

Logo Usage Guide August 2018

#### Introduction

In order to benefit from the greatest possible brand impact and to create uniformity in all media for internal and external company communications, graphic standards were established. They are presented in the following pages, along with application examples to be used as templates in future projects.

#### CONTACT

For any clarification or question about the use of the brand, do not hesitate to contact our marketing department at marketing@convoy-supply.com.



#### Primary Logo

Use the primary Convoy Supply logo whenever possible.





Keep this much clearance around logo from any other elements.



Minimum size of the primary logo is 1.25 inches wide.



PMS color on coated paper is Pantone 280C

Process Colors CMYK: C=100, M=85, Y=5, K=22

Screen Colors RGB: R=1, G=33, B=105

Hex/html: 012169



PMS color on coated paper is Pantone Cool Grav 9C

Process Colors CMYK: C=30, M=22, Y=17, K=57

Screen Colors RGB: R=118, G=119, B=123

Hex/html: 75787B









Primary logo can be used in black & white, reverse white over black, reverse white over blue PMS 280C, and all blue PMS 280C on backgrounds where the gray is unreadable.

### Secondary Logos

Use the secondary Convoy Supply logo when orientation does not allow the use of the primary logo.



# Convoy Supply **Construction Materials**



Convoy Supply Construction Materials

For applications requiring a smaller size than 1.25 inches, use this version of the logo (.5 inch minimum).

.5 Inch





PMS color on coated paper is Pantone 280C

Process Colors CMYK: C=100, M=85, Y=5, K=22

Screen Colors RGB: R=1, G=33, B=105

Hex/html: 012169



PMS color on coated paper is Pantone Cool Grav 9C

Process Colors CMYK: C=30, M=22, Y=17, K=57

Screen Colors RGB: R=118, G=119, B=123

Hex/html: 75787B

#### French Primary Logo

Use the primary Convoy Supply logo whenever possible.



Matériaux de Construction



Keep this much clearance around logo from any other elements.



Minimum size of the primary logo is 1.25 inches wide.



PMS color on coated paper is Pantone 280C

Process Colors CMYK: C=100, M=85, Y=5, K=22

Screen Colors RGB: R=1, G=33, B=105

Hex/html: 012169



PMS color on coated paper is Pantone Cool Grav 9C

Process Colors CMYK: C=30, M=22, Y=17, K=57

Screen Colors RGB: R=118, G=119, B=123

Hex/html: 75787B









Primary logo can be used in black & white, reverse white over black, reverse white over blue PMS 280C, and all blue PMS 280C on backgrounds where the gray is unreadable.

## French Secondary Logos

Use the secondary Convoy Supply logo when size limitations do not allow the use of the primary logo.



# **Distribution Convoy**

Matériaux de Construction



# **Distribution Convoy** Matériaux de Construction



PMS color on coated paper is Pantone 280C

Process Colors CMYK: C=100, M=85, Y=5, K=22

Screen Colors RGB: R=1, G=33, B=105

Hex/html: 012169



PMS color on coated paper is Pantone Cool Gray 9C

Process Colors CMYK: C=30, M=22, Y=17, K=57

Screen Colors RGB: R=118, G=119, B=123

Hex/html: 75787B

For applications requiring a smaller size than 1.25 inches, use this version of the logo (.5 inch minimum).





#### NOT TO DO

Here are some examples of arrangements to avoid regarding the official logo usage.



Place over a textured image.



Change the relationship of the chevron to the text.



Place over a background color too similar to one of the logo colors.



Place a different graphic element behind the logo.



Distort the logo.



Change any of the fonts.

#### Alternate Logos

These versions of the logo are available for legal or financial usage.



These versions of the logo are available upon request.

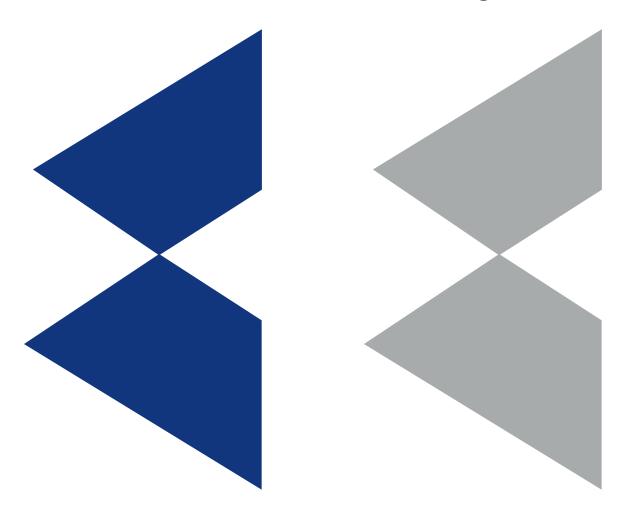








## Additional Design Element





PMS color on coated paper is Pantone 280C

Process Colors CMYK: C=100, M=85, Y=5, K=22

Screen Colors RGB: R=1, G=33, B=105

Hex/html: 012169



PMS color on coated paper is Pantone Cool Gray 5C

Process Colors CMYK: C=13, M=9, Y=10, K=27

Screen Colors RGB: R=177, G=179, B=179

Hex/html: B1B3B3

The "Chevron" is an additional design element only to be used in conjunction with the logo.

The cover of this PDF is an example of how to use the "Chevron".

Please check with the marketing department for specific usage guidance.