



Hubbard Supply Co. Branding Guidelines

To: Employees, Partners, Vendors and Customers

Introduction

Welcome to the Hubbard Supply Co. brand guidelines. These guidelines were created to ensure the visual design elements of Hubbard Supply Co. are applied correctly in every application in which Hubbard Supply Co. is identified. These guidelines should be followed to give Hubbard Supply Co. a uniform corporate identity, greater visibility and powerful marketing opportunities.

These guidelines attempt to create consistency in the application of our branding campaign. It includes guidelines for the use of the color palette, slogan, typeface and logo. The guidelines should be applied to all the visual communications produced for and by Hubbard Supply Co. These guidelines do not attempt to provide a set of rules for every conceivable application. Instead, it sets out detailed specifications for all the existing applications and it outlines guides which can be applied to any new application.

The purpose of these guidelines is to create uniformity in the visual image of Hubbard Supply Co. It is important that the guidelines are strictly followed, especially in regard to those of the Hubbard Supply Co. logo. The success of this branding campaign depends on the ownership of its goals and values by every associate.

Color Palette

The Hubbard Supply Co. color palette (based on the Pantone Matching System, an internationally recognized standard of matching colored inks used in the printing and design industry):

Green PMS 357

Yellow PMS 110

Black

The logo should always appear in color whenever possible. If not, the black and white or all black logo is acceptable. No other exceptions in color usage are allowed.

Slogan

The slogan should always appear with the logo as long as there is space.

Typeface

To maintain consistency, Hubbard Supply Co. will use a primary font in all communications: Univers 45 Light Oblique. If Univers 45 Light Oblique is not available, Arial is an acceptable alternative. This applies to all communications including email, fax, letters and presentations and all departments in order to maintain consistency.

Incorrect Usage of the Logo

- Do not change the shape or distort the logo.



- Do not remove "Supply Co." from the logo.



- Do not cut off any part of the logo.



- Do not change the colors of the logo (black & white/grayscale is acceptable).



- Do not change the proportions of any part of the logo in relations to the other parts.



- Do not download GIF's or JPG's from the website to use for printed pieces.





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Promotional Products

Promotional products may bear the Hubbard Supply Co. logo as long as the logo specifications are adhered to.

Vendor Produced Materials

Occasionally, a vendor or outside source will produce print or promotional materials on Hubbard Supply Co.'s behalf. This is acceptable as long as all logo guidelines are adhered to. Any vendor produced material is subject to approval prior to distribution.

If you are a vendor, please send all logo requests to: Nadia Zerka via email at nzerka@hubbardsupply.com.

Components

Email Signatures

Name
Title
Hubbard Supply Co.
Direct: 123.456.7890
Office: 123.456.7890.
Fax: 123.456.7890
www.hubbardsupply.com

****NOTE:** Please discontinue use of logo in email signatures

Business Cards





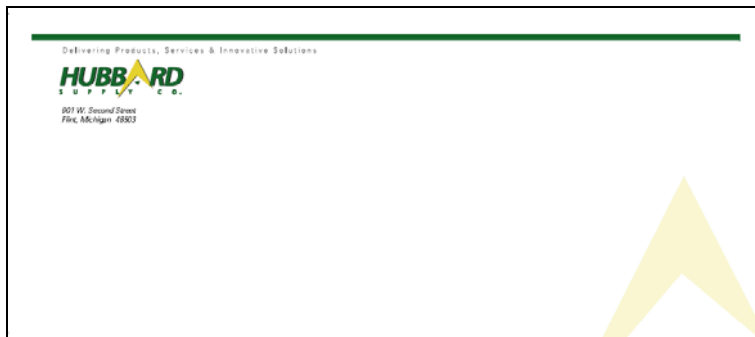
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Catalog Labels

If a vendor catalog is given to a customer, it must have a Hubbard catalog label in place.



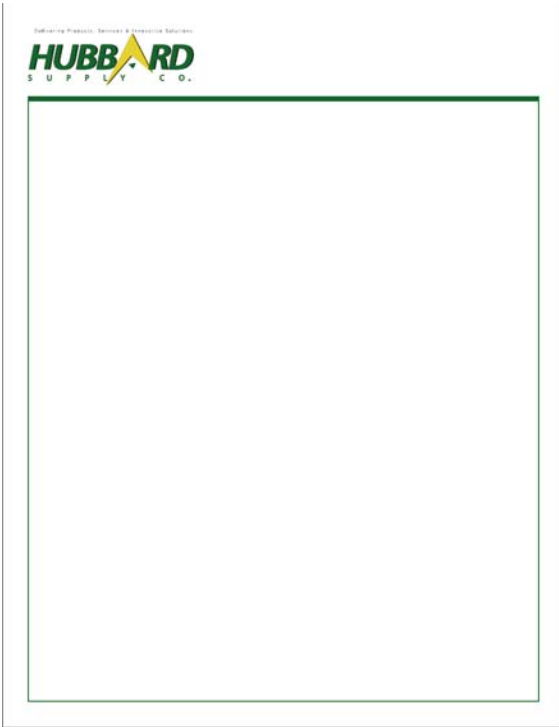
Letterhead and Envelopes






Hubbard Supply Co. Branding Guidelines

Sales Flyers:



Fax Cover Sheet

Delivering Products, Services & Innovative Solutions




Fax Cover Sheet

Send to: Send to Name
Attention: Attention Name
Fax #: Fax Number

From: From Name
Date: Date
Phone #: Phone Number

Total Pages including cover sheet: No of pages

Comments:
Comments





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PowerPoint Templates

PowerPoint presentations are an integral part of the overall brand of any institution. The templates provided are comprised of a generic cover page and a text slide with the color options. PowerPoint presentations should be clear and concise. A PowerPoint document is not intended to contain a large amount of information but should be used as an aid when making presentations. Copy should be kept to a minimum and slides should not be crowded.

The PowerPoint template is the only piece that will not match the rest of the collection due to appearance on a projection or computer screen.

Title Slide:



Sample Slide:

