

*Smith Power Equipment*

# DESIGN AND BRAND GUIDELINES

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THE BRAND BEHIND POWER.

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Smith Power Equipment  
Corporate Brand Guidelines

Version: v1 // 2018

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**Smith Power Equipment**

# **DESIGN AND BRAND GUIDELINES**

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# SECTION 0 INTRODUCTION

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## THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Smith Power Equipment's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Smith Power Equipment's** commitment to quality, consistency and style.

The **Smith Power Equipment** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Smith Power Equipment** name and marks.



# SECTION 1 CORPORATE LOGO

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The Logo Introduction  
The Logo Application  
The Logo Elements  
Clear-space and computation  
Incorrect Logo Applications

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination

of type itself and our company colour – they have a fixed relationship that should never be changed in any way.

### THE FULL LOGOTYPE

The Smith Power Equipment Master-brand or Corporate Logo comprises two elements, the colour and logo type. The Logo is a powerful symbol evoking the culture of power services - the connection between the strength of communication and the different points that influence.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is Futura PT Heavy Italic and has also been chosen to compliment and balance perfectly with the colour.

The corporate logo is presented through the use of colour as well as shape. The two corporate colours are Red and White. It is a fresh and appealing contrast of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.

### THE LOGOTYPE



#### 1) The Logo Symbol

Consists of a powerful element evoking the culture of Smith Power and a red rectangle background.

#### 2) The Logo Type

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters in white. The font that is used here is Futura PT Heavy Italic.

#### 1) The general Logo

The main logo is the white type used on red coloured background. For darker backgrounds the same logo will apply.

### LOGO DARK VERSION



3

### LOGO LIGHT VERSION



4

#### 3 + 4) The Logo Dark Version

Will be used when the background colour is light or dark coloured.

The Logo can be used on a photograph or lifestyle image. This image cannot be red where the logo is lost. The logo cannot be used as only the type, it must incorporate the red rectangle.

#### Recommended formats are:

.pdf | .png | .jpg | .tiff

#### Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Smith Power Equipment marketing department if you have any questions or need further help.

# LOGO CONSTRUCTION, CLEAR-SPACE AND COMPUTATION

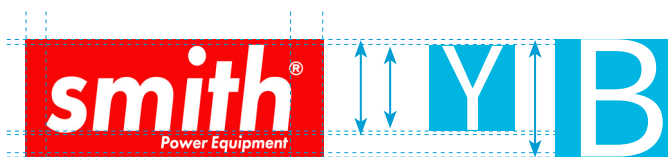
It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## LOGO SPACING

Y = SOURCE SANS PRO - 48PT

B=SOURCE SANS PRO - 67PT



## CLEAR-SPACE

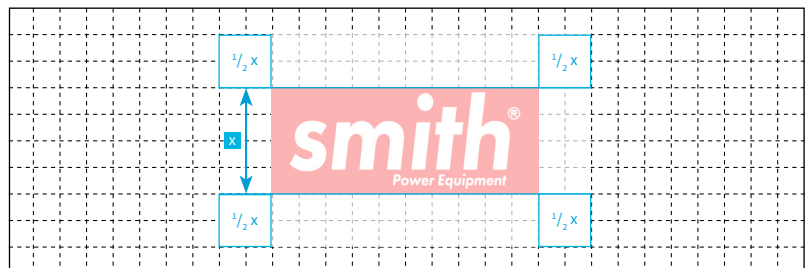
Full Logo

### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

To work out the clear-space take the height of the logo and divide it in half. (Clear-space = Height / 2).



## CLEAR-SPACE

Logo Symbol clearance on a photographic background.

Note:

Conflicting colours or detail are not allowed.





# APPLICATION ON A BACKGROUND

The Smith Power equipment Brand is very flexible and can be used on a variety of colours. The Logo may not be used on a solid red background. The logo may not be used on a predominantly red background. The colour scale below illustrates black to white

backgrounds. Photographic backgrounds with predominantly red colours should be avoided. The opacity of the logo must not change when applying to different backgrounds.

**BACKGROUND A**  
Correct Version



**BACKGROUND B**  
Correct Version



**BACKGROUND C**  
Correct Version



**BACKGROUND D**  
Incorrect Version



## MINIMUM LOGO SIZES

**Full Logo A4 and Print**  
Minimum Size: 20mm x 7.93 mm



40 mm



30 mm



20 mm

## INCORRECT LOGO APPLICATIONS



1



2



3



4



5



6

## DON'T'S

- 1) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way
- 2) Do not invert the logo symbol
- 3) Do not alter the logo symbol
- 4) Do not alter the logo type style
- 5) Do not change the size relationship between the logo symbol and logo type.
- 6) Do not change the colour of the logo type or symbol



# SECTION 2 CORPORATE TYPOGRAPHY

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The Corporate Fonts

Primary Font

Secondary Font

Font Hierarchy

## THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Smith Power Equipment communications. We have selected Futura PT Heavy

Italic and Futura PT , which helps inject energy and enthusiasm into the entire Smith Power Equipment communications, as the primary and secondary corporate typefaces.

### PRIMARY FONT *Futura PT Heavy Italic*

#### THE FONT

Inspired by Power, the Futura PT Heavy Italic gives an edgy forward moving feel to the brand. Its bold and easily identifiable style project a robust effect.

## FUTURA PT HEAVY ITALIC

Italic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ç [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ♦



## THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Smith Power Equipment's communications. We have selected Futura

PT Heavy Italic and Futura PT , which helps inject energy and enthusiasm into the entire Smith Power Equipment's communications, as the primary and secondary corporate typefaces.

### SECONDARY FONT

#### Futura PT

## FUTURA PT

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### TYPE EXAMPLES FUTURA PT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special  
Characters

! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ç [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … - ≤ < > ≥ ~ > < ♦



## TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Smith Power Equipment layouts.

<p><b>CONTEXT TEXT AND INNER HEADLINES</b></p>	<p>Caption Text</p>	<p><b>Smith Power Equipment Typo</b> - <b>Futura PT</b> <b>6 pt Type / 9 pt Leading</b></p>
	<p>Copy Text</p>	<p><b>Smith Power Equipment Typo</b> - <b>Futura PT</b> <b>8 pt Type / 11 pt Leading</b></p>
	<p>Headlines Copy-text</p>	<p><b>SMITH POWER EQUIPMENT TYPO</b> - <b>Futura PT - Capital Letters</b> <b>10pt Type / 10pt Leading</b></p>
<p><b>HEADLINES AND TYPO-BREAKS</b></p>	<p>Sub-lines Sections</p>	<p><b>SMITH POWER EQUIPMENT TYPO</b> - <b>Futura PT Heavy Italic - Capital Letters</b> <b>16pt Type / 16pt Leading</b></p>
	<p>Big Headlines and Title</p>	<p><b>smith POWER EQUIPMENT TYPO</b> - <b>Montserrat Bold - Capital Letters</b> <b>34pt Type / 30 pt Leading</b></p>
	<p>Sequencer and Title for Marketing</p>	<p><b>smith POWER</b>  <b>Futura PT Heavy Italic - Capital Letters</b> <b>48pt Type / 48 pt Leading</b></p>



# SECTION 3 CORPORATE COLOUR SYSTEM

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The Corporate Colours  
Primary Colour System

# THE PRIMARY COLOUR SYSTEM AND COLOUR CODES

Colour plays an important role in the Smith Power Equipment corporate identity program. The colours below are the Smith Power Equipment corporate colours. A palette of primary colours has been developed, which comprise the “**One Voice**” colour scheme. Consistent use of these colours will contribute

to the cohesive and harmonious look of the Smith Power Equipment brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.

## PRIMARY COLOUR SYSTEM

-

### Explanation:

The Smith Power Equipment Company has two official colours: Red and White. These colours have become a recognizable identifier for the company.

### Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.

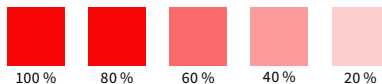


## PRIMARY COLOUR RED

-

### COLOUR CODES

CMYK : C001 M100 Y100 K000  
LAB : L:53 A: 79 B: 67  
RGB : R248 G6 B6  
Web : #f80606

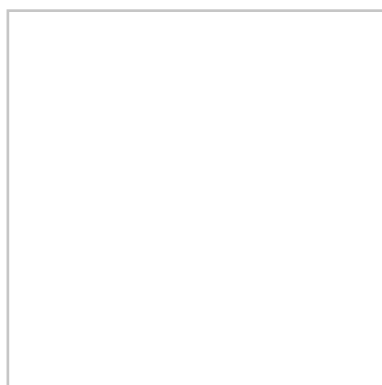


100% 80% 60% 40% 20%

### COLOUR TONES



### THE GRADIENT

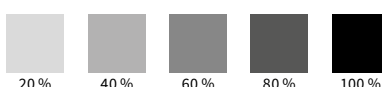


## PRIMARY COLOUR WHITE

-

### COLOUR CODES

CMYK : C000 M000 Y000 K000  
RGB : R255 G255 B255  
Web : #ffffff



20% 40% 60% 80% 100%

### COLOUR TONES



### THE GRADIENT



# SECTION 4 CORPORATE STATIONERY

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The Company Letterhead  
The Company Business Cards  
Logo Placement



# THE COMPANY LETTERHEAD

## PARAMETER

**Dimensions**  
A4

**Weight**  
Standard  
Uncoated white

**Print**  
CMYK

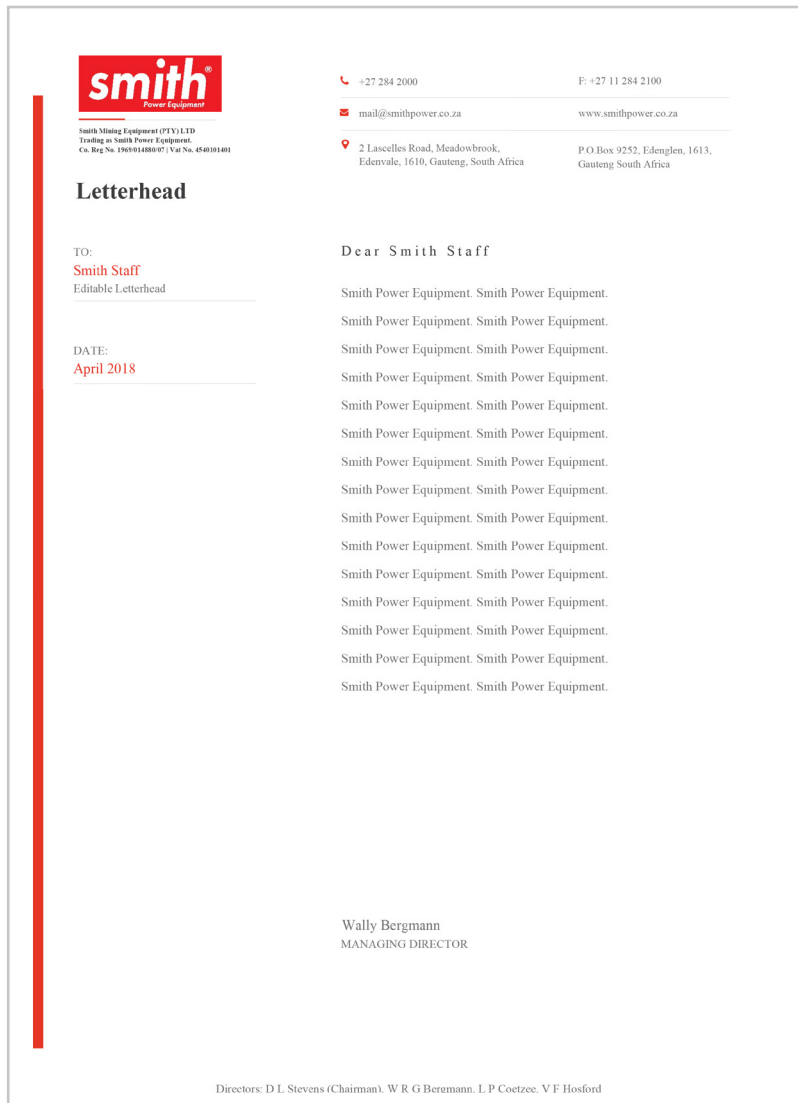
## THE COMPANY LETTERHEAD

### Explanation:

This shows the approved layout with the primary elements of the Smith Power Equipment stationery system for the front of the letterhead.

### Usage:

The letterhead will be used for all official communication that is going out of Smith Power Equipment company.



## THE COMPANY BUSINESS CARDS

### PARAMETER

#### Dimensions

90 x 55 mm

#### Weight

400gsm Uncoated  
white

#### Print

CMYK

### THE COMPANY BUSINESS CARDS

Front-side



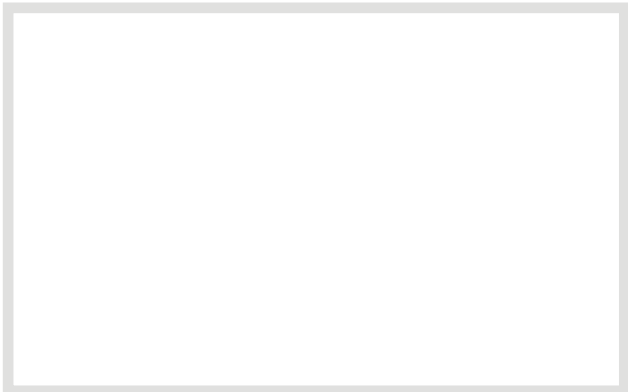
#### Explanation:

This shows the approved layout with the primary elements of the Smith Power Equipment stationery system for business cards.

#### Usage:

The business cards will be used for all official contact and communication of Smith Power Equipment.

Backside



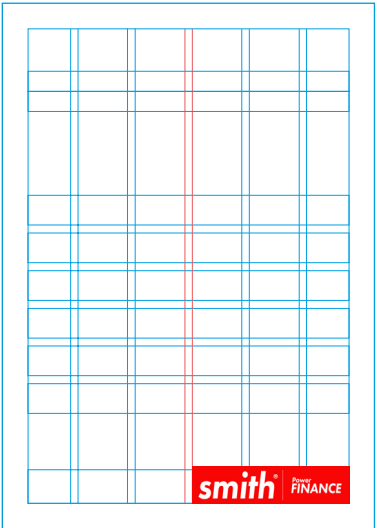
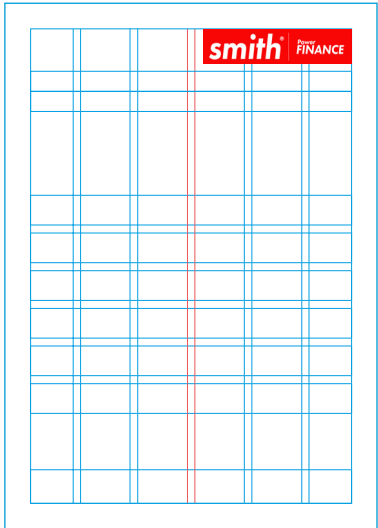
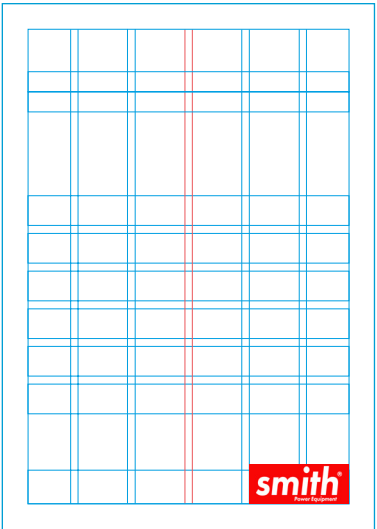
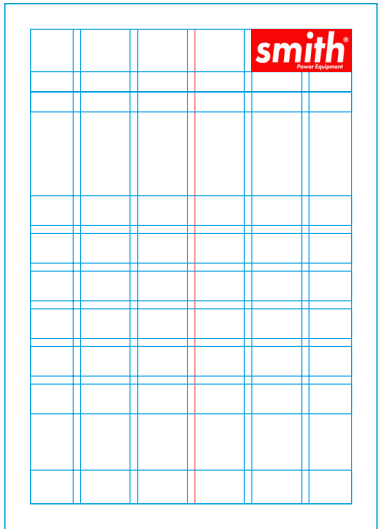
# CORRECT LOGO PLACEMENT

## PARAMETER

**Example**  
297 x 210mm  
DIN A4

## THE LOGO PLACEMENT

**Explanation:**  
To place the Smith Power Equipment logo in the correct way please use one of the approved styles that are shown on the right. To place the Smith Power Equipment logo in other ways is not allowed unless approved by Smith Power Equipment Marketing Department.





# SECTION 5 GRID SYSTEMS

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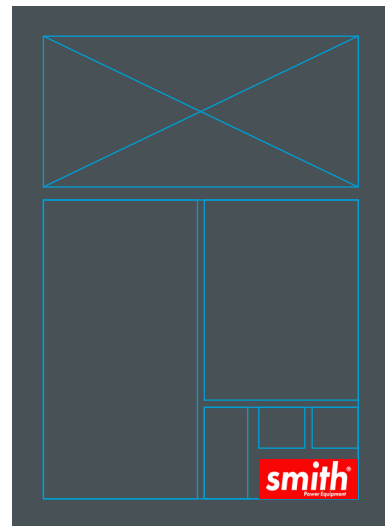
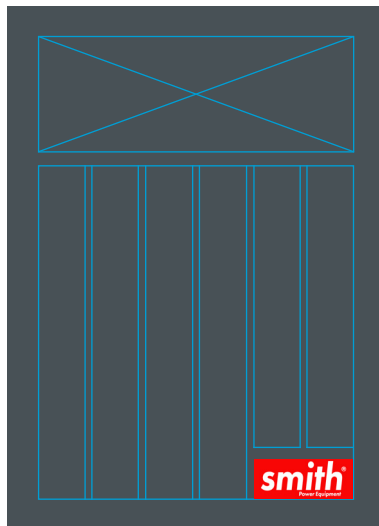
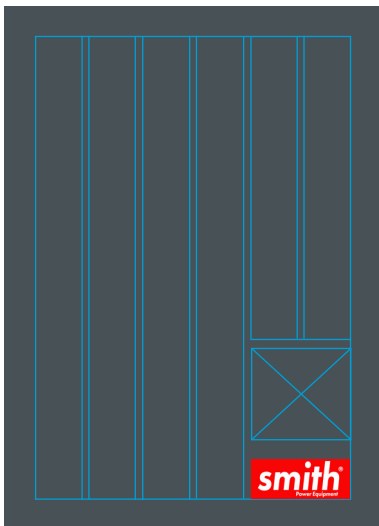
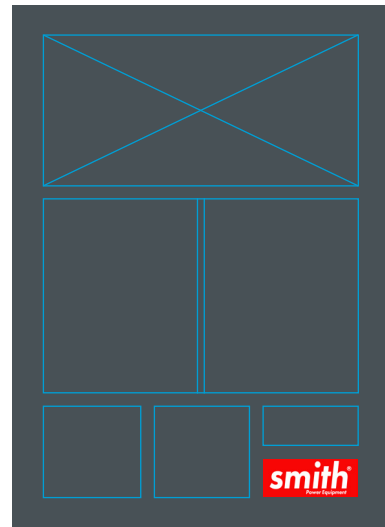
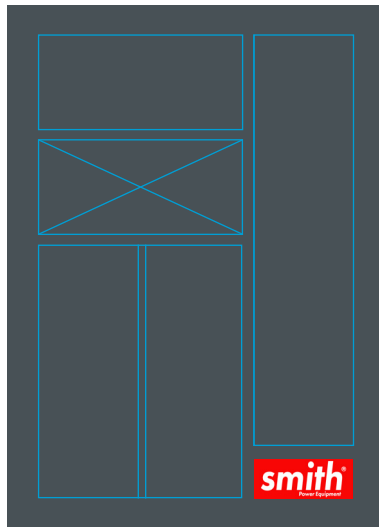
Grid Systems  
Vertical Grid Systems  
Vertical Poster Grid System  
Horizontal Presentation Grid System  
Vertical Grid System for Tablets

# THE SMITH POWER EQUIPMENT GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements

(images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

## VERTICAL GRID SYSTEM EXAMPLES

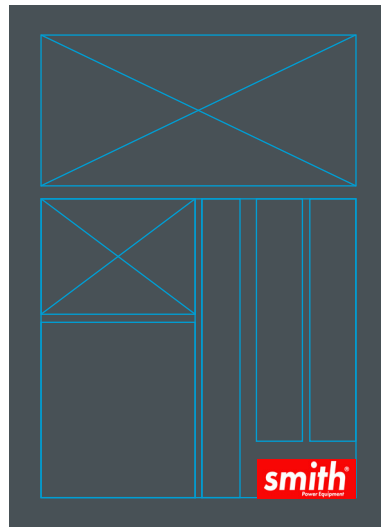
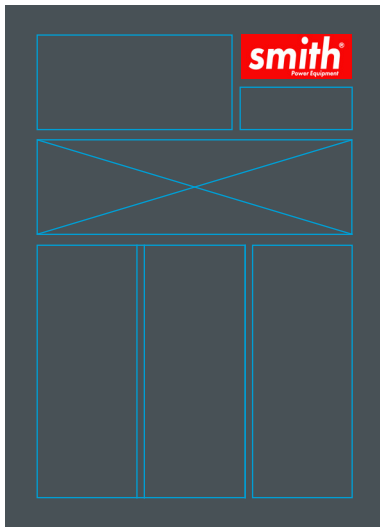


# THE SMITH POWER EQUIPMENT GRID SYSTEMS

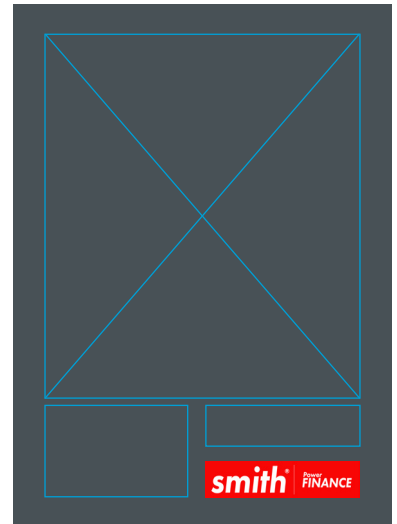
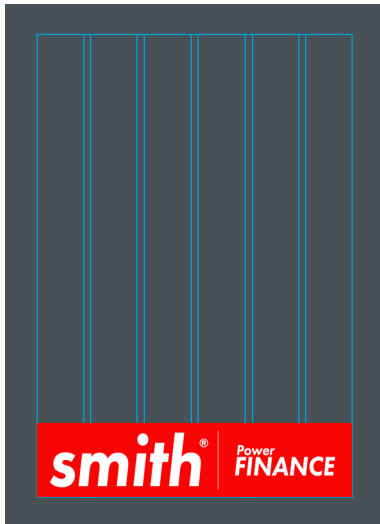
## VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**

This shows an approved layout with a typography grid for Smith Power Equipment.



### A4 VERTICAL GRID SYSTEM EXAMPLES



# THE SMITH POWER EQUIPMENT GRID SYSTEMS

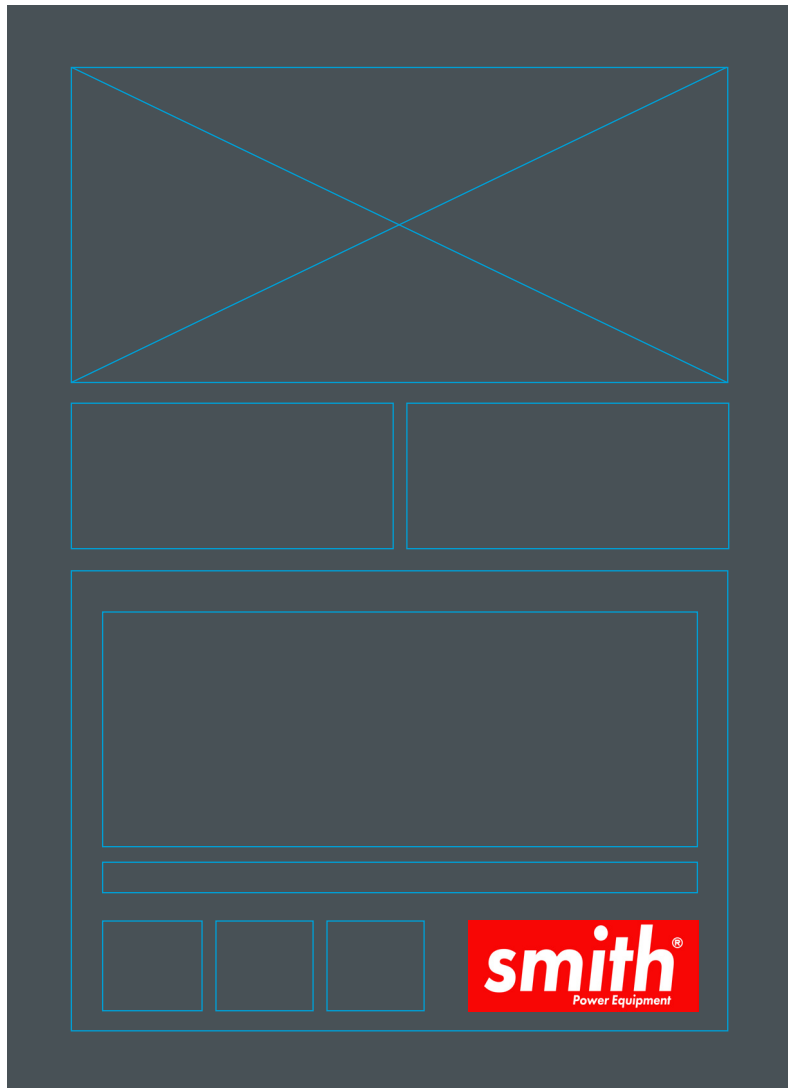
## VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**

This shows an approved layout with a typography grid for Smith Power Equipment.

**Example:**

Poster A3



# THE SMITH POWER EQUIPMENT GRID SYSTEMS

## HORIZONTAL GRID SYSTEM EXAMPLES

-

**Explanation:**

This shows an approved layout with a typography grid for Smith Power Equipment.

## SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

-

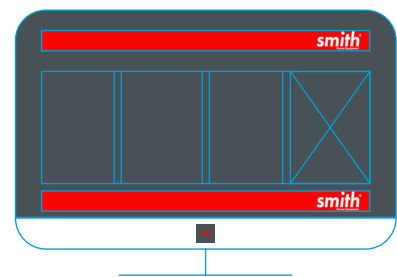
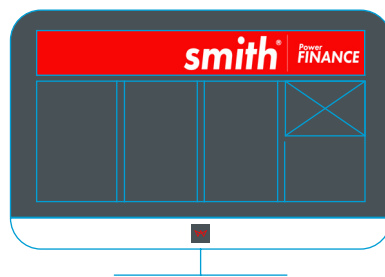
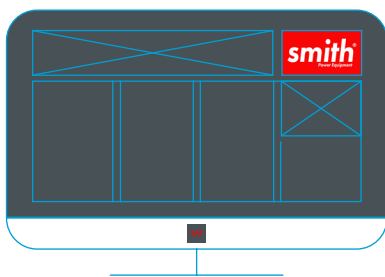
**Explanation:**

This shows an approved layout with a typography grid for a 16:9 Screen of Smith Power Equipment. This may be used for web or company presentations in Powerpoint or Keynote.



**Example:**

Screen Grid 16:9



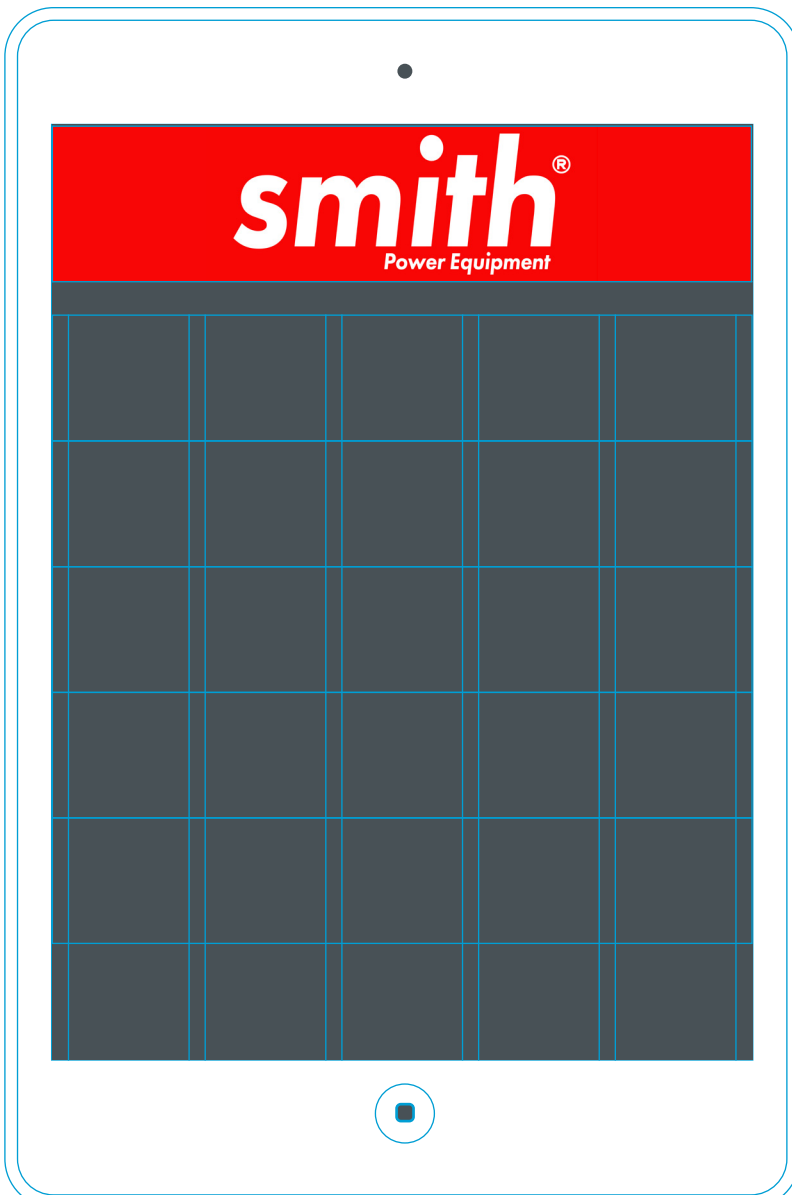


# THE SMITH POWER EQUIPMENT GRID SYSTEMS

## DIGITAL HORIZONTAL / VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**

This shows an approved layout with a typography grid for Smith Power Equipment.



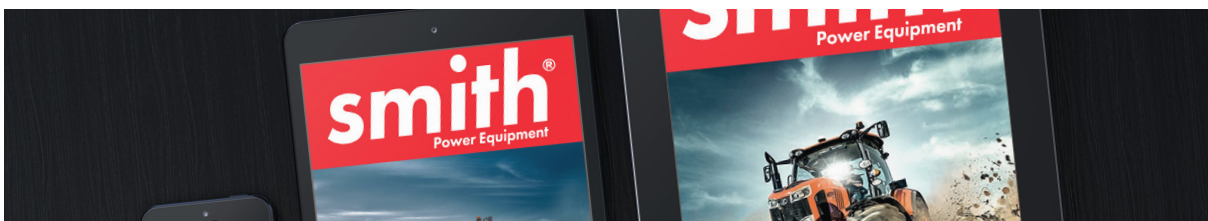
### TABLET VERTICAL GRID SYSTEM EXAMPLE

**Explanation:**

Digital communication is an essential factor of the Smith Power Equipment marketing model. It is important to maintain the vertical and horizontal gridding systems for mobile devices and tablets.

**Example:**

Tablet





# SECTION 6 IMAGES AND ADVERTISING

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Corporate Image  
Corporate Image Colour  
Corporate Image Black and White  
Approved Advertising

# THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - KUBOTA

Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.



# THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - POLARIS

Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.



# THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - TORO

Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.



## THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - AUSA

Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.



# THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - CLUB CAR

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Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.

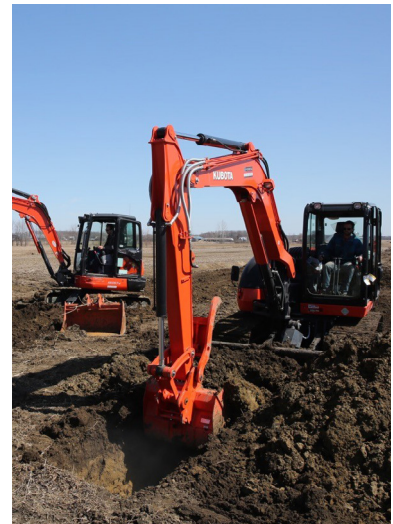


# THE SMITH POWER EQUIPMENT CORPORATE IMAGES : COLOUR IMAGES - EXCAVATORS

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Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.





## THE SMITH POWER EQUIPMENT CORPORATE IMAGE : COLOUR IMAGES - LINHAI

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Corporate Images are responsible to transfer the values of Smith Power Equipment to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage,

performance, pronouncements, etc. At Smith Power Equipment we use various corporate advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.



## THE SMITH POWER EQUIPMENT CORPORATE IMAGE : BLACK & WHITE

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Smith Power Equipment make use of black and white imagery to emphasize dramatic lifestyle shots. It is important to note that the Smith Power Equipment Logo cannot be converted to black and

white on these images. It must maintain its full colour appearance throughout. If you have any questions about the logo in black and white, please contact the Smith Power Marketing department.

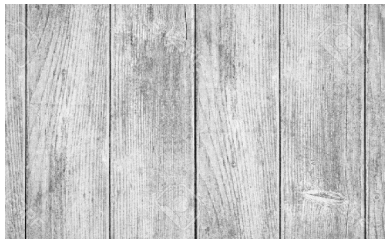
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### EXAMPLES FOR SMITH POWER EQUIPMENT CORPORATE IMAGE SYSTEM FOR BLACK AND WHITE IMAGES

-

#### Requirements:

- High contrast
- Sharp images



# THE SMITH POWER EQUIPMENT ADVERTISING STANDARD PER BRAND

Smith Power Equipment have a very high standard of advertising. Continuation for the Smith Power Equipment brand is essential. It is important to bare in mind that in addition to The Smith Power

Equipment brand, One must maintain the brand standards of the product brand Smith represents. Add advertising needs to be approved by the Smith Power Equipment Marketing Department.

**KUBOTA TRACTORS**  
COMPACT VERSATILITY

**M130X - 130HP (97KW)**  
**TOUGH TIMES NEED A NEW MINDSET ABOUT AFFORDABLE SOLUTIONS**

THIS POWERHOUSE TRACTOR PUS A ROBUST 130HP ENGINE AT YOUR COMMAND. FEATURING THE ELECTRONIC GOVERNANCE CONTROL SYSTEM (E-GCS) CLEAN BURNING RUNNING (CB) COMMON RAIL (EXTRA) ENGINE DRIVES MORE TORQUE, BETTER TRACTION, MORE STABLE OPERATION, REDUCED NOISE AND VIBRATION.

**smith** Power FINANCE

1 AMANDI STREET | UNIT 4, RIVERSIDE INDUSTRIAL PARK | 011 284 2000  
WWW.SMITHPOWER.CO.ZA

Kubota Tractors

**KUBOTA EXCAVATORS**  
1 YEAR GUARANTEE

**EASY MAINTENANCE**  
WATER-PROOF ELECTRICAL SYSTEM  
ZERO-TAIL SWING  
BEST IN CLASS PERFORMANCE

**FULLY KUBOTA BUILT**  
THIRD LINE HYDRAULIC RETURN  
AUTO TUNING SYSTEM  
CLEAN-RUNNING KUBOTA ENGINE

**KUBOTA R550-5.0T**  
**R550 000** WINTER SPECIAL  
CONTRACT EQUIPMENT

CHARL KEMP (072 885 9715) OR SLIMIE MYRNS (083 454 7926)  
GO TO WWW.SMITHPOWER.CO.ZA  
NATIONWIDE DEALERS | HEAD OFFICE 011 284 2000

**smith**

Kubota Excavators

**FINANCE OPTIONS PRIME-5%**

Kubota U30 - 3 Ton <b>R13 100 pm</b> Repayment over 60 months R85 000 deposit	Kubota M130X - 130 HP <b>R16 350 pm</b> Repayment over 60 months R80 000 deposit	Kubota L45 T16 - 45 HP <b>R13 350 pm</b> Repayment over 60 months R65 000 deposit
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**smith** Power FINANCE

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Smith Power Finance

**INTRODUCING THE ALL-NEW RZR XP TURBO 168HP DYNAMIX ACTIVE SUSPENSION**

**THE FUTURE OF RIDE AND HANDLING IS HERE**

Introducing RZR DYNAMIX Active Suspension. The world's first and only intelligent suspension system designed for the off-road. RZR DYNAMIX electronically controls and adjusts shock damping to deliver the best ride in any terrain.

**ADJUSTS 200 TIMES-PER-SECOND**

**NOW ONLY R419 950 incl VAT**

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**POLARIS** **smith**

Polaris (Quads & Side-by-Sides)

**AUSA**

**TAUROLIFT 144 H Plus**  
**IMAGINE HOW FAR YOU WILL GO**

Ultra compact, functional and comfortable. The small dimensions of the TAUROLIFT T 144 H Plus telescopic handler make it the most compact and lightweight model in its class. Capable of lifting up to 1350 kg and with a maximum lifting height of 4 metres, you decide how far you want to go with it.

**ULTRA COMPACT**  
Measuring 1.4 metres wide and only weighing 2,000 kg, the compact telehandler is the ideal telehandler for tight spaces and backhoe loader, making loader transport and manoeuvre effortless.

**FUNCTIONAL**  
Equipped with HET (see caption) patented by AUSA which, combined with the telescopic mast, allows 100% flexibility in the most confined spaces and the most difficult to access places.

**COMFORTABLE**  
The innovative advanced cab design provides the operator with 360° visibility. Also, the shape and position of the steering arm makes a more spacious cab, for greater comfort.

**ROUGH TERRAIN FORKLIFFS, DUMPERS AND TELEHANDLERS**  
First Year Service Kits Included  
3 Year / 1500 hours Warranty

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Ausa (Dumpers, Tellehandlers, Forklifts)

**EGO POWER+ BLOWERS**

**JET TURBINE TECHNOLOGY WITH LARGE DIAMETER TUBE TO GIVE MAXIMUM AIR-FLOW**

**BATTERY POWERED**  
BATTERY RECHARGEABLE

**2.0-7.5AH BATTERIES AVAILABLE**

Variable speed setting, large blower tube, up to 1800 ft³ output in Turbo Boost mode.

**LI-ION BATTERY**  
Variable speed thumb selector for added airflow control with single handed use, more than 500 ft³ output in high mode.

**EGO**

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Ego Power Plus

# THE SMITH POWER EQUIPMENT ADVERTISING STANDARD PER BRAND

Smith Power Equipment have a very high standard of advertising. Continuation for the Smith Power Equipment brand is essential. It is important to bare in mind that in addition to The Smith Power

Equipment brand, One must maintain the brand standards of the product brand Smith represents. Advertising needs to be approved by the Smith Power Equipment Marketing Department.

**AFFORDABLE MOBILITY  
BEST VALUE FOR MONEY**

**NO.1**  
IN THE SOUTH AFRICA

**REBEL 400**

ONLY 20 UNITS - VALID FOR JUNE 2018 ONLY  
**BEST PRICED BEST VALUE**

**R89 950** ONLY FOR

NORMAL PRICE R94 950 - SAVE R5 000

3500CC PETROL ENGINE  
2X4 & 4X4 WHEEL DRIVE  
1800 TORQUE 29 BITTERS  
GROUND CLEARANCE 240MM  
AUTOMATIC A/C A/P

smith [WWW.LINHAI-SA.CO.ZA](http://WWW.LINHAI-SA.CO.ZA)  
TEL: 011 284 2037

LIN HAI  
ALL TERRAIN VEHICLES

Lin Hai (Quads & Side-by-Sides)

VALID FROM 30 Jan 2018 TO 28 Feb 2018

**UNBEATABLE PRICES**

**KDE19 STA 3 - 16.25KVA**  
3000RPM  
**R 58 500**  
Excl. VAT & Del. Cost

**LIMITED STOCK**

**KDE19 STA 3 - 16.25KVA**  
3000RPM  
**R 82 000**  
Excl. VAT & Del. Cost

**NEED A SERVICE OR PARTS? CALL US!**

**NEED A BIG GENERATOR?  
100KVA+ Give Us A Call!**

Go to: [www.kipors.co.za](http://www.kipors.co.za) for a list of dealers in your area **011 284 2001** **KIPOR**

Kipor Generators

**Club Car**

**CARRYALL - FIT-TO-TASK SERIES**  
MEETING THE NEEDS FOR BUSINESS

**INTRODUCING THE FOOD SERVICE**  
CARRYALL 500

PHONE IN FOR DEALS AND PRICES  
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013 752 2023 | [WWW.SMITHPOWER.CO.ZA](http://WWW.SMITHPOWER.CO.ZA)

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Club Car

**Kubota**

**MECHANISING THE FUTURE  
WITH KUBOTA COMPACT EXCAVATORS**

**SOLUTION DRIVEN**

Built by Kubota. Look closely at the Kubota and you will find something very special. Kubota is a brand that is built on trust, quality and engineering excellence. Don't compromise. For your own peace of mind, insist on 100% Kubota.

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Excavator Attachments

**SPORTSMAN**

**RANGER**

**GENERAL**

**RZR XP TURBO DYNAMIX EDITION**

**POLARIS**

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Multi-Product Advertising

**KUBOTA TRACTORS**  
COMPACT VERSATILITY

**WE HAVE A TRACTOR  
DESIGNED JUST  
FOR YOU CONTACT YOUR  
CLOSEST DEALER  
KUBOTASA.CO.ZA**

**B-SERIES 18 - 28HP** **L-SERIES 32 - 45HP** **M-SERIES NARROW 70 - 85HP**

**EXCAVATORS 31, 51 & 61** **TLS 25 - 45HP** **M-SERIES STD 70 - 130HP**

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Multi-Product Advertising



# SECTION 7 CORPORATE CLOTHING PRINT

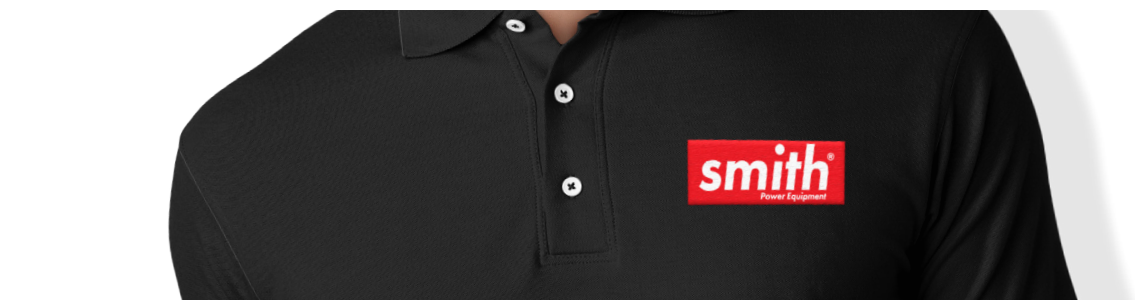
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Corporate Clothing / Print

## THE SMITH POWER EQUIPMENT CORPORATE CLOTHING

At Smith Power Equipment, we pride ourselves in our appearance. When wearing the corporate attire, it is always to be neat, tidy and without creasing.

When printing any shirts, jackets or any other corporate stationary, please request the corporate clothing guidelines from Smith Marketing Department.





# SECTION 8 CONTACT

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## CONTACT

### Address

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2 Lascelles Road  
Edenvale, Johannesburg  
Gauteng, South Africa

### Phone & Fax

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Marketing Dept: + 27 11 284 2024

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Email 2: [online@smithpower.co.za](mailto:online@smithpower.co.za)

Website: [www.smithpower.co.za](http://www.smithpower.co.za)

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Brand Manual 2018

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# THE BRAND BEHIND POWER

