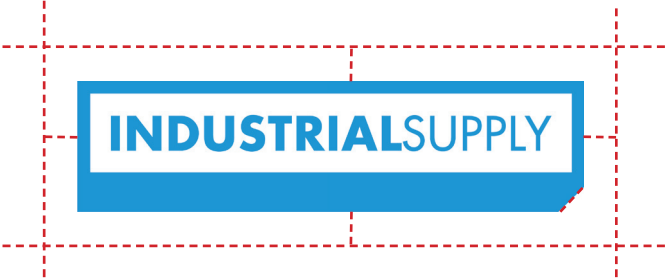# INDUSTRIAL SUPPLY
GRAPHIC VISUAL LANGUAGE
QUICK REFERENCE GUIDE

USING THE LOGO

CLEAR SPACE

The clear space around the logo is measured but the length of the notch on the bottom right corner.

INDUSTRIALSUPPLY

REVERSED TO WHITE

INDUSTRIALSUPPLY

BLACK AND REVERSED TO WHITE

INDUSTRIALSUPPLY   **INDUSTRIAL**SUPPLY

USING COLOR

LOGO COLOR:

C: 77 M:20 Y:0 K:0

TYPEFACES

SUB HEADS AND BODY COPY

FUTURA TYPEFACE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HEADLINES

ROCKWELL TYPEFACE - EXTRA BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SECONDARY ICON

-The 3 orange safety stripes icon is an accessory piece for industrial supply collateral.
They are never to be larger then the Industrial Supply logo. See example on next page.

C:0 M:75 Y:99 K:0   C:23 M:90 Y:97 K:15

Example Use of orange safety bars:

Catalog Cover

INDUSTRIALSUPPLY

PRODUCT CATALOG
Q2/13

PRODUCTS/SERVICES/HIGHLIGHTS
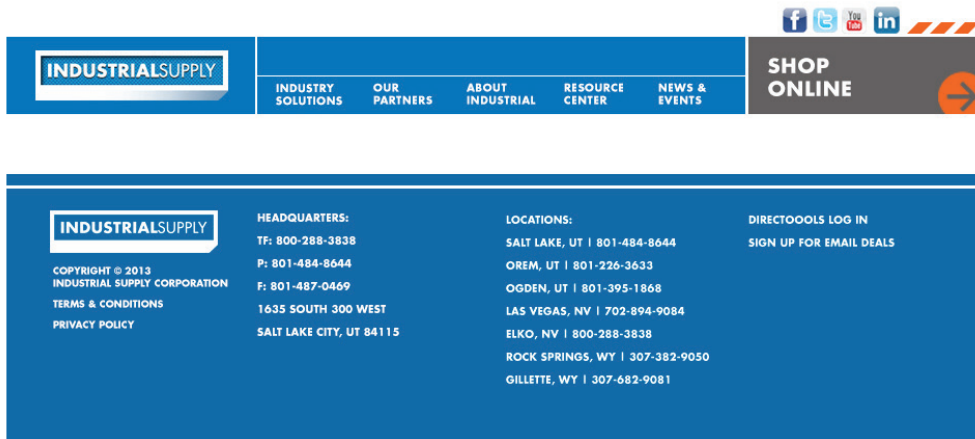
WWW.INDSUPPLY.COM
800-288-3838

man-made

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Website header and footer elements

Logo Usage on a busy Background