



# **Branding** Standards

**Corporate Identity Guidelines**

Revised October 1, 2004



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## Overview

The ORCO corporate identity represents the ORCO brand throughout the marketplace. Its integrity must be strictly maintained in order to build and protect our brand. These guidelines are designed to keep ORCO's image consistent and professional. If you have any questions regarding ORCO Identity usage that is not covered in this document, please contact the Marketing Department ([DLMarketing@orcoUSA.com](mailto:DLMarketing@orcoUSA.com)).

These Branding Standards will be updated on a regular basis. The most recent version will be posted on the Intranet (within the Marketing Department section, choose Branding Standards from the left hand menu). Please double-check the "Revised Date" on the front of this document against the most recent version to make certain that you are referencing the latest and greatest information.



## The ORCO Company Name

The ORCO company name is ORCO Construction Supply. When written, the ORCO is all caps, and all three words must always be part of our name\*.

### Correct Usage:

ORCO Construction Supply  
ORCO\*

### Incorrect Usage:

Orco Construction Supply  
ORCO Supply  
ORCO Construction

\*In writing it is OK to use "ORCO" by itself as long as our full company name "ORCO Construction Supply" also appears in writing prior to where "ORCO" is used.

## The ORCO Logo

The *Standard Version*, to be used whenever possible, includes the Slogan, the Bulldog with striped background, and the ORCO rectangle.

### ORCO Logo Variations

Occasionally there are situations where the Standard Version of the ORCO logo does not work. The following list includes some of the more common examples:

- Where space is limited and we are unable to reproduce the entire Standard Version, we use the ORCO rectangle only. Examples of where this *Limited Space Version* of our logo is appropriate:
  - On internal forms with a large amount of information and the use of the standard logo would either be too small to be legible or would be a large waste of space.
  - In brochures or flyers where the Bulldog and Slogan are shown elsewhere
- *Bulldog and Slogan Version*. This version is used, at the discretion of the Marketing department, when space is limited, or proportioned in a way to not allow the use of the standard logo.
- Alternate uses of our logo are sometimes implemented by our Marketing department for design reasons and/or to accommodate various applications. If you have questions about particular applications of our logo, please contact them directly.

The Standard and Limited Space versions of the logo are available in JPG and BMP formats on the Intranet (in the Marketing Department section, choose "ORCO Logos" from the menu on the left). These files should be used internally for such applications as Word and Power Point only. Please forward all vendor requests for logos to the Marketing Department (DLMarketing@orcoUSA.com).



*Standard Version –  
To Be Used  
Whenever Possible*



*Limited Space  
Version*



*Bulldog and  
Slogan Version*



## Using The ORCO Logo

The ORCO Logo represents our company, its values, our employees, and the products and services we supply. For these reasons, keeping its integrity in all instances is essential to maintaining a strong, meaningful brand identity.

- When our logo is being used with other logos or identities it should be equal to or larger than the others, and positioned prominently
- New designs or variations of the logo (other than those described above) should not be created as they will cause confusion and dilute our brand in the marketplace
- The ORCO logo should not be altered in any way. Variations of our logo, outside of those specified in this document or specifically produced or approved by our Marketing department, run the risk of diluting the effectiveness of our brand and corporate image. Examples of treatments that should be avoided:
  - Defacing or in any way altering ORCO collateral, signage or packaging
  - Creating or displaying alternative versions of the ORCO Bulldog (e.g. stuffed toys, cartoons, calendars, etc.)
  - Creating or displaying alternative versions of the ORCO rectangle
  - Creating or displaying alternative uses of the “Bring It On” slogan
- The ORCO logo should be used as follows:
  - Corporate Identity; as the corporate signature on business cards and stationary
  - Marketing Materials
  - Building Signage
  - Presentations
  - Promotional Items
  - Event Materials
  - ORCO Programs, Publications and Internal Communications

## Reproduction Specifications

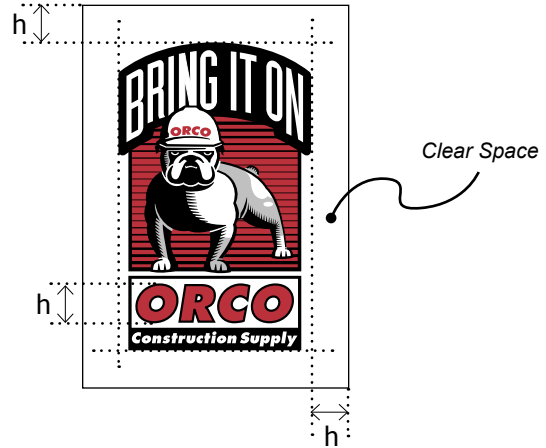
The ORCO logo must always appear exactly as shown in the ORCO Logo Variations section of this document (see page 2). The slogan, bulldog and ORCO rectangle are shown in correct spacing and proportion. No text or graphics may touch the edges of the logo. It should require no manipulation (except, in some cases, sizing).



## Minimum Clear Space

In order to stand out as a distinctive element and to maintain the integrity of our corporate identity, the area around our logo must be kept clean and uncluttered. Text or other graphics should not intrude into this Clear Space.

The minimum amount of Clear Space should be the height of the "O" in the name "ORCO" of our logo. See diagram at right.



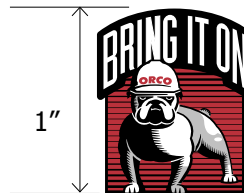
## Minimum Size

The minimum size of the ORCO logo will depend on the type of application. When our logo is being used with other company logos it should always be of equal size or larger and placed prominently.

### Minimum Print Size



Standard Version



Bulldog and Slogan Alone



Limited Space Version

### Minimum Size for Web & Embroidery

Please contact the Marketing Department with questions about these two applications.

ORCO's Marketing Department must sign off on and approve ALL embroidery, web, or other applications not listed here, **before** any final products, packaging, promotional items, clothing, etc. are produced. Absolutely no exceptions.



## Logo Colors

ORCO logo color specifications are determined by the medium in which they are used and/or the method by which the logo is produced:

### Color Printing

#### 4-Color Process/CMYK

##### Coated Stock:

Red: 0c 91m 76y 6k  
Black: 100k  
Gray: 30k

##### Uncoated Stock:

Red: 0c 94m 100y 0k  
Black: 100k  
Gray: 30k

#### Spot Color/Pantone

##### Coated Stock:

Red: Pantone 186  
Black: 100% Black  
Gray: Pantone Cool Gray 6

##### Uncoated Stock:

Red: Pantone 1795  
Black: 100% Black  
Gray: Pantone Cool Gray 6



### Web Color/RGB

Red: RGB: 204,0,0 (Web Safe: CC3333)  
Black: RGB: 0,0,0 (Web Safe: 000000)  
Gray: RGB: 176,176,176 (Web Safe: CCCCCC)



## One Color Logo Treatments

When full color is not possible, the following one-color options may be used. Under no circumstances should the logo be shown as reverse (inversed as light or white on dark background). Another version of our logo is available for application on dark backgrounds. Please contact the Marketing Department (DLMarketing@orcoUSA.com) if you feel that you have a need for this version.

*100% Black & Gray (30% Black) Version*



*100% Black Version:*

For applications where the Black & Gray Version (shown above) does not show well.





## Background Colors

Ideally the logo should be placed on a white, gray or in some instances a black background. If the ORCO logo needs to be placed on a graphically complicated or dark background, use a white box and the minimum Clear Space (see page 4) to help distinguish it.

### Correct Usage



### Incorrect Usage







## Unauthorized Logo Treatments

In order to build and reinforce our brand image it is vital to maintain consistency in our logo treatments. The following are examples of INCORRECT treatments and SHOULD NOT be used. If you have any questions at all about proper usage of the logo, either refer to this document or contact the ORCO Marketing Department (DLMarketing@orcoUSA.com).



*Bulldog by itself*



*Stretched too tall*



*Stretched too wide*



*Defacing dog or logo*



*Missing background and slogan*



*ORCO by itself*



*Mirror image*



*Bulldog head alone*



*Wrong colors*



*Old logo*



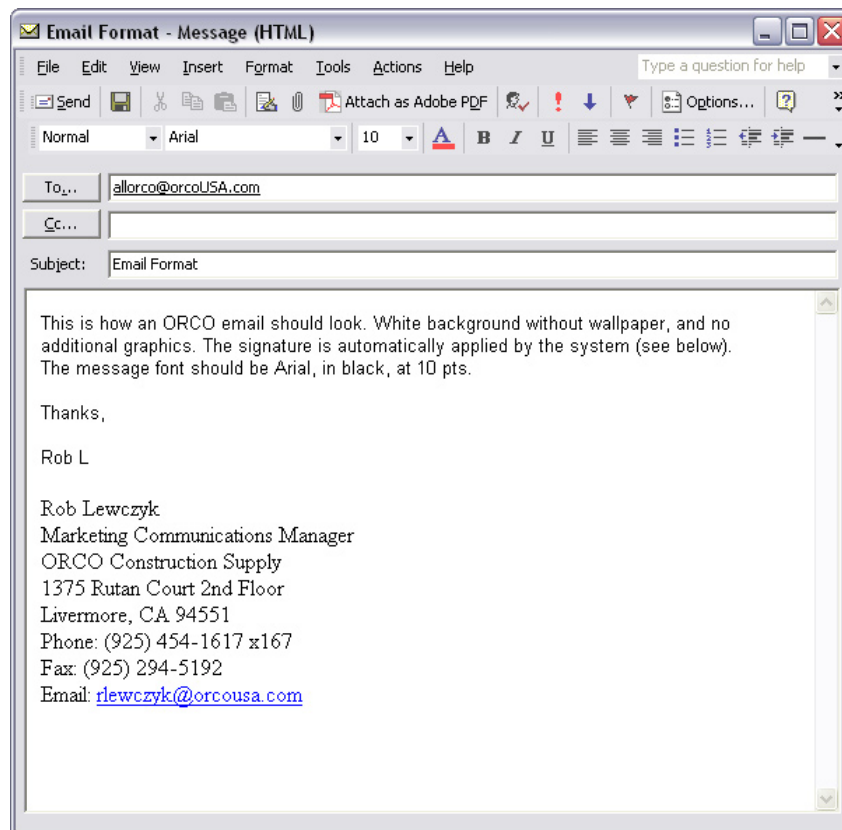
## ORCO Email Format

Our corporate email is seen by customers, vendors and other employees. In some instances it is the only method of communication between us and another company or individual. It is very important that all ORCO employees adhere to the following email format in order to ensure a professional appearance, uniformity, and to maintain a strong brand identity.

**Background.** The background color of ORCO email is white. No wallpaper or other colors should be used.

**Text Style.** The font for ORCO email is Arial, the color is black, and the size is 10 pts. In some instances, when replying to a message, your text may appear as blue. Also, in some instances, you may wish to highlight certain words, phrases or paragraphs by applying type styles, colors or formatting. This should be used sparingly and only when necessary to make a point, or to make your correspondence more easily understood.

**Signature.** Our standard signature is automatically applied by the email system. If you are on a Mac or for some reason the system does not create a signature for you, you will need to set up your own as closely as possible to the standard signature (shown below).



Correct ORCO email format