# BRAND TAGLINE

At HD Supply, we are dedicated to helping our customers in every way that we can. Our goal is to show our customers we are more than a distributor – we're also a listener and a helping hand. Our customers are busy, hardworking individuals. They are important pillars in our communities. That is why when they ask, we listen. **We're on it.**

# BRAND TAGLINE
## GENERAL RULES

HD Supply is dedicated to helping our customers. Our team of experts is committed to our customers' success and to meeting all of their day-to-day MRO needs.

We proudly deliver the highest quality products, support, services, and fulfillment in the industry. With more than 40 distribution centers and a fleet of more than 850 vehicles, we deliver MRO supplies where and when our customers need them.

A few examples of how "We're On It" at HD Supply:

- Our people
- Free, next-day delivery on most orders to most areas
- Vast product selection
- Customer support
- Time and money savings
- Dedicated service
- Trainings & certifications
- Quality, value-add products
- Expertise
- Trust

**Legal Symbols**
- The tagline is a legally protected brandmark and proper usage of it is essential to maintaining its integrity and strength.
- The tagline should use the superscript trademark symbol, ™, in most instances.
- See Pages 11-12 for specific rules.

# WE'RE ON IT™
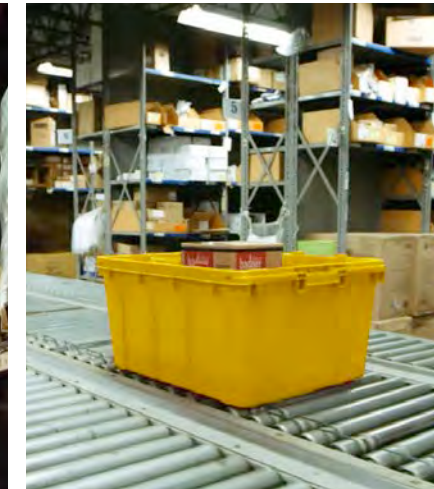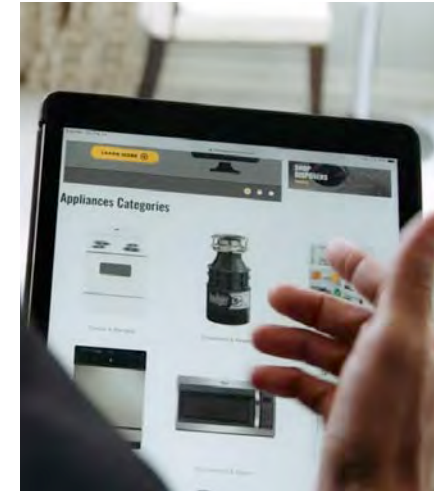
# BRAND TAGLINE
## GENERAL RULES

The tagline represents our commitment to action. Although it is a key feature of our brand, it does not need to be included on every marketing asset. It should be used when it specifically ties to our overarching brand story and value propositions.

**Primary Usage:** Support
- The brand tagline should be used as a support element.
- It should be secondary to the main headline and **serve as the payoff** to our value propositions.
- Generally speaking, it should live at the end of a piece as the closing.

General Rules
- When used alone, the ™ should be included and the mark should not be altered.
- Size should be 60% of the main headline size.
- Clearance on all sides should equal the height of the W.
- Tagline lock-up should be used in one of our primary brand colors.
- No alterations should be made to the lock-up without review and approval from the Brand team.

**Secondary Usage:** Body Copy
- The tagline can also be used in body copy.
- If used in this way, it should tie to specific value propositions.

General Rules
- When used in body copy, the tagline should not include legal markings.
- Text should be the same size as body copy.
- Text should be bolded.
- Text should be set in sentence case.
- Text should be in one of our primary brand colors.

## WE'RE ON IT™

60% of the main headline size.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod. **We're on it.**

**Primary Usage:** Support

**HD SUPPLY®**

## YOUR SINGLE-SOURCE MRO SUPPLIER

HD Supply's competitively awarded NAF, OMNIA Partners, and GSA Schedule contracts make government procurement easier.

**We offer:**
· Free, next-day delivery*
· More than 100,000 products
· Industry-leading support

**Trust us to make your job easier with:**
· One-click checkout online
· **HD Supply Solutions ™ App** for ordering anywhere
· Dedicated government call center
· Contracts and Compliance team
· Property improvement and renovation services

## WE'RE ON IT™

*On most orders to most areas.
© 2019 HDS IP Holding, LLC. All Rights Reserved. For our terms and conditions, visit hdsupplysolutions.com/terms.

**Secondary Usage:** Body Copy

**HD SUPPLY®**

## WE'RE HERE TO MAKE YOUR JOB EASIER

### Trust Us For Your Hospitality Needs

HD Supply is committed to getting you what you need, where and when you need it. We offer fast, free delivery* on more than 100,000 products, including thousands of brand standard hospitality items. From housekeeping supplies to room renovations—**we're on it**.

*On most orders to most areas.
© 2019 HDS IP Holding, LLC. All Rights Reserved. For our terms and conditions, visit hdsupplysolutions.com/terms.
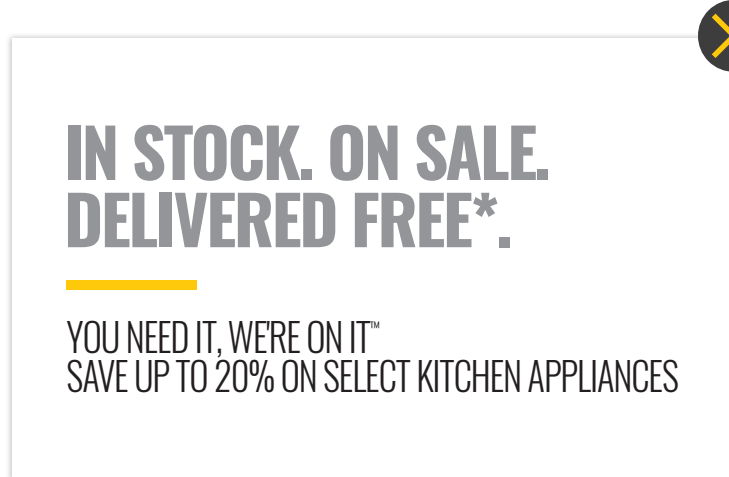
# BRAND TAGLINE
## INCORRECT USAGE

It is critical for the tagline to appear consistently. Improper use dilutes and lessens its value.
Any modifications to the tagline must be approved by the brand marketing team.
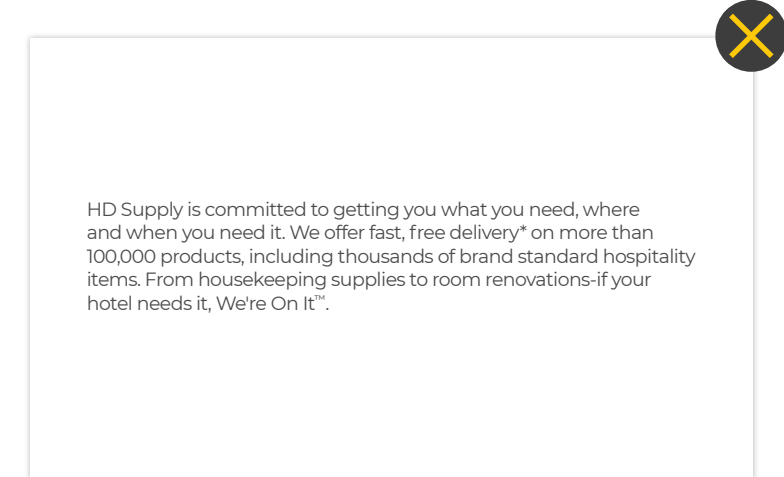
**Watch Out For The Following**:

· The tagline applies to both the U.S. and Canadian HD Supply businesses.
· The tagline is intended for marketing materials and should not be used on physical products.
· Avoid altering the language.
  - E.g.: If you need it, we're on it™
  - No additional language should be attached to the tagline, since it is trademarked copy.
· Avoid using the tagline by itself. It should always be used with our value proposition(s) to tell a story.



**IN STOCK. ON SALE.
DELIVERED FREE*.**

YOU NEED IT, WE'RE ON IT™
SAVE UP TO 20% ON SELECT KITCHEN APPLIANCES

**X** Tagline copy should not be altered in any way. This is an incorrect representation of our legal mark.



**Free, In-Unit Delivery**
Buy four or more major appliances, and we will deliver them into your units and haul away the old ones for FREE. Some restrictions apply.

**Try Our New Repair Parts Tool**
Find, research, and order appliance repair parts with ease. Shop relevant parts directly from a product page or through our database of more than 10,000 schematics and images.
Click the Shop Repair Parts button on the product detail page of our website to learn more or visit **hdsupplysolutions.com/applianceparts**.

WE'RE ON IT™

**X** The tagline should not live alone under an image or be used when it does not tie to our overall brand story.

HD Supply is committed to getting you what you need, where and when you need it. We offer fast, free delivery* on more than 100,000 products, including thousands of brand standard hospitality items. From housekeeping supplies to room renovations-if your hotel needs it, We're On It™.

**X** Since the tagline is being used in body copy, it should be sentence case, bolded, and not use the ™.

# LOGO

**Our brand is a powerful asset that represents our company and encompasses its identity.**

We are responsible for upholding the integrity of the brand and should be familiar with its proper usage. The HD Supply logo is a strong visual presentation of the HD Supply name. Its simplicity makes the brandmark adaptable to almost any scale of reproduction in virtually any medium.

# LOGO
## PRIMARY

This is the primary HD Supply logo mark.

The full-color version of the logo should be used when possible.

**NOTE**: Alternate versions may be reviewed and approved in special circumstances.



**Full Color**
The full-color version of the logo is Pantone® 123 C and black, and should be used whenever possible.



**Reverse Color**
The logo may also appear in two-color option as a reverse out of black.



**One Color**
The logo may appear in solid black when color printing is not feasible.



**One Color**
The logo may appear in solid white when color printing is not feasible.



**One Color**
The logo may also appear in 70% black. This version should only be used in limited situations when no other logo version can be used.



**One Color**
The logo may also appear in 50% black. This version should only be used in limited situations when no other logo version can be used.
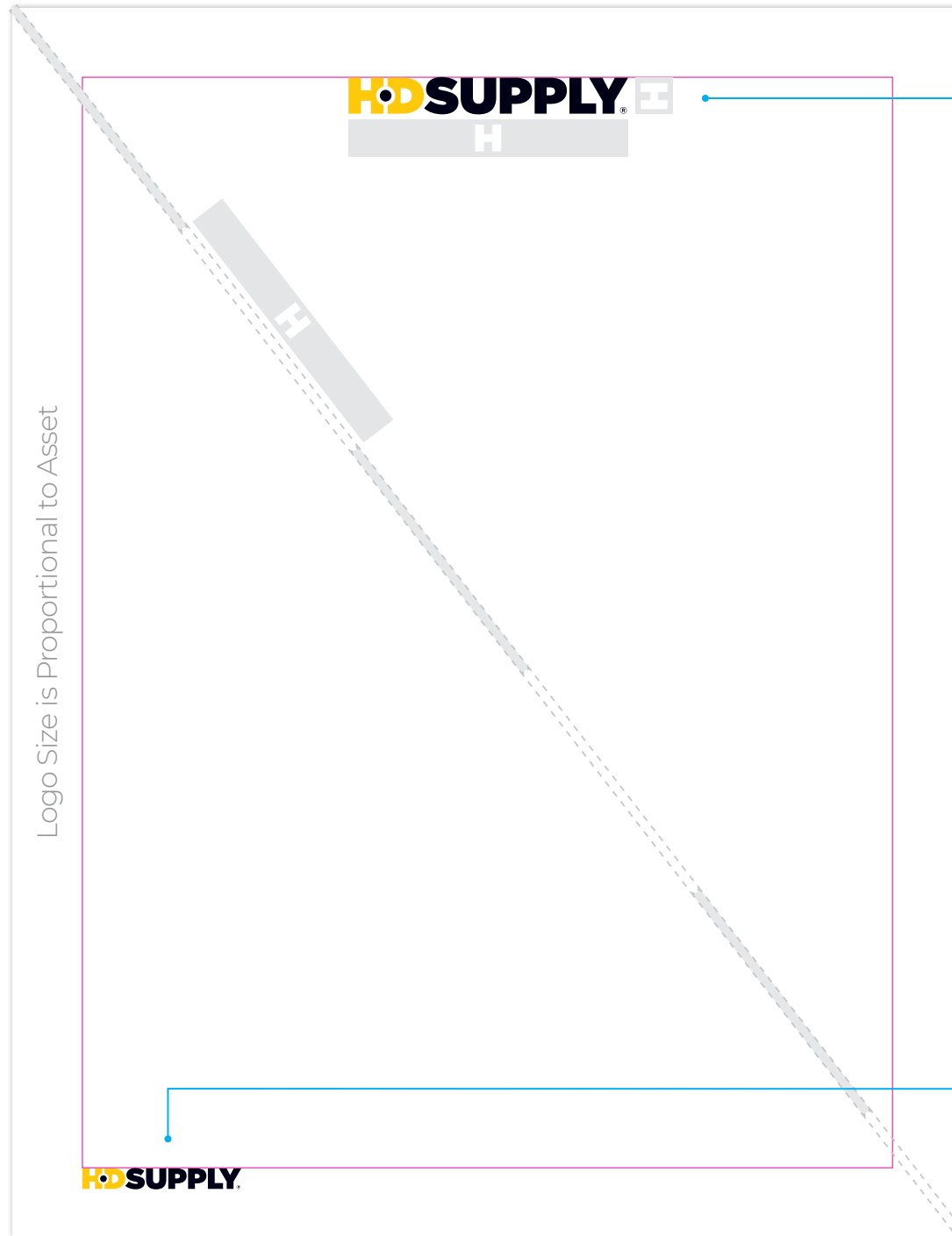
# LOGO
## SIZE

Logo size is determined by page format and size. This way, we can ensure a proportionate logo size across different formats.

**The following steps will help you to determine the best logo size to use**:

1. Measure the diagonal of the format and divide it by 5.5.
2. This determines the logo width.
3. If necessary, round up to the nearest whole number.

**Logo width = diagonal length ÷ 5.5**

Logo Size is Proportional to Asset

The minimum width that may be reproduced is 2.5".

├───── Minimum: 2.5" ─────┤

The minimum width that the logo may be used in a footer is .9435".

├─ Footer Min: .9435" ─┤

# LOGO
## CLEARANCE

Please ensure proper clear space surrounding the logo.

1. In all applications, the clearance around the logo should equal **the height of the letter "H"** in the logo.

2. Any **background inside this clearance should be even**, without pattern, and free from typography and/or other graphical elements.

3. If the logo is used directly on a photograph, the clearance area must still provide **good contrast between the background and logo**, as well as be even in tone and pattern-free.

✓ Clearance around the logo is the height of the letter "H" on all sides of the logo.

X The logo is too close to the left edge and headline.

# LOGO
## LOCATION

## Primary Placement:

Primary placement of the HD Supply logo should be on the top left of the page.

Exceptions can be considered if imagery or design prevent this primary placement.

## Customer Co-Branding:

In customer co-branded assets, place a rule line between logos, ensuring that both logos are of equal visual weight.

Rules:

- Space between the logos should be equal to the height of the "H"
- The rule line should be 0.75 pt in width and equal the height of logos

## Vendor/Product Co-Branding:

Rules:

- Deemphasize vendor or product logo
- Resize to 40-50% of primary logo size
- Locate on the lower portion of the page
  - Placement should not be immediately next to any primary HD Supply brand element. For instance: headline, subhead, CTA, footer.

## Alternate Placement:

Alternate placement of our logo can be in the center or on the bottom left of the page.
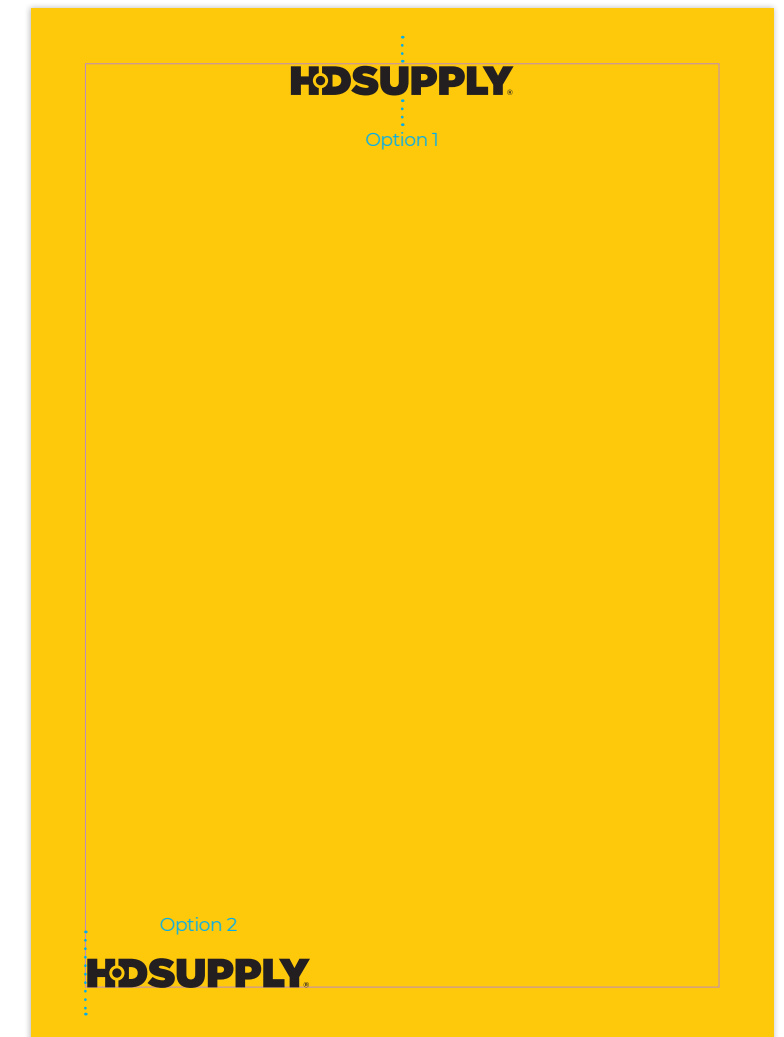
**Primary**

**Co-Branded**

HDSUPPLY | HH | CUSTOMER LOGO

VENDOR LOGO

**Alternate**

HDSUPPLY

Option 1

Option 2
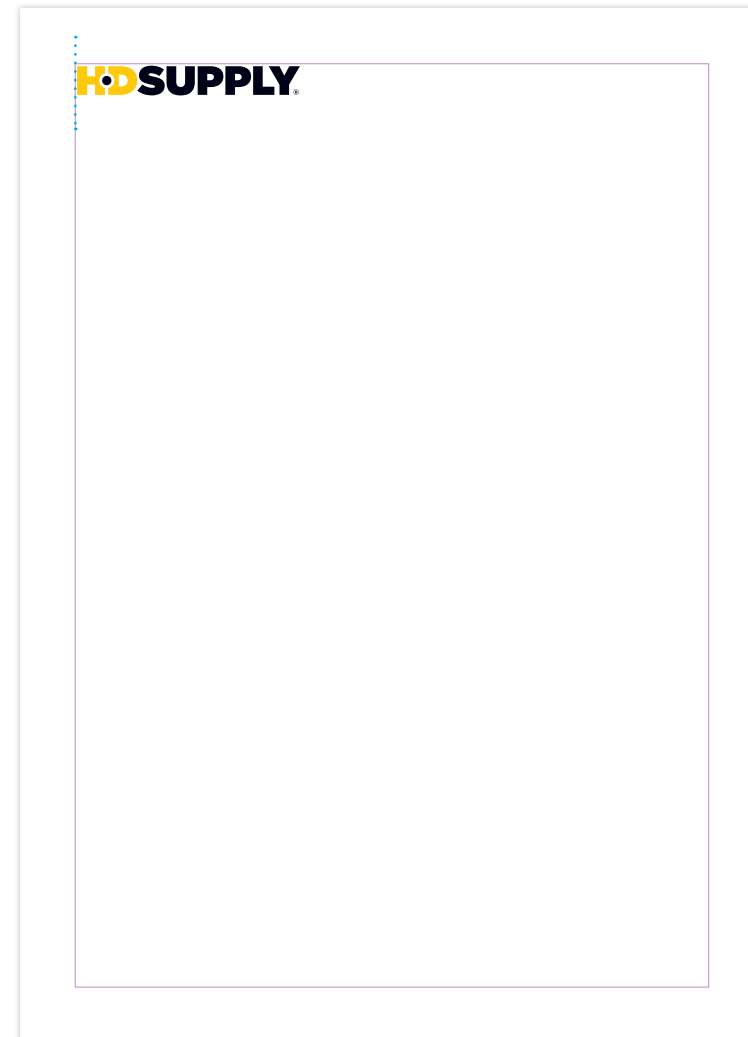
HDSUPPLY

# LOGO
## INCORRECT USAGE

It is critical for the HD Supply logo to appear consistently as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand.

The following are a few examples of things we should avoid.

Any modifications to the HD Supply brand must be approved by the Brand team.

**X** Do not alter or change the color of the logo.
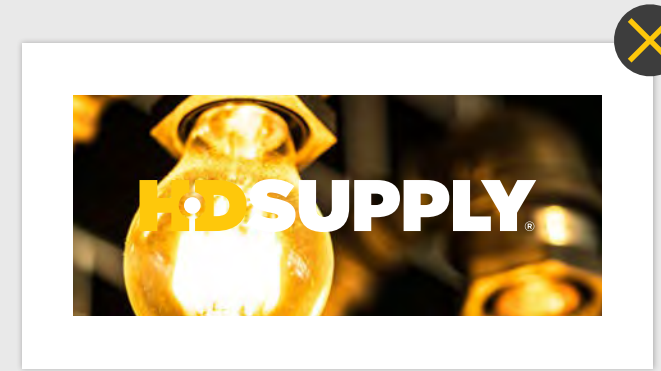
**X** Do not put the logo on a patterned or visually competitive background.

**X** Do not create an abbreviation of logo.

**X** Do not distort the logo - always maintain proper height-to-width (aspect) ratio.

**X** Do not combine the logo with any other graphic element.

**X** Do not mimic the circle element of the logo using other text.

# COLOR

**In color, we show character:** the confidence of black and white, and the boldness of **yellow**.
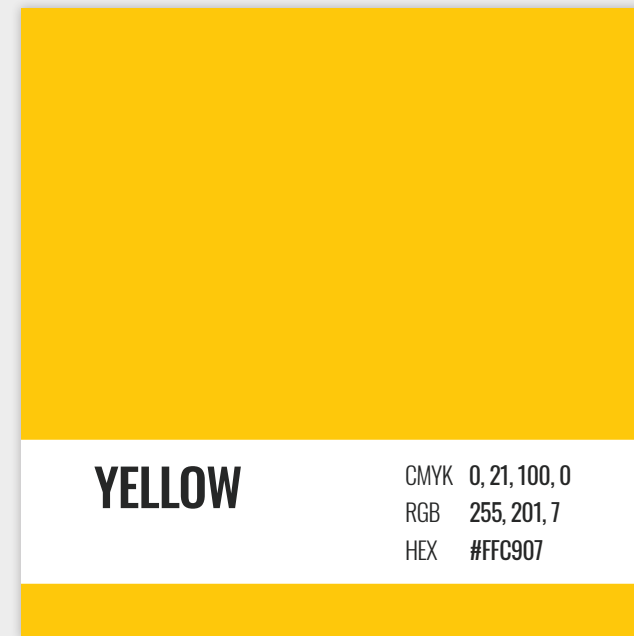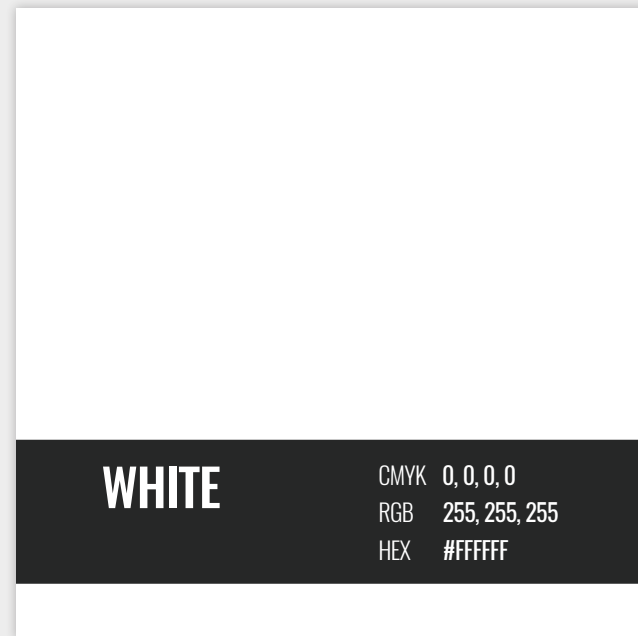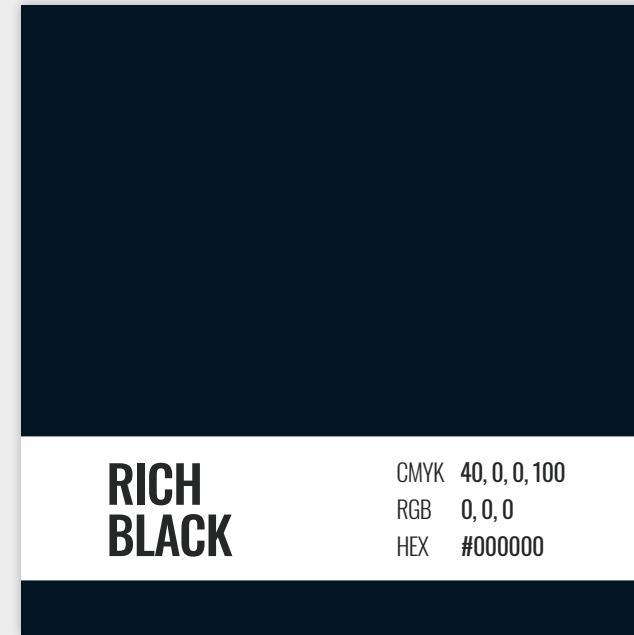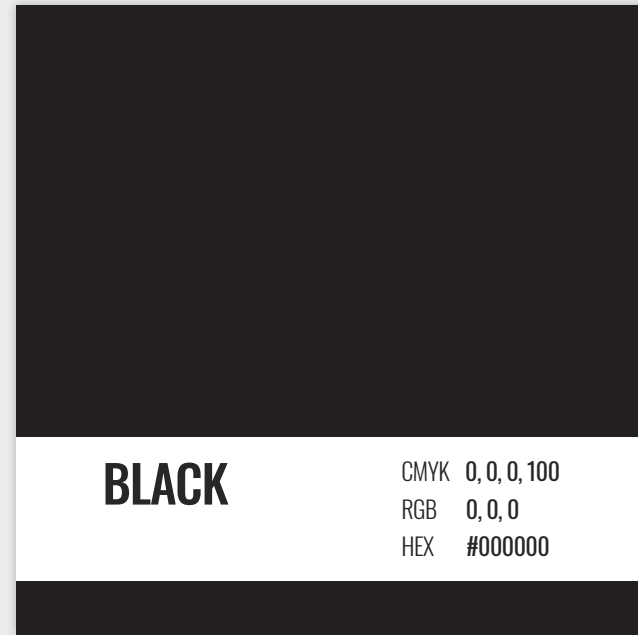
# COLOR
## PRIMARY PALETTE

Our primary palette is composed of the following colors:

- **Black** is the premium color used for body copy text and should only be replaced with white on dark backgrounds.
- **Rich Black** is deeper and more saturated in print than Black. It should be used for backgrounds and headlines.
- **Soft Black** creates a matte finish and appears softer than Black. It can be used for backgrounds, copy text or design elements on assets not intended for print.
- **White** is the base color. It is used to add composure and deliver premium cues by creating a sense of space and clarity within layouts.
- **Yellow** is a key color of our visual identity that acts as a unique identifier and adds focus to important moments.

The supporting gradient color palette adds depth and variation. Tints can be used as accents or backgrounds to break up and divide content.

**BLACK**

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000

**RICH BLACK**

CMYK 40, 0, 0, 100
RGB 0, 0, 0
HEX #000000

**SOFT BLACK**

CMYK 71, 65, 64, 67
RGB 40, 40, 40
HEX #282828

**WHITE**

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

**YELLOW**

CMYK 0, 21, 100, 0
RGB 255, 201, 7
HEX #FFC907

# COLOR
## ALTERNATE PALETTE

Secondary palette is composed of cool and warm tones and is used to create variety in layouts:

· **Juneau Blue**
· **Currency Green**
· **Mica Sand**

Tertiary palette:

· **Carousel Red**

**Usage Rules:**

· Alternate colors' presence should never exceed 10% of any application

  - Use specified gradient tints to ensure contrast and legibility

  - Can be used as backgrounds to break up and divide content

  - Can be used to create Smaller Subheadlines, Section Headers, Descriptors/Qualifiers

  - Should never be used to create Headlines, Primary Subheadlines, main Body Copy, Callouts, or CTAs

· Tertiary color is only used in print assets for price lock-ups to highlight the promo

| 75% | 50% | 25% |
| --- | --- | --- |

### JUNEAU BLUE
CMYK 85, 70, 45, 45
RGB 39, 55, 75
HEX #27374B

| 75% | 50% | 25% |
| --- | --- | --- |

### CURRENCY GREEN
CMYK 50, 30, 45, 5
RGB 132, 150, 137
HEX #849689

| 75% | 50% | 25% |
| --- | --- | --- |

### MICA SAND
CMYK 40, 40, 40, 20
RGB 135, 124, 120
HEX #877C78

### CAROUSEL RED
CMYK 0, 100, 100, 0
RGB 237, 28, 36
HEX #ED1C24