FERGUSON®

BRAND IDENTITY & STYLE GUIDE

FERGUSON BRAND OVERVIEW INTRODUCTION

Introduction

Ferguson Enterprises Inc., headquartered in Newport News, Virginia, is the largest plumbing wholesaler in North America and a major distributor of HVAC/R equipment, waterworks and fire protection products, and industrial pipes, valves and fittings.

Contact Info

If you have questions regarding the correct usage of the Ferguson brand, please contact:

Eric Lonning
Senior Marketing Manager, Brand Development
eric.lonning@ferguson.com

Shannon Scheibel
Marketing Manager, Brand Development
shannon.scheibel@ferguson.com

SIGNATURE

REGISTERED TRADEMARK SYMBOL

FERGUSON®

WELD ELL SYMBOL

WORDMARK

Standard Logo

The Ferguson Wordmark is custom drawn and should not be redrawn or reproduced in any way. It should always be shown with the registered symbol.

The Ferguson Wordmark and Weld Ell symbol have a symbiotic relationship, the Weld Ell can be used as a design element, but it must always be within general proximity of the wordmark.

FERGUSON®

CLEAR SPACE

Clear Space

To protect the integrity of the Ferguson logo, it is essential to follow the guidelines regarding safe area, minimum size, and scaling. These guidelines ensure that the logo remains clear, legible and consistent.

This should be used as a guide to ensure an adequate amount of space is around the Ferguson logo to prevent overcrowding, being too close to edges, and unwanted spacial relation & association with other objects and our logo.

General Guidelines

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4
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1 Don't place the logo on unapproved colors, patterns or gradients.

2 Don't apply any unapproved colors, patterns or gradients to the logo.

3 Don't change the thickness of any elements in the logo to make it more or less bold.

4 Don't apply any effects to the logo.

5 Don't change the spacing of any logo elements.
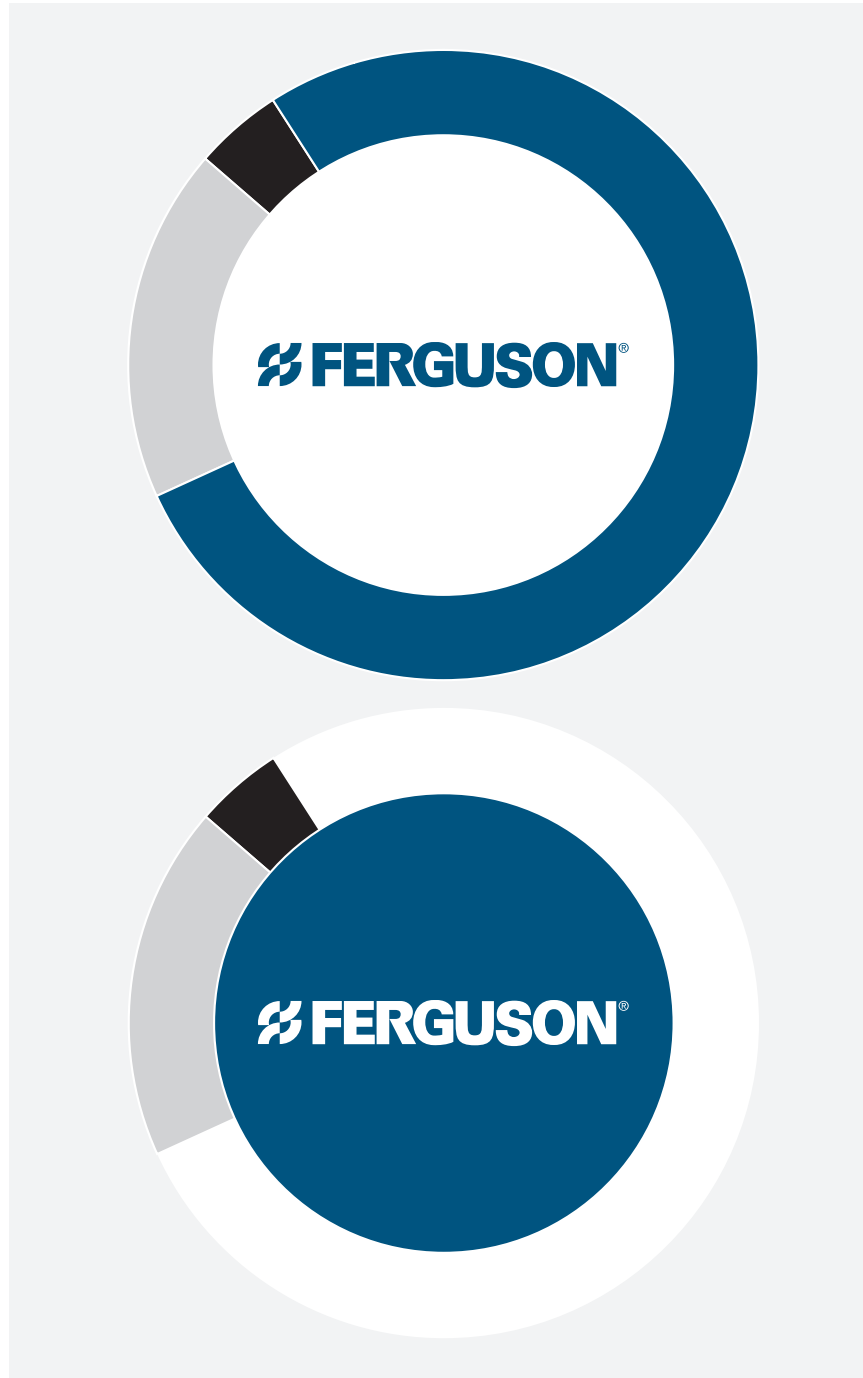
6 Don't change the sizing or remove any logo elements.

COLOR PALETTE

Ferguson Blue
Pantone® 2188
CMYK - 100,25,0,50
RGB - 0,68,106
HEX # 00446a

Gray
CMYK - 0,0,0,20

Black
CMYK - 0,0,0,100

White
CMYK - 0,0,0,0

Approved Colors

Consistent use of color is one of the easiest ways to increase brand recognition. The Ferguson brand is dominated by blue, utilizing accent colors and white space to create eye catching layouts.

The gray color is used primarily for backgrounds and text.

Color Matching

Color matching is crucial to the success of any print project. While visual differences in printing can't be eliminated completely, they can be minimized by utilizing the proper Pantone or CMYK builds of our approved colors.

Paint Colors

For assistance in selecting a paint color to match the approved brand colors, please contact Shannon.Scheibel@Ferguson.com.

Shorthand Brand Promise

Nobody expects more from us than we do®

For the professional contractor, design professional, or discerning homeowner who demands quick access to the latest products, along with expert advice, world-class customer service, and industry-leading logistics, Ferguson is the trusted choice.

LAYOUT ELEMENTS

FERGUSON.COM

Nobody expects more from us than we do®

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WEDNESDAY, OCTOBER 23RD
11:00 A.M. - 4:00 P.M.

830 Route 22
Bridgewater, NJ 08807
(908) 725-0666

Bridgewater
(908) 725-0666

Web Address

Should always be bold, and uppercase.

Brand Promise as a Tagline

This instance of our brand promise is primarily used in corporate and trade communications, and should only appear beneath the Ferguson logo, and should only appear on surfaces that include the Ferguson logo.

Copyright, Date & Job No.

Copyright line with year of artwork creation, along with MM/YY of final approved date, and job number, should be included in smallest legible type at the bottom of every piece of collateral. For multi-page documents, it should to appear at least once, on the front or back cover.

WELD ELL SYMBOL

WORDMARK

DESCRIPTOR

SIGNATURE

TAGLINE

Wordmark & Symbol

The Ferguson Wordmark is custom drawn and should not be redrawn or reproduced in any way. To maintain consistancy when creating additional business group logos, it should be based off of the master vector version. It should always be shown with the registered symbol.

The Ferguson Wordmark and Weld Ell symbol have a symbiotic relationship, the Weld Ell can be used as a design element, but it must always be within general proximity of the wordmark.

For the purpose of most business group logos, the Weld Ell symbol can be enlarged proportionally away from the Ferguson wordmark in order to tie in the relationship between the wordmark and the business group descriptor.

Descriptor

The business group descriptor name will be approved on a case by case basis, determined by the most marketable name that describes the business group. Descriptors WILL NOT be approved for any company department.

Tagline

Taglines are used on a limited basis when a additional modifier is needed to communicate the corporate structure and/or speciality of the business.

HPProducts

ORIGINAL LOGO OF
ACQUIRED BUSINESS

SIGNATURE

A FERGUSON ENTERPRISE

TAGLINE OF OWNERSHIP

What is an Acquisition?

Ferguson regularly acquires companies. When this occurs, the brand will be identified as a Ferguson Subsidiary or Ferguson Enterprise based on the type of acquisition. Later, the acquisition brand often transitions to Ferguson.

Each business that we acquire has it's own company history, infrastructure, and branding that already exists. Some of our acquisitions will continue to use their branding, and some will transition to become Ferguson. There is no definite or absolute process that fits all acquisitions, other than examining each on a case-by-case basis.

Once Ferguson has acquired a business, a Business Acquistion Style Sheet needs to be created. This style sheet is what will determine the immediate use and adaptation of the acquired business' branding.

Here we've shown one typical example of how we handle the initial logo adaptation of an acquired business.

A FERGUSON ENTERPRISE

A FERGUSON ENTERPRISE

a **WOLSELEY** Industrial Group company

A FERGUSON SUBSIDIARY

A FERGUSON SUBSIDIARY

a **WOLSELEY** Industrial Group company

Tagline of Ownership

There are three tagline decriptors that are typically assigned to an acquired business, that helps educate the public what kind of business it is and what parent company it's affiliated with.

a Ferguson Enterprise
a Ferguson Subsidiary
a Wolseley Industrial Group Company

Here we show a small variation of visuals of these taglines, of which one should be chosen to best suit the application.

Fruitger LT Std 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fruitger LT Std 46 Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Fruitger LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fruitger LT Std 56 Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Fruitger LT Std 65 Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Fruitger LT Std 66 Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Fruitger LT Std 75 Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Fruitger LT Std 76 Black Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Fruitger LT Std 95 Ultra Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Fruitger LT Std 47 Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fruitger LT Std 57 Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fruitger LT Std 67 Bold Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Fruitger LT Std 77 Black Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Fruitger LT Std 87 Extra Black Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Approved Typeface

The official font family of Ferguson is Frutiger. Frutiger's simple and legible, yet warm and casual character should be used across all communications.

Typographic Style

Utilizing different type sizes and weights helps to establish a clear hierarchy of information. Some font weights are used more specifically for different types of communications. Please refer to the appropriate section of the style guide for a more clear definition of font use.