

Report on the documents of transport companies



The business card I received from Abnormal Load Services is approximately 90mm x 55mm and is made of a relatively strong card material and white in colour (front and back). It has the company logo in the top left hand corner, which is a bold, dark blue text with a small pattern consisting of the colours red, yellow and dark blue. Under the logo is the name of the person whose business card it is, which is in bold, black letters and under that in normal style letters is the job title of the person concerned.

Directly aligned to the right of this is the company name in full which appears in bold, dark blue letters. Underneath the name and position of the person are the contact numbers of the company, which includes a company telephone number, a company fax number, a mobile telephone number of the person whose business card it is, and a private home telephone number of the person whose business card it is. These all appear in bold, dark blue text. At the foot of the card in the bottom left hand corner is an e-mail address of the person concerned and a general website of the company.

On the right hand side of the card is the full company address consisting of six lines altogether, which is in normal navy blue letters except for the name of the company, which is the same text colour but in bold lettering. All this contact information is to inform the person who has received the business card and how to contact the company if they wish to go about doing some business. The business card I received from Neill and Brown Global Logistics is approximately 85mm x 55mm and is made of a strong card material and white in colour (front and back). It has the persons name whose business card it is in large bold blue letters in the top left hand corner. Underneath

this bold name are a mobile telephone number and an e-mail address for contacting the person.

There is also a website underneath these and they all appear in a smaller, thinner blue text. There are three company logos under the website which are placed next to each other. These are the associate partners that Neill and Brown deal with on a day-to-day basis. On the right hand side of the business card is a large company logo. This logo takes up the whole of the right side of the card and is a globe with the text ' Neill and Brown Global Logistics'. This white text and globe is placed on top of a navy blue filled box.

At the foot of the card is a company address and contact numbers in a small, thin black text. This covers the whole of the bottom three lines of the business card and is made to look neat by been justifiably aligned. This is to tell any potential customers where they will be able to find and contact the company if they are interested in doing some sort of business with them. There is a small blue rectangle at the very bottom of the card, which is the foot of the logo. The company address has been placed on top of the logo and this small blue rectangle is just the bottom part of the logo that has been placed under the company address and has carried on under the address and appeared at the foot of the business card. 1.

2 Letterheads I actually received two letterheads from Abnormal Load Services as they operate with two different materials of paper. There is a normal white A4 size printing paper and a more expensive, rougher A4 sized paper. The normal sheet of paper is used for dealing with matters internally within the company whereas the more expensive paper is used for dealing

with matters where a letter needs to be sent to another company / client as this paper produces better looking printouts. It produces better-looking printouts because the rough paper material used absorbs the ink better from the printer. The layout of the letterheads are the same, starting with a colour logo in the very top left hand corner of the page to show the receiver what company the letter has come from. Directly aligned to the right of this is the company address which consists of the company name, the address, telephone number, fax number, e-mail address and website.

The company name, telephone number and fax number all appear in a bold, navy blue text, and the address, e-mail address and website all appear in a normal navy blue text. The address and contact numbers are there to inform the person who is reading the letter where it has originated from and the ways to contact / reply back to them if necessary. At the foot of the paper in the bottom left hand corner are two other company logos, which are associate partners of Abnormal Load Services, and also two other associate partners logos appear in bottom right hand corner of the paper. These logos are navy blue and white in colour. In between these four logos, aligned in the centre of the page are some company registration details to show that they are a legitimate business.

It includes the registration number, the registered address of the office, the VAT registration number, the bankers they use for their finances, their sort code, their account number, a list of all the company directors and a sentence confirming that Abnormal Load Services meet all the ' Standard Trading Conditions' of the British International Freight Association. This appears in a slightly smaller normal navy blue text than the address, e-mail

address and website do at the top of the paper. Neill and Brown's letterhead is a relatively thick and strong white A4 sized piece of paper. In the top right hand corner is a large company logo, which is blue with white text, and it also has a blue and green globe on it. Underneath this, also aligned to the right is the company address, telephone number, fax number, e-mail address and website.

This all appears in a normal black text, and is there so that the person receiving the letter can be informed of who it has been sent by and how to contact them back if it is necessary. At the foot of the paper in the bottom right hand corner are three company logos of associate partners that Neill and Brown do business with. These logos all appear in their colours, which consist of greens, blacks, blues and whites. Above this also aligned to the right is some company information to show that Neill and Brown is a legitimate company.

It includes the registration number, their incorporating names and a list of all the company directors. 1. 3 Brochures The format of Abnormal Load Services' brochure is very original and I have never come across one that looks like this before. It is made of a strong glossy card material and is full colour printing throughout. There is a slightly thicker card material, which are the front and back covers of the brochure that keeps all the pages in place with a flap that is joined to the back cover. When turning over the front cover to view the inside of the catalogue on the inside cover is a large photograph of an abnormal load been transported on a road along with a brief description of the companies functions and some contacting information.

On the back cover of the brochure is a map of where the ALS offices are situated in Europe. There is also a list on the left hand side, which gives the addresses of all the branches, including their telephone numbers. On the corresponding page to this is where the originality of ALS' design comes into it. Under the flap attached to the back cover I described earlier, are 10 sheets of glossy card material, which have been printed on front and back in colour. They are the same width as an A4 sized sheet but they are slightly taller in terms of height. These sheets are simply placed under this flap on top of each other and to read them you simply take each sheet out individually and view both sides.

The sheets of card do have regular patterns on them; such as each page has a colour ALS logo in the top left hand corner of the page (this appears on both sides of the card), each page has a blue strip at the top with signs of several formats of transport pictured in them, and each page has a picture in the top right hand corner which shows what the information is been given on that page. Also running along the bottom of each sheet of card is a plain blue strip with one orange and one red rectangle in the bottom right hand corner at the end of this plain blue strip. These are basically the headers and footers of the sheets. Pictures appear regularly in this brochure, there is a total of 45 colour photographs on the 10 sheets alone, with 9 other colour pictures on the sheets as well (not including the header and footer pictures described previously).

The main body text of the brochure is black and is roughly size 12.

Paragraphs appear on every page and each one describes some of the things that ALS offers or an example of something that they have done in the past.

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The brochure describes several case studies of the past along with pictures of the events to show what the company is capable of, it describes some of the associate partners and how they link in with the transporting of abnormal loads, it describes how ALS go about planning such things as routes, police escorts, permits etc, and it also includes some history of the company. The case studies are very effective because they show what the company is capable of doing along with backing it up by showing pictures of the events, and another effective contributor is the fact that they include quotes from companies that they have helped out with abnormal loads, which is an appraisal for their company. This is to mainly persuade any potential customers that ALS is a company capable of doing certain jobs that other transport companies may not be capable of doing.

To highlight the start of a case study in the brochure ALS use a different font colour and size, which makes it stand out. They use larger white text in a red filled box and this makes it stand out really well on a white background. Captions to pictures also stand out well on the white background because these appear in a blue filled box with white text. Any page or paragraph headings are in a bold black font rather than the main body text, which is a normal black font. This shows that they are headings and explains what the following page or paragraph is about.

Finally with the brochure on the flap that holds the brochure sheets in are 4 small slots. These slots are cut diagonally in the card and they are there to hold the business card of the person who gives the brochure out to someone.