

INDUSTRIAL SUPPLY

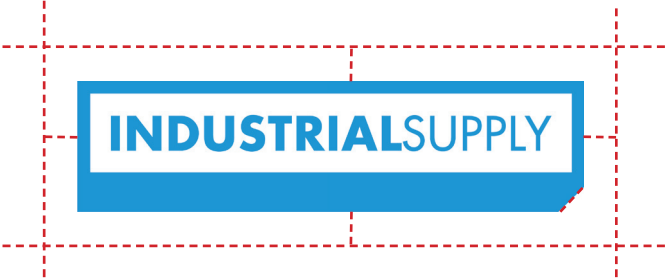
GRAPHIC VISUAL LANGUAGE

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.



REVERSED TO WHITE



BLACK AND REVERSED TO WHITE



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 than 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:



man-made
IS MADE 100% WITH TOOLS THAT
NEVER LIE DOWN ON THE JOB

INDUSTRIALSUPPLY
WWW.INDSUPPLY.COM
800.288.3838

At Industrial Supply, we salute those who put their shoulder to the wheel to design, create, and build the man-made things that keep our world moving. Throughout the Intermountain West, companies have put their faith in us to provide the very best MRO and construction products, integrated supply and inventory management solutions. Industrial Supply—where man-made is celebrated.

SALT LAKE/OREM/ODDEN/ELKO/LAS VEGAS/ROCK SPRINGS/GILLETTE

Milwaukee SALA DEWALT 3M Honeywell



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INDUSTRIALSUPPLY

PRODUCT CATALOG

Q2/13

PRODUCTS/SERVICES/HIGHLIGHTS

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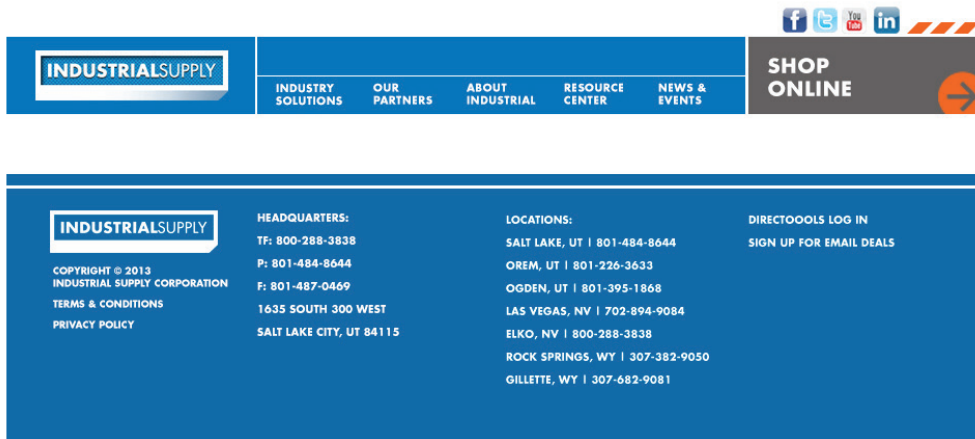


man-made

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Website header and footer elements



Logo Usage on a busy Background

