiterates what can be done rather than focusing on what not to do.

Writing for print - Print publications contain linear content that is usually consumed in a relaxed manner. This is in contrast to the active, solution-hunting behaviour that characterised web use. Printed materials lend themselves to capture more information than online. It is, however, still important to make messages succinct and easy to understand. Think about the format you are writing for and adapt your messages accordingly. Never over-embellish with unnecessary adjectives.

Writing for online - Web content should be focused on what task the user is trying to complete, and should always be written in a simple and customer-friendly way.

Focus on the customer's goal - and speak directly to them with the information they need.

Keep it simple - it is more difficult to read text on screen. Typically, web users scan for information. When writing content for a web page, it is even more important to use familiar words, short, simple sentences and an active voice.

Write in succinct sections - reduce paragraphs to one key phrase, with two or three supporting sentences only. Use bullets, lists and hyperlinks to improve readability.

Slim down copy from print sources by at least 50% - and if you need to use technical language, keep the introduction simple to help readers understand what the page is about.

Use relevant headings and sub-headings - this will help readers to scan the topics covered.

Hyperlinks - need to be contextual. The hyperlinked word(s) needs to succinctly identify what the reader will find if they click on the link i.e. do not just say 'click here'.

N.B. If you are required to produce an external publication, please contact Bushmans marketing in the first instance to discuss your requirements and to ensure the appropriate communication channel is being used.

Core Elements

Overview of Toolkit

This document is to be used as a guide. Our brand is a valuable and important asset that we need to protect. These principles have been set up to ensure the integrity of the brand is not compromised. Our brand needs to become the vehicle that should inform everything we do, from the way we behave with our customers to the way we write and produce our communication materials. It's vital that we achieve consistency across our customer experience at every touch-point in order to continually reinforce the same, clear idea of what we stand for.

Our brand tells people what they can expect from us. It's up to us to deliver that promise at every point of contact. For our customers, every touch point is a moment of truth when they judge our brand, whether it's an email, a phone call, a piece of print, or a conversation, remember that every action or inaction either polishes or tarnishes our brand.

These guidelines describe the toolkit of four basic design elements which make up our visual expression – our logo, icons, typeface, and colour palette which make up our visual identity together with the basic principles and some practical examples to follow. These guidelines are for use by all those who brief, create or manage the production of any internal or external communication materials.

Before using the toolkit, please read these guidelines carefully and always ensure that the digital originals of the master artwork are used. All imagery and applications shown throughout this document are for demonstration purposes only and are not intended for use beyond this document. The following section deals with the elements that form the foundations of our visual expression. Each of the elements are of equal importance. To be truly effective, they must be used consistently so that they contribute to a united look and feel.

We have a strong, recognizable and respected identity. Maintaining this identity requires the correct application of basic brand elements. Our identity is not only expressed through the brand, it is also expressed through all aspects of our communication including attitude, tone and visual presentation. Our brand is more than simply a logo. It is our identity, which is defined by our customers' experiences with us and the emotions they associate with that experience. By maintaining strong branding and positioning our messages in the right way, we can help to build our credibility in the community and ensure our customers are our advocates.

If you have any questions or thoughts to share, please contact the Bushmans marketing team:
(02) 8224 5800; info@bushmans.com.au

Logo

The Basics

The logo is the main identification element for Bushmans. It carries the name and the icons and helps identify who we are and what we stand for. They are symbols that we imbue with meaning in everything we do. The Southern Cross is an easily identifiable emblem for all Australians. It communicates right away that Bushmans is an Australian company and by supporting us, you are supporting Australian manufacturing and industry. They are a constant reminder of what we stand for. The preferred colours for the logo are as shown with the wordmark in blue and the stars in red. It is essential that the relationship between both the stars symbol and typographical elements is retained in all applications of the identity. The 'stars' symbol should not be used on its own without approval from the Marketing Team.

Wordmark - art of our logo, used without the southern cross.

Marketing lockups - Marketing lockups have a flexible structure that allows for a broad range of use. They can be used across all of your marketing efforts, creating a consistency that further aligns all sub brands as part of one umbrella brand.



HORIZONTAL LOGO



WORDMARK



MARKETING LOCKUPS

Logo

Clear Space & Size

Clearspace is the non-print area surrounding the logo to ensure the brandmark remains uncluttered. The clearspace is equal to the height (x) of the symbol and represents the minimum clearance, the basic formula for calculating the minimum clearspace for the brandmark at any size. Where possible, apply more clearspace than the minimum specified here for greater visibility.

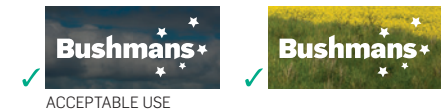
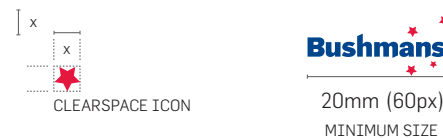
Size is important to ensure the logo maintains its visual impact. To avoid any possible reproduction problems, the brandmark must never be reproduced at a size where the width of the logo is less than 20mm wide. If there are any questions on the quality of reproduction, use a size larger than the minimum size. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo. Try to avoid showing the logo in black or white as much as possible; some limitations with printing may apply. If you are unable to use the correct colour due to technical limitations, you may revert to black and white.

Don't embellish, attempt to recreate the logo, alter the proportions/shape of the logo for any reason.

To ensure accurate and consistent use:

- Only show the logo in Bushmans blue, red & black or all white or all black.
- Don't alter, rotate, modify, animate the logo.
- Don't surround or accessorize the logo with extra elements.
- Don't anthropomorphize, overemphasize or create other versions of the logo.



Elements

Graphics

You can use graphic elements in different ways such as highlighting important elements or to create a familiar resemblance in a campaign. When you're using the logo with other graphic elements, make sure you give the logo some room to breathe.

Bushmans graphic elements: the certification, delivery icon, installation icon, colour options icon, free delivery sticker, red banner, angled container, suntough stamp and guarantee stamp.



The Certification logo - is required on all material containing poly tanks. Product certification is the process by which a manufacturer certifies that their product

conforms to a set of recognised industry standards. A fully accredited certification body must audit quality systems at regular intervals to maintain this product certification. This means that consumer can have the confidence that these products have passed rigorous quality testing. Having the correct product certification can be critical to ensuring ongoing commercial success and maintaining competitive advantage. Testing and certification in this circumstance can help you avoid financial risk, prosecution, harm to your reputation and claims for compensation and damages.



Recyclable, Multi-use Resource logo - Polyethylene water tanks have a long design life. At the end of the tanks' life it can be recycled, creating a closed loop system, where the original material can be reused multiple times.

Our icon illustration style is purely to be used as supportive information and not a logo. There is not a specific suite of icons. New icons can be created to suit specific needs in the style below. Please contact marketing if you would like a specific icon created.



ICONS



22500L

STICKERS & CALLOUTS



STAMPS

Sub logos

Polytuff

Polytuff is to support our communications in relation to our Agricultural tanks.

In applications where the primary logo isn't suitable, a white version is to be used. It must be reversed out of a solid and dark colour background to maximise readability. In black and white applications, use the black logo. It must be placed on a white or light coloured background.

The clear space is the minimum space allowed between the text, design elements, page edges and the logo. Nothing may be placed in the clear space including symbols, patterns or lettering. A minimum width of 20mm must be used when applying all of the various Bushmans logos to ensure that legibility is always maintained.

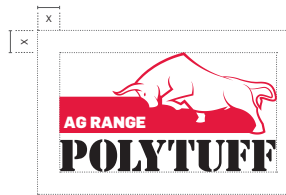
Polytuff colours

Red PMS 186C

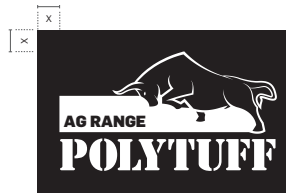
CMYK 100 75 4

RGB 198 12 248

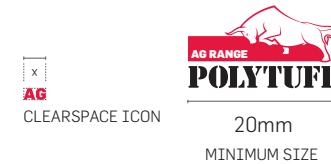
Hex #c60c30



CLEARSPACE FULL LOGO



CLEARSPACE WORDMARK



CLEARSPACE ICON

20mm
MINIMUM SIZE

Sub logos

Sunsmart

Bushmans has introduced a new range of tanks call Sun Tough Tanks which are made from Bushmans own Sunsmart® raw material. This new technology provides exceptional protection from the sun, as well as improved manufacturing, resulting in tanks that last longer.

This new Sunsmart® technology coupled with Bushmans advanced manufacturing and layering technologies is part of Bushmans ongoing quest to improve our products.

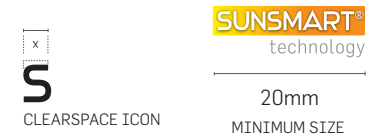
The clear space is the minimum space allowed between the text, design elements, page edges and the logo. Nothing may be placed in the clear space including symbols, patterns or lettering. A minimum width of 20mm must be used when applying all of the various Bushmans logos to ensure that legibility is always maintained.

Polytuff colours

Yellow	C0 M3 Y100 K0	R251 G247 B1	Hex FFF701
Orange	C3 M52 Y92 K0	R247 G121 B17	Hex F77911



CLEARSPACE FULL LOGO



CLEARSPACE ICON

20mm
MINIMUM SIZE

The Angled Container - Serves as the brand's visual foundation, when you look at the symbolic parts of the logo, you notice angles on the ascender of the 'h' and descenders of the 'm' and 'n', these angles take their shape from the stars.



All marketing materials should feature the angle. It's a simple yet unique design element that infers your messages are coming from the core of the brand.

The angle can be used in a variety of ways from giving a silent nod to the brand, to acting as a dynamic element in your design. The beauty of the angle is in its versatility. Use the angle in these ways:

- Add an angle in either red or blue or white to the bottom corner of your design.
- Use the angle to create dynamic fields of colour to hold copy or photo.
- An angle can also be used to contain labeling and/or page numbers to create a consistency from spread to spread in multi-page publications.



Graphic elements give variety and depth to an identity. It also creates unity across our collateral. A unique graphic device can have as much brand recognition as a logo. Note: Images shown are for demonstration purposes only.

Tanks and Tank Groups - A graphic system of squares forms the backing of the tank imagery. The squares represent an organised system and this is what defines and sets the Bushmans brand identity apart, giving it a unique look and feel. The strong, simple squares are an abstract representation of water. The squares must be stormedge blue (80%) to best create the feeling of water and tie into the corporate colour palette. It is important that singular tanks are always right aligned. In tank groups, multiples of three are always to be touching/connected to each other with the larger tanks weighted at the back and top and the lighter smaller ones at the front and bottom. Tanks are to be relative in scale to their Litre size. As all the tanks have a differing irregular shape, the squares help to accentuate and unify the tanks, so that the design feels less busy and creates a more balanced look and feel.



TANK GROUP



5000L (1100gal)
TXD1200 SQUAT
QLD NSW SA
Inlet (H) 1.78m (5'8")
Diameter 2.07m (6'8")
Total (H) 1.86m (6'1")

TANK DETAILS



22500L
TANK PRICING

Palette Colour

Colour has a strong impact on a brand, it affects the mood of our collateral and the feeling it gives to the viewer. Our colours are inspired by rural Australia and by the gardens across our city suburbs.

Corporate Colours - Our primary colour palette are the colours we use on all of our corporate collateral. Our primary colour palette consists of Bushmans Blue, Bushmans Red, Black and White. White space is an important feature of our visual expression and adds a premium quality to our brand.

Blue	PMS 287C	C100 M75 Y2 K18	R0 G48 B135	Hex 003087
Red	PMS 186C	C0 M100 Y75 K4	R198 G12 B48	Hex c60c30
Black		C0 M0 Y0 K100	R0 G0 B0	Hex 000000
White		C0 M0 Y0 K0	R255 G255 B255	Hex ffffff

Tank Colours - Our secondary colour palette may be used on promotional collateral or for colour coding purposes. Our secondary colour palette consists of 13 colours based on the COLORBOND® range of products. For true colour representation, contact your Bushmans representative.

Smooth Cream	C6M12 Y32 K2	R233 G220 B184	Hex E9DCB8
Wheat	C11 M25 Y46 K11	R202 G179 B139	Hex CAB38B
Beige	C16 M29 Y42 K33	R157 G141 B118	Hex 9D8D76
Merino	C6 M13 Y30 K19	R202 G191 B164	Hex CABFA4
Birch Grey	C30 M25 Y32 K8	R177 G173 B163	Hex B1ADA3
Mist Green	C55 M35 Y60 K14	R124 G132 B106	Hex 7C846A
Rivergum	C49 M20 Y50 K47	R100 G113 B94	Hex 64715E
Heritage Green	C77 M22 Y64 K64	R48 G76 B60	Hex 304C3C
Slate Grey	C45 M35 Y42 K67	R75 G76 B70	Hex 4B4C46
Black	C75 M65 Y40 K100	R0 G0 B0	Hex 000000
Monument	C24 M18 Y14 K90	R50 G50 B51	Hex 323233
Stormedge Blue	C62 M38 Y35 K17	R84 G107 B118	Hex 546B76
Heritage Red	C32 M97 Y100 K51	R94 G29 B14	Hex 5E1D0E

Principles Typography

Our typeface is Flama. It's a timeless classic typeface, which is easy on the eye. It's highly legible which is important, it's simple, geometric and helps us talk with confidence and authority without looking too technical or too decorative.

We use three main weights of Flama – Light, Book, Medium, Bold and Heavy. Book Italic is used to highlight text and create an extra level of emphasis – for example sub-headings and pull quotes (key phrases repeated in quote marks). Medium is only used for signage applications.

Use of all capitals is a strong feature of our visual expression, and works well within the angled container system. Flama is characterized by a generous x-height that makes it exceptionally readable at small sizes. It is neutral enough to not clash with other more decorative fonts, yet it can make an impact when necessary and with appropriate treatment. Flama is used for stationery, signage, and as the supporting typeface for all print material.

n.b. Flama is a typeface that must be purchased and installed before use. They must also be used in the manner described in these guidelines and must only be used by competent communications professionals experienced in the technical requirements and uses of typefaces.

<https://www.myfonts.com/fonts/daltonmaag/Flama/>

Application-specific system typeface alternatives - As Flama is not a standard system font, it may not be practical or available for some applications. Many internal documents such as emails, Powerpoint, memos etc. are generated, viewed and printed on computers that will not have Flama installed. Specific applications such as websites use system fonts to display text, so Flama cannot be used. In instances such as those described above, the typeface Arial may be used. Arial is a system font that is available on most PCs and will display and print text consistently across most digital files.

FLAMA LIGHT
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA REGULAR
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA MEDIUM
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA BOLD
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA LIGHT ITALIC
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA REGULAR ITALIC
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA MEDIUM ITALIC
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FLAMA HEAVY
abcdefghijklmnopqrstuvwxy1234567890
ABCDEFGHIJKLMNQPQRSTUVWXYZ

Imagery

Photography

Photographic images are a powerful component of our brand, they say who we are, what we do and what we're like instantly without a written word.

Bushmans photography should support our brand essence of Saving Australia's water.

Styling - abstract and detailed, lit with natural light.

Usage - large scale or contained by the angled panel graphic device. Multiple hero images are never to be used.

Believable - capture a slice-of-life, they should feel warm, friendly and connected with the environment, depicting subjects which utilises the water stored in our tanks such as drinking water, crops, plants and livestock.

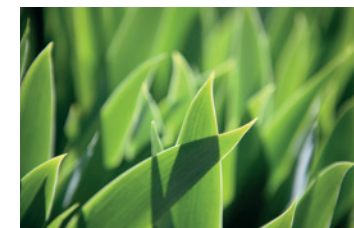
Photo-journalistic approach - talent isn't always looking at the camera, in focus or facing the camera - key to natural, unstaged images.

Location - To provide authenticity, locations should be within Australia from both regional and metropolitan locations.

Environment/water conservation - Be positive and reflect sustainability, water conservation and a healthy environment. Images that could be interpreted as wasting water should be avoided.

Infrastructure, equipment and technology - The use of interesting angles, perspective and depth-of-field should be applied to create interest. From time to time, construction and Bushmans personnel may be in shot or the focus of the shot. It is essential that these people are captured in a safe environment and wearing appropriate personal protective equipment for their task and location.

Product imagery - important to show our clients our range of tanks and accessories. All product features and functions must be clearly visible and deep-etched. The Stormedge Blue (80%) square container helps to highlight and standardised the tanks.

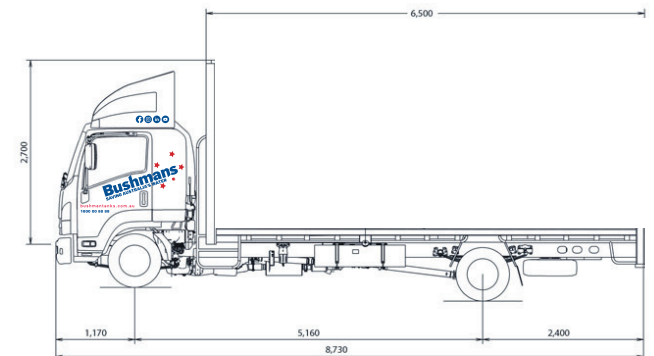


N.B. Images for style reference only. These images are not rights released for use by Bushmans.

Corporate Applications

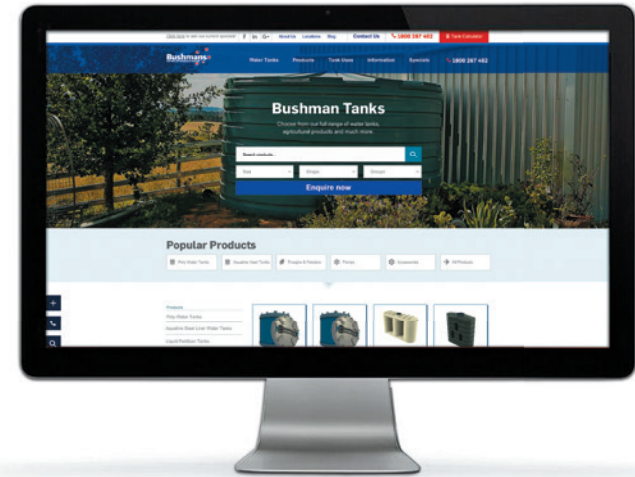
Vehicles

Vehicles should be white with the logo displayed on both sides. Passenger vehicles will be identified with complete logo on both front doors. The visuals indicate the position of the logo, which must appear in its entirety and in the corporate colours. Vinyl stickers should be applied directly to the vehicle door. Logo should be placed approximately 100mm below the window sill and please avoid application over prominent panel details.



Corporate Applications Print & Online

The examples shown here run the gamut from stationary, print ads to online. They're branded to make use of the logo, colours, and graphic elements - these examples should give you a good idea of how flexible the brand can be, and give you inspiration for your own branding efforts.



OzPoly 
water products

Aqualine
STEEL TANKS



Endorsed Brand

Aqualine

We use Aqualine as an Endorsed Brand platform to support our communications in relation to our steel tanks.

The graphic system that has been developed for Aqualine highlights the abstract representation of water - a wave which is actually the corrugated iron profile, a nod to the tank holding water.

The same angles on the letters have been applied to the Flama font in the logo as per the Bushmans logo (see The Angled Container page 8) along with a similar and complimentary layout for the logo.

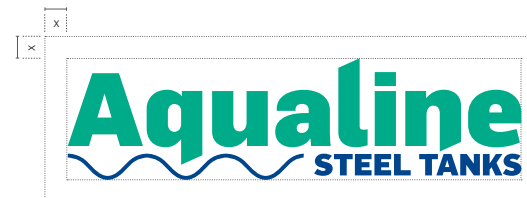
The vitality portrayed in the Aqua colour adds confidence to the brand as well as working in with the red and the blue of Bushmans when the logos are together. The Aqualine logo should appear with the Bushmans logo, see page 18 for layout.

In applications where the primary logo isn't suitable, a white version is to be used. It must be reversed out of a solid and dark colour background to maximise readability. In black and white applications, use the black logo. It must be placed on a white or light coloured background.

The clear space is the minimum space allowed between the text, design elements, page edges and the logo. Nothing may be placed in the clear space including symbols, patterns or lettering. A minimum width of 20mm must be used when applying all of the various Bushmans logos to ensure that legibility is always maintained.

Aqualine colours

Blue	PMS 287C	C100 M75 Y2 K18	R0 G48 B135	Hex 003087
Aqua	PMS GreenC	C93 M0 Y63 K0	R0 G171 B132	Hex 00ab84
Black	C0 M0 Y0 K100	R0 G0 B0	Hex 000000	
White	C0 M0 Y0 K0	R255 G255 B255	Hex fffffff	



CLEARSPACE FULL LOGO



CLEARSPACE WORDMARK



Endorsed Brand

OzPoly

We use OzPoly as an Endorsed Brand platform to support our communications in relation to North Queensland's leading manufacturer of rainwater tanks.

In applications where the primary logo isn't suitable, a white version is to be used. It must be reversed out of a solid and dark colour background to maximise readability. In black and white applications, use the black logo. It must be placed on a white or light coloured background.

The clear space is the minimum space allowed between the text, design elements, page edges and the logo. Nothing may be placed in the clear space including symbols, patterns or lettering. A minimum width of 20mm must be used when applying all of the various Bushmans logos to ensure that legibility is always maintained.

Aqualine colours

Olive1	PMS 5763C	C61 M45 Y70 K10	R117 G122 B77	Hex 747a4d
Olive2	PMS 5783C	C43 M32 Y49 K7	R163 G169 B131	Hex a3a882
Olive3	PMS 413C	C24 M18 Y28 K4	R186 G185 B175	Hex b9b8af
Grey	PMS Cool Gray 6 C	C0 M0 Y0 K40	R167 G168 B169	Hex a7a7a9



CLEARSPACE FULL LOGO



CLEARSPACE WORDMARK



Endorsed brands

Logo applications - Aqualine and OzPoly brand offerings are endorsed by the Bushmans brand. Bushmans provides credibility and reassurance that Aqualine and OzPoly will live up to its claims. Aqualine and OzPoly are not completely independent of Bushmans, but have considerable freedom to develop product associations and a brand personality that is different from that of Bushmans.

Vertical & Horizontal
 Bushmans logo 40% smaller
 than endorsed brand logos



Vertical & Horizontal
 Endorsed brand logos 40%
 smaller than Bushmans logo




Logo applications

Email Signature:

Helene Lindholm
Marketing Coordinator | 02 8224 5805
Bushmans Group Pty Limited - Suite 2, Level 10, 70 Pitt Street Sydney, NSW 2000 | 0414 999 545



 www.bushmantanks.com.au

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A promotional banner with a background of a tropical beach. The text reads 'HOLIDAY HERE This year' in white and blue. A red box contains '\$10,000 in Gift Cards to be won from FLIGHT CENTRE'. A QR code is positioned to the left of the red box. To the right, four water tanks are shown with their capacities: 10000L, 22500L, 25000L, and 30000L. Below the tanks, it says 'Buy a tank to enter. T&C's: bushmantanks.com.au'.

Call **1800 008 888** to find your local **Bushmans Reseller**, or for the full range of products go online.

Experienced staff will answer all your enquiries and help you find the best solution for your water tank or industrial liquid storage requirement. All Bushmans factories are fully certified and qualified to manufacture tanks to the AS/NZS4766 Quality Standard, ensuring products produced in each of our plants are consistently made to the specified quality standard.

 facebook.com/bushmanstanks  instagram.com/bushmanstanks  youtube.com/BushmansTanks  au.linkedin.com/company/bushmans-group-pty-ltd  twitter.com/BushmansTanks

Bushmans: 18 Colliers Ave, Orange **NSW** 2800 | 70 Pitt St, Sydney **NSW** 2000 | Cobden Rd, Terang **VIC** 3264 | 15 CB Fisher Dr, Cavan **SA** 5094 | 22 Jandowae Rd, Dalby **QLD** 4405

OzPoly: Lot 320, Clifford Road, Innisfail, **QLD** 4860

w w w . b u s h m a n t a n k s . c o m . a u