



# THE NDA IDENTITY AND CORPORATE COMMUNICATION STYLE GUIDE

○ Version: 1.5 | January 2009

**Proud History | Confident Future**



# Contents

<b>Introduction</b>	6
<b>NDA Symbol</b>	7
<b>NDA Brand Tree</b>	8
<b>NDA Brand System</b>	9
<b>Alternative Logos</b>	10
<b>Clearspace</b>	11
<b>Minimum Size</b>	12
<b>Preferred Logo Sizes</b>	13
<b>Logo Colour Palette</b>	16
<b>Colour Tints</b>	16
<b>Use of Colour - Standard Logo</b>	17
<b>Use of Colour - Single Colour (Tints)</b>	18
<b>Use of Colour - Solid Colour</b>	19
<b>Single Colour Logos (Corporate)</b>	20
<b>Single Colour Logos (Regional)</b>	21
<b>Single Colour Logos (Group)</b>	22
<b>Typography</b>	23
<b>Logo Usage</b>	24
<b>Applications - (Overalls)</b>	26
<b>Applications - (General Apparel)</b>	27
<b>Applications - (Advertising)</b>	28
<b>Applications - (Recruitment Ad)</b>	29
<b>Applications - (Vehicles)</b>	30
<b>Applications - (Email Signature)</b>	31
<b>Tone and Style</b>	31

<b>NDA Corporate</b>	<b>32</b>
Corporate Application	34
Corporate Brand Use	35
Stationery - (Business Card)	35
Stationery - (Letterhead)	36
Stationery - (Compliment Slip)	37
Stationery - (Envelopes)	38
Stationery - (Presentation Folder)	39
<b>The NDA Group Brands</b>	<b>40</b>
<b>Asian Companies</b>	
Shanghai NDA	42
<b>U.S. Companies</b>	
SHECO	44
SHECO Services	46
<b>Australasian Companies</b>	
NDA New Zealand	48
CROWN Sheetmetal	50
TRUFORM	52
Dairy Technology Services	54
NDA Australia	56
CROWN Stainless	58
PIPETECH	60

## Introduction

The NDA Logo



The NDA Symbol

The NDA Statement

### NDA's Vision

Great organizations engage their people in a shared view of the future. This vision is a capacity to build and hold a picture of the future we want to create but demands commitment and participation.

To develop a shared vision it is necessary that people are prepared to engage in the process and allow themselves to be captured by it.

It is a demanding process – intellectually, creatively, and emotionally. Visions aren't words, they are pictures. When you can see the picture, you can talk about it – the words come.

The foundation for our vision began by us defining the core elements that would make NDA what we wanted it to be. We identified four factors critical to our success. These Critical Success Factors (CSF) became the building blocks of the vision. We evolved each CSF into a picture and then fused these aspects to create one, all encompassing picture—and this is our vision.

Here it is, not just a picture, but a 3-D object. The four interlocking rings collectively take on the overall shape of a sphere. Dynamic and able to adapt its shape yet inherently strong by virtue of these four components.

## NDA Symbol



End to End Excellence

Added Value Innovation

Partnerships

Staff Engagement

**Four rings, each represents a vital element of the NDA mission statement. Each ring is interlocked with the other, intrinsically part of the other rings and together they are whole.**

### 1) Staff Engagement

Our vision of the future is that our staff are engaged in what they do. They are learning, they are interested and they feel appreciated. They go the extra mile, they contribute, enjoy what they do and in turn are well rewarded.

### 2) Partnerships with our customers and suppliers

Long running partnerships based on understanding and trust where better outcomes are the result for both parties.

### 3) Added Value Innovation

We push the boundaries, ask questions and find better ways. We solve problems and deliver solutions for our partner customers.

### 4) End to End Excellence

A ring to represent our processes, from start to finish. From fielding the enquiry to collating the customer feedback after a successful job and everything in between.

**Representation of the vision** – The picture in our minds of an NDA that is founded on strong and lasting customer and supplier relationships. An NDA that has satisfied, contributing and engaged staff. An NDA where innovation and added value exists in all we do. An NDA where our processes from start to finish are the best they can be.

**What differentiates one business from the next is the people** – It may be a cliché, but it's true; an organisation's greatest asset is its people. The road behind us stretches back over a century – but the best still lies on the road ahead. Come join with us on the journey forward which promises to hold exciting challenges and rewards as we work together to live our vision and create our future.

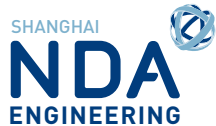
# NDA Brand Tree

THE NDA CORPORATE BRAND



NDA REGIONAL BRANDS

NDA GROUP BRANDS





# NDA Brand System

## The NDA Corporate Logo

The NDA corporate logo should stay consistent across all media. There is no interchangeable part to be applied to this logo.

The statement line can be removed when the text is too small to read. Please see section Alternative Logos for more details.

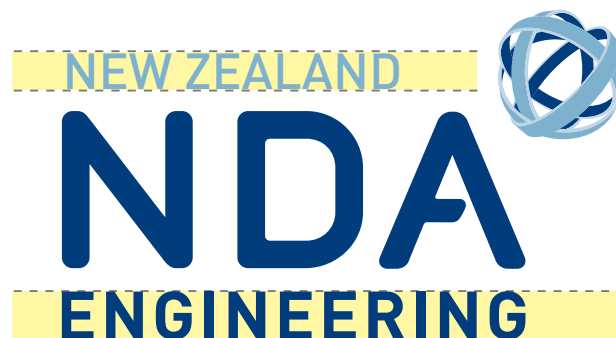


## The NDA Site Brand System

The Regional Logo System consists of two interchangeable parts to differentiate plants in different countries. It is also used to distinguish work types.

1. Regional Name: Depending on the plant location, the regional name can be changed to a different country.

2. Work Type: Depending on the work type, it may be changed.



## Alternative Logos

The standard version of the NDA logo is always the preferred version for all media (CMYK, MPS, RGB, WEB). If this is not possible, a single colour version should be used. (See Single Colours section for details)

In special cases, where the NDA's statement seems too small in the layout to read, an alternative logo without the statement should be replaced.



The statement can be used by itself to enforce the corporate culture. Only use when there is no nearby NDA logo with statements on it. Single colour rules apply.

**Proud History | Confident Future**

**Proud History | Confident Future**

**Proud History | Confident Future**

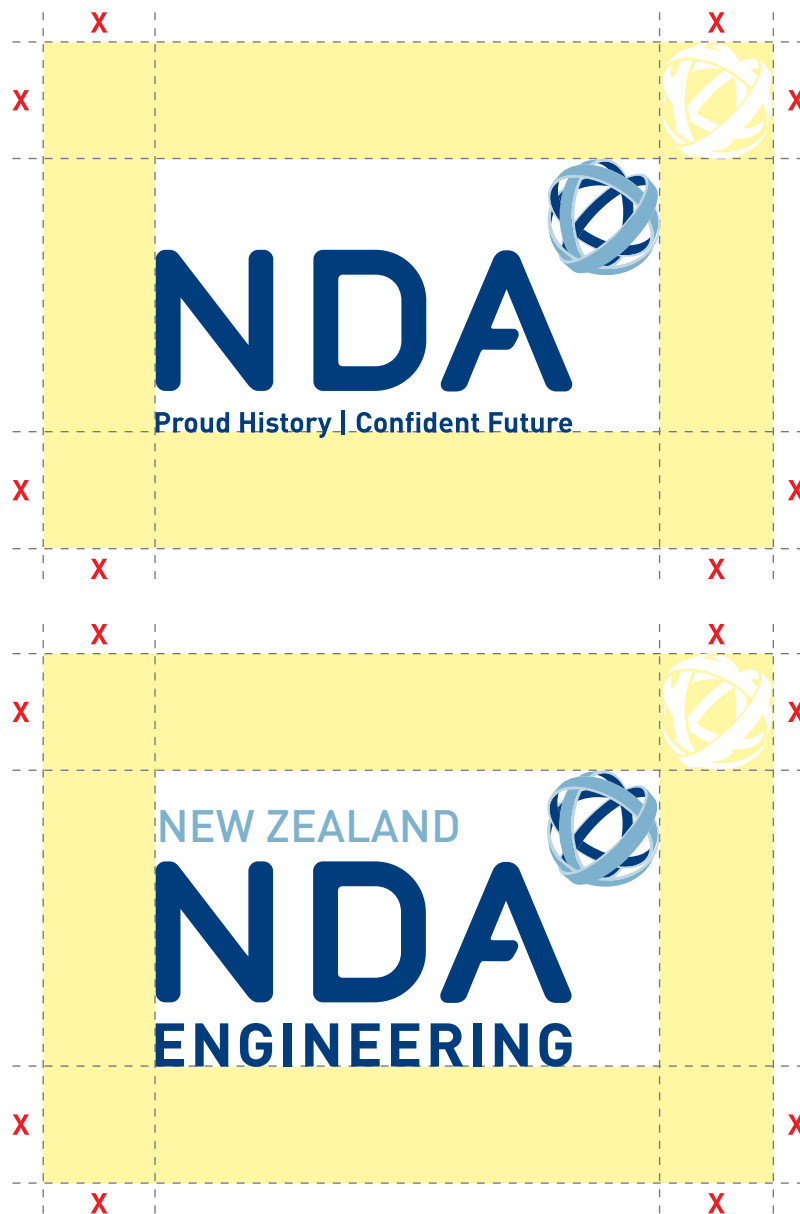
**Proud History | Confident Future**

**Proud History | Confident Future**

# Clearspace

This is the recommended minimum space to ensure the NDA logo is not constricted and lost within copy and is defined by the circumference of the “circular symbol” (represented here by ‘x’)

Nothing should interfere with this area.



## Minimum Size

Minimum size is to ensure the NDA statement is not constricted and lost within copy or graphics. In special cases when the logo needs to be smaller than the minimum size, the alternative logo without statement should be used. Use the preferred sizes below throughout NDA materials whenever possible.

Note that minimum size measurements include the minimum clear space around the logo.



40mm



40mm



30mm

Drop the statement if the logo is smaller than 40mm in width.

# Preferred Logo Sizes

To achieve consistency and logo clarity throughout NDA's material, different logo sizes are designed for different materials. Use the preferred sizes below throughout NDA materials whenever possible. On alternative formats such as posters and flags the logo can be resized proportionally.

Note that preferred logo size measurements include the minimum clear space around the logo.

## 100px (On Screen Applications):

The minimum width of the logo is 100px for on screen applications e.g. Web site.

## 45mm (Business Cards):

The preferred logo size for business card is 45mm in width.



45mm

## 50mm (Letterheads):

The preferred logo size for letterheads is 50mm in width.



50mm

## STYLE GUIDE

01/09

### 50mm (Envelopes):

The preferred logo size for DLE and A4 size envelopes is 50mm in width.



### 65mm (Envelopes):

The preferred logo size for A3 size materials is 65mm in width.



**100mm (General Uniform):**

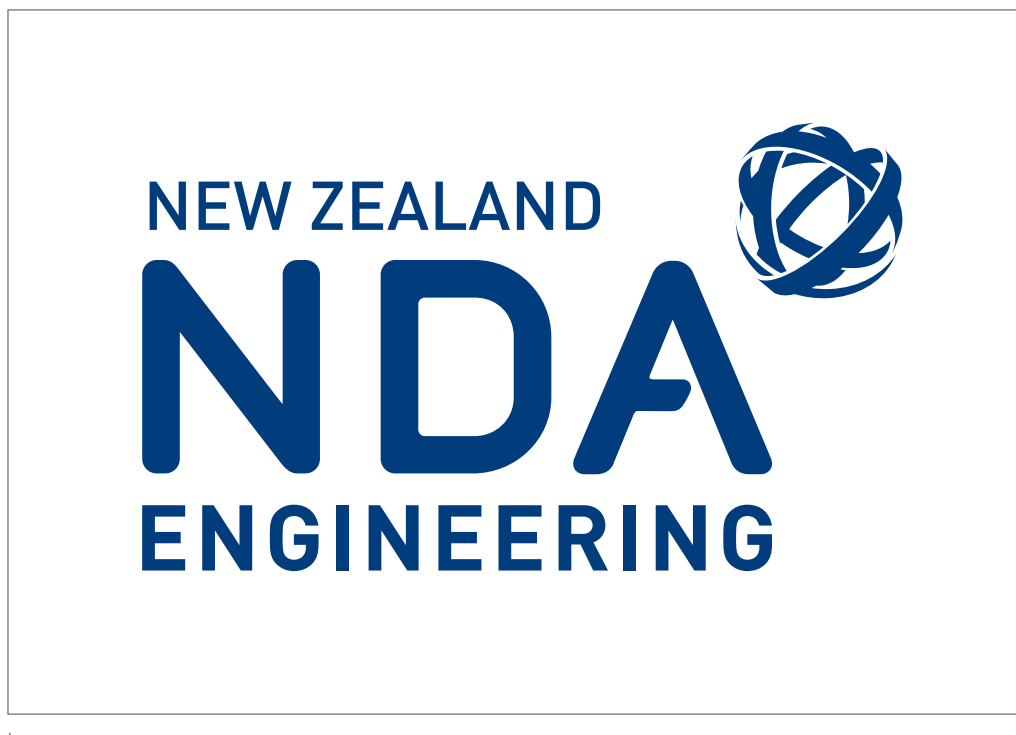
The preferred logo size for using on general uniform is 100mm in width.



100mm

**135mm (Workshop Uniform):**

The preferred logo size for using on workshop uniform is 135mm in width.



135mm

# STYLE GUIDE

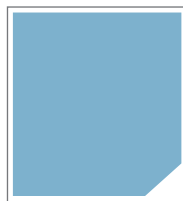
01/09

## Logo Colour Palette

The corporate colours for NDA is PANTONE® 281 and PANTONE® 550. Below are the PANTONE® colours, process (CMYK) and RGB (Web) break downs. It is essential to adhere to the colour palette to maintain a consistent brand.



**PANTONE® 281**  
 CMYK: 100C 72M 0Y 32K  
 RGB: 0R 59G 121B  
 WEB: #003B79



**PANTONE® 550**  
 CMYK: 38C 4M 0Y 19K  
 RGB: 145R 186G 208B  
 WEB: #91BAD0

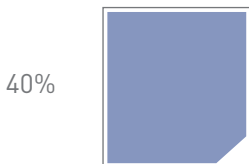
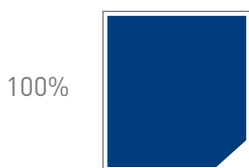


**PANTONE® 550 50% TINT**  
 CMYK: 19C 2M 0Y 9K  
 RGB: 200R 220G 232B  
 WEB: #C8DCE8

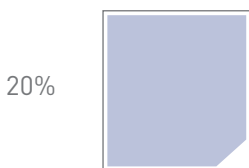
## Colour Tints

Tints can be used when using single colour for the NDA logo. Only 40% and 20% tints can be used.

### PANTONE® 281



CMYK: 40C 29M 0Y 13K  
 RGB: 149R 160G 194B  
 WEB: #95A0C2



CMYK: 20C 14M 0Y 6K  
 RGB: 201R 205G 224B  
 WEB: #C9CDE0

### PANTONE® 550



CMYK: 15C 2M 0Y 8K  
 RGB: 221R 227G 236B  
 WEB: #D3E3EC



CMYK: 8C 1M 0Y 4K  
 RGB: 233R 240G 245B  
 WEB: #E9F0F5

### Black



CMYK: 0C 0M 0Y 40K  
 RGB: 177R 178G 180B  
 WEB: #B1B2B4



CMYK: 0C 0M 0Y 20K  
 RGB: 217R 218G 219B  
 WEB: #D9DADB

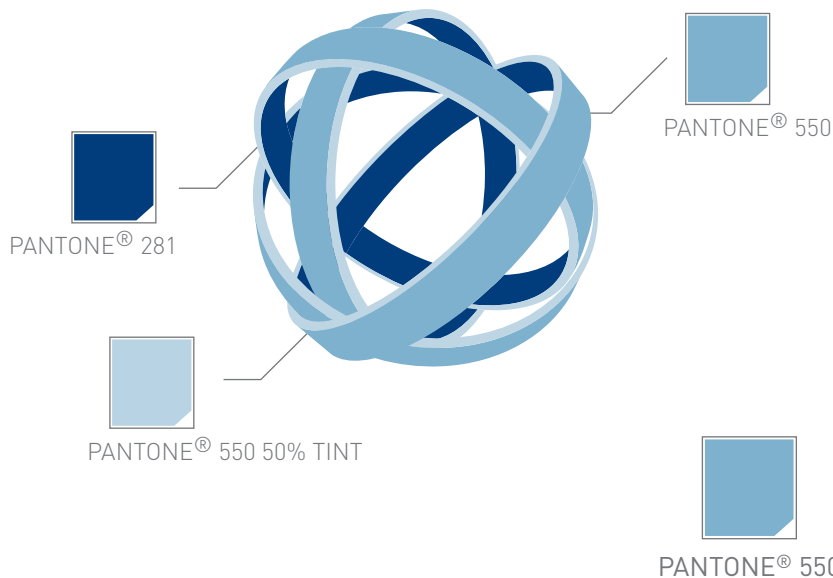




## Use of Colour - Standard Logo

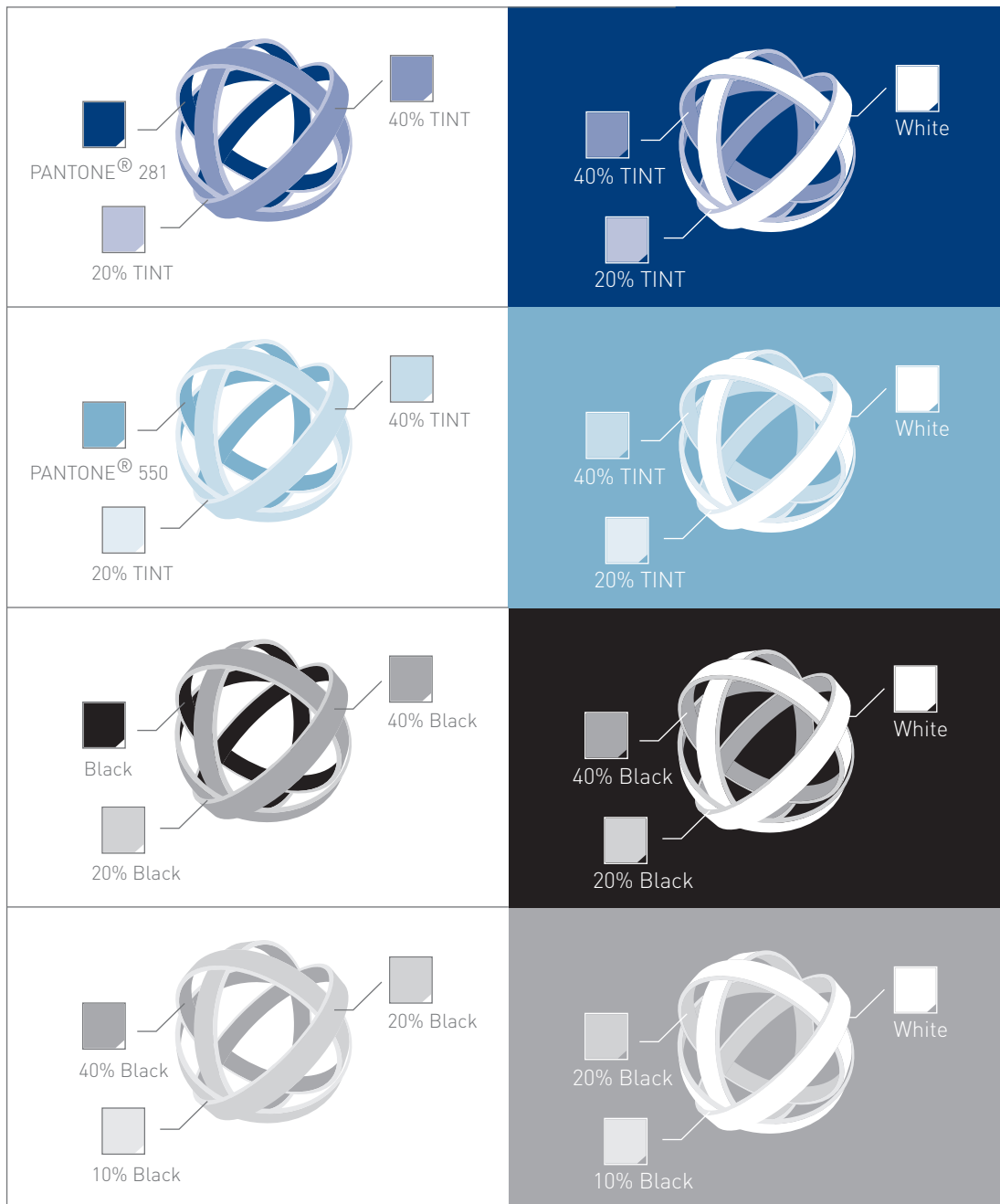
The NDA symbol uses all three NDA's primary colours. PANTONE® 281, PANTONE® 550 and PANTONE® 550 at 50% tint. Use PANTONE® 281 for NDA logotype, PANTONE® 550 for regions.

The NDA "logotype" should remain in dark blue and the symbol in dark blue and light blue tints on a white background where possible. Use positive logo where possible. See logo usages for details.



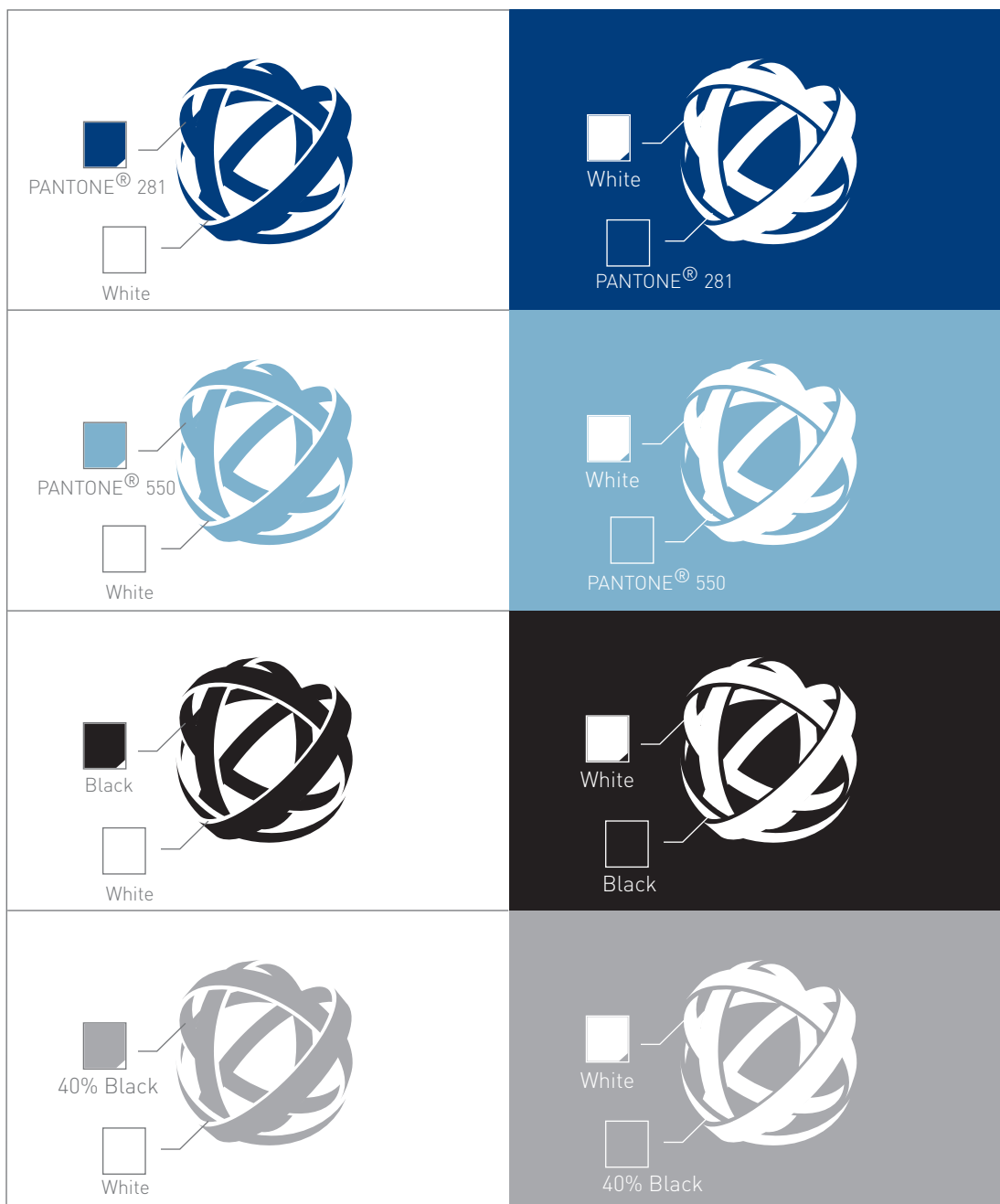
# Use of Colour - Single Colour (Tints)

For single colour applications, use white, 40% and 20% colour tints from NDA colours. Grayscale tints are 40%, 20% and 10% of black.



# Use of Colour - Solid Colour

For solid colour applications, such as signage and in situations where it would be too small for the tints to hold out clarity.



## Single Colour Logos (Corporate)

For single colour application, the following guidelines must be adhered to:

There are two variations—one with tints for applications such as print, and one made from one solid colour for applications such as signage and in situations where it is used too small for the tints to hold out clearly.



One colour positive option. Symbol made from tints of PANTONE 281.



Flat single colour option, used when tone is not possible.



One colour reversed out option. Symbol made from tints of PANTONE 281.



Flat single colour reversed out option, used when tone is not possible.



Black positive option, the symbol made from tints of black.



Flat single colour black option, used when tone is not possible.



Black reversed out option, the symbol made from tints of black.



Flat single colour black reversed out option, used when tone is not possible.



One colour positive option. Symbol made from tints of PANTONE 550.



Flat single colour option, used when tone is not possible.



One colour reversed out option. Symbol made from 20% and 10% of black.



Flat single colour reversed out option, used when tone is not possible.

## Single Colour Logos (Regional)

Regional logos single colour application follow the same guidelines as corporate logo. The regional name should be on 40% tint of the darkest colour. Use the same logotype colour for solid colour version.



One colour positive option. Symbol made from tints of PANTONE 281.



Flat single colour option, used when tone is not possible.



One colour reversed out option. Symbol made from tints of PANTONE 281.



Flat single colour reversed out option, used when tone is not possible.

# STYLE GUIDE

01/09



Black positive option, the symbol made from tints of black.



Flat single colour black option, used when tone is not possible.



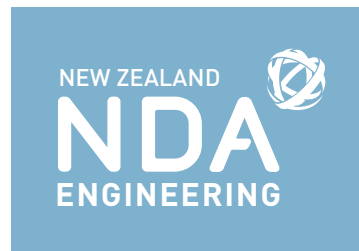
Black reversed out option, the symbol made from tints of black.



Flat single colour black reversed out option, used when tone is not possible.



One colour positive option. Symbol made from tints of PANTONE 550.



Flat single colour option, used when tone is not possible.



One colour reversed out option. Symbol made from 20% and 10% of black.



Flat single colour reversed out option, used when tone is not possible.

## Single Colour Logos (Group)

Please follow the same guidelines as the corporate brand.

# Typography

The corporate type face is DIN, this is used across all areas including packaging, signage and brochures.

Use DIN light or DIN regular for body copy. DIN Bold is used for headlines and statements. The bold version of this font may also be used for emphasis. Where it is not possible to use DIN, for example on the web, the system font Arial can be used instead.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DIN REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

DIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

DIN BLACK

## Logo Usage

For consistency reasons, we have limited the use of colour with the NDA logo. It is essential that the rules below are adhered to all NDA logos.



Preferred option.



Preferred option.



✓ If the logo should appear over an image, ensure the background is not too dark or busy so that it interferes with the legibility of the logo.



✓ Positive logo can sit on light background colours.



✗ The logo should NOT be reversed out in white over an image background.

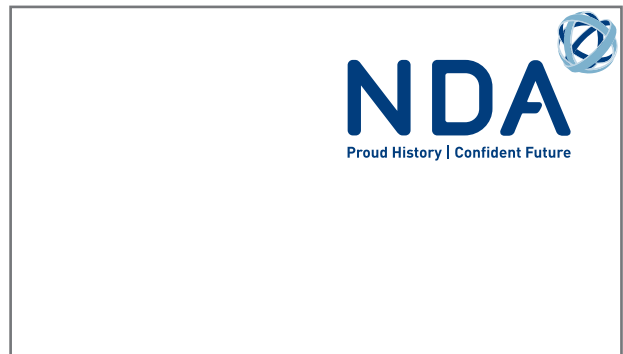


✗ Positive logo should NOT sit on a background that is too dark.





✓ Logo positioned on white with generous clear space around.



✗ Logo positioned too close to the edge without clear space.



✓ Logo positioned on white band with correct clear space.



✗ Do NOT position logo in box on the image.

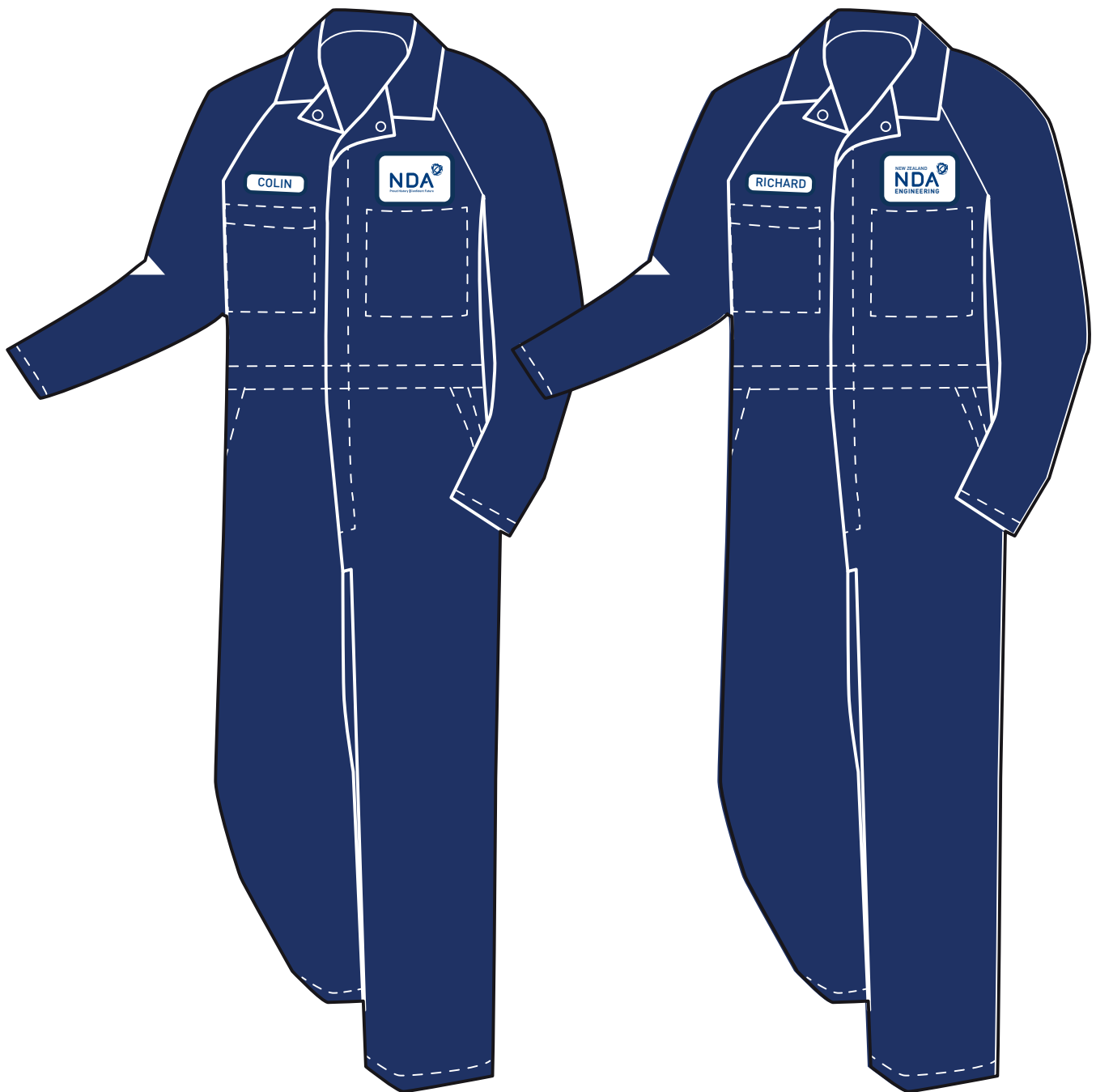


✓ Logo positioned on white band with correct clear space.



✗ Positive logo should NOT sit on a busy image area.

## Applications - (Overalls)



## Applications - (General Apparel)



# Applications - (Advertising)



# Applications - (Recruitment Ad)

Use regional logo only

## PROJECT ENGINEER



- PROJECT MANAGEMENT
- GLOBAL FOCUS
- OPPORTUNITY FOR

Are you detailed focused with a passion for delivering projects on-time and in-spec? We have stainless steel fabrication factories in Shanghai, Hamilton, Normanby and Melbourne and our projects cover a variety of industries of exciting local and international customers.

Based in the heart of South Taranaki, our Normanby factory is looking for an individual to join our Project Team. The ideal person to fit this role will be methodical and accurate, producing estimation documents, manufacturing schedules, production plans and forecasts. While there are no direct reports with this role, you will work closely with the Project Team and Workshop Manager to ensure accurate and timely information is communicated.

To be successful you will have a desire to succeed, be results driven, accurate and self-motivated as well as being able to demonstrate and ability to follow through and finish projects. You will also strive for continuous improvement projects and health and safety.

Relevant experience and education required:

- 3-8 years fabrication experience
- Computer literate, Microsoft project would be an advantage
- Estimation experience would be great, however we are willing to provide training for the right person.

Interested? - Submit your CV to [m.deller@nda.co.nz](mailto:m.deller@nda.co.nz) or by post:

**Project Engineer Role**  
**HR Department**  
**NDA Engineering Limited**  
**Private Bag 3018**  
**Hamilton**

[www.nda.co.nz](http://www.nda.co.nz)

# STYLE GUIDE

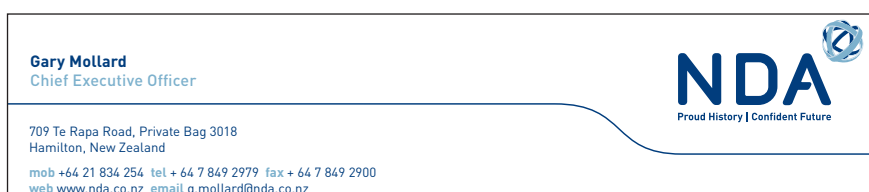
01/09

## Applications - (Vehicles)

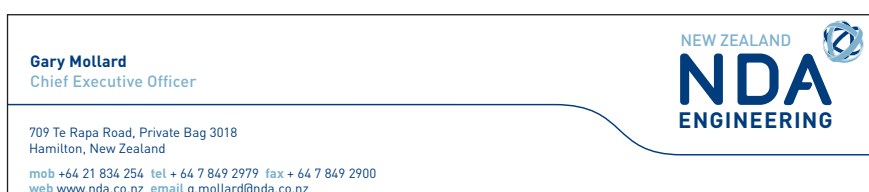


## Applications - (Email Signature)

The standard NDA email signature is 600px x 129px.



NDA Corporate Signature.



NDA Regional and Group Signature.

All email correspondence should use the NDA Corporate type face DIN Regular in 11 point.

## Tone and Style

- NDA communication should be clear and concise.
- Images and graphics are powerful tools that express NDA values just as strongly as colours and typefaces.
- Make sure the images reinforce our values and principles.
- Use pictures that show about NDA people and their work. Show a sense of pride and happiness.
- Use NDA primary colours to create a harmonious colour scheme that is accessible and easy on the eyes.
- If you are using drawings, ensure they are straightforward and professional.







## Corporate Application



The NDA Statement

**Proud History | Confident Future**



Statement can be used as a stand alone element.

**NDA**  
Proud History | Confident Future

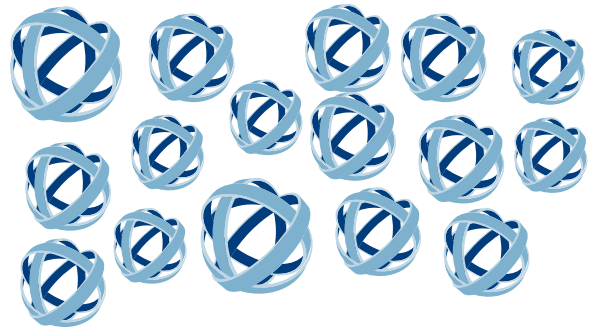


Do NOT use the NDA logo without the symbol.

**NDA**  
Proud History | Confident Future



The symbol should be used in conjunction with the NDA logo but should be made up of lighter tints of PANTONE 550.



Never use the symbol as patterns or wallpaper.

# Corporate Brand Use

The NDA corporate brand is for use with corporate literature only and may only be associated with the Corporate Division.

## Proud History | Confident Future

Asia, Australasia and the US all have individual branding for each NDA site and some feature bespoke elements such as the type of manufacturing and company reference numbers. The NDA corporate brand sits outside these parameters.

The NDA Corporate Brand is the only brand to feature the NDA statement '**Proud History | Confident Future**'.

This is a representation of NDA's global vision and is not to be directly associated to any one site but instead be representative to the global NDA Group as a whole.

It embodies the ambition, the history and the prestige of the corporation and is only to be used strictly on literature promoting NDA as a global network as this is where the statement can be accurately represented.

Only members of the NDA Corporate Division who represent NDA Group on a global scale are to be associated with the NDA Corporate brand.

# Stationery - (Business Card)

The standard NDA business card is 90mm x 50mm.



Front



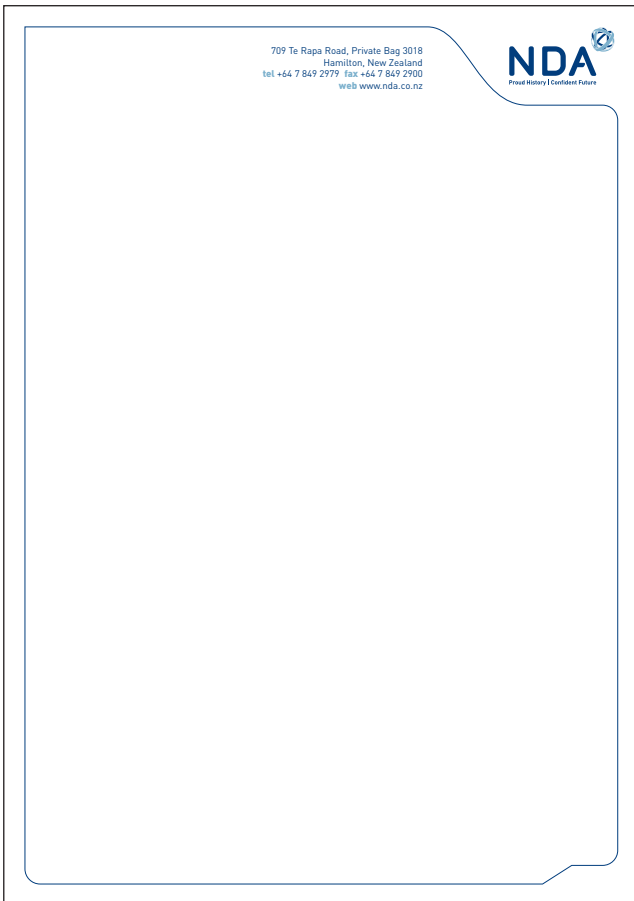
Back

The standard NDA business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die.

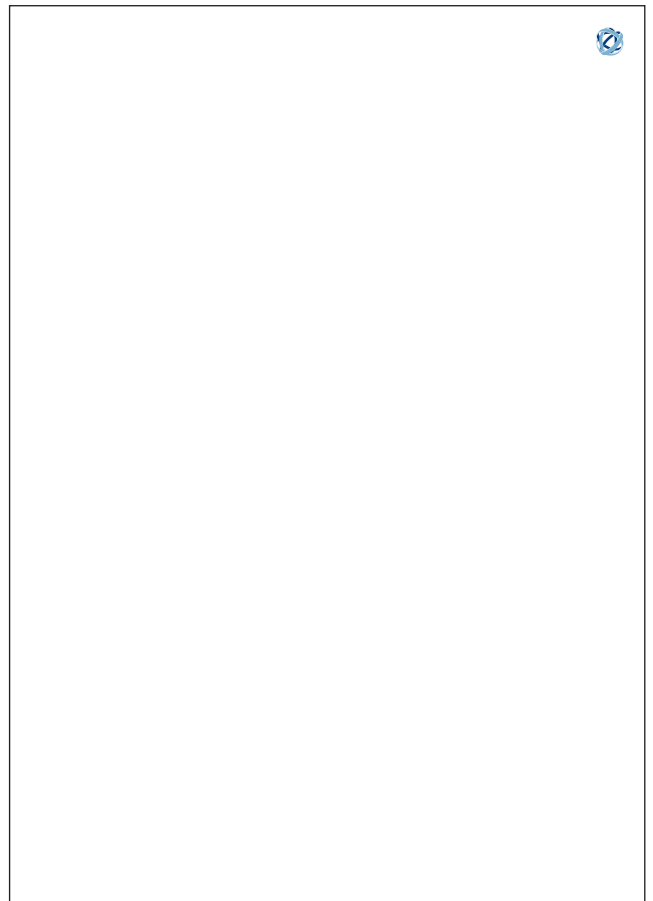
The standard NDA business card die (shown by black dashed line) features a cut out in the bottom right corner (of the front of the business card) and rounded corners. Rounded corners have a radius of 2.3mm.

# Stationery - (Letterhead)

The standard NDA letterhead is in A4 size, (210mm x 297mm) with no bleed.



Cover page

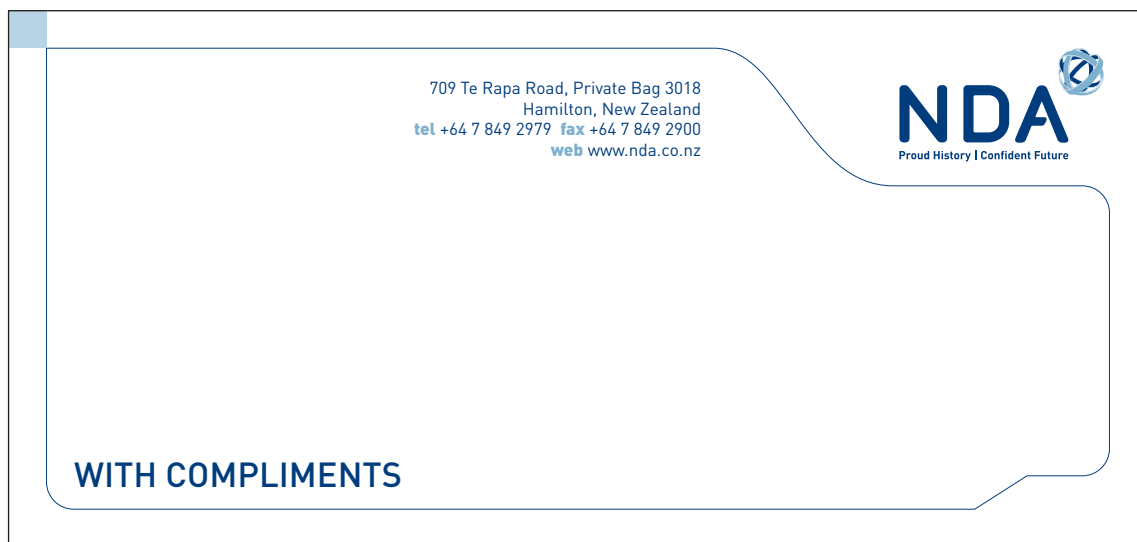


Continuation page

The standard NDA letterhead should be printed on 120gsm paper stock.

# Stationery - (Compliment Slip)

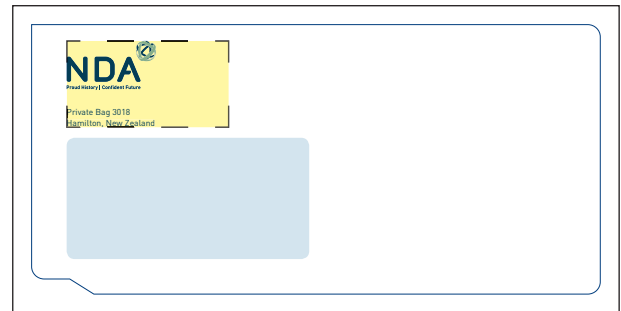
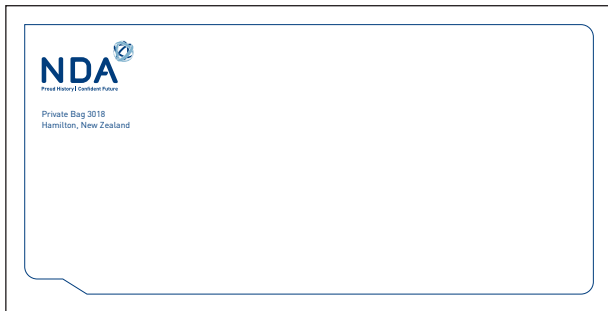
The standard NDA compliment slip is 210mm x 99mm.



The standard NDA compliment slip should be printed on 120gsm paper stock.

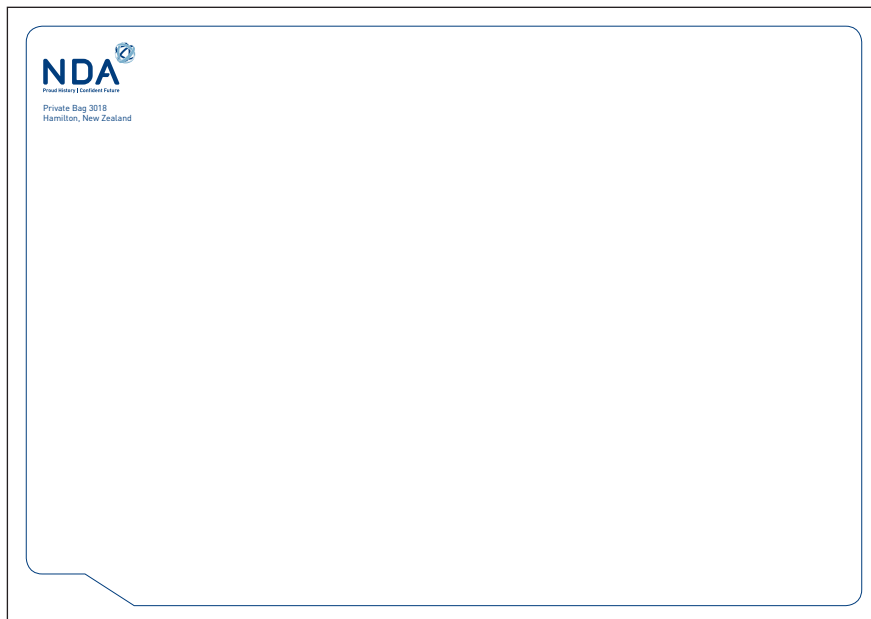
## Stationery - (Envelopes)

The standard NDA DLE envelope is 225mm x 114mm.  
The standard NDA C4 envelope is 324mm x 229mm.



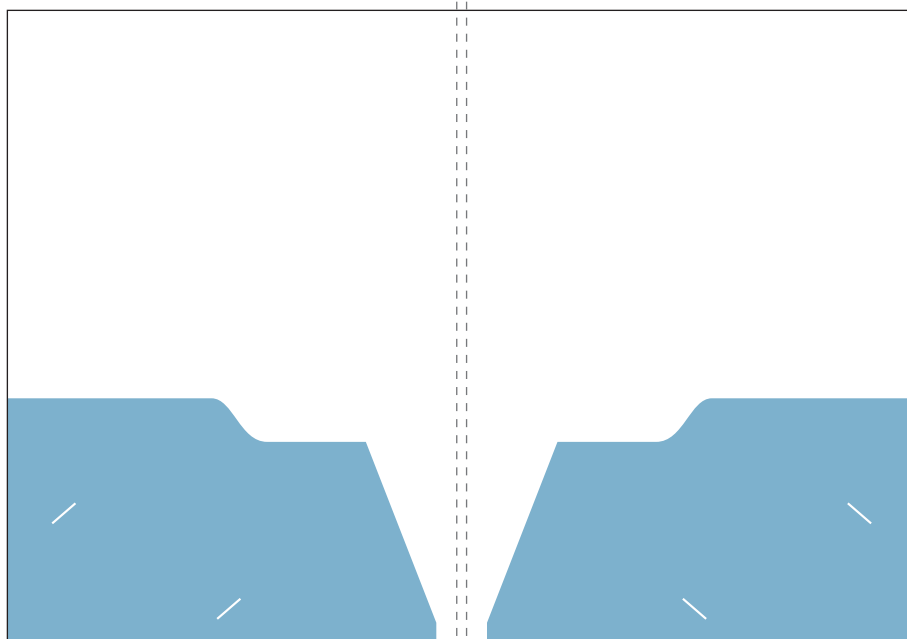
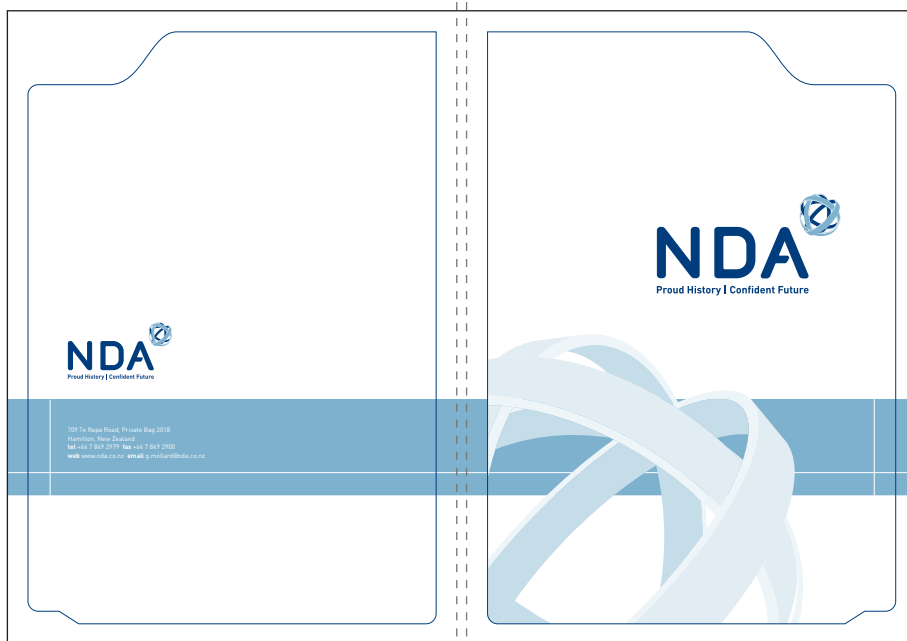
For use on DLE window envelopes, the logo must be scaled down to fit within the 32mm high window (as shown in yellow) and positioned 13mm down from the top and 20mm in from the left. The address remains the same point size.

Note that this is the only situation where the logo may be scaled down beyond minimum size.



# Stationery - (Presentation Folder)

The standard NDA presentation folder is measured at 310mm x 220mm x 5mm.



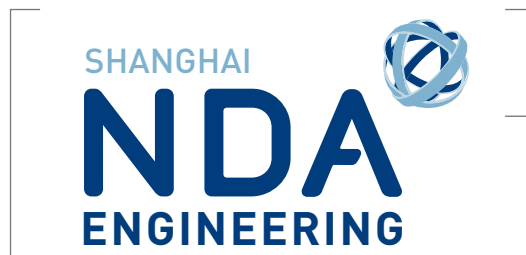




# The NDA Group Brands

# Shanghai NDA

The Shanghai NDA Logo



The NDA Symbol

## Shanghai NDA

The origins of Shanghai NDA go back to 1998, when the company was first founded in the north-west of Shanghai, China.

Shanghai NDA provides the same high precision quality which has become the hallmark of NDA Engineering globally, with a China price advantage.

## The Shanghai NDA Brand

The Shanghai NDA brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of Shanghai NDA with the exception of elements stipulated in this spread which are uniquely relevant to Shanghai NDA.

## Minimum Size

Minimum size is to ensure the Shanghai NDA brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.

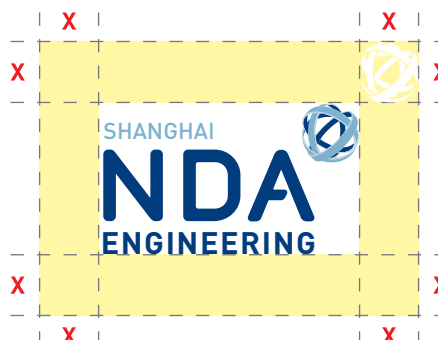


40mm

## Clear Space

This is the recommended minimum space to ensure the Shanghai NDA logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The Shanghai NDA business card is 90mm x 50mm.



Front

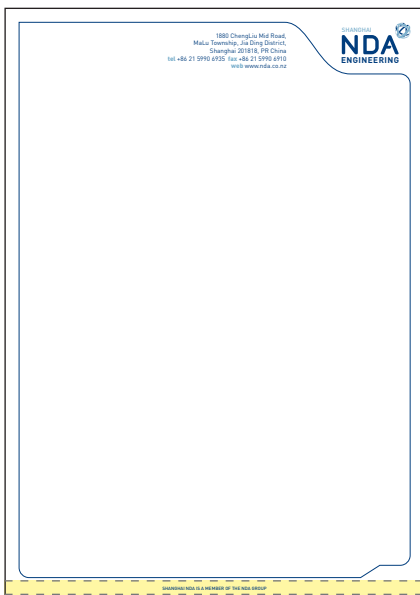


Back

The Shanghai NDA business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

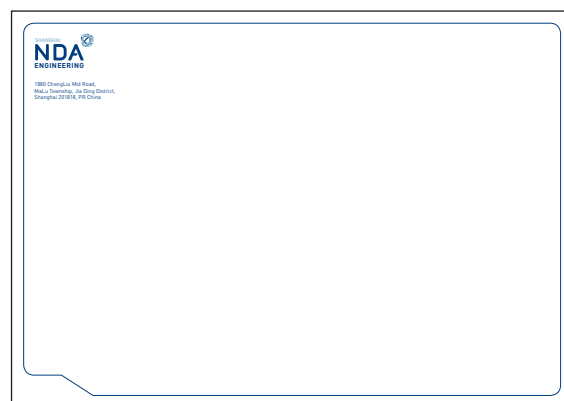
The standard Shanghai NDA letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA statement and symbol as per standard NDA continuation pages, reinforcing Shanghai NDA's position in the NDA family (see corporate).



Also included is the statement 'Shanghai NDA is a member of the NDA Group'.

## Envelope

The Shanghai NDA DLE envelope is 225mm x 114mm.  
The Shanghai NDA C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# SHECO



## SHECO

Tuscaloosa, Alabama based Southern Heat Exchanger Corporation, specialise in the design and fabrication of heat exchangers and is recognised as an industry leader.

SHECO has been in the shell and tube heat exchanger industry since 1961.

## The SHECO Brand

The SHECO brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of SHECO with the exception of elements stipulated in this spread which are uniquely relevant to SHECO.

## Minimum Size

Minimum size is to ensure the SHECO brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the SHECO logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The SHECO business card is 90mm x 50mm.



Front

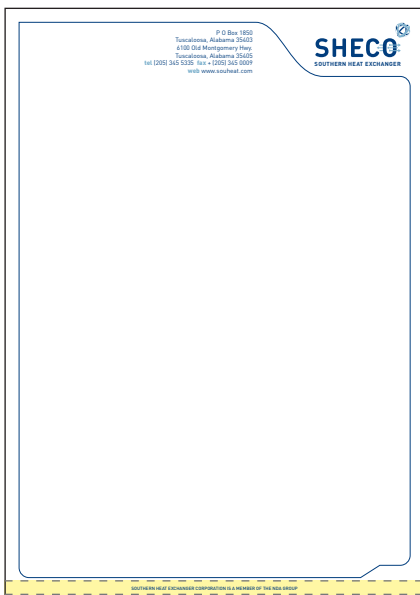


Back

The SHECO business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

The standard SHECO letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA statement and symbol as per standard NDA continuation pages, reinforcing SHECO's position in the NDA family (see corporate).



Also included is the statement 'Southern Heat Exchanger Corporation is a member of the NDA Group'.

## Envelope

The SHECO DLE envelope is 225mm x 114mm.  
The SHECO C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# SHECO Services

The SHECO Services Logo



## SHECO Services

A subsidiary of Southern Heat Exchanger Corporation (SHECO), SHECO Services was established in 2003 to meet the growing service and repair needs of the heat exchanger industry.

SHECO Services is located in East Houston, Texas, and handles work ranging from small pipe units to rebuilds of equipment weighing over 50 tons.

## The SHECO Services Brand

The SHECO Services brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of SHECO Services with the exception of elements stipulated in this spread which are uniquely relevant to SHECO Services.

## Minimum Size

Minimum size is to ensure the SHECO Services brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the SHECO Services logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The SHECO Services business card is 90mm x 50mm.



Front

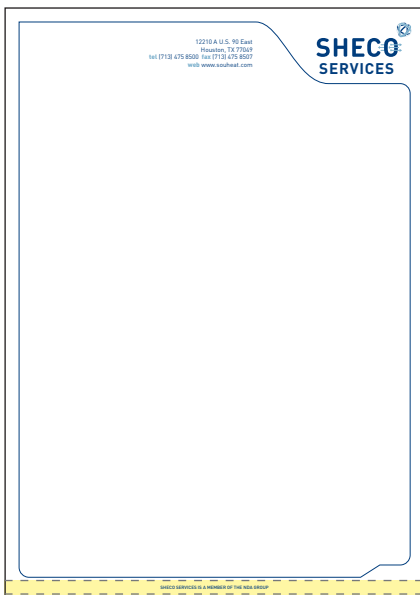


Back

The SHECO Services business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

The standard SHECO Services letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA statement and symbol as per standard NDA continuation pages, reinforcing SHECO Services's position in the NDA family (see corporate).



Also included is the statement 'SHECO Services is a member of the NDA Group'.

## Envelope

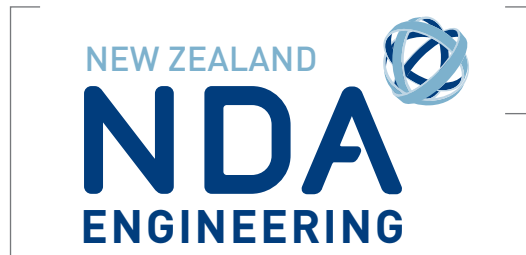
The SHECO Services DLE envelope is 225mm x 114mm. The SHECO Services C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# NDA New Zealand

The NDA New Zealand Logo



The NDA Symbol

## NDA New Zealand

NDA Engineering is a world class fabricator of high precision stainless steel vessels and vats primarily for the dairy and wine industries in New Zealand and internationally.

With its head office in Hamilton, NDA also has offices and workshops in Normanby, Blenheim, Timaru and Invercargill (New Zealand).

## The NDA New Zealand Brand

The NDA New Zealand brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of NDA New Zealand with the exception of elements stipulated in this spread which are uniquely relevant to NDA New Zealand.

## Minimum Size

Minimum size is to ensure the NDA New Zealand brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.

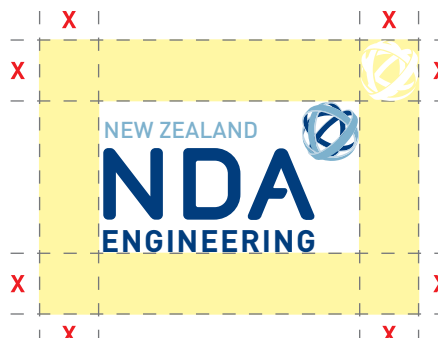


40mm

## Clear Space

This is the recommended minimum space to ensure the NDA New Zealand logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.





## Business Card

The NDA New Zealand business card is 90mm x 50mm.



Front

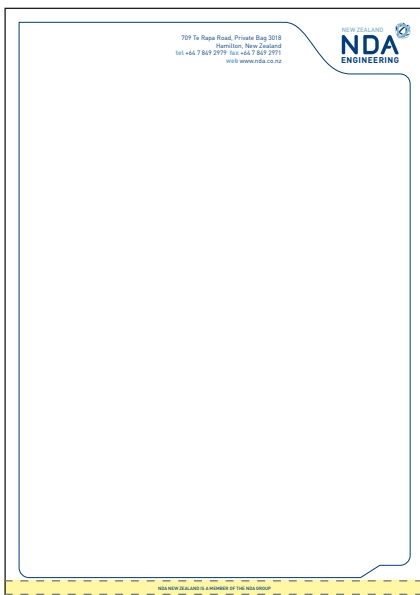


Back

The NDA New Zealand business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

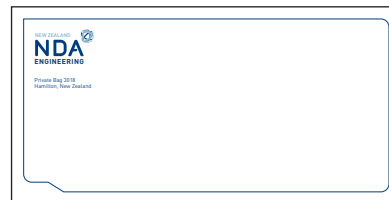
The standard NDA New Zealand letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing NDA New Zealand's position in the NDA family (see corporate).



Also included is the statement 'NDA New Zealand is a member of the NDA Group'.

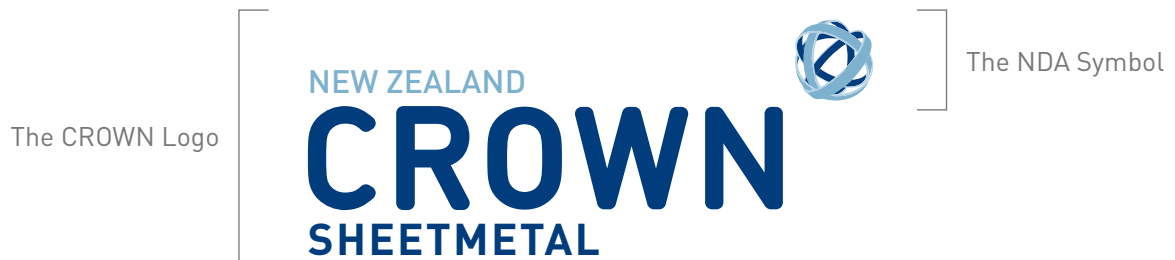
## Envelope

The NDA New Zealand DLE envelope is 225mm x 114mm.  
The NDA New Zealand C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# CROWN Sheetmetal



## CROWN Sheetmetal

Since its foundation in 1974, Crown Sheetmetal Ltd has gained vast experience in the fabrication of stainless steel, designing and manufacturing equipment for the wine, dairy and food processing industries.

The Crown Sheetmetal factory in Invercargill, New Zealand specialises in the production of stainless steel process vessels.

## The CROWN Sheetmetal Brand

The CROWN Sheetmetal brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of CROWN Sheetmetal with the exception of elements stipulated in this spread which are uniquely relevant to CROWN Sheetmetal.

## Minimum Size

Minimum size is to ensure the CROWN Sheetmetal brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the CROWN Sheetmetal logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The CROWN Sheetmetal business card is 90mm x 50mm.



Front

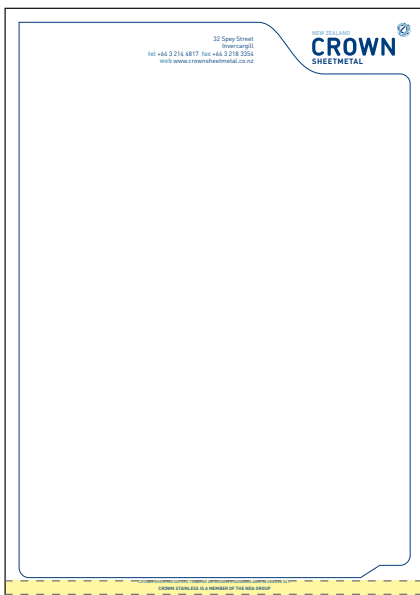


Back

The CROWN Sheetmetal business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

The standard CROWN Sheetmetal letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing CROWN Sheetmetal's position in the NDA family (see corporate).



Also included is the statement 'CROWN Sheetmetal is a member of the NDA Group'.

## Envelope

The CROWN Sheetmetal DLE envelope is 225mm x 114mm. The CROWN Sheetmetal C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# TRUFORM Stainless



## TRUFORM Stainless

Established in 1993 and situated in Blenheim's Cloudy Bay Business Park, TRUFORM has two fabrication workshops.

Specialising in the fabrication of stainless steel tanks, TRUFORM's workshop provides the perfect location to service the region's many wineries.

## The TRUFORM Stainless Brand

The TRUFORM Stainless brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of TRUFORM Stainless with the exception of elements stipulated in this spread which are uniquely relevant to TRUFORM Stainless.

## Minimum Size

Minimum size is to ensure the TRUFORM Stainless brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



50mm

## Clear Space

This is the recommended minimum space to ensure the TRUFORM Stainless logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



# Business Card

The TRUFORM Stainless business card is 90mm x 50mm.



Front

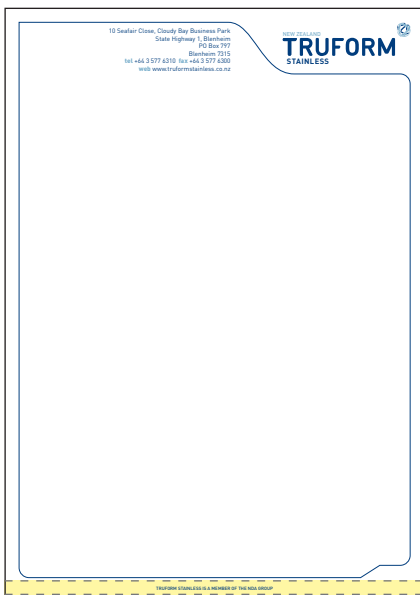


Back

The TRUFORM Stainless business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

# Letterhead

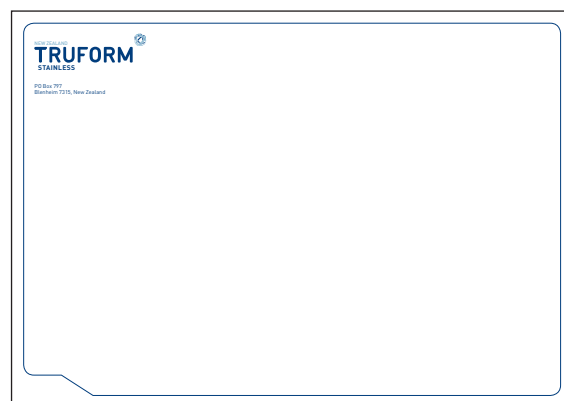
The standard TRUFORM Stainless letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing TRUFORM's position in the NDA family (see corporate).



Also included is the statement 'TRUFORM Stainless is a member of the NDA Group'.

# Envelope

The TRUFORM Stainless DLE envelope is 225mm x 114mm.  
The TRUFORM Stainless C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# Dairy Technology Services



## Dairy Technology Services

Dairy Technology Services (DTS) is a wholly-owned subsidiary of the NDA Group, and was first established in December, 2000.

DTS operates as the nationwide on-farm sales and service arm of the NDA Group, DTS has offices in Hamilton, Northland, Taranaki, Palmerston North, Mid Canterbury and Southland.

## The DTS Brand

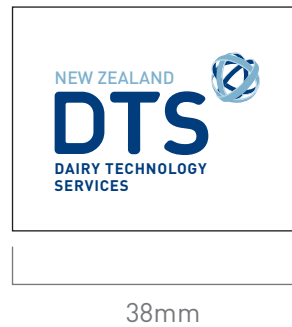
The DTS brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of DTS with the exception of elements stipulated in this spread which are uniquely relevant to DTS.

## Minimum Size

Minimum size is to ensure the DTS brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the DTS logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The DTS business card is 90mm x 50mm.



Front



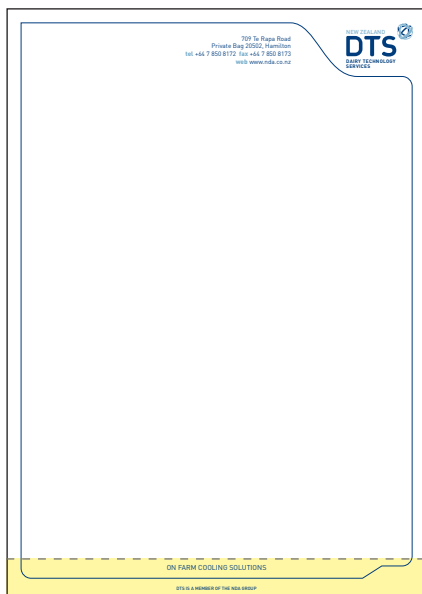
Back

Bespoke to DTS, is the inclusion of their specific statement 'ON FARM COOLING SOLUTIONS'.

The DTS business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

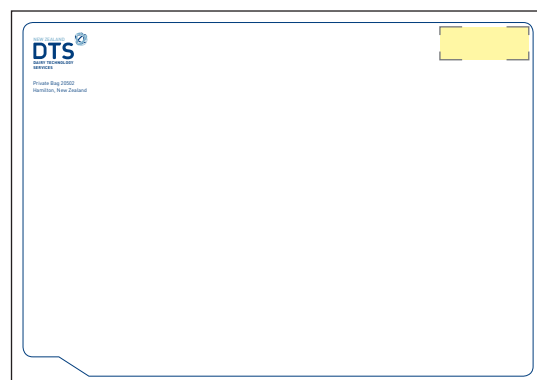
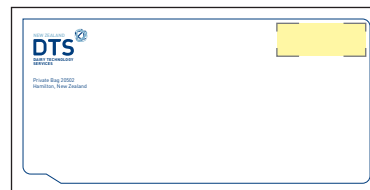
The standard DTS letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing DTS' position in the NDA family (see corporate).



Bespoke to DTS, is the inclusion of their specific statement 'ON FARM COOLING SOLUTIONS'. Also included is the statement 'DTS is a member of the NDA Group'.

## Envelope

The DTS DLE envelope is 225mm x 114mm.  
The DTS C4 envelope is 324mm x 229mm.

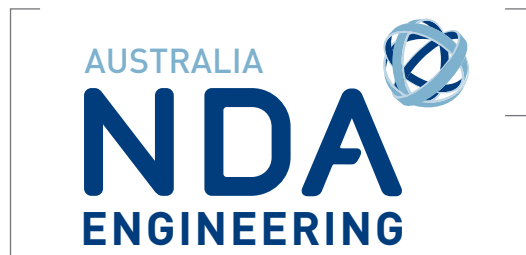


The DTS envelopes must allow for a 20mm x 54mm 'Postage included' imprint positioned 10mm down from the top and 10mm in from the right.

See the corporate section for window envelope use.

# NDA Australia Pty Ltd

The NDA Australia Logo



The NDA Symbol

## NDA Australia

Located in Reservoir, north of Melbourne's CBD, the 1,300 square metre factory was built in the early 1980s by former owners Pititto Engineering (Stainless Technology).

NDA Australia have been part of the NDA Group since 2001 and rebranded in 2007. Their work ranges from small jobs through to full design and build projects.

## The NDA Australia Brand

The NDA Australia brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of NDA Australia with the exception of elements stipulated in this spread which are uniquely relevant to NDA Australia.

## Minimum Size

Minimum size is to ensure the NDA Australia brand is not constricted and lost within copy or graphics.

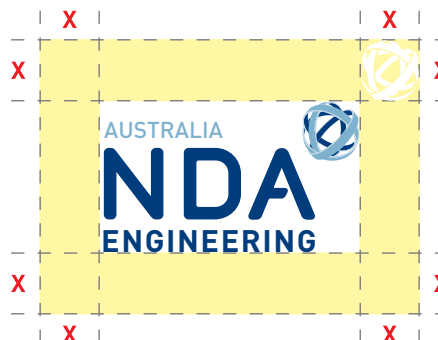
Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the NDA Australia logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.





## Business Card

The NDA Australia business card is 90mm x 50mm.



Front

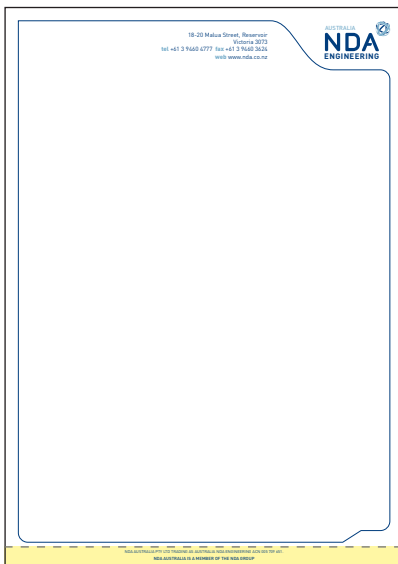


Back

The NDA Australia business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

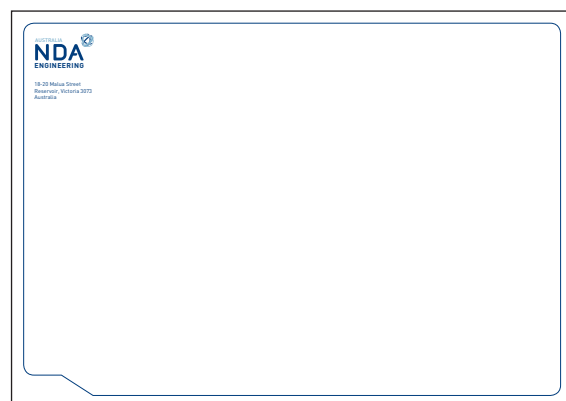
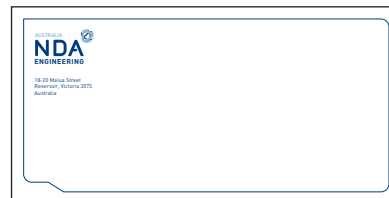
The standard NDA Australia letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing NDA Australia's position in the NDA family (see corporate).



Bespoke to NDA Australia, is the inclusion of their specific trading name and Australia company number. Also included is the statement 'NDA Australia is a member of the NDA Group'.

## Envelope

The NDA Australia DLE envelope is 225mm x 114mm. The NDA Australia C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# CROWN Stainless



## CROWN Stainless

Crown Stainless was set up in Dandenong in 1999 as the Australian branch of Crown Sheetmetal in New Zealand to provide ongoing back-up service for existing equipment supplied in Australia in the 1990s.

Crown Stainless supplies high quality fabricated stainless steel products to customers in the dairy, beverage, food and related industries.

## The CROWN Stainless Brand

The CROWN Stainless brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of CROWN Stainless with the exception of elements stipulated in this spread which are uniquely relevant to CROWN Stainless.

## Minimum Size

Minimum size is to ensure the CROWN Stainless brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



## Clear Space

This is the recommended minimum space to ensure the CROWN Stainless logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



## Business Card

The CROWN Stainless business card is 90mm x 50mm.



Front

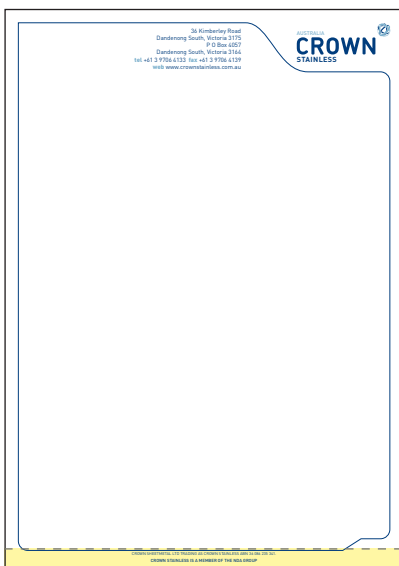


Back

The CROWN Stainless business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

## Letterhead

The standard CROWN Stainless letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing CROWN Stainless' position in the NDA family (see corporate).



Bespoke to CROWN Stainless, is the inclusion of their specific trading name and Australia company number. Also included is the statement 'CROWN Stainless is a member of the NDA Group'.

## Envelope

The CROWN Stainless DLE envelope is 225mm x 114mm.  
The CROWN Stainless C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.

# PIPETECH

The PIPETECH Logo

AUSTRALIA  
**PIPETECH**  
HEAVY ENGINEERING SPECIALISTS



The NDA Symbol

## PIPETECH

Based in Burton, South Australia, PIPETECH specialises in the design and manufacture of pressure vessels for the mining, oil and gas industries.

Established in 1987, and bought into the NDA group in 2008, PIPETECH's in-house capabilities include process and mechanical design, rolling, fabrication, heat treatment, hydro testing and painting.

## The PIPETECH Brand

The PIPETECH brand has evolved in accordance with NDA's strict brand guidelines.

All uses and variations which are relevant to the corporate NDA brand exist to also represent that of PIPETECH with the exception of elements stipulated in this spread which are uniquely relevant to PIPETECH.

## Minimum Size

Minimum size is to ensure the PIPETECH brand is not constricted and lost within copy or graphics.

Note that the minimum size includes clear space as detailed below.



50mm

## Clear Space

This is the recommended minimum space to ensure the PIPETECH logo is not constricted and lost within copy and is defined by the circumference of the "circular symbol" (represented here by 'x')

Nothing should interfere with this area.



# Business Card

The PIPETECH business card is 90mm x 50mm.



Front

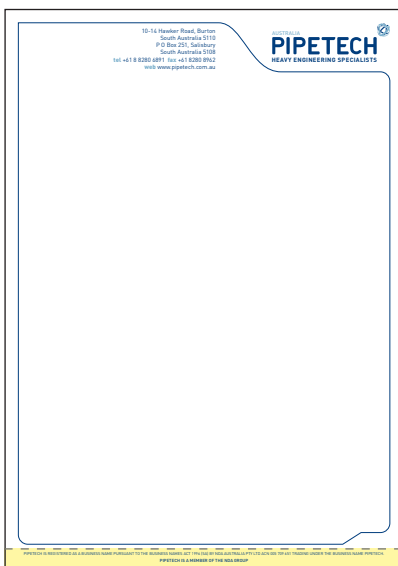


Back

The PIPETECH business card should only be printed on 350gsm stock with a matt lamination and must use the NDA die (see corporate).

# Letterhead

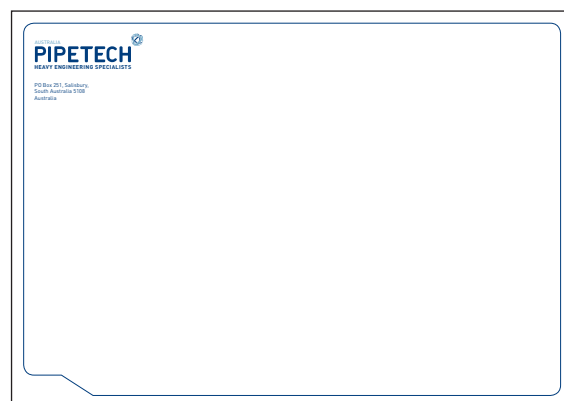
The standard PIPETECH letterhead is in A4 size, (210mm x 297mm) with no bleed. Continuation pages feature the NDA symbol as per standard NDA continuation pages, reinforcing PIPETECH's position in the NDA family (see corporate).



Bespoke to PIPETECH, is the inclusion of their specific trading name and Australia company number. Also included is the statement 'PIPETECH is a member of the NDA Group'.

# Envelope

The PIPETECH DLE envelope is 225mm x 114mm. The PIPETECH C4 envelope is 324mm x 229mm.



See the corporate section for window envelope use.



**Proud History | Confident Future**

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