



Commercial Vehicle Roadworthiness Testing

Brand Manual

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Introduction

The Road Safety Authority (RSA) has produced these branding guidelines, incorporating the Vehicle Testing Network (VTN) branding, because the vast majority of CVR Testing Centres are also VTN branded. This guide illustrates how the two brands may co-exist.

Therefore, if you are a VTN testing centre and need to incorporate the CVRT brand alongside the VTN brand, following these guidelines will ensure proper compliance. However, even if you do not currently use VTN branding, these guidelines will help illustrate the minimum CVRT branding requirements needed.

The CVRT branding guidelines have been reviewed and agreed with the Society of the Irish Motor Industry (SIMI). However, RSA is not making it compulsory for CVR Testing Centres to have VTN branding which is the sole property of SIMI.

If you are a SIMI member you should contact them directly to understand your obligations regarding VTN branding.

01 Signage & Branding

Technical Requirements

ADDING CVRT BRANDING TO EXISTING VTN AND NON-VTN CENTRES

Painting of premises using the CVRT colour scheme is NOT a requirement. However all CVR Testing Centres are required to have internal and external signs featuring the CVRT logo. Requirements for both are detailed below.

External Signage Requirements

- All CVR Testing Centres must have an external sign featuring the CVRT logo.
- The sign must be suitably hardwearing and weatherproof for external usage, and fixed to the front of the building. The material should be discussed with your sign supplier.
- The size of the CVRT logo must be no smaller than any existing VTN logo on the front of the testing centre.
- The minimum size of the external CVRT branded signage must be at least A2 (594x420 mm / 23.4x16.6 in).
- The CVRT 'Logo 1' (3 Colour Positive) must be used. This logo is available in several formats from the CVR portal. Your sign supplier will know which logo format they require.
- SIMI members should contact SIMI regarding any VTN signage obligations.

If a CVR testing centre has any issues meeting the signage requirements contact the RSA (CVRTAdmin@rsa.ie).

Internal Signage Requirements

- All CVR Testing Centres must have an internal sign featuring the CVRT logo.
- The sign must be displayed in clear view in the Reception area. The sign must be fixed to the wall and be hardwearing. The material should be discussed with your sign supplier.
- The minimum size for the internal CVRT branded signage must be at least A3 (420x297 mm / 16.5x11.7 in).

- The CVRT 'Logo 1' (3 Colour Positive) must be used. This logo is available in several formats from the CVRT website. Your sign supplier will know which logo format they require.
- SIMI members should contact SIMI regarding any VTN signage obligations.

Directional Signage Requirements

- All references to 'DOE' must be removed from all signage in, on or around the CVR Testing Centre, including directional signage.
- Applying the CVRT logo to directional signage is NOT a mandatory requirement. However, if you choose to add the CVRT logo to directional signage, the clearance zone must be observed as per Section 01 'Our Logo'.
- If using the CVRT logo on directional signage, Logo 1 or Logo 5 must be used.

Uniform Branding Requirements

- All testers and public facing administration staff must have a name badge. The size, type and material used for the name badge is at the discretion of the CVR Testing Centre based on the suitability to the type of work each person performs.
- The badge must incorporate the CVRT Logo 1 or Logo 5.

02 Our Logo



Depending on print usage, the logo is available from the CVRT website in the formats shown here.

- 3 Colour Positive (jpeg, eps and pdf)
- 3 Colour Positive Horizontal
- Full Colour Negative
- Single Colour Negative
- Single Colour Positive

Tástáil Ródacmhainneachta um Fheithiclí Tráchtála
Commercial Vehicle Roadworthiness Testing



Clearzone

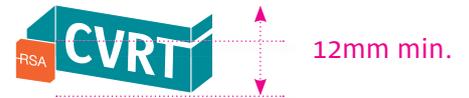
It is important that when reproducing the logo it retains a CLEARANCE ZONE around it, as shown. No other design or copy of high contrast should encroach on this zone.



Minimum Size



The type underneath the logo starts to become illegible below 25mm in height. A logo without the type beneath is used for such applications.



Misuse of the logo

Always use original digital artwork. Do not distort, tilt, change colour or rearrange the lock-up elements of the logo.

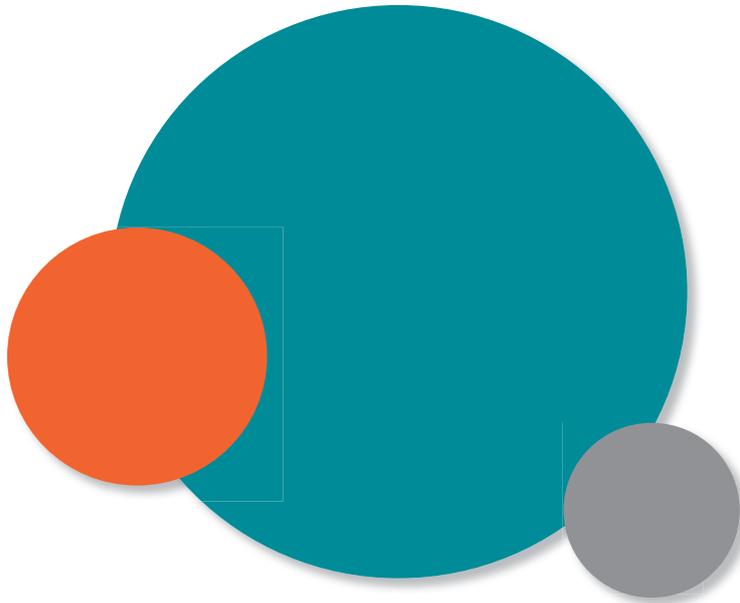


Tástáil Ródacmhainneachta um Fheithiclí Tráchtála
Commercial Vehicle Roadworthiness Testing



Tástáil Ródacmhainneachta um Fheithiclí Tráchtála
Commercial Vehicle Roadworthiness Testing

03 Colours



Pantone Warm Red
M:75% Y:90%

Pantone 321
C: 100% Y: 30% K: 25%

K: 60%

The colours shown on this document should not be used for matching purposes. For an accurate colour representation, consult the current edition of the Pantone Colour Formula Guide.

Pantone is a registered trademark of Pantone Inc.

04 Type

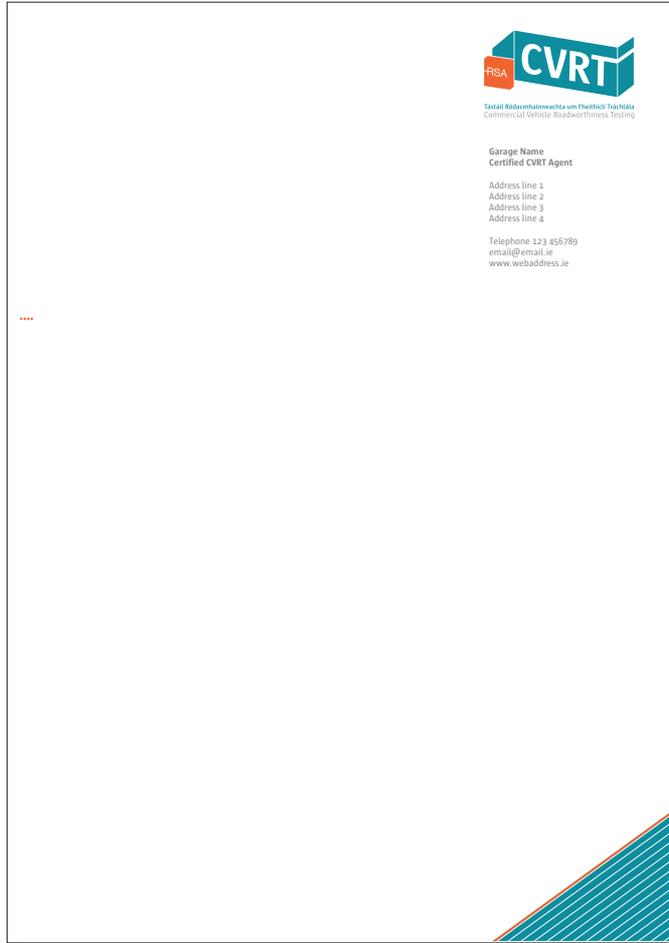
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
,./;'\[]!@£\$%^&*()_+

Sun Light/**Regular**/**Semi bold**/**Bold**

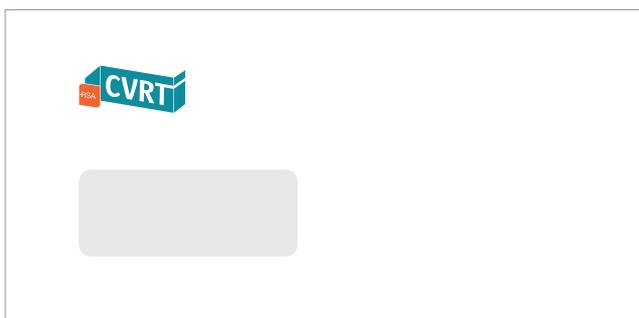
The Sun font is for use on advertisements, stationery and collateral material. Where the Sun font is not available, use the Arial font instead.

Sun

05 Stationery



The following examples show how the CVRT branding can be incorporated into stationery; however use of the CVRT branding for stationery is not a requirement. Where a testing centre chooses to use the CVRT branding for stationery it must not be used for non-CVRT activity.

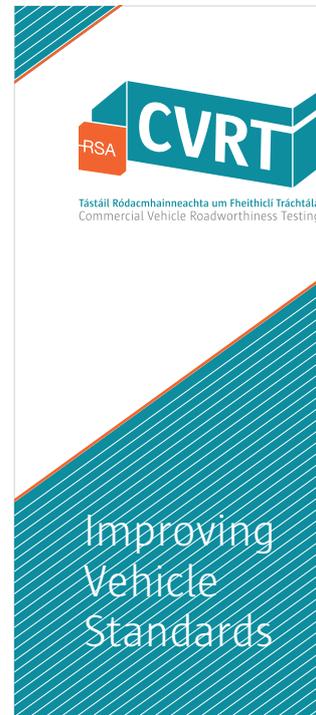


06 Collateral Examples



A4 Document Cover

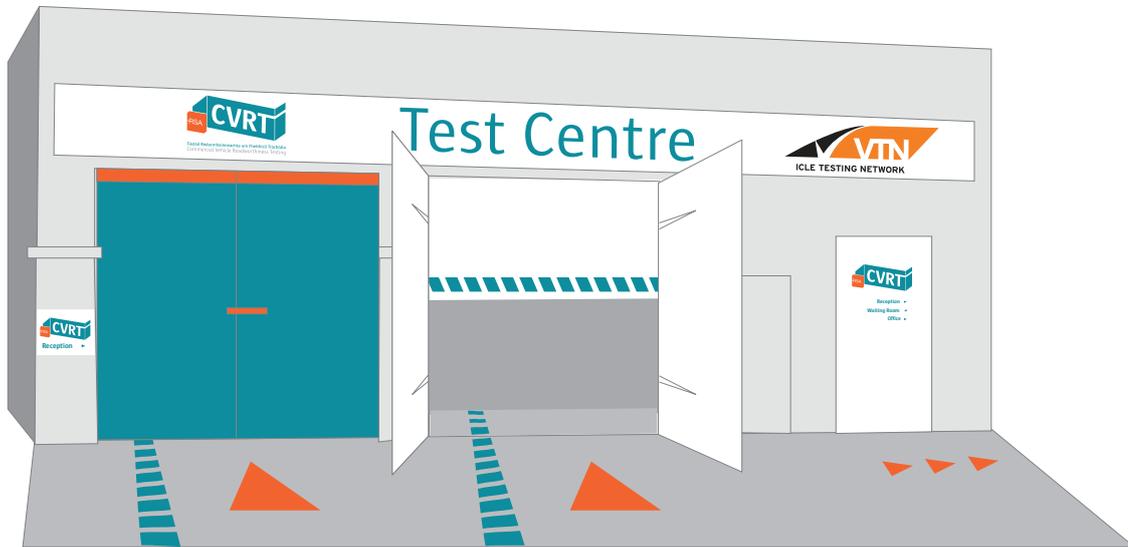
A range of collateral material has been produced and is available to all test centres.



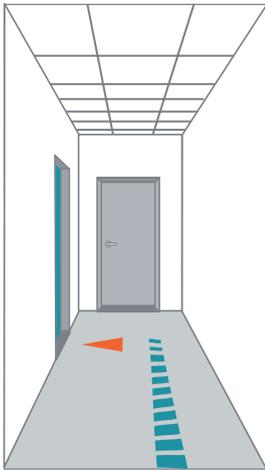
DL Document Cover

07 Testing Centres

CVR Testing Centre



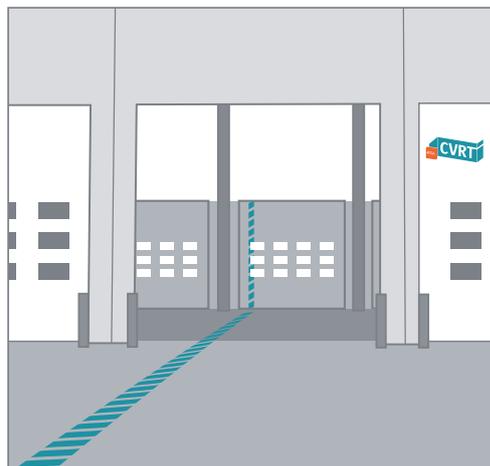
CVRT Garage exterior



Where a testing centre wishes to add the CVRT colour scheme to its premises, here is an example of how this can be done however this is not a requirement.

For detailed signage requirements please refer to Section 1 'Signage & Branding Technical Requirements'.

PLEASE NOTE: All DOE signage is out of date, and must be removed.



CVRT Garage Interior

07 Testing Centres

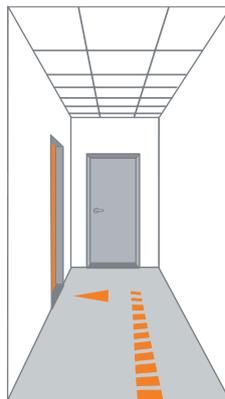
VTN/CVRT Testing Centre



VTN/CVRT Garage exterior

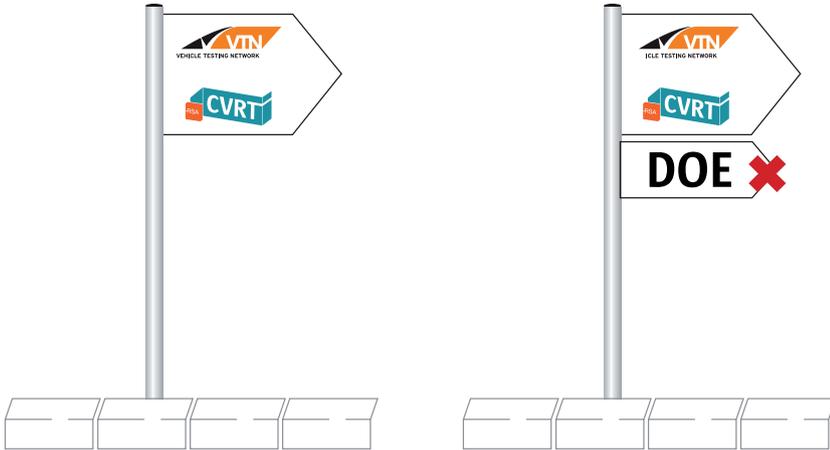
This examples shows how the CVRT branding can be incorporated into an existing VTN branded testing centre.

For detailed signage requirements, please refer to Section 1 'Signage & Branding Technical Requirements'.



VTN/CVRT Garage Interior

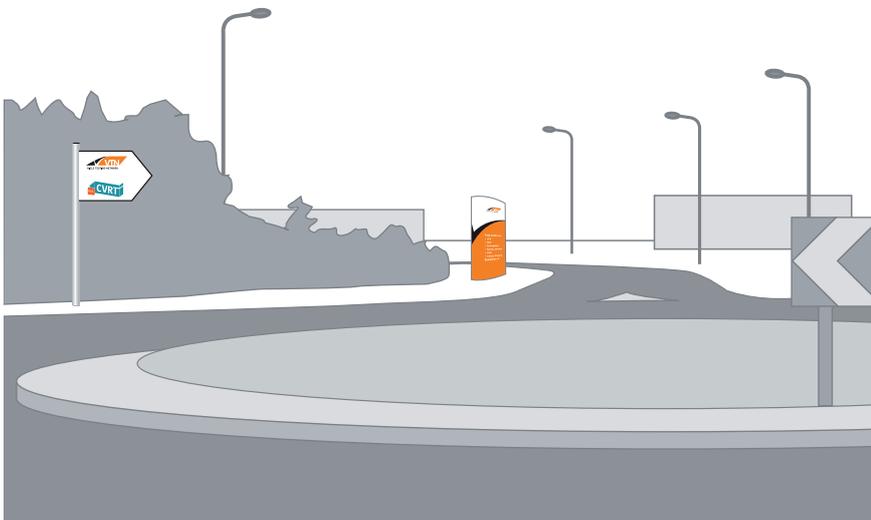
08 Directional Signage



When applying the CVRT logo to directional signage, please follow instructions detailed in Section 1 'Signage & Branding Technical Requirements'.

This is an example of the fingerpost sign in use on a roundabout at the entrance to an industrial estate.

PLEASE NOTE: All DOE signage is out of date, and must be removed.



09 VTN/CVRT Uniforms



1



2



3

The examples show how the CVRT Logo can be incorporated into name badges. Please refer to Section 1 'Signage & Branding Technical Requirements'.



NAME BADGE



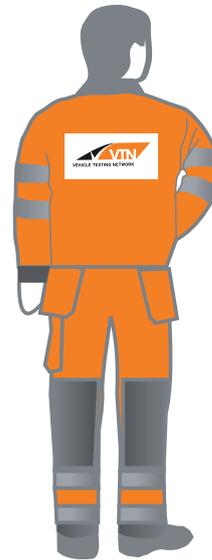
4 Front



4 Back



4 Front



4 Back

10 Advertising Templates

Public Notice

NEW COMMERCIAL VEHICLE ROADWORTHINESS TESTING CENTRE

A new CVRT centre has opened up on in Darragh. Please contact us to book your vehicle in for a test. Our opening hours are as follows;
Monday-Wednesday 9am-4.30pm
Thursday 9am-6pm
Friday 9am-5pm

Fógra Pioblí

NEW COMMERCIAL VEHICLE ROADWORTHINESS TESTING CENTRE

*Osclaíodh ionad CVRT i nDarrach. Déan teahmáil linn chun do fheithicil a chur faoi scrúdú. Féach uaireanta oscailte thíos;
Luan – Aoine 9am -4.30in.
Déardaoin 9am -6in.
Aoine 9am -5in.*



Banner Vehicle Centre
Darragh, Ennis, Co. Clare

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Darragh, Ennis, Co. Clare

email: oliver@bannerc.com
website: www.bannerc.com
tel: 065 683 8820
fax: 065 683 8788

We recommend you use the following template as a guide when producing press advertising. Please use original digital artwork of our logo, typeface and colour palette.

The following example shows how the CVRT branding can be incorporated into any advertising. However, This is not a requirement.

11 Logo use online



A reversed-out horizontal version of the logo is used for online applications.