



McDonald's  
 • [www.resene.co.nz/archspec/products/mac.htm](http://www.resene.co.nz/archspec/products/mac.htm)  
 • [www.resene.co.nz/archspec/products/on\\_top.htm](http://www.resene.co.nz/archspec/products/on_top.htm)  
 • [www.resene.co.nz/archspec/products/happy.htm](http://www.resene.co.nz/archspec/products/happy.htm)



Repco  
[www.resene.co.nz/archspec/products/mellow.htm](http://www.resene.co.nz/archspec/products/mellow.htm)



TSB Bank  
[www.resene.co.nz/archspec/products/dazzle.htm](http://www.resene.co.nz/archspec/products/dazzle.htm)



Resene  
**Total Colour**  
 System

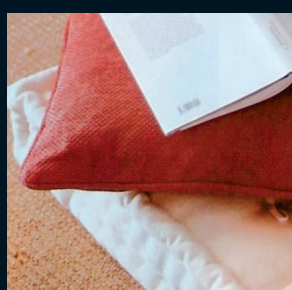


Buoy Hairdressing  
[www.resene.co.nz/archspec/products/buoy.htm](http://www.resene.co.nz/archspec/products/buoy.htm)

Bayfair Mall  
[www.resene.co.nz/archspec/products/shop.htm](http://www.resene.co.nz/archspec/products/shop.htm)



ASB  
[www.resene.co.nz/archspec/products/asb\\_napier.htm](http://www.resene.co.nz/archspec/products/asb_napier.htm)



KA International  
[www.resene.co.nz/archspec/products/ka\\_international.htm](http://www.resene.co.nz/archspec/products/ka_international.htm)

# brand

## power

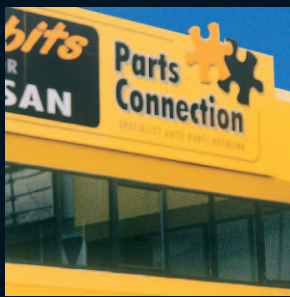
*Large corporates, national retail chains and local business all rely on consistent branding to help consumers recognise the company or store without even needing to see the name. Where would McDonald's be without the familiar red or yellow, Telecom Mobile without the bright yellow, Pak 'N Save without the bright green and contrasting yellow or The Warehouse with its distinctive red? Each uses colour as part of its brand identity and as a clever way to ensure that no matter where they are located they are immediately recognised.*

Resene facilitates the development and management of corporate colours through our Project Services team. On request, specialised Resene colour staff will work to develop corporate paint colour schemes for your business or arrange for paint to be colour matched to existing brand colour standards typically notated in terms of PMS colours. Formulations are kept on file referenced by the brand name and colour description so no matter where the next outlet or company branch pops up, local contractors can access the same corporate paint colours simply by visiting their local Resene ColorShop. The colours can then be tinted on the spot to the appropriate colour giving a quick turnaround on site and assurance that the same colour will be used consistently across multiple sites.

To drive the importance of colour consistency, franchise, individual sales outlets or branches can be provided with samples of the approved paint standards ensuring that all outlets are painted homogeneously nationwide. Rendered images of schemes are available via the Resene RenderRite service for the larger volume projects making it even easier to promote consistent colour branding to remote locations.

Sophisticated tinting technology enables Resene to produce durable colour options that remain true to colour long after they have been applied. Interlinked systems for decorative and high performance coatings allow you to achieve the same spectrum of colours in a variety of products.

The Wellington (NZ) and Gold Coast (AUST) based Colour Laboratories utilise the latest technology to match colours to your specifications, making this the perfect way to ensure that the colour you get is the colour you want.



◀ The Parts Connection  
[www.resene.co.nz/archspec/products/parts\\_franchise.htm](http://www.resene.co.nz/archspec/products/parts_franchise.htm)

▶ Botany Town Centre  
[www.resene.co.nz/archspec/products/botany.htm](http://www.resene.co.nz/archspec/products/botany.htm)



◀ Matilda Service Stations  
[www.resene.co.nz/archspec/products/matilda.htm](http://www.resene.co.nz/archspec/products/matilda.htm)

Winger Subaru  
[www.resene.co.nz/archspec/products/winger\\_subaru.htm](http://www.resene.co.nz/archspec/products/winger_subaru.htm)

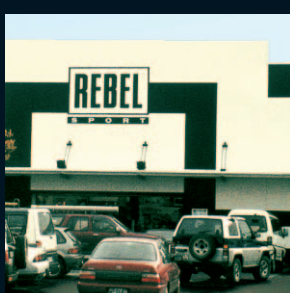


▶ Telecom  
 • [www.resene.co.nz/archspec/products/dial.htm](http://www.resene.co.nz/archspec/products/dial.htm)  
 • [www.resene.co.nz/archspec/products/tele.htm](http://www.resene.co.nz/archspec/products/tele.htm)  
 • [www.resene.co.nz/archspec/products/buzz.htm](http://www.resene.co.nz/archspec/products/buzz.htm)

Griffins  
[www.resene.co.nz/archspec/products/taste.htm](http://www.resene.co.nz/archspec/products/taste.htm)



◀ Mercedes Benz Showroom  
[www.resene.co.nz/archspec/products/benz.htm](http://www.resene.co.nz/archspec/products/benz.htm)



◀ Rebel Sport  
[www.resene.co.nz/archspec/products/rebel\\_sports\\_nelson.htm](http://www.resene.co.nz/archspec/products/rebel_sports_nelson.htm)

The Resene Project Services team also offer prompt and competent professional service and advice in the following areas:

- Inspection and written report on the building or structure to be painted.
- Development of a coating specification.
- Technical advice on products, systems and specific application techniques.
- Prepaint inspection of properties. Practical on-site product trials and assistance where required.
- Site inspection sheets held on file for future access.
- Tendering of contracts.
- Wide range of colour services, from colour tools such as colour charts and colour samples through to complete colour scheme development by specialised staff.

While some projects require the full-service approach where the Resene representative is involved in all steps, it is also common for owners and managers to manage the project more closely. In these situations, owners and managers are welcome to seek our advice on suitable coatings and application to assist their refurbishment or new build programmes.

If something a little out of the ordinary is required, Resene staff can also assist in new product development to suit specific needs, such as the UV resistant clear developed to protect McDonald's roof red from fading due to harsh UV light and the fade resistant orange designed and manufactured specially for Vehicle Testing NZ.

Resene has a long history of assisting retailers and businesses both single and multi site alike to paint their premises to suit their corporate image and brand standards. Simplify your site branding needs and take advantage of collective Resene expertise and data storage to keep your site schemes in sync with your brand.

Resene are leaders in providing professional advice, high quality products and superb colours - the three vital ingredients in any successful coating project. Whether your requirements are large or small, you'll find that Resene has the service and products that are designed to suit the local conditions and you.

For assistance with corporate colours or paint requirements for your business, contact your local Resene ColorShop for a referral to your local Resene representative.

**Resene**

the paint the professionals use

**In New Zealand:**

Vogel Street, PO Box 38242, Wellington Mail Centre, Lower Hutt 5045  
 Call 0800 RESENE, visit [www.resene.co.nz](http://www.resene.co.nz) or email us at [advice@resene.co.nz](mailto:advice@resene.co.nz)

**In Australia:**

PO Box 785, Ashmore City, Queensland 4214  
 Call 1800 738 383, visit [www.resene.com.au](http://www.resene.com.au) or email us at [advice@resene.com.au](mailto:advice@resene.com.au)