



Convoy Supply

Construction Materials

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.



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



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 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



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.



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).

.5 Inch



French Primary Logo

Use the primary Convoy Supply logo whenever possible.



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



Keep this much clearance around logo from any other elements.

1.25 Inch



Minimum size of the primary logo is 1.25 inches wide.



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



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.



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).

.5 Inch



NOT TO DO

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



Place over a textured image.



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



Distort the logo.



Change the relationship of the chevron to the text.



Place a different graphic element behind the logo.



Change any of the fonts.

Alternate Logos

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



Convoy Supply Inc.



Convoy Supply Ltd



Distribution Convoy Ltée



Convoy Supply Inc.



Convoy Supply Ltd



Distribution Convoy Ltée

These versions of the logo are available upon request.



Convoy Supply



Distribution Convoy



**Distribution Convoy
Convoy Supply**



Convoy Supply

Additional Design Element



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.



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