

ACCOYA[®]

Collateral Support Guide V1.0



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INTRODUCTION

About this guide

Accoya raises the bar in every way – performance, finish and sustainability, with zero compromise. Accoya offers endless possibilities for people to enjoy, both today, and for generations to come.

To help us deliver a consistent, memorable message, relevant to our different audiences, we have focused on providing you with a number of key brand assets which you can download and add to your website or marketing collateral suites.

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LOGOS AND HERO IMAGE

These core assets can be used to highlight our brand on your collateral. Please adhere to our brand guidelines on logo usage which can be viewed [here](#).

HERO IMAGE



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LOGOS



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BRAND PILLARS

To help us deliver a consistent, memorable message, we focus on the three core benefits of Accoya, supported by our quality mark. When we talk of them together, we always refer to them in this order.

BRAND PILLARS

1. PERFORMANCE

Its performance excels in every way.

2. FINISH

It's beautifully versatile.

3. SUSTAINABILITY

It has world-changing environmental credentials.

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QUALITY MARK

Please refer to [our brand guidelines](#) on how to use the quality mark.



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BENEFIT ICONS

We have a set of bespoke Accoya icons, to provide a quick visual reference for different aspects of Accoya products. They can be used as supporting elements to highlight key product benefits, to help publicise the marketing message on your website or in your marketing brochures.

PERFORMANCE encapsulates all the properties of Accoya which make it such a great choice for external applications, no matter the environment. It means it competes not just with hardwoods for endurance, but also other materials such as PVC and aluminium.

FINISH sums up all the reasons designers and manufacturers love working with Accoya – its flexibility in natural and coated finishes makes Accoya ideal for a variety of applications.

SUSTAINABILITY is at the heart of Accoya – its credentials are world-beating. From source, to production and through to end of life, sustainability shines through.



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PHOTOGRAPHY

Photography is a major feature of our brand identity. In support of copy and to make your website and brochures even more appealing you are welcome to download some core application led images below.

WINDOWS & DOORS

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DECKING

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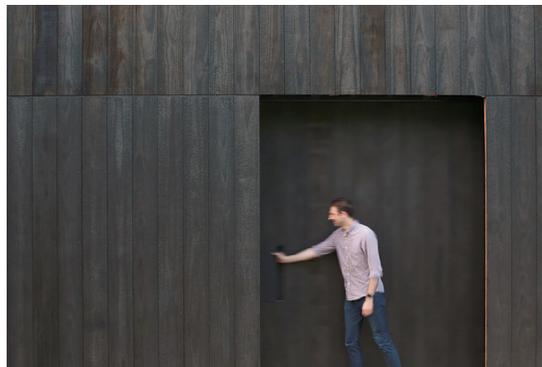
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CLADDING

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CONTACT

Get in touch

It's an exciting time, and if you're reading this document, it's because you have an important part to play in spreading the Accoya brand story.

If you require any further assistance please contact marketing@accoya.com



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