

Advertising Directives

Advertising Directives

The following pages contain most common adverts and sizes used by OVENU franchisees. It is required that these adverts and styles will be used in ALL advertising situations. In order to accommodate advertising that may fall outside the examples shown, this directive provides the information to ensure the OVENU corporate branding is maintained

2 Colour advertising = Black & Green 375

Serif Body text = Times

Standard text = Swiss 721

Logo = (No Font)

Only the specified '0871' numbers contained within the advert to be used by the specific publisher. These numbers are for the sole use by the specified publisher ONLY. Should a publisher be in any doubt as to which number to use, OVENU HQ will exclusively advise.

Where an OVENU franchisee requests that any other number be used in their advertising copy, this request will not be unreasonably denied as laid out below;

- 1) The publication to be distributed within the franchisee's designated exclusive area only
- 2) The publication to e-mail advert proof to OVENU HQ for approval at all times
- 3) Should a publication be distributed to any area outside the designated franchisee area, albeit to a minor degree, then the relevant 'National Number' be used at all times.
- 4) Only one contact number be used in adverts unless authorised otherwise and in writing by OVENU HQ
- 5) NO mobile numbers to be used on any adverts whatsoever
- 6) E-Mail address additions to be duly authorised by OVENU HQ

We trust that these directives are clear and that the corporate image of the OVENU franchise will therefore be simple to maintain.

Should publishers be in any doubt as to any of the above, please contact OVENU HQ on 01189 743911 or e-mail ovenuenquiries@ukonline.co.uk.

Advertising Guidelines *Continued*

Green = 2x black width

Green Line starts to curve at 2/3rds down

oven.co.uk

oven
oven valeting service

...punctuality, pride, courtesy and quality all come as standard...

- Range & Aga Specialist
- Ovens & Hobs
- Extractor Hoods
- Microwave Ovens
- Traditional Stoves

0870 880 1222
LET US HELP - PHONE NOW

the UK's favourite oven cleaning specialists

There is NO border box

Web takes priority

Logo is largest

Bullet Points in Green

Telephone number reversed out of green

Cooker image or photograph not to be used on single column adverts

Green Line starts ends at 2/3rds along base

A4 Advert

oven^u.co.uk

oven
oven valeting service

...punctuality, pride, courtesy and
quality all come as standard...

- **Range & AGA Specialist**
- Ovens & Hobs
- Extractor Hoods
- Microwave Ovens
- Traditional Stoves

LET US HELP - PHONE NOW
**0871
043
3138**



the UK's favourite oven cleaning specialists

Quarter Page Colour

A4 Advert



oven^u.co.uk

LET US HELP - PHONE NOW
**0871
043
3138**

- **Range & AGA Specialist**
- Ovens & Hobs
- Extractor Hoods
- Microwave Ovens
- Traditional Stoves
- Unique valeting process
- Caustic soda free products

...punctuality, pride,
courtesy and quality all
come as standard...



the UK's favourite oven cleaning specialists

Half Page Colour