

A red circular badge with a white border, containing the text "VALUE IN WEIGHING" in white, uppercase, sans-serif font.

VALUE IN  
WEIGHING

The title "Marketing Kit" in a large, white, sans-serif font, centered on a dark grey background with a blue curved border above it.

# Marketing Kit

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## CONTACT

If you need help with anything contained in these guidelines or have any other brand related queries, please contact:

**Megan Threlkeld**, Marketing Manager

Telephone: 507-848-0703

[mthrelkeld@awtx-itw.com](mailto:mthrelkeld@awtx-itw.com)

## HOW CAN WE WORK TOGETHER

By creating co-branded marketing collateral it fortifies our partnership and installs trust in the market place and strengthens our brand. Keeping our name in front of industry leaders through website content and social media keeps us viable.

## PARTNERSHIP

By working together to increase our presence into targeted verticals increases our share and in return increases our profits.

## WHO IS BRECKNELL?

Brecknell provides out-of-the-box weighing solutions that are cost-effective and easy-to-use. Our products cover a wide range of applications including industrial, shipping, medical, veterinary, food service and general weighing. With over two centuries of weighing experience across our businesses, our customers trust our high level of accuracy and reliability.

## BRAND VOICE

Brecknell's brand voice is reasonable, dependable, and multi-use. Our voice caters to a wide audience, just like our selection of products. Brecknell offers cost effective and easy to use weighing solutions for all our customers' needs. This covers a wide range of applications including industrial, shipping, medical, veterinary, food service, and general weighing.

## TOP VERTICALS

- Industrial/Warehouse
- Shipping
- Manufacturing
- POS/Retail
- Foodservice
- NGO

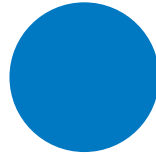
## TOP PRODUCTS

- 311 Postal/Shipping Scale
- PS7 Postal/Shipping Scale
- PS25 Postal/Shipping Scale
- EPB Pocket Balance
- ElectroSamson Hanging Scale
- GP USB Series Electronic Bench Scale
- 235-6M Hanging Scale
- 6700U Series Point of Sale Scale
- MS-15 Pediatric Scale
- MS-1000 Bariatric Scale

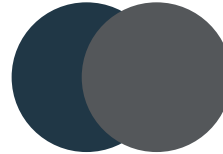
## LOGO



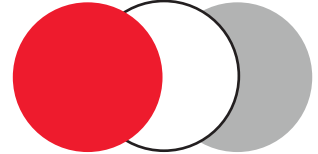
## COLOR



Primary Colors



Secondary Colors



Accent Color

## LOGO GUIDELINES

1. The logos should only be produced in the designated color.
2. If a document will not be printed in full color, then the logo appears either all black or reversed (all white).
3. The logos may never be distorted under any circumstances. They must always retain their true proportions.
4. Within a headline or paragraph, Brecknell is used as words in the same font as the surrounding text.
5. The logo is a specially created piece of artwork and must never be typeset or recreated. The elements of the logo must always appear in their fixed relationship, which may not be altered, adjusted or modified in any way.
6. The logo is a unit made up of the letters and the 'B' icon.
7. No one is allowed to set the letters in a font and add the 'B' as a separate element for any purpose.
8. The words Brecknell may not be translated into any language.

## STRAPLINE GUIDELINES

Orientation: Horizontal/Landscape

Colors: Black

Artwork Required: Value in Weighing Icon

Fonts Required: Arial Bold Italic

Type Specifications: The strapline for Brecknell is to be set in Arial - Bold Italic.

The strapline is not to exceed the base of the Brecknell logo. When using the strapline with the logo you will use the appropriate logo file. i.e. Brecknell Value in Weighing Bug. If you are only using the strapline and no logo, you will use the font Arial Bold Italic in black.



## TYPOGRAPHY

Arial typeface is preferred as it has a friendly and modern look and works well in all applications, from print to web. It is a standard font in software packages, and requires no additional fees.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890/&-,.**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890/&-,.

## HIERARCHY

The way type is used can make the design look professional and legible.

The sample below shows how using various font weights, case, and color can be used to create hierarchy and interest.

### PEOPLE

Arial, Bold, Caps, Tracking: 100

**Our people are at the  
heart of our business**

Arial, Sentence Case, Tracking: Normal

We put the safety and well-being of our colleagues before anything else. True to our decentralized culture, our approach to safety is driven at the division level and is built around our shared goal of Zero Accidents.

Arial, Sentence Case, Tracking: Normal

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris varius sed diam et vulputate. Quisque iaculis posuere arcu a sagittis. Phasellus ornare est at consectetur aliquet. Nam urna quam, ullamcorper a efficitur ut, molestie sed mi. Sed mattis eleifend odio. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce euismod commodo magna ut ultrices.

Arial, Sentence Case, Tracking: Normal

## PRIMARY PALETTE

The preferred Brecknell logo is blue. In situations where technical, budgetary or fashion considerations are important, the logo may be reproduced in the following ways:

**One color on white background:**

For monochromatic (one color) printing, the logo must be 100% black. Examples: fax, internal communications and documents for photocopying.

**One or two color on a black background:**

If the logo is intended for a black background, there is one acceptable choice: 1) completely white

**Embroidery:**

The blue logo may not look appropriate on some apparel colors. A complimentary embroidery thread color is selected to provide a professional yet contemporary style. The entire logo is embroidered in one colored thread. Thread color for apparel must be pre-approved by the Marketing Team.



**Blue**

**Pantone PMS 300C**

**RGB: 0, 100, 168**

**CMYK: 100, 43, 0, 0**

**Hex: #006ec7**

## SECONDARY PALETTE

The secondary color palette was selected to complement and accent the primary palette. This is to be used when a project requires additional colors.



**Blue**  
**Pantone PMS 7546C**  
**RGB:** 37, 55, 70  
**CMYK:** 88, 57, 27,65  
**Hex:** #253746



**Gray**  
**Pantone PMS 425C**  
**RGB:** 84, 88, 89  
**CMYK:** 65, 51, 45, 33  
**Hex:** #545859

## ACCENT PALETTE

Accent colors can be combined or paired with the rest of the palette to align with project needs, while stay true to the palette.



**Red**  
**Pantone PMS 485C**  
**RGB:** 238, 49, 36  
**CMYK:** 0, 100, 91, 0  
**Hex:** #0X1E5



**White**  
**Pantone XXXXX**  
**RGB:** 255, 255, 255  
**CMYK:** 0, 0, 0, 0  
**Hex:** #FFFFFF



**Light Gray**  
**Pantone PMS 421C**  
**RGB:** 178, 180, 178  
**CMYK:** 28, 20, 20, 1  
**Hex:** #B2B4B2

## COLOR PAIRING

Primary, secondary palettes can be paired together to compliment each other.



## GRADIENTS

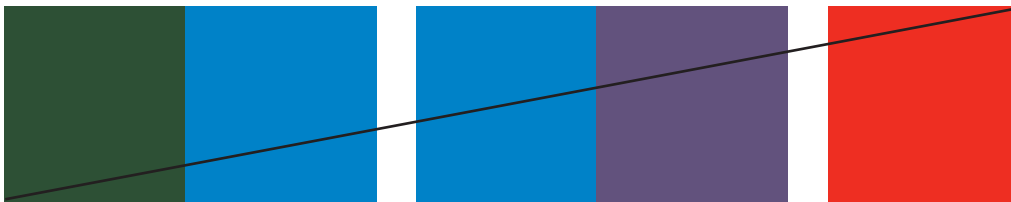
Gradients can be used to create dynamic color to a project. Two colors can be used from the overall palette and to blend together.



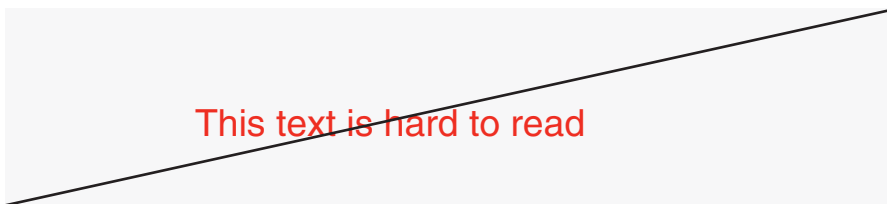


## COLOR DONT'S

Keep in there are three major colors the can be hard for those with color blindness to differentiate from red, green and blue. Try avoid pairing green with blue, red or brown, avoid pairing blue with green or purple, and avoid pairing red with green.



Avoid low-contrast color combinations.



Avoid low-contrast color combinations.



Avoid using more than three colors in a layout.



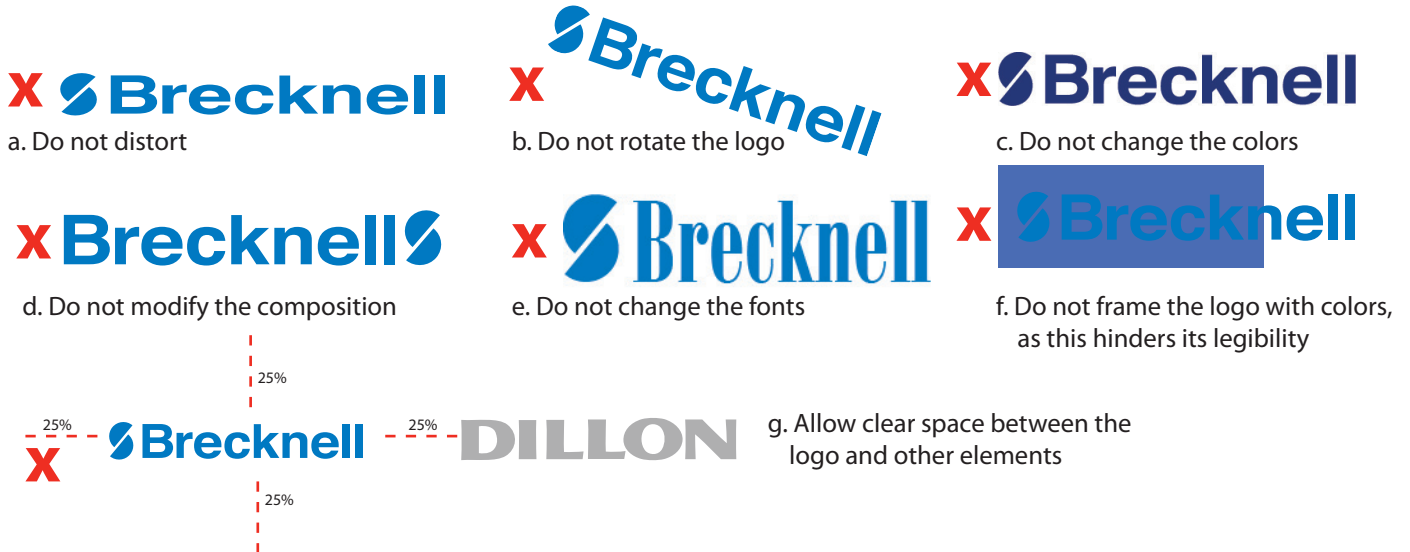
Don't use more than two color in a single text grouping.


~~Too many colors in one text area~~


## PROPORTIONS AND REDUCTIONS


The logo files are available to use as needed. It is important that the original proportions of the logo are controlled. Although the size of the logo can be altered, it must be scaled proportionally. Be very careful not to distort the logo in height or width. Understanding your software application and using the proper technique to enlarge or reduce the size is very important.


To preserve the integrity of the Brecknell identity, open space must surround the logo. At least 25% of the logo length must separate the logo from any text near it. Allow 50% of the length as open space next to any graphic element including photos.





**X**  a. Do not distort

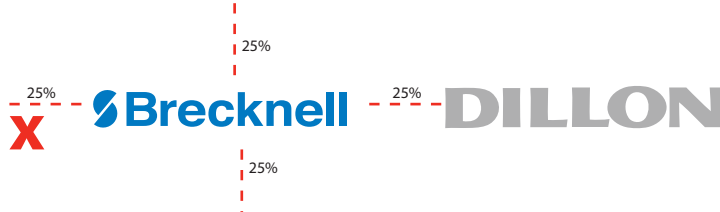
**X**  b. Do not rotate the logo

**X**  c. Do not change the colors

**X**  d. Do not modify the composition

**X**  e. Do not change the fonts

**X**  f. Do not frame the logo with colors, as this hinders its legibility

**X**  g. Allow clear space between the logo and other elements

## Co-Branded Literature

### Front Page

- Brecknell logo top right corner
- Distributor logo with Authorized Distributor typed in black text above their logo  
Arial font  
7 pt

### Back Page

- Distributor logo and contact information placed in the bottom left corner centered opposite of the Brecknell logo. Distributor logo may be in color or black and white. Authorized Distributor typed in black text about logo.  
Arial font  
7 pt

An Authorized Distributor logo can also be used



**Brecknell**  
**DCSB Floor Scale Systems**  
Calibrated with SBI 240 LCD Indicator

UK CA CE

This robust DCSB Floor Scale and Indicator System is used for a wide range of general weighing applications where palletized goods are constantly being weighed or moved around by pallet jacks or forklifts. Ideal for most warehouse and shipping areas or where goods need to be consistently weighed.

**Accuracy**  
NTEP at 5000d, Class III

**Power**  
9V 600mA power supply with USA/UK/EU adapters (included) and four AA batteries (not included)

**Construction**  
Carbon steel fabrication with 1/4" / 6 mm thick safety tread top plate & heavy duty welded channel under structure

**Indicator**  
Comes fully calibrated with the robust aluminum SBI 240 legal-for-trade indicator

**Capacity**  
2500 lb x 0.5 lb / 1250 kg x 0.2 kg  
5000 lb x 1 lb / 2500 kg x 0.5 kg  
10,000 lb x 2 lb / 5000 kg x 1 kg

**Display**  
6 1/2 digits 1" / 25 mm high, large seven segment LCD with white backlight

**Operator Keys**  
Setup, Print/Func, Acc/Total, Unit/Data, Tare/Presel, Zero/On/Off

**Finish:** Powder coated finish  
**Load Cell:** NTEP/OIML approved, IP68 potted 350 ohm +/- 3.5Ω  
**Load Cell Rated Output:** 3 mV/V  
**J-Box:** IP68 ABS junction box with floor scale top access for ease of installation and service  
**Interface Cable Length:** 16 / 5 m  
**Leveling Feet:** Four adjustable leveling feet with top hole access for quick installation  
**Threaded Eye Bolts:** Four threaded top access eye-bolt holes for easy mobility and pit service  
**Corner Protection:** Closed corner protection to prevent damage to leveling feet

**Overload Protection:** 150% of rated capacity  
**Capacity and Resolution:**

Model	Capacity	Dimension (in)	Dimension (mm)
DCSB3636-2.5	2500 lb x 0.5 lb 1250 kg x 0.2 kg	36 x 36 x 3.1	914 x 914 x 79
DCSB4848-05	5000 lb x 1 lb 2500 kg x 0.5 kg	48 x 48 x 3.1	1219 x 1219 x 79
DCSB5959-05	5000 lb x 1 lb 2500 kg x 0.5 kg	59 x 59 x 3.1	1500 x 1500 x 79
DCSB4848-10	10,000 lb x 2 lb 5000 kg x 1 kg	48 x 48 x 3.1	1219 x 1219 x 79
DCSB5959-10	10,000 lb x 2 lb 5000 kg x 1 kg	59 x 59 x 3.1	1500 x 1500 x 79

**Floor Scale Height Adjustment:** min 3 1/4" / 79 mm; max 4 1/4" / 104 mm  
**Shipping Weight with Indicator:**  
**DCSB3636:** 15.4 lb / 70 kg  
**DCSB4848:** 25.5 lb / 120 kg  
**DCSB5959:** 35.5 lb / 161 kg

**SBI 240 Specifications**

**Indicator Construction:** Die cast aluminum indicator housing with adjustable steel desk/wall bracket  
**Display:** 6 1/2 digits 1" / 25 mm high, large seven segment LCD with white backlight  
**Operator Keys:** Setup, Print/Func, Acc/Total, Unit/Data, Tare/Presel, Zero/On/Off  
**Functions:** Weighing, counting, check weighing, percentage weighing and accumulation  
**Unit:** lb, oz, lb/oz, kg, g, pos, %  
**Protocol:** Standard NCI interfaces to most common shipping software including USPS™ Worldship Online  
**Load Cell Capability:** Can run up to four 350 ohm load cells  
**Excitation:** 5 VDC up to 55mA  
**Internal ADC:** 16,000,000  
**Display Resolution:** 100-100,000d primary units / 100-125,000d second unit  
**Communication:** One USB (VCP) and one RS-232 bi-directional full duplex port  
**Floor Scale Connection:** 9.8' / 250 mm cable is fixed to indicator side with quick release connector. An additional 16 4/5 mm of cable is connected to the floor scale junction box.

**Annunciators:** On, motion, gross, net, tared, total, pos, lb, kg, lo, ok, hi  
**Calibration:** Front panel accessible  
**Power:** 9V 600mA, 110-230V switch mode external power supply and comes standard with USA/UK/EU interchangeable plug adapters or four AA batteries  
**Battery Life:** 32 hours with backlight, 45 hours no backlight  
**Time and Date:** Year/Month/Day  
**Operating Temperature:** 14" F to 104" F / -10" C to 40" C  
**Dimensions (L x W x H):** 9.8" x 4.9" x 2.5"  
241 mm x 125 mm x 64 mm  
**Certifications:** CE, NTEP CC #15-084 (indicator), Measurement Canada AM-5998, NTEP CC #02-070 (base) RoHS 3, UKCA, UL approved power adapter, WEEE

An Authorized  
**Brecknell**  
Distributor

**DCSB Floor Scale Systems Calibrated with SBI 240 LCD Indicator**

**DCSB Specifications**

**Overload Protection:** 150% of rated capacity  
**Capacity and Resolution:**

Model	Capacity	Dimension (in)	Dimension (mm)
DCSB3636-2.5	2500 lb x 0.5 lb 1250 kg x 0.2 kg	36 x 36 x 3.1	914 x 914 x 79
DCSB4848-05	5000 lb x 1 lb 2500 kg x 0.5 kg	48 x 48 x 3.1	1219 x 1219 x 79
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**Floor Scale Height Adjustment:** min 3 1/4" / 79 mm; max 4 1/4" / 104 mm  
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**Functions:** Weighing, counting, check weighing, percentage weighing and accumulation  
**Unit:** lb, oz, lb/oz, kg, g, pos, %  
**Protocol:** Standard NCI interfaces to most common shipping software including USPS™ Worldship Online  
**Load Cell Capability:** Can run up to four 350 ohm load cells  
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**Dimensions (L x W x H):** 9.8" x 4.9" x 2.5"  
241 mm x 125 mm x 64 mm  
**Certifications:** CE, NTEP CC #15-084 (indicator), Measurement Canada AM-5998, NTEP CC #02-070 (base) RoHS 3, UKCA, UL approved power adapter, WEEE

Authorized Distributor  
**Elacs**  
Scale Company Inc.

1 Scale Drive  
Farmport, MN 56031  
Ph: XXXXX-XXXX  
Toll Free: 800-XXXX-XXXX

**Brecknell**  
brecknellcales.com  
brecknellcales.co.uk

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DCSB5959-10-500114-002  
V2 JAN15-501114

## POWERPOINT

There is a Brecknell Corporate PowerPoint available to use when presenting to a new company.

Reminders:

- DO NOT USE ALL CAPITAL LETTERS, it makes text hard to read and conceals acronyms. Try to limit use for EMPHASIS.
- Italics should be used for “quotes” and highlighting thoughts or ideas.
- Occasionally add color to the text using red. Blue, green and yellow do not present clearly on a wall or screen.
- Limit animation. Try to use one style throughout.
- Create links in the presentation to other files where the data will be too small to read on screen (i.e. Excel files with multiple rows and columns).

## LITERATURE, PRICE PAGES AND MANUALS

The Brecknell website (public and secure) has the most recent pdf of brochures and manuals, while the secure side also has the price pages.

## IMAGES

The Brecknell website (secure) has the most recent product images available to use in your marketing efforts.

## APPROVALS

Approval is required through the Marketing Department for co-branded brochures.

## PROMOTIONAL APPAREL / MERCHANDISE

To order promotional apparel and merchandise that is branded Brecknell or dual branded, login to the Secure Area of the [Brecknell Website](#). Once in the Secure Area, you will find our store front link: Promotional Apparel and Merchandise.

We work with Foxtrot Marketing Group to benefit from their strong vendor relationships and volume, which gives us (and you!) access to a wide range of branded promotional items with preferential pricing.

- **Low Minimums:** All apparel is available for purchase in quantities as low as ONE! Promotional products require low minimum quantities which vary by item.
- **Co-branding Options:** Co-brand apparel easily. Simply click on the co-branding banner and an experienced operator will walk you through the process.

**Item Colors:** Apparel and promotional products are available in a range of colors. Select the color to suit your tastes or to compliment your own company branding.

- **Fast Shipping:** The new site features UPS Shipping for all purchases. Shipping cost estimates are available in your shopping cart, giving you a clear picture of the total costs before you buy.

