

Amey diguru

Branding Pack



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WHAT WE CAN DO

PROVIDING SMILES, CREATIVE, DIGITAL, PRINT, MERCHANDISE & EVENTS

We will work with you to provide consultancy and support on how to approach, fulfil and deliver their projects in the most effective way. We provide design, managed print, reactive print, events and digital campaigns, from project management and creative to production.

We produce high quality litho, digital and large format printing in-house and pride ourselves on going beyond what most creative and print companies consider the norm. After recent years exploring the cutting edge of sustainable print we have a number of unique offerings all available from us as a single supplier.

Our services:

- Project management
- Print management
- Art direction
- Strategic branding
- Graphic design and illustration
- Copywriting, proofreading and editing
- Website and app design
- Social media
- Photography and video production
- Exhibition design and management
- Building and vehicle graphics
- Subcontractor and supplier management
- Procurement support
- Complex multi-layered projects across the UK
- Mailing and distribution
- Stock and supply (off shelf delivery)
- On site installations
- Event organisation, design, print, delivery and support



CLIENTS HAPPY PEOPLE WE WORK WITH



WORKING SUSTAINABLY...



Merchandise 1

Mugs
66447



Coasters
66447

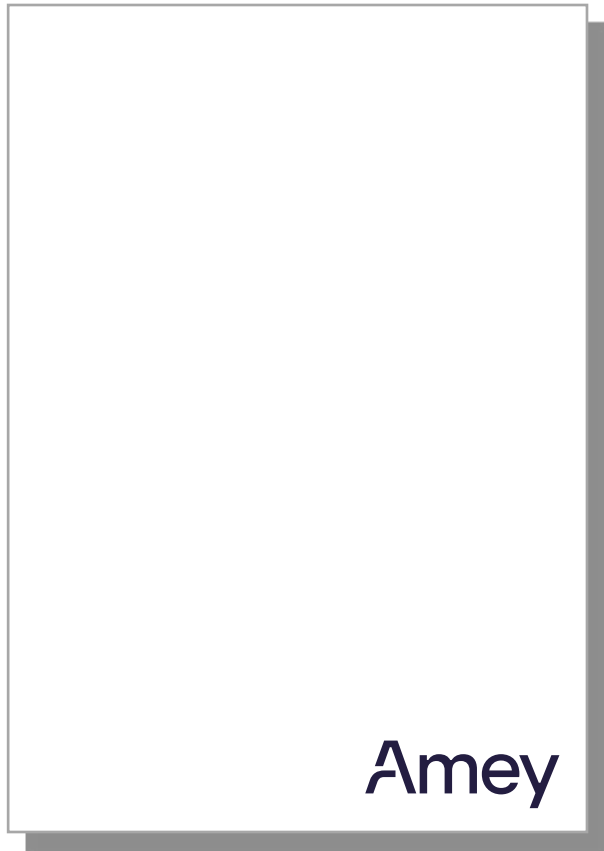
Water Bottles



58651

64797 / 71304

Merchandise 2



A5 Notepad
71259



Eco Bag
67657

Magnet

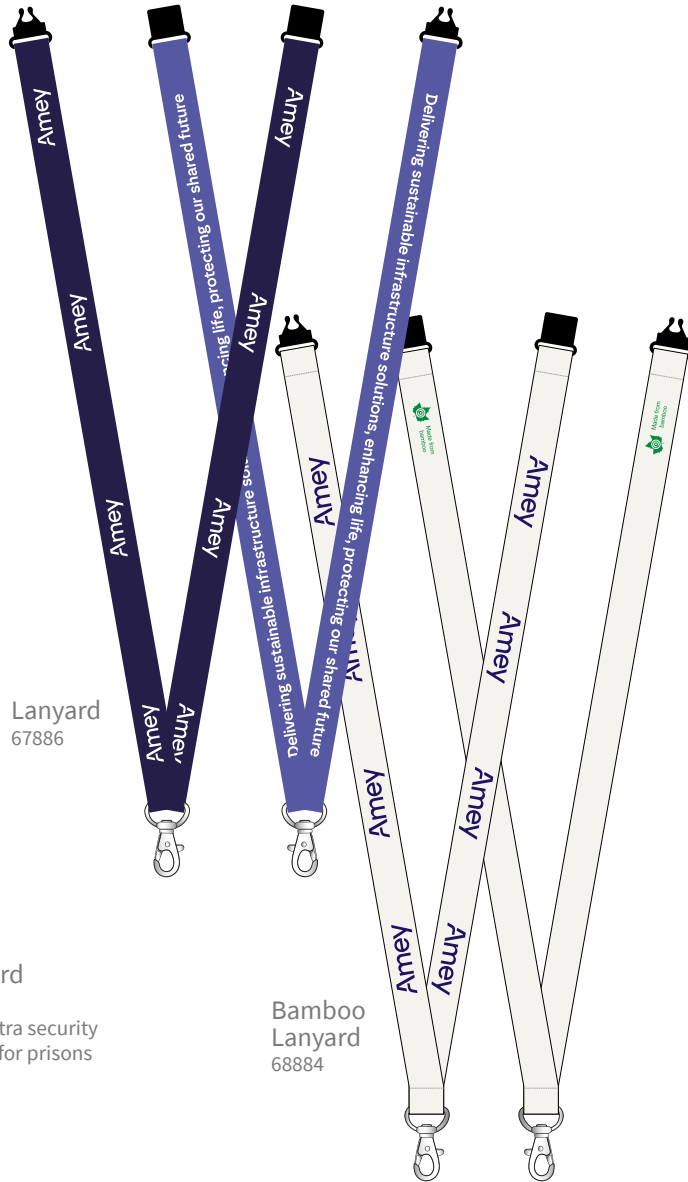


Keyring
65654



Bag
67425, 77724

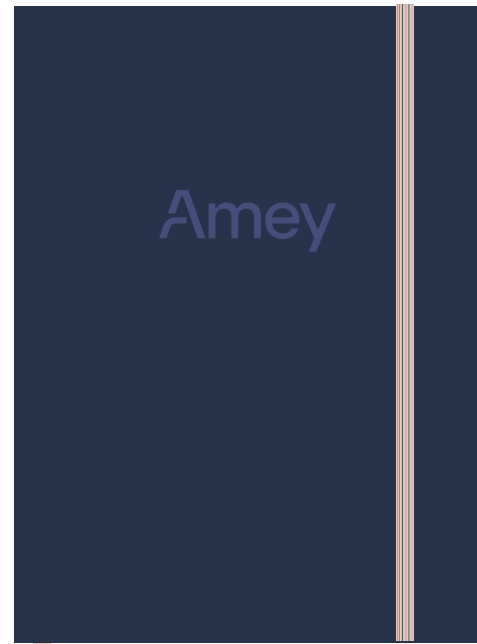
Merchandise 3



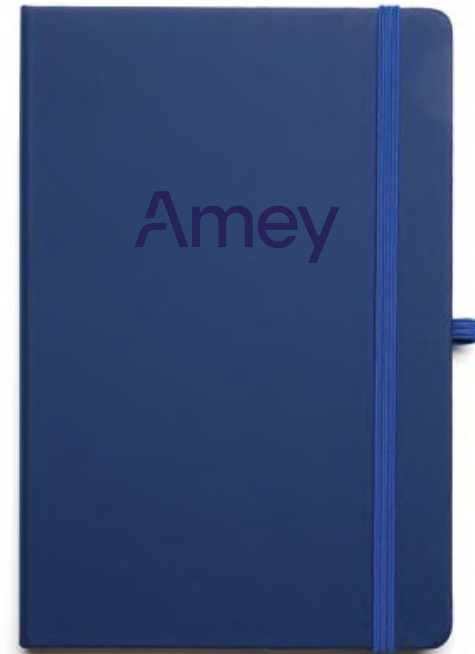
Lanyard
67886

Lanyard
71303
With extra security
breaks for prisons

Bamboo
Lanyard
68884



Mole Notepad - Logo Single Colour Print
64432



Mole Notepad - Logo Debossed
70266



Notepad
& Wrap
61408

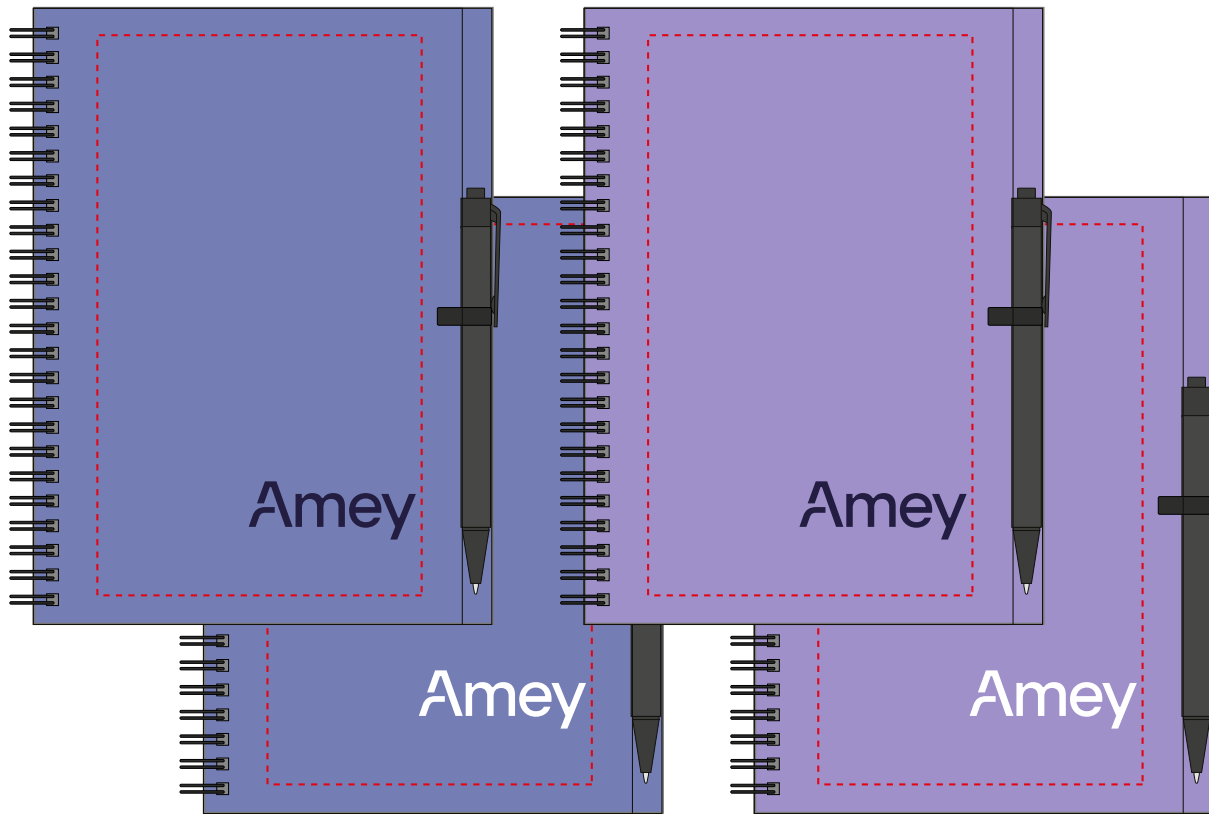


Mole Matt
Ball Pen
64596



Bamboo
Pencil
70267

Merchandise 4



Recycled Notepad & Pen
67658



Wheat Trim Pen various colours
68457



Traditional Wooden
Pencils available in
various colours
with or without
eraser
71349 71350

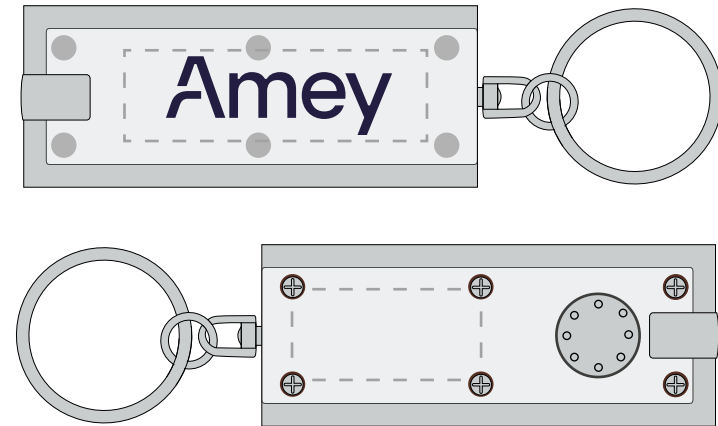


Merchandise 5

Can of water
66231



Keyring Torch
67421, 77727



76812



Business Cards

Data > 01 Artwork > 2024 > Amey > -BRAND > Templates

Customisable



67553

Lanyard Hanger Cards

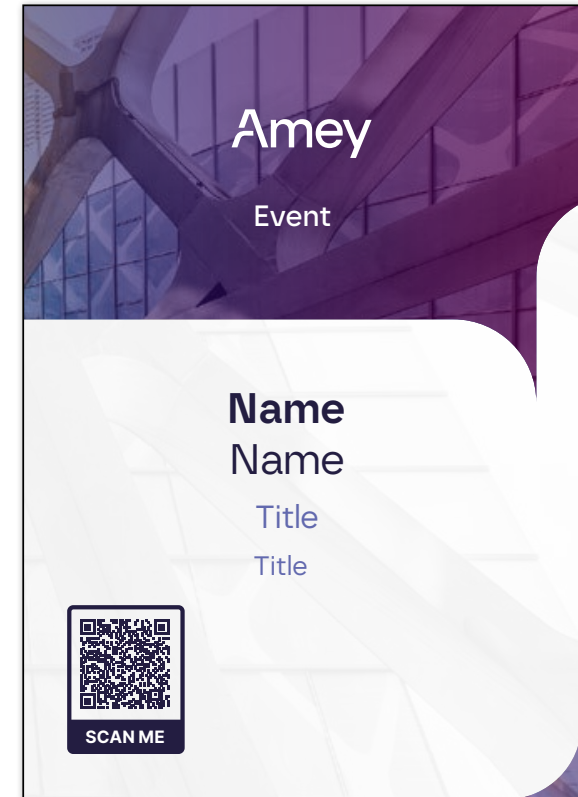
Customisable and can be supplied with lanyards and card holders



66283

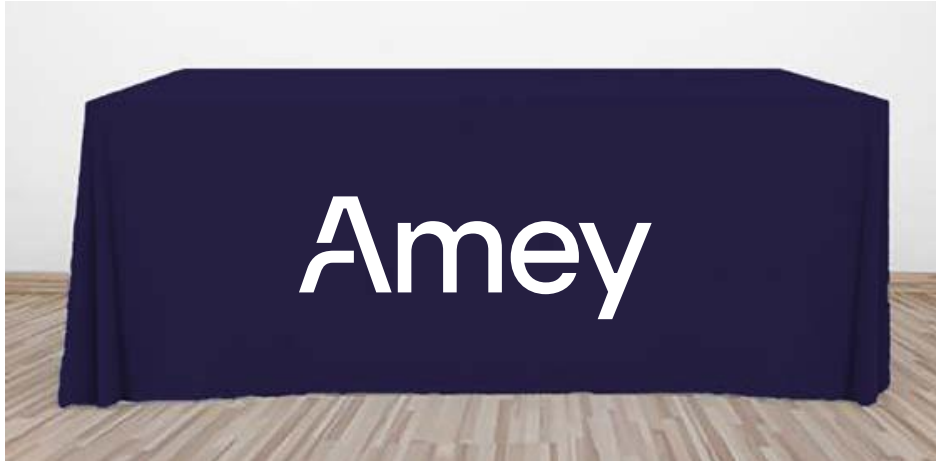


70184

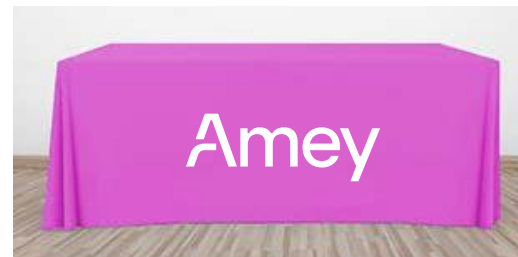
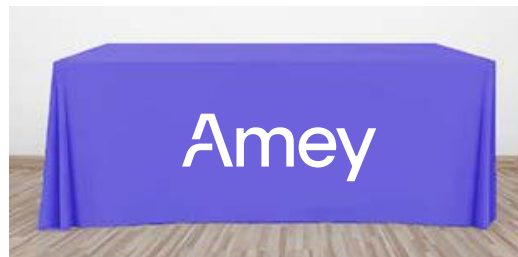


70917/77249

Table Cloths



Various colours
68581, 77728



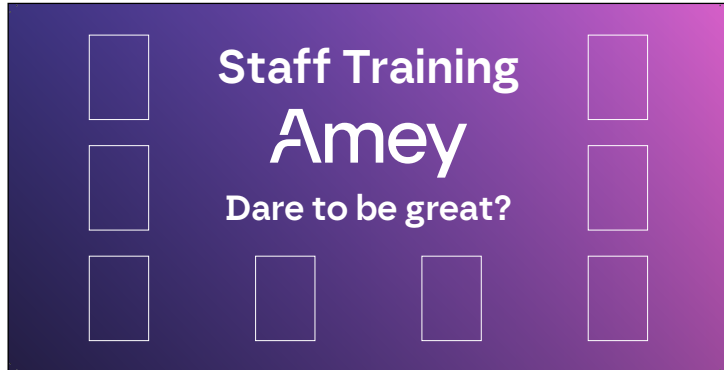
Year Planning Boards

59620

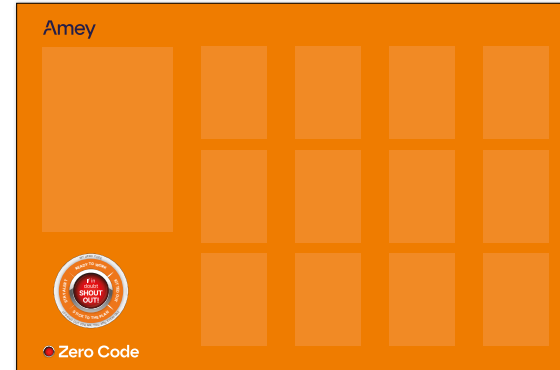
Year Planner																					Amey							Year Planner																					Amey																																																																																																										
JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE																																																																																																																								
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GENERAL NOTES																												GENERAL NOTES																																																																																																																															

Document Holder Boards

68794 2440x1220mm



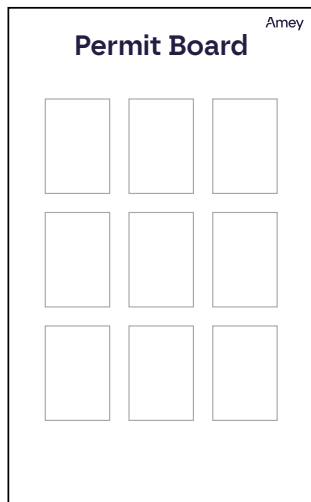
71477 1800x1200mm



1500x1000mm



70037 750x1220



73176
Glove Board 1200x1000



Premium
Poster
Holder



Standard
Poster
Holder

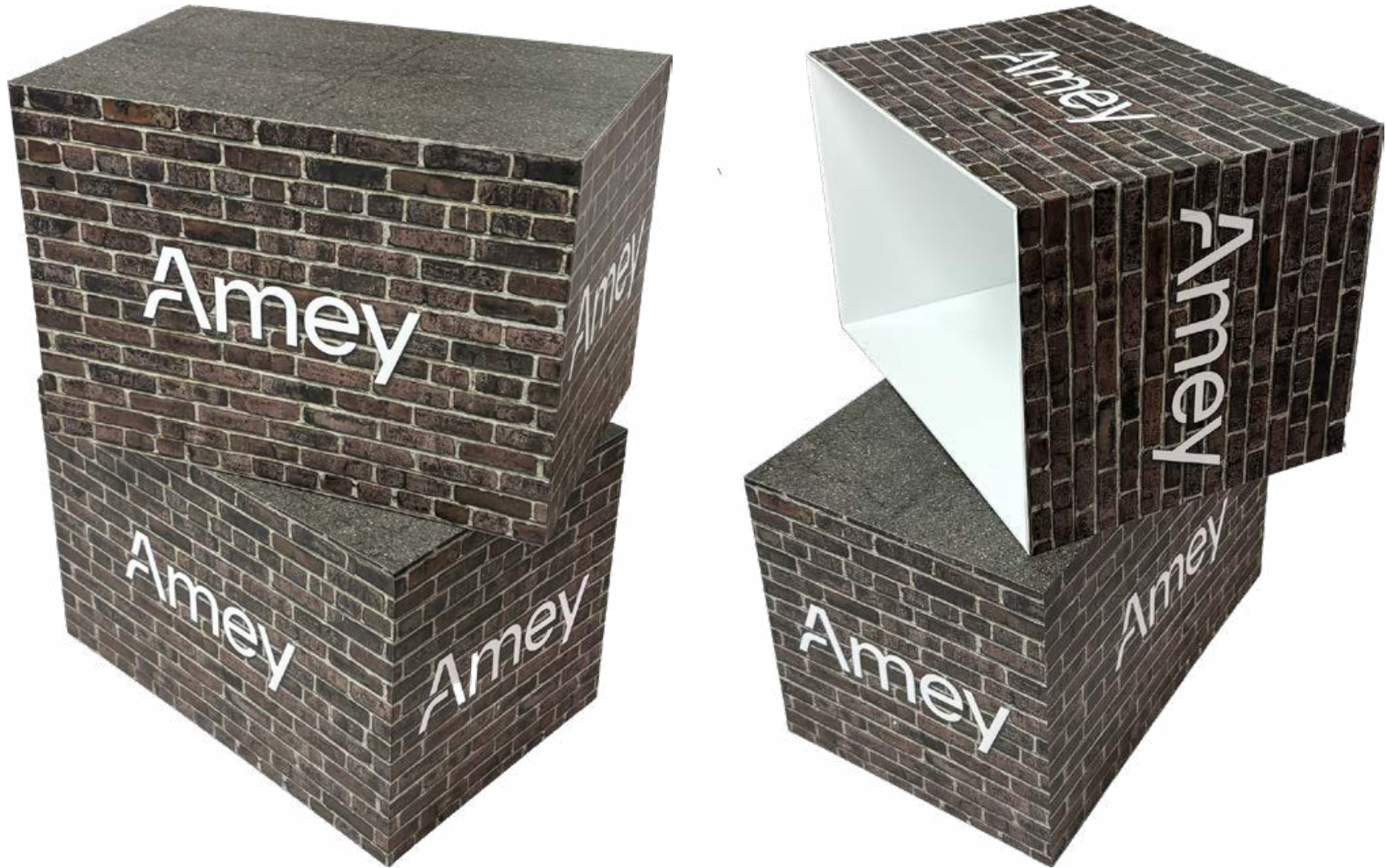


Snap-Frame
Holder



Capacity
Holder

Activity Boxes

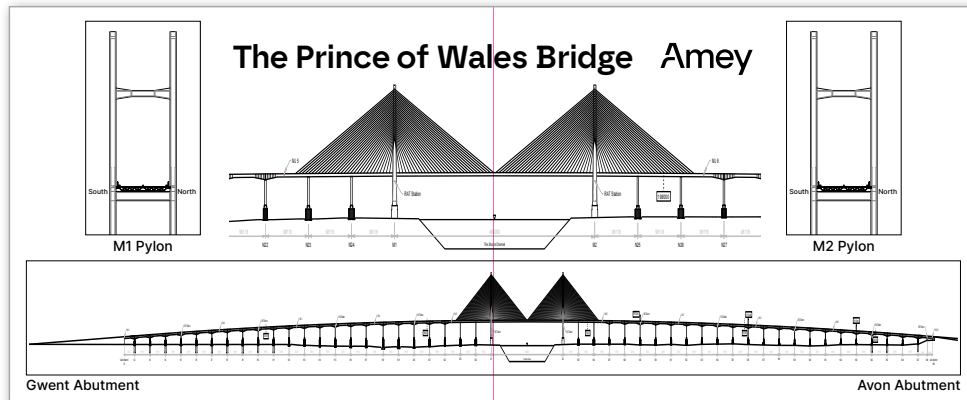


68411

Bridge Diagrams

2x 1.2x1m panels magnetic whiteboard

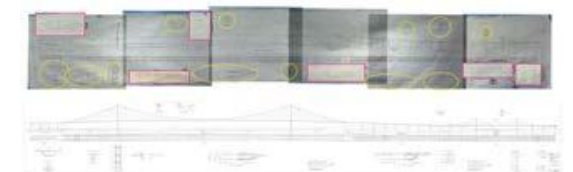
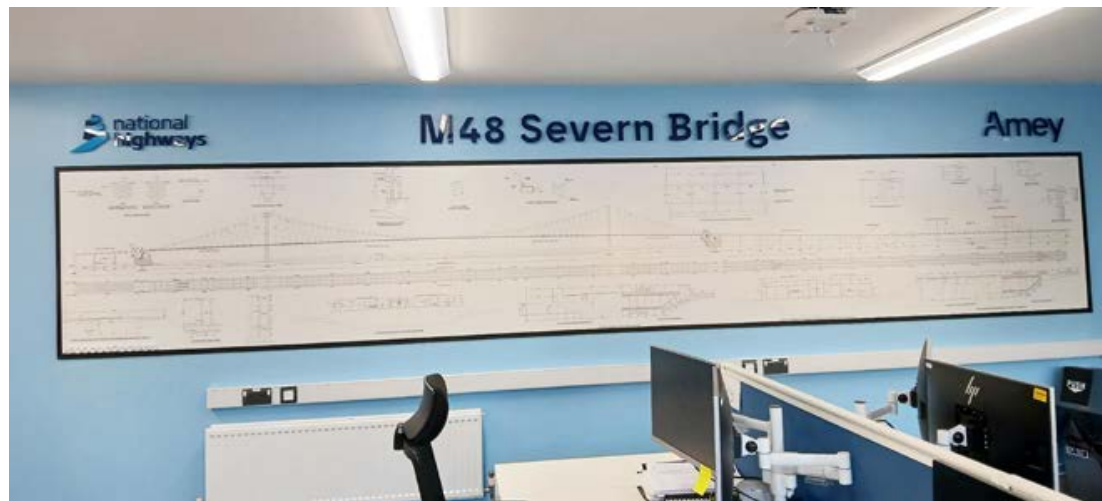
68225



6x1m panel magnetic whiteboard

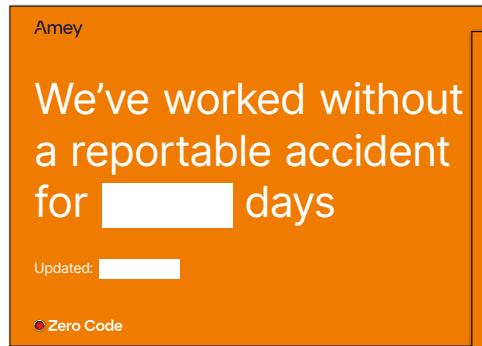
69953/69979

Installation of an updated diagram at the Severn Bridge Operations Room. The paper diagram was replaced with a new, 6 x 0.5m large dry wipe, magnetic vinyl panel with offset cut-out vinyl lettering. The project ranged from site visit, through client amends, and full-sized hard copy proofs to the final install.

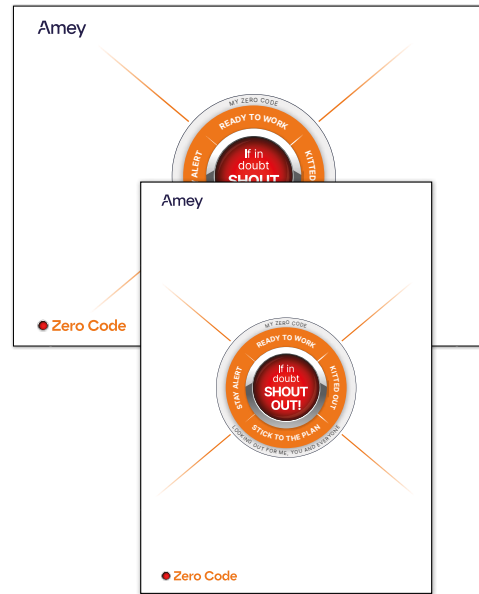
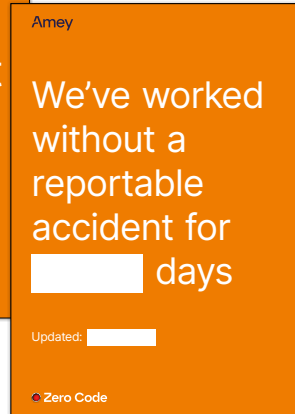


Zero Code Boards

Data > D1 Artwork > 2024 > Amey > -BRAND > Logos > Zero Code > Boards

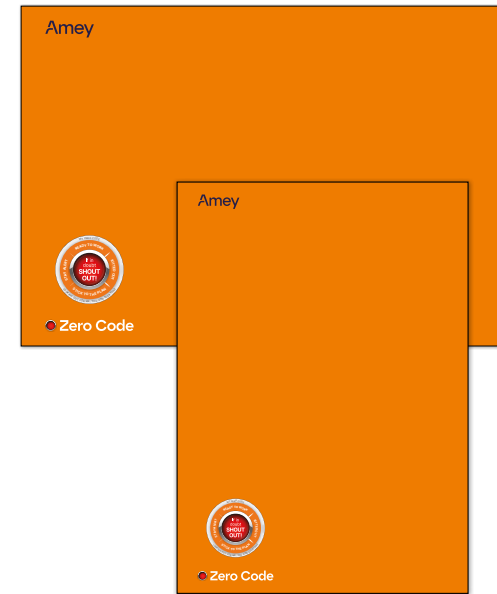


Reportable Accident



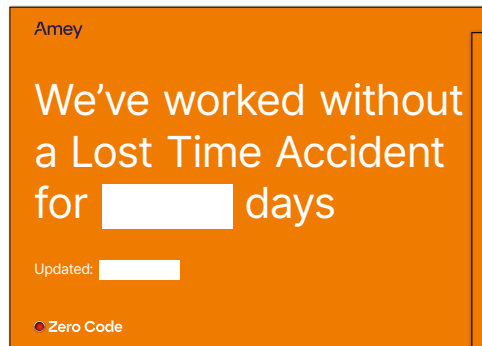
Shout Out White
71263

Ladder Safety
68611

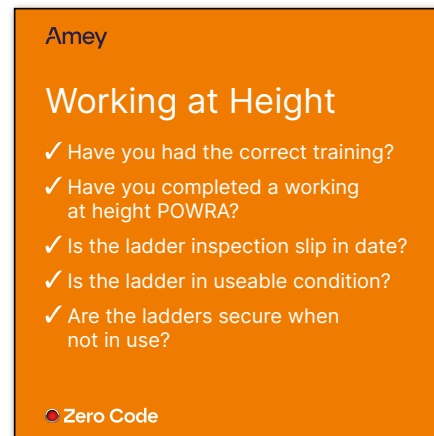
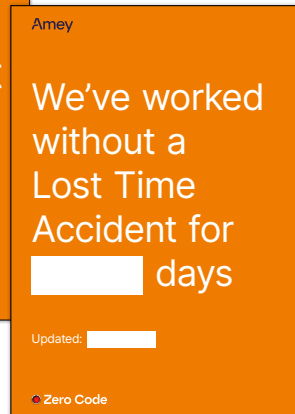


Shout Out Orange

Health & Safety 1.5x1m - 1xA2 & 5xA4 Doc Holders
77766



Lost Time Accident



Zero Code Documents

Data > 01 Artwork > 2024 > Amey > -BRAND > Logos > Zero Code > Documents

Amey Zero Code Leaders' Checklist

As leaders, please ensure you complete the following actions:

- Familiarise yourself with the Zero Code tools and resources. Everything can be found at amey.co.uk/zero-code
- Arrange and deliver a Zero Code engagement session to every employee in your team. Make sure you:
 - Play the Zero Code video to all employees
 - Use the Huddle Card to structure and deliver the briefing
- You should then support your Managers and Operational Managers to engage their teams with Zero Code.
- All Zero Code posters are being updated and will be available on the web page soon.
- Please ask employees to carry their Shout Out card with them and support them to Shout Out! They are anything they think is unsafe.

All materials and resources can be found at amey.co.uk/zero-code



Leader's Checklist

Amey Zero Code Huddle Card

This huddle card has been designed to help you engage your teams with Zero Code. Use it to talk to your team about what Zero Code means to them and how they can personally apply it to their everyday tasks.

Before you start your team briefing:

- Make sure you're familiar with the content of this huddle card
- Watch the Zero Code film
- To find out more, visit amey.co.uk/zero-code
- Five Why's Exercise and a PowerPoint will also be available for you to use if you wish. Go to amey.co.uk/zero-code to access.

Checklist of team talk points:

- Introducing Zero Code
- The five principles
- Zero Code film

Lead a discussion

Read the video to your team and then discuss the key messages with them. Encourage them to share their own experiences of safety incidents. By creating a personal connection to your Zero Code, they will be more likely to remember the key messages. Encourage them to share their own experiences of safety incidents. Encourage them to share their own experiences of safety incidents.

Stick to the plan

Stick to the plan. Stick to the plan. Stick to the plan.

Stay alert

Stay alert. Stay alert. Stay alert.

Shout out

Shout out. Shout out. Shout out.

Huddle Card

Amey Close Call Report

Zero Code

Close Call Report Pad

Amey

No matter how small always report a Close Call

Reported by: _____ Date: _____

Zero Code

me.y.co.uk

INVESTORS IN PEOPLE
We invest in people. It's how we win.

Amey Five Whys Exercise

A technique for finding the root cause of a problem that helps avoid drawing wrong conclusions, by continually asking the question 'why?'

Problem	Problem
Why?	Why?
Why?	Why?
Why?	Why?
Why?	Why?
Why?	Why?
Why?	Why?
Improvement	Improvement

Zero Code

Amey Zero Code Leaders' Guide

Looking out for me, you and everyone

Zero Code

It's critical that every one of us lives by our Zero Code!

A message from Andy

Andy

Working towards Zero Code

What's the goal?

A simple work code that highlights the key actions we can all take to protect ourselves and others from harm.

me.y.co.uk

Zero Code/ Ready to Work

Who I call

Who I call

Who I call

Zero Code/ Stay Alert

Who I call

Who I call

Who I call

Zero Code/ Stick to the Plan

Who I call

Who I call

Who I call

Zero Code/ Stay Alert

Who I call

Who I call

Who I call

Our Worksafe procedure states that no person shall be obliged to work in circumstances or in a way that they believe to be unsafe.

If in doubt, Shout Out!

me.y.co.uk

Your role as a leader

1. I will always ensure I know and understand the plan.

2. I will always check that I am following procedures and safe systems of work.

3. If things change I will re-assess and only start work again where it is safe to do so.

me.y.co.uk

Leader's Guide

me.y.co.uk

Zero Code Merchandise 1

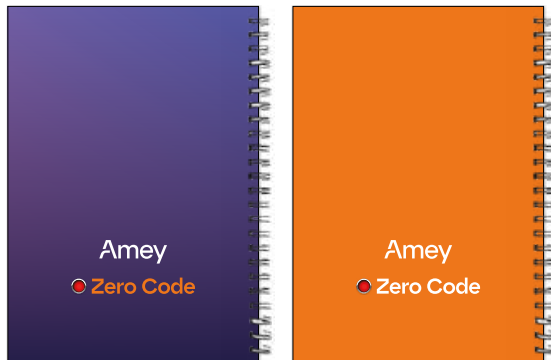
Data > 01 Artwork > 2024 > Amey > -BRAND > Logos > Zero Code > Merchandise



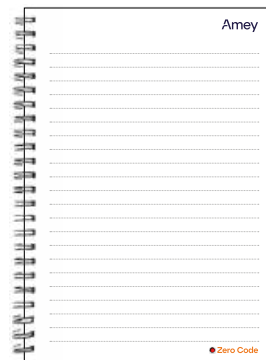
Shout Out Card



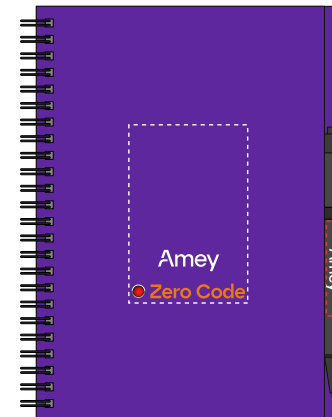
Lanyard



A5 Notebook



A5 Pad & Pen
66723, 77726



Zero Code Merchandise 2

Wheel of Consequence
71909/75280



Water Bottle
77671



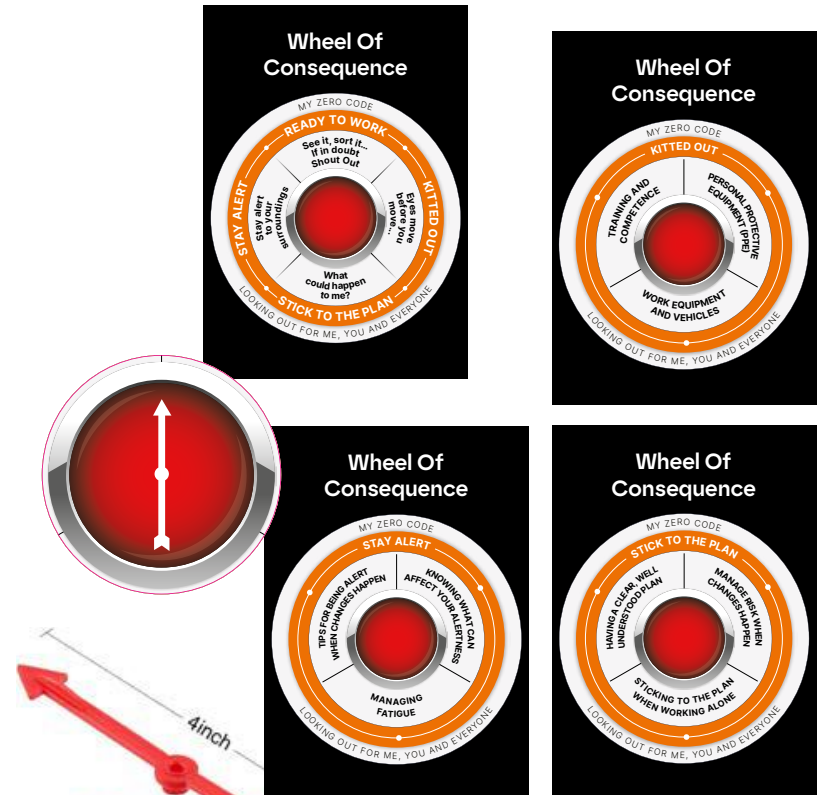
Gift Pen & Pencil Set
76556



Mug
69738



Personal Alarm with Key Ring
75213



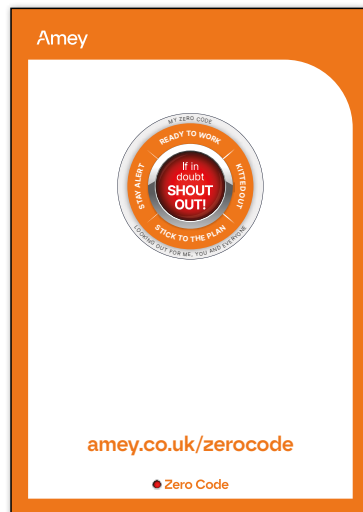
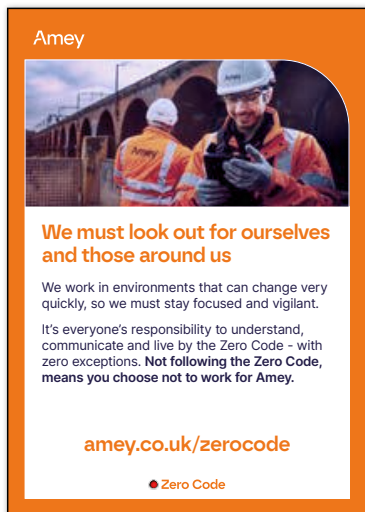
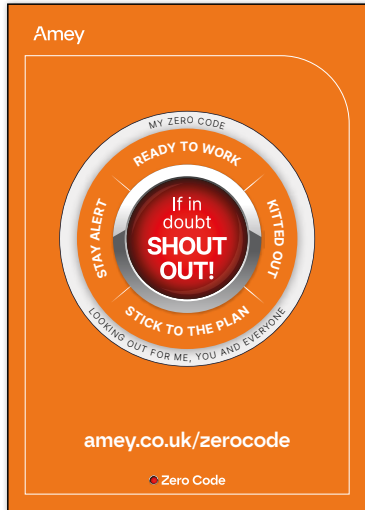
Ballpen Stylus
77601

Amey
Zero Code

Zero Code Posters & Pullups

Various Posters

71262



Pullups

77333



Zero Code Signs

Data > 01 Artwork > 2024 > Amey > -BRAND > Logos > Zero Code > Signage

Various sizes

1 x 0.5



2 x 0.5



3 x 1



4 x 1.5



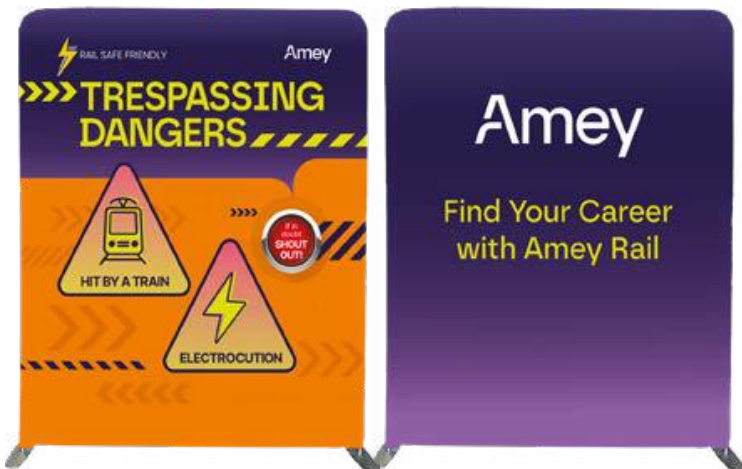
1.5 x 1.5
68386



Amey Rail (RSF)



RSF-73123
Fabric Stand backdrop 2x2.3m



RSF-73103
Shoutout Squarie Highlighter



Shoutout Stress Pill



RSF-75236 RED



RSF-73124, 77682 WHITE



Amey Rail (RSF)

RSF-73125
3x3 Curved Popup Case



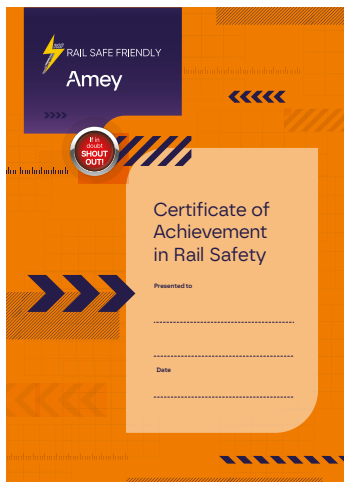
RSF-73159
Coaster & Bell



RSF-73160
Selfie Frames 594x841 & 1189x841



RSF-73161
School Certificates A4



RSF-73162
Postcards A5



RSF-73168
Floor Matt/Banner 1mx1 RE: AMEY
RAIL --- : Boards / Cards / Sleeves



RSF-73169
Holdup Board 500mmx500mm



RSF-73193
Feedback Forms A4

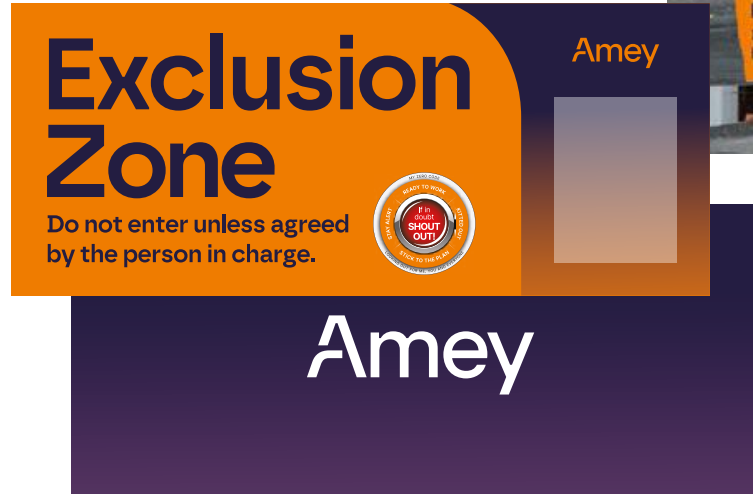


Amey Rail (NSAG)

NSAG-74344
Close Call Card 99x210mm

The Close Call Card form is divided into two columns. The left column is titled 'Close Call' and contains sections for 'What did you see?', 'What did you do? Who did you talk?', and 'What could have happened?'. It includes checkboxes for 'Was a subcontractor involved?' and 'Status' (Open, Closed). The right column is titled 'Health & Wellbeing' and contains sections for 'What do you want to report?' and 'What do you like to see?'. It includes fields for 'Date', 'Time', 'Name', 'Job title', 'Tel no', 'Company', and 'Site location or What2do'. There are also checkboxes for 'Are you?' (Operative, Supervisor, Office Staff, Engineer, Manager). A 'PTD' logo is at the bottom right.

NSAG-74341
Exclusion Zone Sleeve 2230x935mm



NSAG-74344
AIW Safety Board 1800x1000mm

The AIW Safety Board form is a large digital display with a dark blue background. It features the Amey logo at the top right. The main content area is titled 'Site Safety Action News' and includes a 'TOP 3 Close Calls Raised In' table with columns for 'You Did', 'You Did', and 'We Did'. There are also sections for 'NSAG Latest', 'SAG Champion / Coordinator', 'Your next LSAG meeting', and 'Seen a Close Call?'. Logos for 'Latest Forelight' and 'Zero Code' are visible at the bottom.

NSAG-74344
Amey Safety Board 1800x1000mm

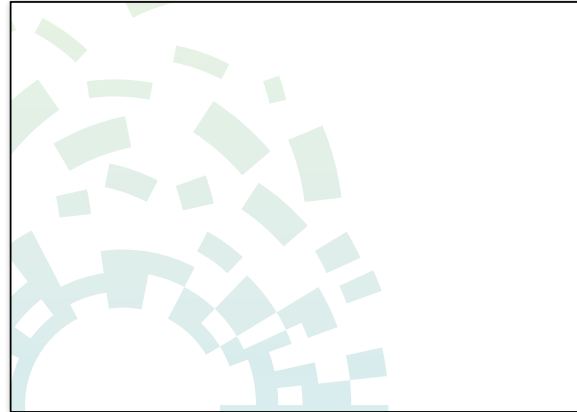
The Amey Safety Board form is a large digital display with a dark blue background. It features the Amey logo at the top right. The main content area is titled 'Site Safety Action News' and includes a 'TOP 3 Close Calls Raised In' table with columns for 'You Did', 'You Did', and 'We Did'. There are also sections for 'NSAG Latest', 'SAG Champion / Coordinator', 'Your next LSAG meeting', and 'Seen a Close Call?'. Logos for 'Latest Forelight' and 'Zero Code' are visible at the bottom.

Centre of Excellence for Decarbonising Roads (CEDR)

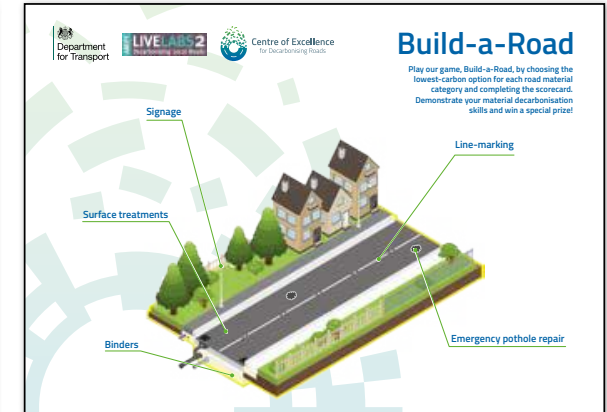
Wheat Ballpen
74830



A1 blank panel
74831



A1 build-a road panel
74819



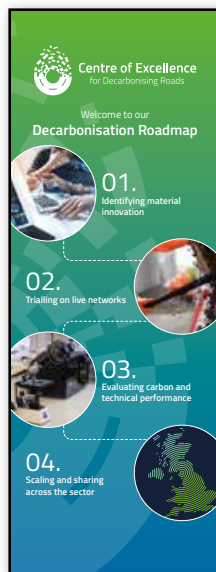
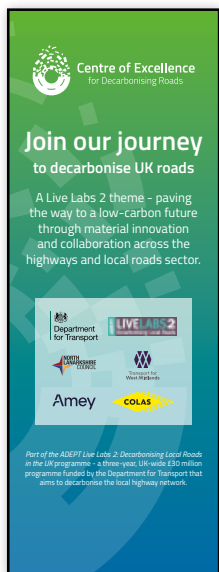
A6 build-a-road cards
74821

Material Category	1 Material (1 point)	2 Low-Carbon Material (2 points)	3 Lowest-Carbon Material (3 points)	Score
Emergency pothole repair	HRA	Traditional cold-mix	Cold-mix with bio-binders	
Line-marking	Thermoplastic	Biogenic thermoplastic	MMA lining	
Binders	Traditional bitumen	Biogenic binder	Biogenic PMBs	
Surface treatments	None (reactive maintenance)	Preservative	Rejuvenator	
Signage	Aluminium	Composite aluminium and polyethylene core	Bi-based signage	
TOTAL				

Word magnets
74819

Aluminium	Bi-based signage
Composite aluminium and polyethylene core	Preservative
None (reactive maintenance)	Rejuvenator
Thermoplastic	Cold-mix with bio-binders
Biogenic thermoplastic	Biogenic binder
MMA lining	Biogenic PMBs
HRA	Rejuvenator
Traditional cold-mix	Traditional bitumen

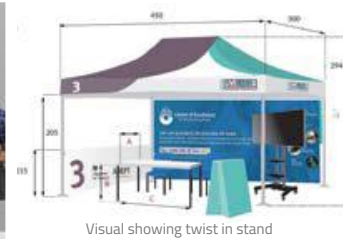
Pullups
69550



Twist Stand
69516



Twist stand with "sacrificial" right hand side:
Left hand side 2,950mm wide - Full combined panels 4,300mm wide
With Counter & Wrap

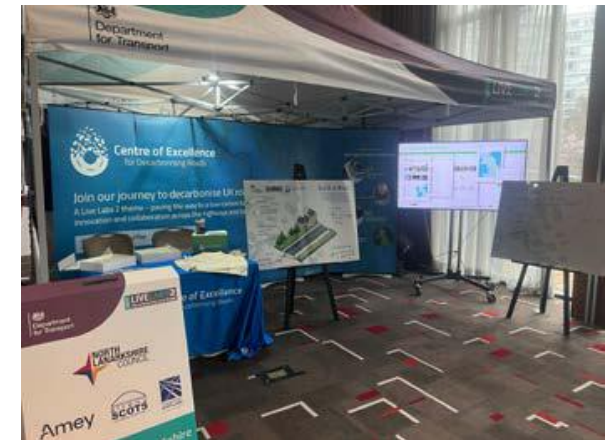


Visual showing twist in stand

iPad Box Riser



69516



Signage

Various

Prince of Wales Bridge Status Board **Amey**

Gantry/Asset	Status	Location	Statutory Due Date
RAPID ACCESS TRAIN			
Rapid Access Train			
Rapid Access Train Rail			
AVON VIADUCT GANTRY			
Avon Viaduct Gantry			
Avon Viaduct Gantry Runway Beam			
CANTILEVER SPAN GANTRY			
Mainspan Gantry			
Mainspan Gantry Runway Beam			
GWENT VIADUCT GANTRY			
Gwent Gantry			
Gwent Gantry Runway Beam			
LIFTS			
M1 - North			
M1 - South			
M2 - North			
M2 - South			

Zero Code

Amey

Pytchley Workshop
Site Safety Starts Here

- CAUTION Open pit**
- CAUTION Vehicles reversing**
- WARNING Flammable materials**
- Protective footwear must be worn**
- High visibility clothing must be worn**
- No unauthorised persons beyond this point**
- No smoking**
- No parking in front of workshop access**

Amey

- WARNING Flammable materials**
- CAUTION Open pit**
- Protective footwear must be worn**
- High visibility clothing must be worn**
- No smoking**

“Bus Stop” Signs
Custom graphics available



Health and Safety Law
What you need to know

All workers have a right to work in places where risks to their health and safety are properly controlled. Health and safety at work provisions apply to you, whether you are working full-time or part-time. Your employer is responsible for health and safety, but workers must play a part.

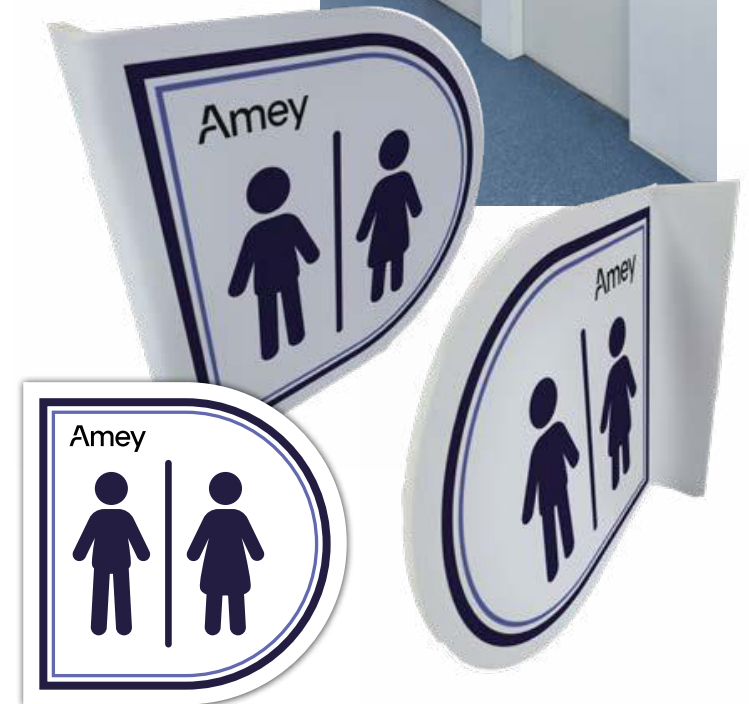
What employers must do	What workers must do	If there's a problem
1. Provide a safe and sound working environment.	1. Take care of your own health and safety and that of others.	1. Report any health and safety concerns to your supervisor or manager.
2. Provide adequate information, instruction, training and supervision.	2. Follow the instructions of your supervisor or manager.	2. Report any health and safety concerns to your supervisor or manager.
3. Provide a safe and sound working environment.	3. Report any health and safety concerns to your supervisor or manager.	3. Report any health and safety concerns to your supervisor or manager.
4. Provide adequate information, instruction, training and supervision.	4. Report any health and safety concerns to your supervisor or manager.	4. Report any health and safety concerns to your supervisor or manager.
5. Provide a safe and sound working environment.	5. Report any health and safety concerns to your supervisor or manager.	5. Report any health and safety concerns to your supervisor or manager.
6. Provide adequate information, instruction, training and supervision.	6. Report any health and safety concerns to your supervisor or manager.	6. Report any health and safety concerns to your supervisor or manager.
7. Provide a safe and sound working environment.	7. Report any health and safety concerns to your supervisor or manager.	7. Report any health and safety concerns to your supervisor or manager.
8. Provide adequate information, instruction, training and supervision.	8. Report any health and safety concerns to your supervisor or manager.	8. Report any health and safety concerns to your supervisor or manager.
9. Provide a safe and sound working environment.	9. Report any health and safety concerns to your supervisor or manager.	9. Report any health and safety concerns to your supervisor or manager.
10. Provide adequate information, instruction, training and supervision.	10. Report any health and safety concerns to your supervisor or manager.	10. Report any health and safety concerns to your supervisor or manager.

Fire safety
If you see a fire, you must report it to your supervisor or manager immediately. You must also follow the instructions of your supervisor or manager.

Employment rights
You have the right to stop work if you believe there is a serious and imminent danger to your health and safety, or the health and safety of others.

www.hse.gov.uk

62702



Pullups

Data > 01 Artwork > 2025 > Amey > -BRAND > Pullups > -ALL PULLUPS singles



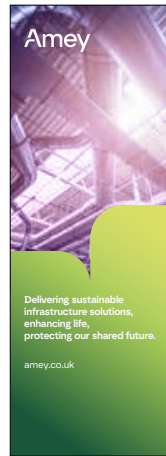
Various



A



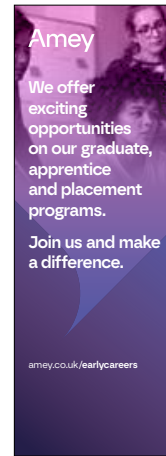
B



C



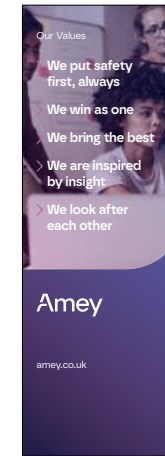
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E



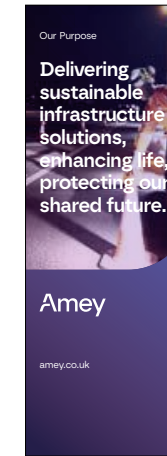
F



G



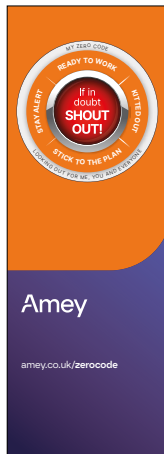
H



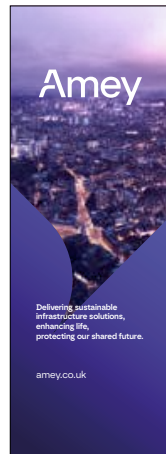
I



J



K



L



M



N



O



P



Q



R

More Pullups

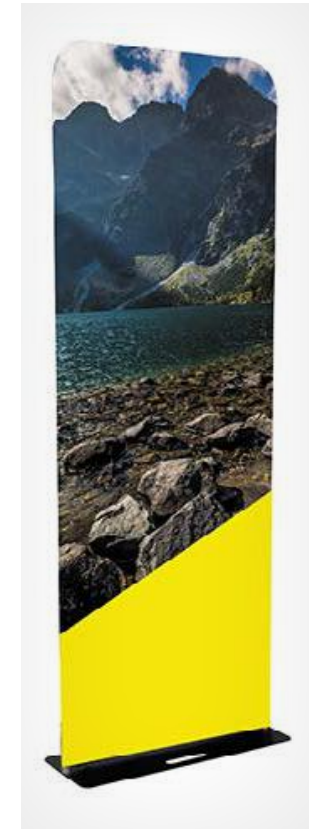
Various



77040

SUSTAINABLE PULLUP STANDS

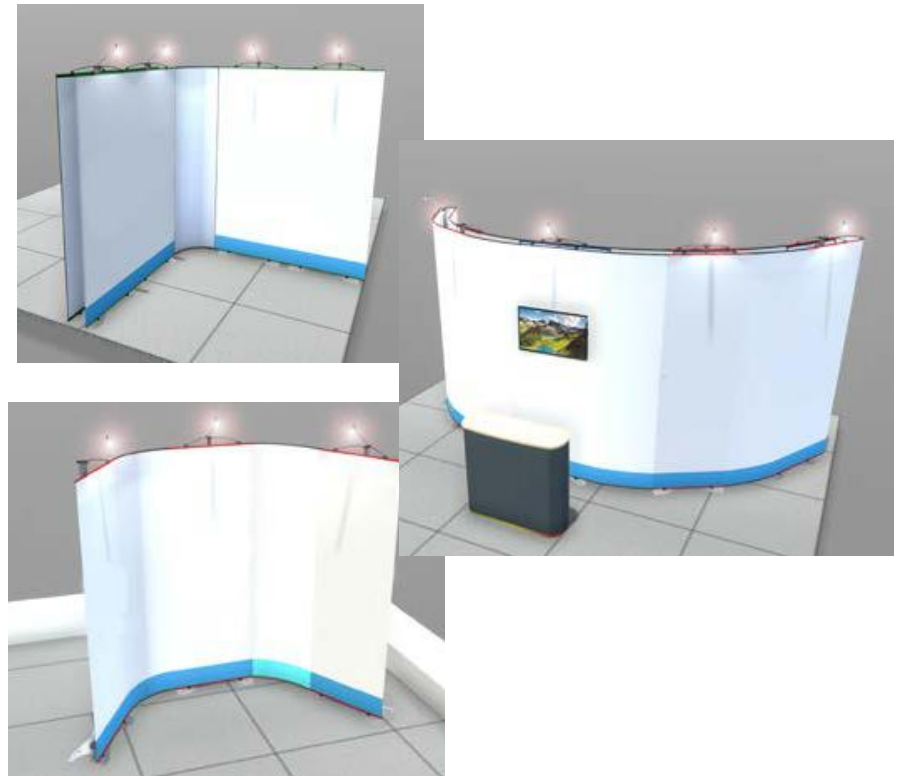
- **Pop up banners** – we can provide a number of sustainable materials: fabric, cardboard and PVC free vinyl with wooden mechanisms.



Exhibition Stands

Almost infinitely
customisable

Interlocking Tension Stands



Interlocking Pullup Stands



67291

Popup & Fabric Stands

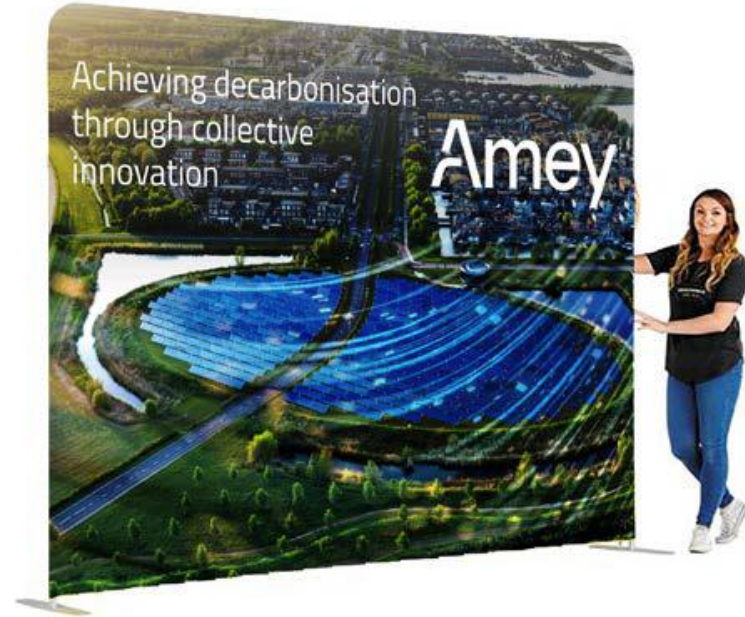
3x3 Popup



3x2 Popup



Straight Fabric Backdrop 64597



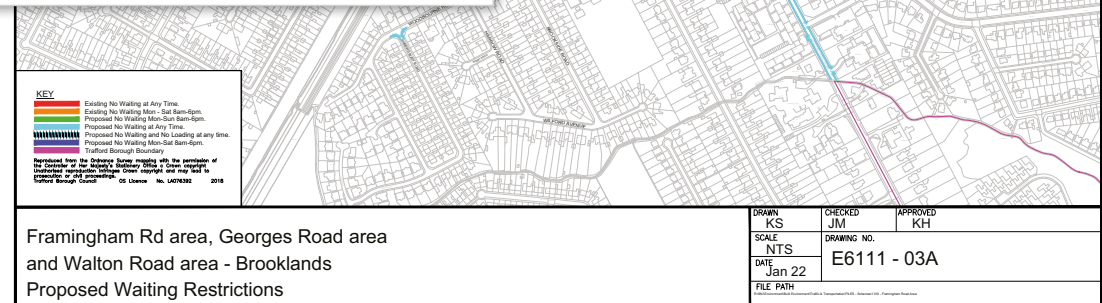
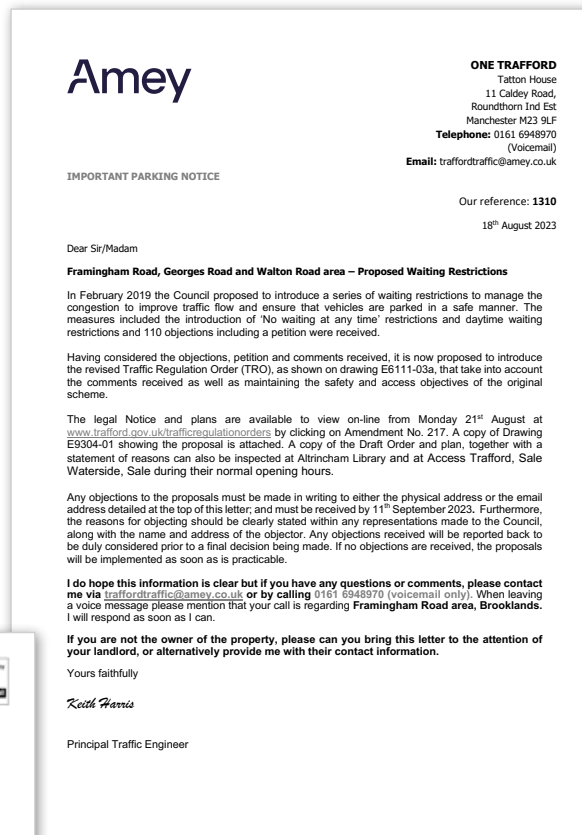
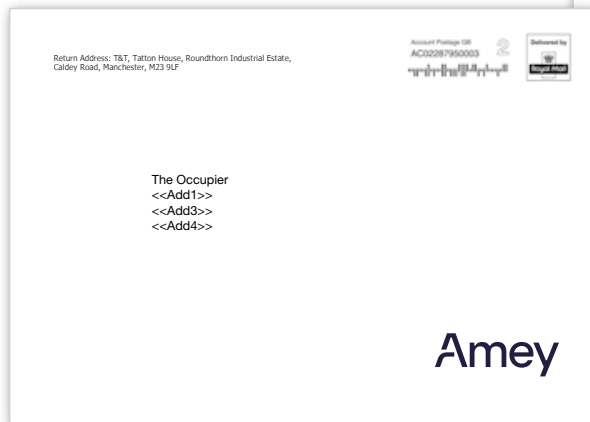
Curved Fabric Backdrop 70249



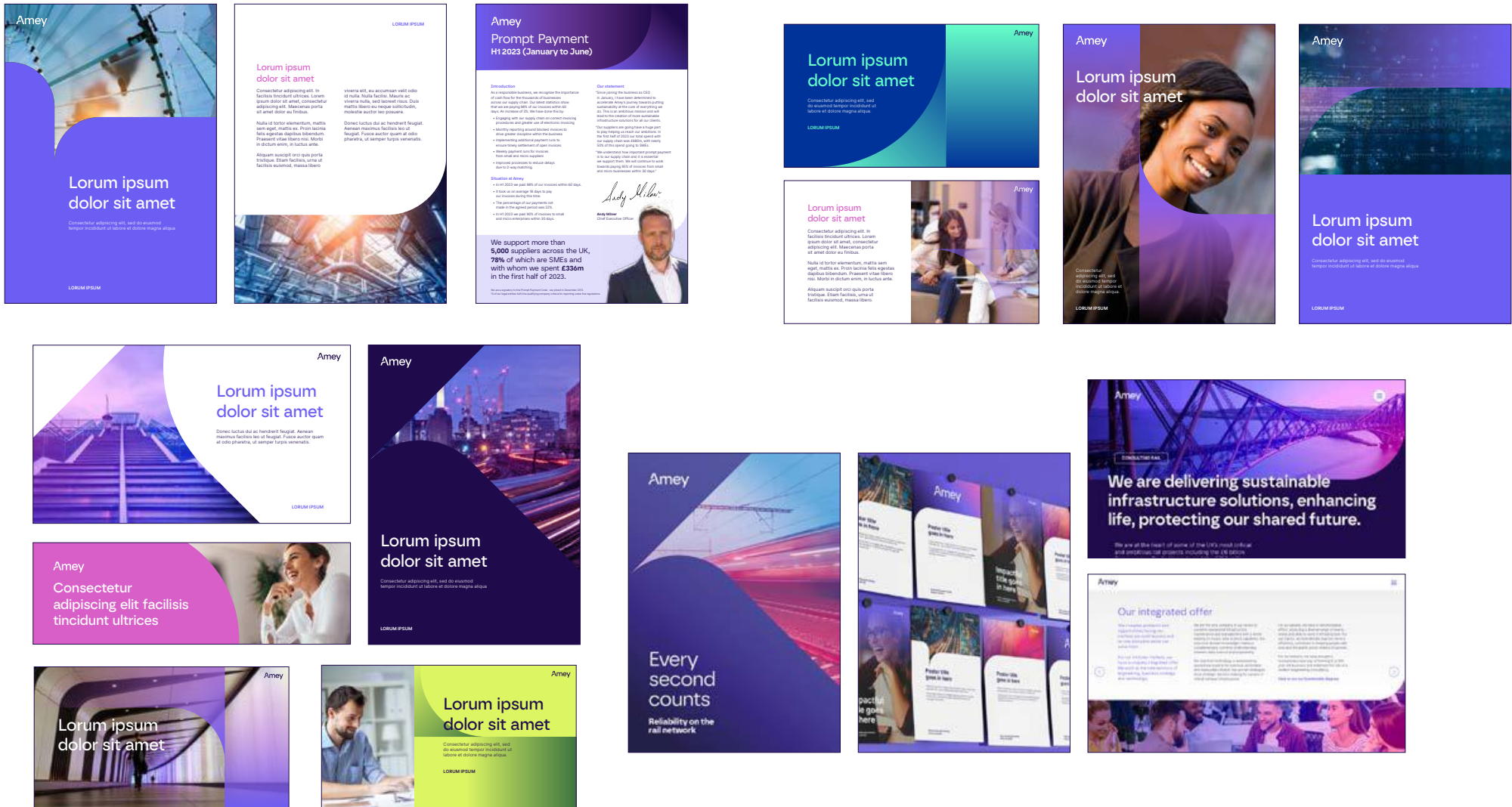
Mail on Demand

End to end direct mail fulfilment service including design and personalisation. Printed mail is seen as a secure and trustworthy media which has a high return on investment.

- Large postage discounts (up to 75% possible)
- Address data sourcing, formatting and cleansing
- Special Finishing: tabbing, folding, high speed polywrapping, machine inserting up to C4 envelopes, labelling, match mailings, mail sorting, and more.
- Response management
- Specialist services (Door 2 Door / Hybrid Mail etc)
- Storage and distribution
- Hybrid Mail solutions

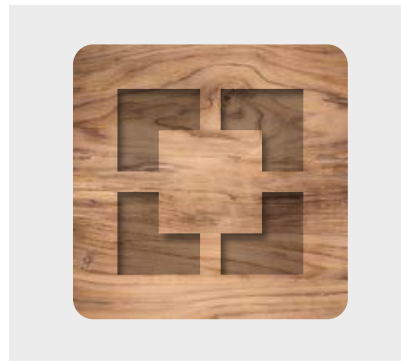


Brochures & Documents



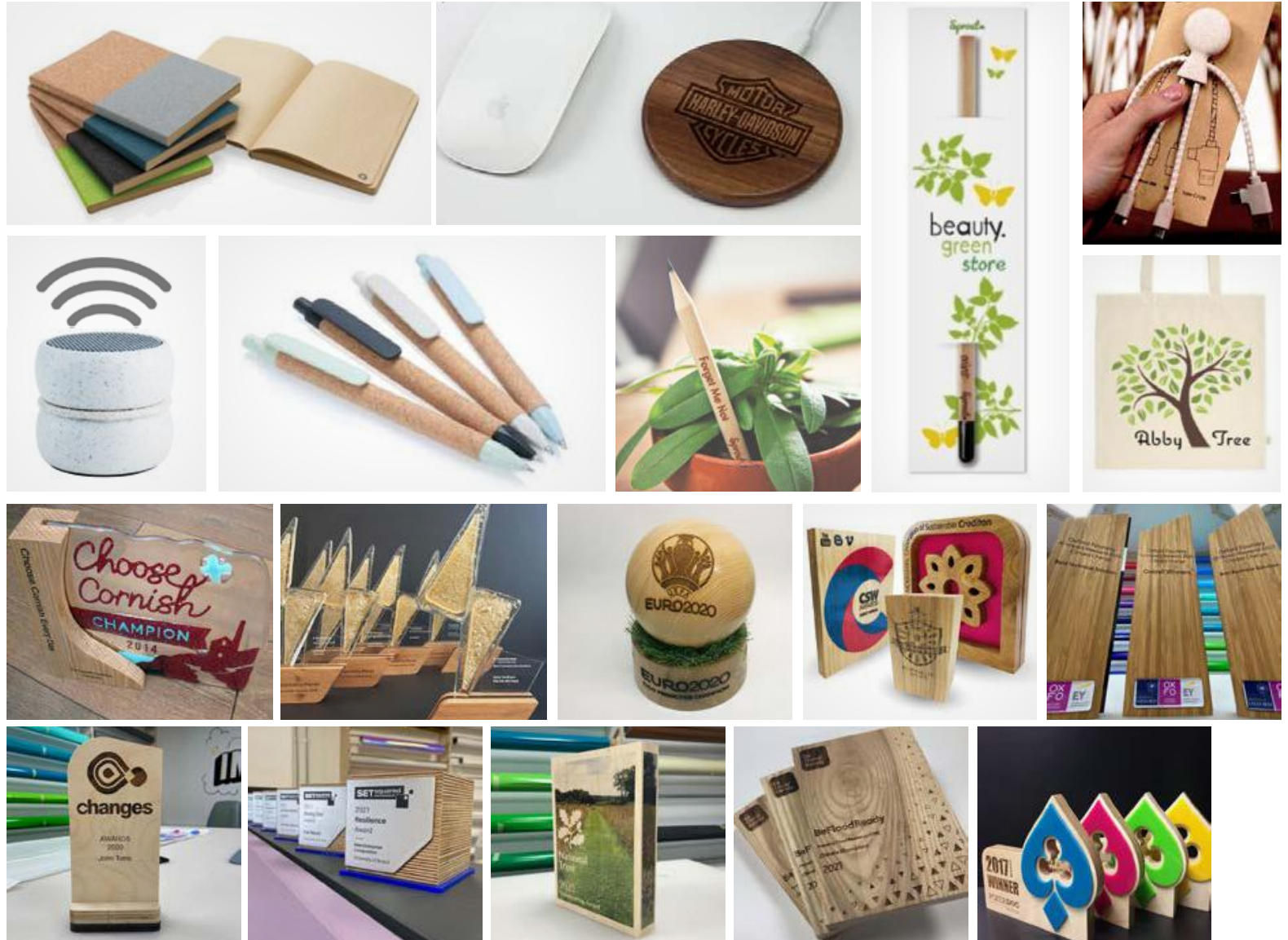
SUSTAINABLE INSPIRATION 1

- **Pin Badge** – metal/wood pin badge featuring the BeyondZero logo. This could be fixed onto cardboard backing that has company information and branding.
- **Lanyard** – Sustainable fabric materials are available as well as traditional options.
- **Name tags** – name tags featuring name, logo and QR code. To be printed on seeded paper.



SUSTAINABLE INSPIRATION 2

- **Table favours** - a number of options could be explored from apple peel notepads, sweets, computer mice and chargers (made of wheat), wooden chargers, bags and clothes made from recycled plastic bottles and more.
- **Plantable pencils** - once used plant them and they grow! Sustainable cardboard pencils are also available.
- **Awards / trophies** - recognising achievements of individuals with awards made of wood, recycled glass and more.



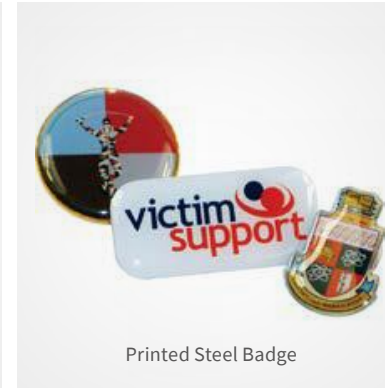
SUSTAINABLE SPECIFIC ITEMS



Recycled CD Pencil Case



Notepads and Pens



Printed Steel Badge



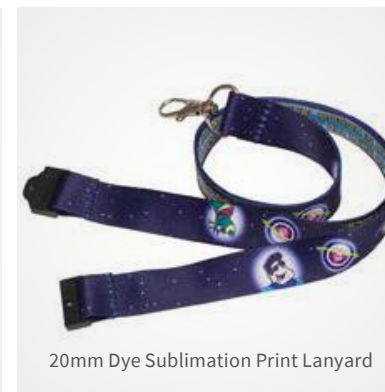
20mm Printed Aluminium Badge



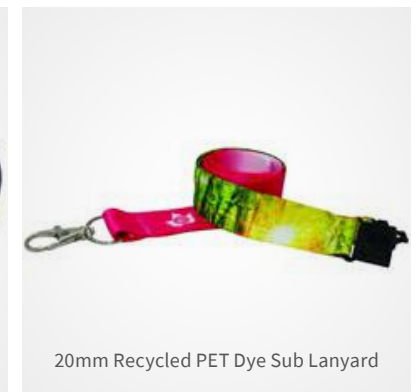
Seeded Paper (Examples)



20mm Wooden Badge



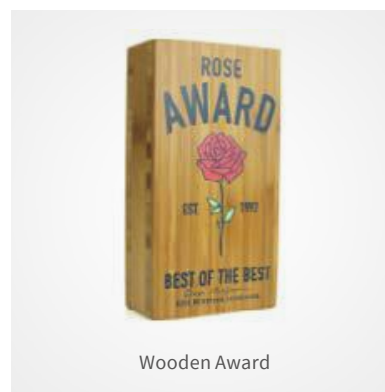
20mm Dye Sublimation Print Lanyard



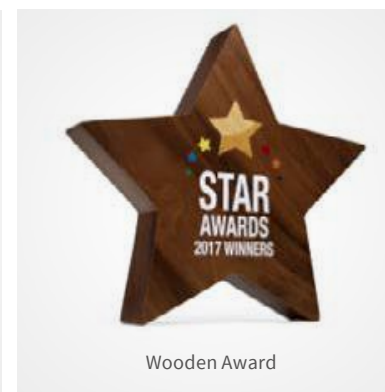
20mm Recycled PET Dye Sub Lanyard



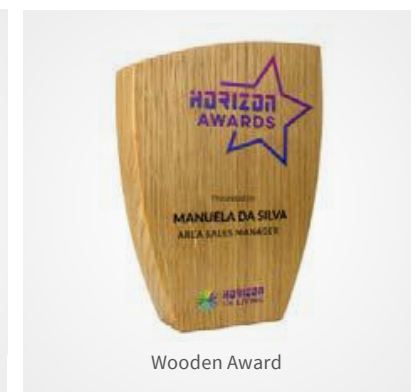
20mm Bamboo Lanyard



Wooden Award



Wooden Award



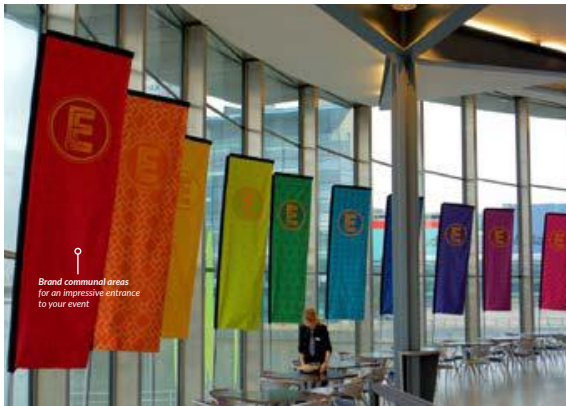
Wooden Award

EVENT STAND INSPIRATION



• Unilode stand concepts (bottom), final stand delivered in Asia (top image and right)

SUSTAINABLE FABRIC STAND INSPIRATION 1



SUSTAINABLE FABRIC STAND INSPIRATION 2



- An example of a fabric exhibition space we designed and produced. Rear walls and central curved stand are both fabric.

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