



BRAND MANUAL

The Branding Guidelines of AUSKO



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01

Brand Introduction



○ Brand Story

The founder of AUSKO, Mr Andrew Koh said, "We pride ourselves in what we are good at and focus to be the Best in the field." and that attitude has led to the company's active growth since its establishment in the year 2000.

AUSKO has continuously improved its capabilities and expanded its operations with two modern manufacturing plants in Shanghai & Mian Yang City, China. Our focus on research and technology keeps us at the forefront of the industry. We are one of the pioneers that has been actively producing bins which are IOT ready and investing significantly to strengthen our digital capabilities and enhance e-commerce presence.

Our success is not by chance. It is the result of passionate pursuit of knowledge, ideas, and innovation as well as the dedication and hard work of a team of motivated individuals led by a visionary leader. We accomplished a significant milestone in 2008 by providing a holistic solution to the two Integrated Resort (RWS & MBS) waste bin needs which have led to many mutually beneficial relationships with various government agencies and MNCs.

Deeply rooted in our core values and vision, with the HQ strategically located in Singapore, AUSKO strives to be the regional leader as a change enabler in waste management with innovative products and service excellence.

○ Vision

**Be the regional leader
as a change enabler in
waste management with
innovative products and
service excellence.**

○ Mission

**To lead positive changes in our
Environment, Enterprise, and the
lives of our Employees:**

ENVIRONMENT

Play an integral role in
the waste management
ecosystem

ENTERPRISE

Serve with purpose, passion
and continuously innovate and
improve waste management
solutions for corporate
sustainability and growth.

EMPLOYEES

Build a team of positive
and successful individuals
through trust, empowerment,
and continuous learning.

○ Tagline



YOUR WASTE • OUR BIN

○ AUSKO Values

AUSKO

ACT

with Ethics,
Integrity and
Humility

UNITE

as One to
deliver the
vision

SERVE

with purpose
and passion

KNOWLEDGE

acquisition and
continuous
innovation are
central in all
we do

ONWARD

success and
celebrate
progress

○ Brand Persona

THE CREATOR

BRAND ARCHETYPE



Values

Creativity, Expression,
Innovation, Imagination.



Goals

To give form to a vision
or idea



Motivation

The creator wants to inspire and
develop creative skills and create
something of enduring value



Fears

Having mediocre vision
or execution

Brand Voice

Commanding
Refined
Articulate

Brand Tagline

Your Waste • Our Bin

Brand Promise

To be the change enabler in
waste management

What Customer Feel

Impressed, Inspired, Fosters
their Imagination

02

Brand Identity



○ Brand Logo

The AUSKO brand logo consists of two key elements - the logotype and logomark.

The full brand logo is always the first option when presenting the brand. The logomark can appear independently where required, especially if there is a space restriction on the width of the logo.



○ Secondary Logo

The AUSKO brand logo consists of two key elements - the logotype and logomark.

The full brand logo is always the first option when presenting the brand. The logomark can appear independently where required, especially if there is a space restriction on the width of the logo.



○ Logo Rationale

The logo embodies AUSKO's commitment towards a sustainable waste management ecosystem.

The Leaves & Arrows symbolize movement within the flow of life and energy, radiating the company's determination to play a critical role towards the environmental-social wellbeing of the community, country and the world.

Above all, these movements and flow encompass great synergy amongst their management, their high-level objectives and their employees via a sophisticated open-communication system.

The font type used and the corporate blue colour symbolizes AUSKO's trustworthiness and seriousness about their business ventures.



○ Monochrome Variation

Single colour variations of the logo, either black or white, are to be used when there is restricted or single colour applications of the brand logo.

These variations are to be used when the logo is placed against a coloured-background that may clash with or obscure the colours on the brand logo.

Please always ensure that sufficient contrast is provided between the monochrome variations and the background it is placed on.

1.



2.



1. White Variation

The white logo variant should only be used against brand colours and dark-coloured backgrounds. Whenever possible, it should appear against the black background or the brand colours.

2. Black Variation

The black logo variant should only be used against brand colour, white, light or bright-coloured backgrounds. Whenever possible, it should appear against the white background or the brand colour.

○ Colour Palette

Colour provides strong visual links to the brand across a wide range of applications.

To ensure a consistent, cohesive look across all print and web materials, please use this colour guide for all materials created for the brand.

Logo Colour

AUSKO Blue

CMYK	100, 99, 35, 31
RGB	34, 32, 85
HEX	#222055

Primary Colours

AUSKO Blue

CMYK	100, 99, 35, 31
RGB	34, 32, 85
HEX	#222055

Life

CMYK	5, 3, 3, 0
RGB	239, 240, 241
HEX	#eff0f1

○ Corporate Typeface

The corporate typeface is the Roboto family typeface. Roboto is chosen for its professional yet friendly quality. Different weights of the typeface will be used. Bold is used for in headers or where emphasis is required. Medium font is used for the sub-header and regular font is used for body copy.

Constant use of type will unify our brand identity thus both typefaces are to be used in all hardcopy and softcopy letters, presentations, and other correspondences.

'Roboto' font can be downloaded from:
<https://fonts.google.com/specimen/Roboto>

Header

Roboto in **Bold** is used for display and heading text, or where emphasis is required.

Roboto Typeface In Bold Is Used For Headers or where emphasis is required.

Sub Headers

Roboto in **Medium** is used for sub-headers.

Roboto typeface in semibold is used for sub-headers. Font size of sub-headers should be at least 2pt larger than body copy.

Bodycopy

Roboto in regular is used for body copy.

Roboto typeface in regular is used for the bodycopy.
Roboto **Bold** or *Italic* are used for emphasis.

○ System Typeface

If the corporate typeface can't be used, the 'Arial' typeface is the default typeface to use in place of 'Roboto' font family. This typeface is chosen as Arial is available on all platforms however they are only to be used as the last resort.

When possible, it is best to use the corporate typefaces for a consistent brand identity.

Header

Arial in Bold is used for display and heading text, or where emphasis is required.

**Arial Typeface In Bold Is
Used For Headers or where
emphasis is required.**

Sub Headers

Arial in semibold is used for sub-headers.

Arial typeface in bold is used for sub-headers. Font size of sub-headers are at least 2pt larger than body copy.

Bodycopy

Arial in regular is used for body copy.

Arial typeface in medium is used for the body copy. Arial **Bold** or *Italic* are used for emphasis.

○ Imagery Style

Shots should be simple, direct and feature real people, in real places, in real situations, with real emotions. The images can either be colour or black and white.

Product shoots should be in a well-lit environment with no strong shadows and contrast. The environment should appear clean, comfortable and natural.

Landscape shots of the nature such as greenery and sky are applicable to express AUSKO's passion for the well-being of our environment.



○ Imagery Style - Dont's

✗ Images to Avoid:

1. Images that are too dark
2. Stark contrast in the lighting.
3. Environment is too messy and dirty
4. Overly complex compositions
5. Overly sterile environments
6. People are looking too serious



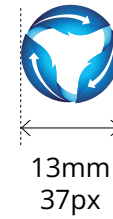
02

Logo Usage



○ Minimum Size

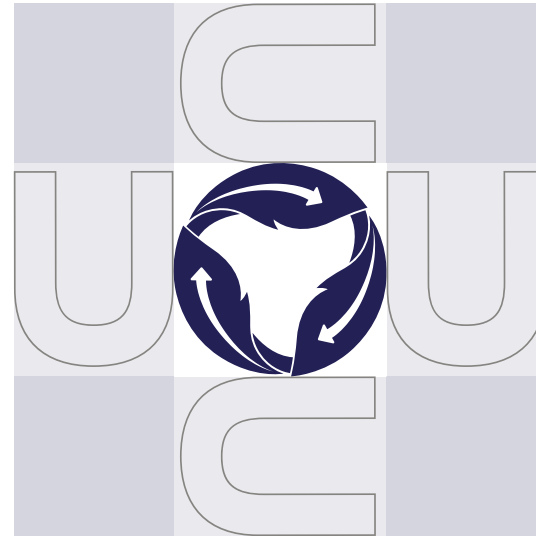
To ensure the visibility and the clarity of the brand identity, please ensure that the AUSKO brand logos are never smaller than the minimum sizes shown here.



○ Clear Space

The clear space around the brand logo ensures maximum visibility and prominence. The clear space around the logo should be free of all other graphic elements.

The minimum clear space measurement is based on the width of AUSKO logomark and is illustrated on the right by following the width of “U” in the AUSKO logo.



○ Tagline Usage

The AUSKO tagline is “Your Waste • Our Bin”.

The tagline can be used independently to express the brand’s idea and together with the AUSKO logo. When stacked with the AUSKO logo, the white space between them should be the width of half of the “U” in the AUSKO logo to ensure clarity.



○ Co-Branding

When the AUSKO brand logo appears with the logos of partner organisations, please ensure that the minimum clear space (as illustrated by the grey dotted lines) is kept between logos.

Also ensure that the minimum clear space of partner logos is adhered to. All logos should be aligned to the center of the AUSKO brand logo.

1. AUSKO as Main Organiser

Partner logo(s) should be scaled to 75% of the AUSKO brand logo in visual weight.

2. AUSKO and partner organisation(s) at equal standing

All logos should be scaled to equal visual weight.

3. AUSKO as participant of main organisation's event

The AUSKO brand logo should be scaled to 80% of the main organisation's logo in visual weight.

1.



2.



3.



○ Logo Misuse

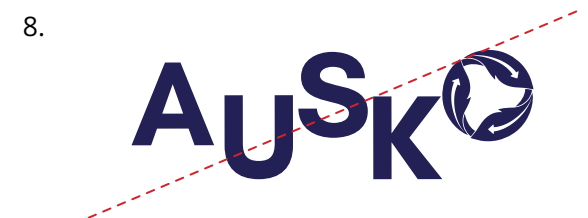
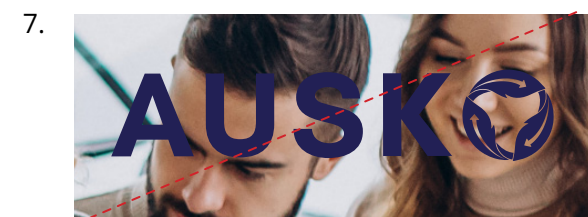
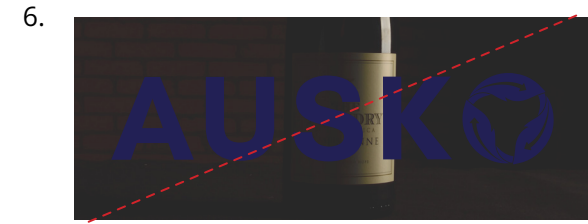
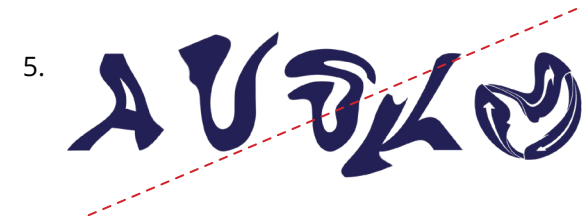
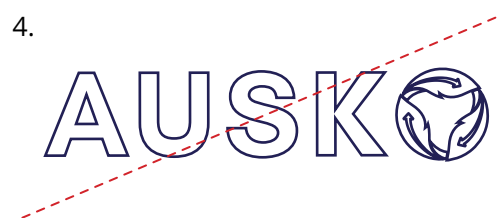
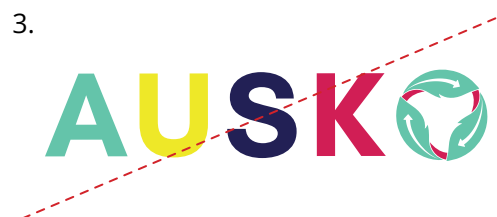
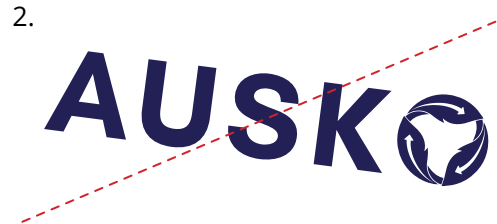
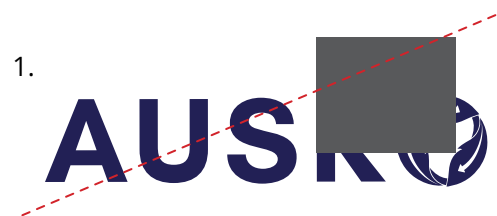
Maintaining the integrity of the AUSKO brand identity is of utmost importance.

The brand logo should always be presented with clarity, prominence, and most importantly, in its original state and proportions.

The examples presented here illustrate unacceptable uses of the brand logo.

✗ Do not:

1. Cover up the brand logo.
2. Place the brand logo at an angle that is not parallel to the format of the medium.
3. Change the colours apart from the variants approved in this guide.
4. Stylise the brand logo with outlines.
5. Distort the brand logo.
6. Place the brand logo on a background that does not provide sufficient contrast.
7. Position brand logo over crucial graphic details such as faces or products.
8. Rearrange the element of the brand logo.



03

Web Style Guide



○ Colour Palette for Web

Template background 1

HSB 241°, 62%, 33%
RGB 34, 32, 85
HEX #222055

Background 2

HSB 208°, 0%, 94%
RGB 239, 240, 241
HEX #eff0f1

Background 3

HSB 359°, 0%, 100%
RGB 255, 255, 255
HEX #ffffff

Typography 1

HSB 59°, 10%, 11%
RGB 29, 29, 26
HEX #1d1d1a

Typography 2

HSB 241°, 62%, 33%
RGB 34, 32, 85
HEX #222055

Typography 3

HSB 359°, 0%, 100%
RGB 255, 255, 255
HEX #ffffff

○ Buttons and Icons

Buttons

Regular Button



Button Colour: #222055
Text Colour: #ffffff
Text Tracking: 50pt

Hover Button



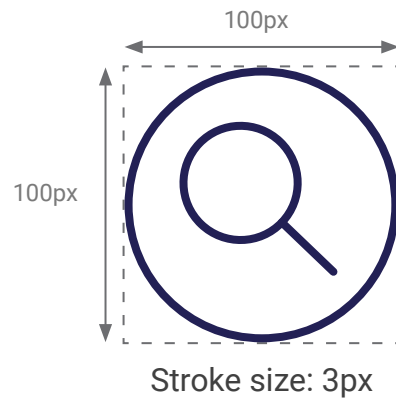
Button Colour: #eff0f1
Text Colour: #222055
Text Tracking: 50pt

Outline Button



Text Colour: #222055
Text Tracking: 50pt
Stroke Size: 1px
Stroke Colour: #222055

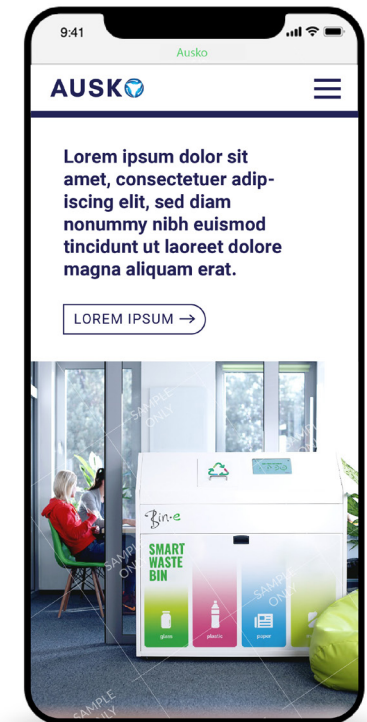
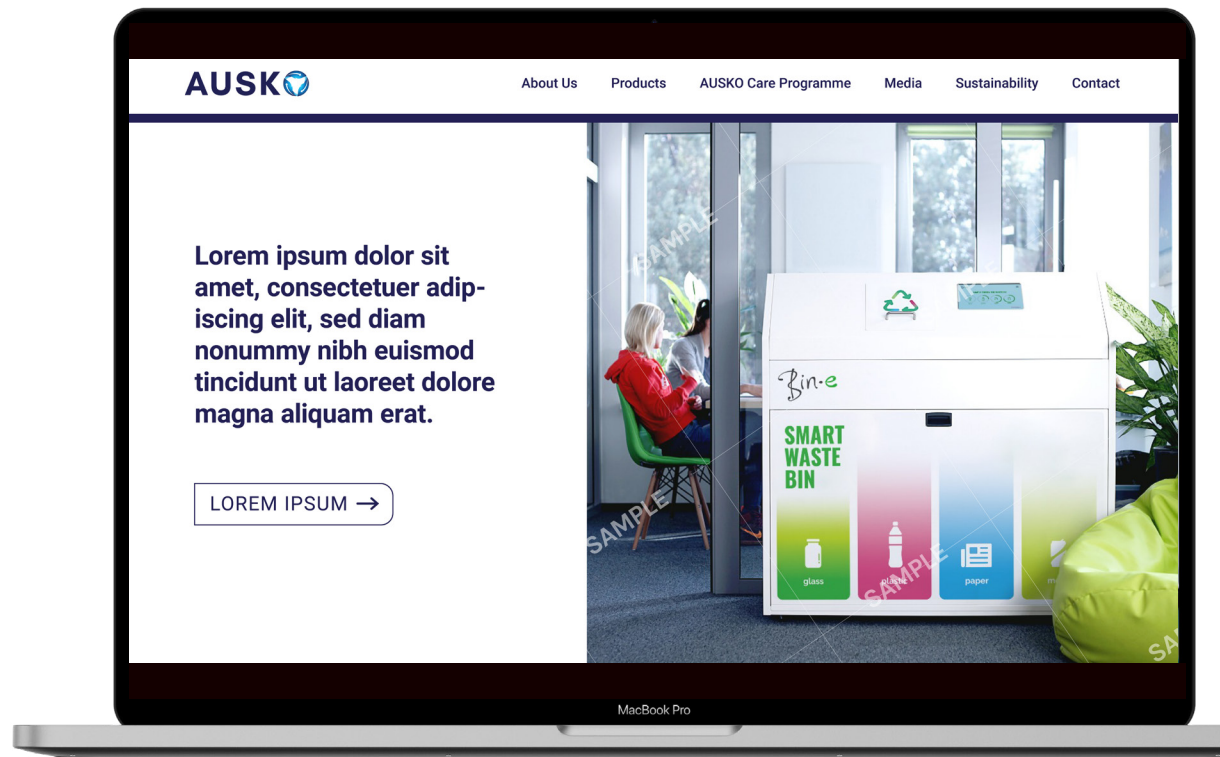
Icons

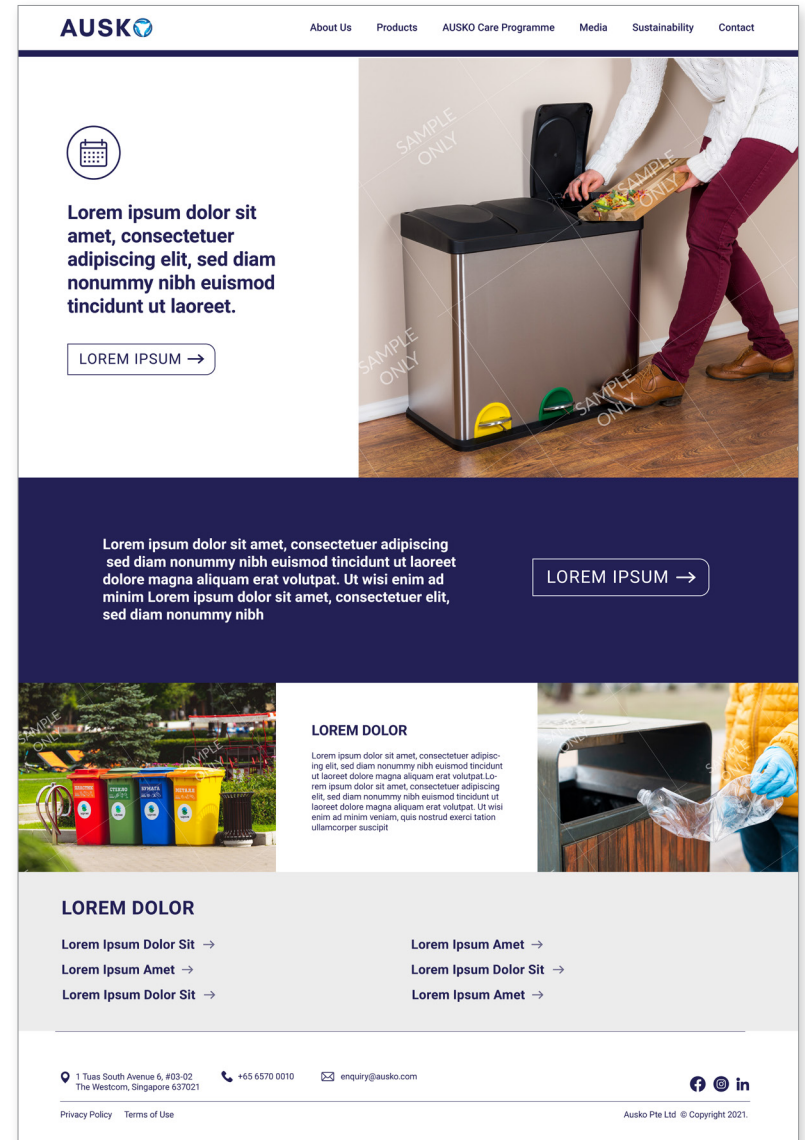


○ Typeface for Web

Typeface	Desktop	Tablet	Mobile
Roboto Bold	H1: 48px	H1: 42px	H1: 34px
	H2: 37px	H2: 33px	H2: 29px
	H3: 32px	H3: 28px	H3: 24px
	H4: 20px	H4: 20px	H4: 20px
Roboto Regular	B1: 21px	B1: 21px	B1: 21px
	B2: 17px	B2: 17px	B2: 17px

Website Mockup





04

Application



Letterhead & Envelope

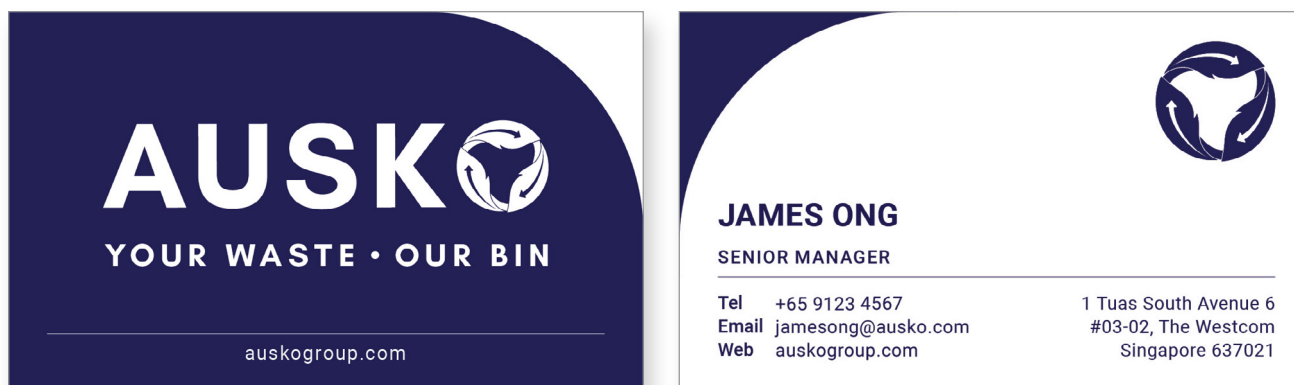
Note: Editable templates of documents are available. Please see conclusion for details.



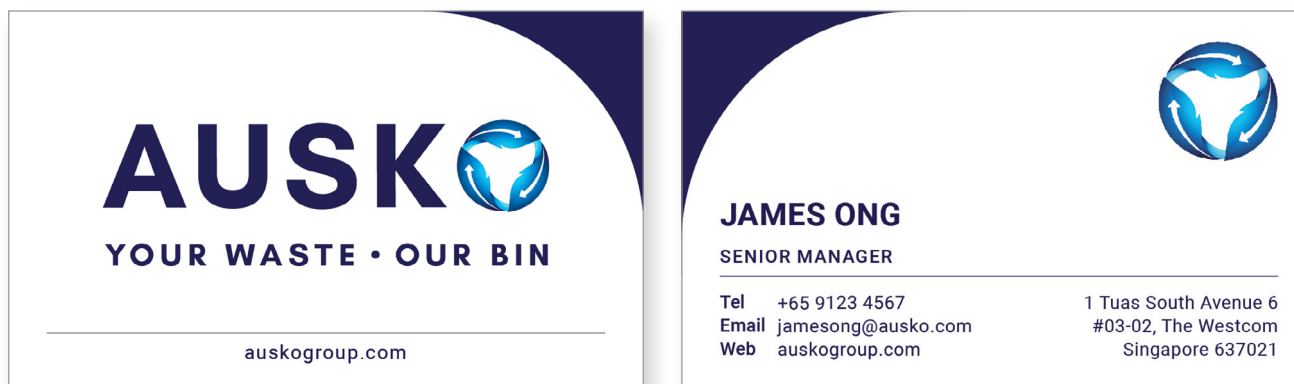
○ Namecards

Note: Editable templates of documents are available. Please see conclusion for details.

Namecard (Printed) - Front & Back



Namecard (Digital) - Front & Back



○ Email Signature

Note: Editable templates of documents are available. Please see conclusion for details.

JAMES ONG

AUSK 

SENIOR MANAGER

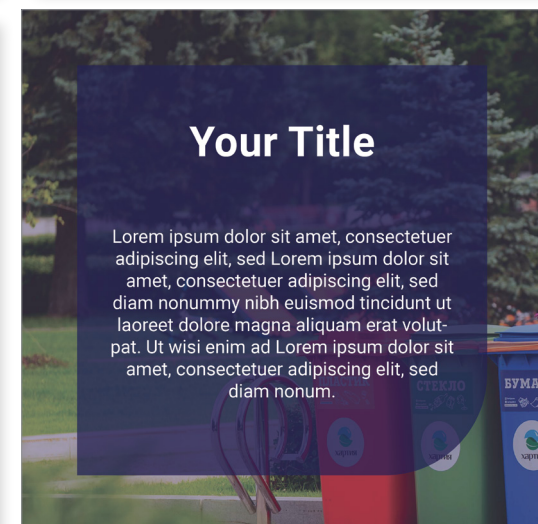
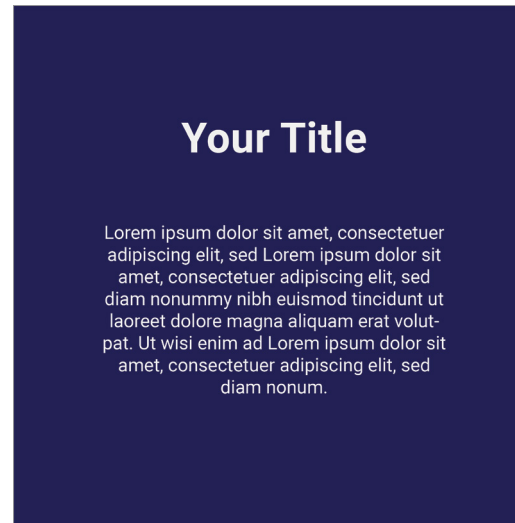
 +65 9123 4567

 1 Tuas South Avenue 6, #03-02, The Westcom, Singapore 637021

 auskogroup.com

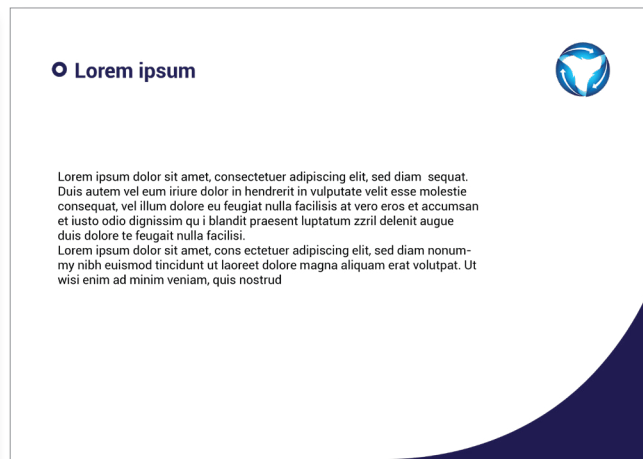
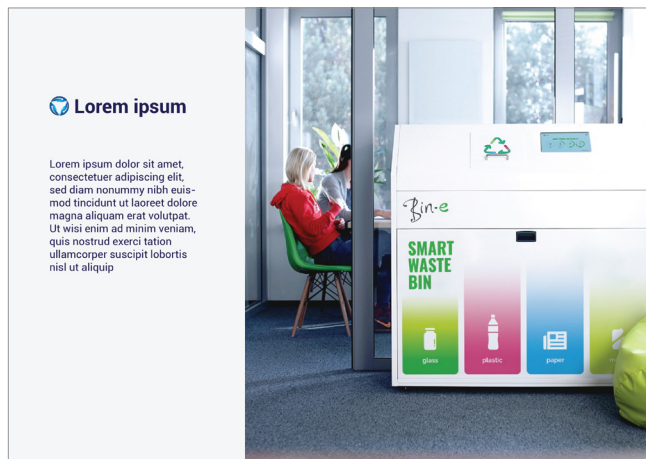
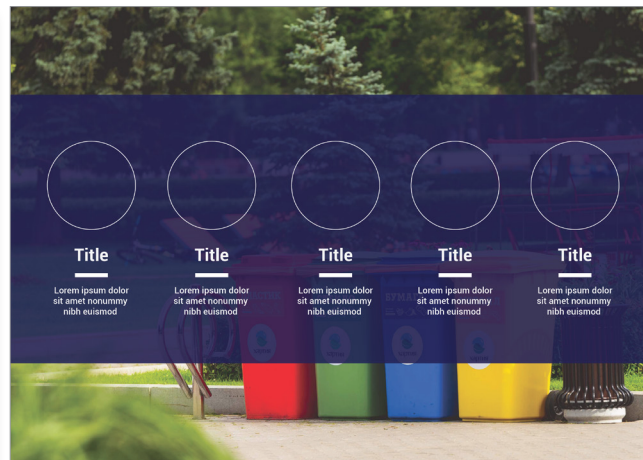
○ Social Media Feed Templates

Note: Editable templates of documents are available. Please see conclusion for details.



Presentation Slides Templates

Note: Editable templates of documents are available. Please see conclusion for details.



05

Further Application



○ Polo Shirt



○ T-Shirt



06

Conclusion



○ Brand Matters

After reading this guide, we hope that you share our passion to build the AUSKO's visual brand story through attention to detail and consistent application of the brand across all communication mediums.

Please apply the brand guidelines thoughtfully and carefully in all situations. It requires time and effort, but it is a crucial step in enabling us to build a strong brand.

Should you have further questions about our brand visual system, its applications and to get access to the official document templates, feel free to contact us.



Heng Tze Hock, Charles

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Corporate Development & Strategy*

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✉ charles@auskogroup.com

FOR INTERNAL CIRCULATION ONLY

Images in the Imagery Style Examples will be replaced
after official photography has been done.

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