



# **Franchise Management Manual**

## **Section 6:**

### **Brand Identity**

**This is a confidential document.**

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## 6.1 About brand identity

Our aim is to build an ever-increasing, loyal and satisfied ShowerFix customer base.

Consistent quality marketing of ShowerFix to our target market, combined with the effective use of our brand identity, will support positive results for your business and for the ShowerFix network as a whole.

In a franchise network, a brand represents a powerful link between the franchisor and a franchisee as well as between the product / service offer and the customer.

To develop brand recognition and recall it is important that each franchisee communicates a consistent ShowerFix image and identity when using the name and logo on vehicles, uniforms, signage, advertising, stationery and promotional material.

This section sets out the policies and procedures to be followed with regard to brand identity in the running of your franchise.

## 6.2 Business and trading names

### The franchisee business name

Because you are a separate legal entity to ShowerFix you are required to have your own business name and trade as an independently owned and operated business.

- ▶ Your registered company name must not incorporate the word “ShowerFix”, or any similar words that could cause confusion, or any terms registered as a trade mark by the franchisor.
- ▶ If you are incorporating a company or entering into any other business transaction such as signing a loan document, you should do so under your own business name.
- ▶ Your company name must be approved by the franchise support office prior to being registered to ensure that it meets ShowerFix brand and image requirements.

#### Example:

Your company name might be ‘**John Smith Limited**’.

### The franchisee trading name


You will be required to trade as ‘ShowerFix’ using the format;

‘ShowerFix (town / suburb location)’, e.g. **ShowerFix Timaru**

- ▶ Your trading name must be agreed with, and approved by, the Franchise Support Office before use.
- ▶ You should use your registered company name in conjunction with the ‘ShowerFix (location)’ and logo for trading purposes on printed matter such as office stationery, letterhead, business cards and cheques.

#### Example:

Typically the correct format for identifying your franchise is, for example: ‘**John Smith Limited trading as ShowerFix Timaru**’

	<b>STANDARD</b>
<b>6.2.1</b>	Don't use the word ‘ShowerFix’, any similar words, or any terms that are registered by ShowerFix as a trade mark in your own legal business name.
<b>6.2.2</b>	Any use of your company or trading name in conjunction with ShowerFix name or logo needs to comply with specifications for usage set the Franchise Support Office.

## 6.3 Logos and trademarks

### ShowerFix name and logo

The logo is the physical representation of our brand. It signals the unified standards of the services provided by ShowerFix.

Under the franchise agreement, you have been licensed to use the ShowerFix name and logo and it is in our mutual interest that you treat these and other licensed trade marks with the utmost respect. They must not be corrupted by incorrect use or changed in anyway.

You need to ensure that the ShowerFix name and image are maintained to the required standards at all times.

Franchise support office personnel can help you with any queries you may have in relation to the ShowerFix brand.

### Trademarks

Trademarks form an important part of the intellectual property underlying the franchise network and are especially important for protecting the company's brand.

Any specifications for use supplied by the franchise support office must be adhered to at all times.

### Misuse of logo and trade marks (infringements)

Lack of uniformity in image will detract from the recognition and instant identification of your business and the reputation of quality and service you are attempting to create and maintain.

As a franchisee you are required to protect the ShowerFix name and logo against infringements, unfair competition or any other form of trade mark abuse.

It is to our mutual benefit that you inform us of any possible unauthorised use of the logo or name, or the use of any other logos that may be confused with the ShowerFix logo or name.

If you are unsure about whether you are representing your business correctly, contact us for advice.

## Specifications of brand, logo and trademarks


For full details of specifications for all brand logo and trademark and there correct application and use and associated artwork contact the franchise support office.

### Pre-approval for using name and logo

A key part of your business development activities is to create brand awareness through local marketing and promotional initiatives.

Where standard artwork is provided by the franchise support office, this can be used without prior approval.

Pre-approval is required for non-standard items. Requests for approval must be submitted prior to the marketing activity or promotion using the Marketing pre-approval (FMM-008) form.

	<b>STANDARD</b>
<b>6.3.1</b>	The ShowerFix name and logo can only be used as specified by the Franchise Support Office. Also, the name and/or logo must not be altered or combined with another trade mark.
<b>6.3.2</b>	Any misuse or infringement of ShowerFix name, logo or trademarks should be reported immediately to the Franchise Support Office.
<b>6.3.3</b>	Only use the ShowerFix name and logo when it relates to the ShowerFix franchise and the range of services and products as specified.
<b>6.3.4</b>	Obtain prior approval from the Franchise Support Office using the marketing pre-approval form for any non-standard marketing or promotional activity.

## 6.4 Advertising, marketing materials and stationery

### Advertising

Advertising is one of the key ways in which our brand is portrayed to existing and potential customers. It is also an area where misuse of name, logos and trade marks can occur.

It is important, therefore, that all advertising conforms to the standards we have established.

One of the advantages of franchising is the benefit gained from uniformity in areas such as advertising and promotional material. Uniformity not only increases the returns from advertising expenditure, but also ensures that all franchisees benefit from the advertising activities of ShowerFix and individual Franchisees in the network.

Over the course of time we will provide standard templates and specifications for graphics, for example;

- ▶ Print advertising – standard newspaper advertisements
- ▶ Vehicle sign writing – use specifications provided by Franchise Support Office and organise through your own supplier
- ▶ Yellow pages advertisement
- ▶ Signage
- ▶ Uniforms

### Marketing and promotional materials

Marketing and promotional material can be ordered by contacting (insert name and contact details) as they hold our standard templates.

This includes:

- ▶ Brochures – ask for guidance on required quantity to order
- ▶ Business cards
- ▶ Other items designated by the franchise support Office from time to time


See “Section 7 – Marketing” for more information.

## Stationery

Each time an outside party receives branded communication it reflects on the ShowerFix franchise system and reinforces the brand.

All stationery used in your operation must have the correct branding and must not be used for any purpose other than ShowerFix business.

- ▶ Quotes must have the ShowerFix logo on them
- ▶ Use the standard email signature provided by the Franchise Support Office
- ▶ Letterhead – order from XXXXXXXXXXXX

	<b>STANDARD</b>
<b>6.4.1</b>	Ensure that all advertising placements comply with ShowerFix specifications.
<b>6.4.2</b>	Obtain prior written approval for non standard advertising and marketing material from the Franchise Support Office.
<b>6.4.3</b>	Ensure that all stationery is in the correct format and used only for ShowerFix business.
<b>6.4.4</b>	Use suppliers approved by ShowerFix the Franchise Support Office reserves the right to approve any other supplier that you wish to use.



## 6.5 Vehicle, uniform and presentation

Existing and prospective customers will judge you and the ShowerFix network by the way you present yourself and interact with them.

Vehicles used on ShowerFix business are an important part of our overall brand identity and act as a mobile billboard for your local area marketing. During the pre-commencement stage you need to purchase a van for operational purposes such as prospecting and customer visits for site inspection, quoting, sales activities and delivery of ShowerFix services.

Your van must be;

- ▶ An approved make and model. Refer to ShowerFix Vehicle Specification form FMM-011.
- ▶ Modified as required with racking and storage for tool, equipment and a stock of components commonly used on customer jobs. Refer to ShowerFix Tools and Equipment List form FMM-009 and ShowerFix Stock List form FMM-010
- ▶ White in colour and sign written to the standard ShowerFix specifications.
- ▶ Maintained and presented to a standard that reflects positively on the ShowerFix brand and reputation
- ▶ Replaced when required within a reason timeframe to ensure ShowerFix standards are maintained.
- ▶ De-branded when sold.
- ▶ Don't underestimate the benefits you can obtain from the use of a branded vehicle (overall it is an inexpensive form of advertising for your business).
- ▶ Discuss options with the franchise support office as you may need some type of "temporary"/easily removable logo especially where some customer visits e.g., inspection, quoting, post-installation inspection are conducted in private, non branded vehicles.

All vehicles used on ShowerFix business need, at all times, to be;


- ▶ Well presented (clean and tidy) and meet all legal requirements.
- ▶ Maintained in accordance with manufacturer's specification to minimise risks of breakdown, e.g. regular servicing.
- ▶ Driven within the law at all times by a fully licensed driver in a safe and courteous manner.
- ▶ Fully insured – full replacement insurance.

To represent ShowerFix positively, you need to act and dress appropriately.

In time, we may provide a standard uniform for use by franchisees and their staff, e.g. polo shirt with ShowerFix logo.

Typically ShowerFix branded clothing should be worn by franchisees (and staff) when on ShowerFix business, e.g.

- ▶ Installers should wear a branded polo shirt at customer sites.
- ▶ If sales personnel should also wear branded clothing, tidy polo or business shirt. We insist that they use something to distinguish them, e.g. a name badge.
- ▶ Order uniforms through the approved supplier.
- ▶ High standards of presentation and personal hygiene are expected at all times.

	<b>STANDARD</b>
<b>6.5.1</b>	Ensure that vehicles used on franchise business have ShowerFix branding as directed by the Franchise Support Office.
<b>6.5.2</b>	Ensure specifications contained in ShowerFix Vehicle Specification form FMM-011, ShowerFix Tools and Equipment List form FMM-009 and ShowerFix Stock List form FMM-010 are adhered to.
<b>6.5.3</b>	Ensure that vehicle presentation always reflects positively on the ShowerFix brand.
<b>6.5.4</b>	Vehicles need to meet relevant regulations, e.g. current registration, warrant of fitness. They must be fully insured.
<b>6.5.5</b>	Franchisees and staff must carry a valid full driver's licence, adhere to safe and courteous driving practices, and drive within the law.
<b>6.5.6</b>	Ensure that you personally present in a way that reflects positively on the ShowerFix image and brand.
<b>6.5.7</b>	Your staff should wear any uniform required for their position. They must maintain a high standard of dress, hygiene and personal presentation.
<b>6.5.8</b>	All uniform items are to be purchased from the approved supplier.
<b>6.5.9</b>	Names or logos of other organisations should not be visible on any clothing being worn by franchisees or staff.