

PARTNER LOGO GUIDELINES

Updated March 2016



LOGO

In an industry as tough as ours, we need strong partners. Thank you for choosing SiteOne. We have great respect for those who work with us, and we ask for the same in return. Please refer to the guidelines herein to treat the SiteOne logo and name appropriately in your materials. We will do the same for you. Together, we can build stronger brands for ourselves, and a stronger industry for us all.

Master Logo Overview

Maintaining the integrity of the SiteOne logo throughout all communications is critical to the brand. Just like in business, there are no one-size-fits-all solutions in graphic design. CMYK and RGB color formats have been built for print and digital use — file names are listed below the logo variations.



SiteOne_4c_LS.eps
SiteOne_RGB_LS.eps



SiteOne_Rev_4c_LS.eps
SiteOne_Rev_RGB_LS.eps



SiteOne_Blks_LS.eps
SiteOne_Blks_RGB_LS.eps



SiteOne_Rev_LS.eps
SiteOne_Rev_RGB_LS.eps

COLOR PALETTE

The SiteOne palette is centered on two core colors that make up the master logo.



PMS: 377c
Uncoated: 377u
CMYK: 45/0/100/24
RGB: 120/162/47
HEX#: 78a22f



PMS: Cool Grey 11c
Uncoated: Black 6u
CMYK: 0/0/0/79
RGB: 90/91/93
HEX#: 5a5b5d

LOGO

Minimum Size and Clear Space

The SiteOne master logo can be enlarged or reduced to suit your particular needs. When changing the size, make certain all elements are being reduced or enlarged proportionately. As a rule, never use the master logo with descriptor smaller than 1.25" in width.

Surround the SiteOne logo with clear space equal to the height of the "e." This is a minimum requirement—the more clear space, the better. The clear space needed will vary depending on the size of the logo and should scale proportionately as shown below.



Partner Logo Hierarchy and Scale

In order to maintain readability and visual hierarchy, the SiteOne logo should be secondary in placement to the supplier logo—and sized to 75% of the primary supplier logo.

[YOUR LOGO]



Misuse

Smart, consistent logo usage is key to forming the brand's visual identity. As our company's most valuable visual asset, the SiteOne logo should be placed with great care and concern for eye flow and balance.



Never alter the colors of any part of the logo or type.



Never alter the placement of the elements within the logo.



Never alter the proportions of the logo, or distort in any way.



Never use standard logo on a dark color; only use reversed version.



Never place the 2-color reversed version on backgrounds that clash with the green mark.



Never place the logo on busy photographic backgrounds.

LOGO

Placement in Partner Materials

Strong partnerships are at the center of the SiteOne brand. We encourage our supplier partners to use our logo whenever and wherever needed. In order to maintain readability and visual hierarchy, the SiteOne logo should be secondary in placement to the supplier logo—and sized to 75% of the primary supplier logo. All other rules and guidelines for the SiteOne logo (minimum size, clear space, etc.) apply when using the SiteOne logo. The places where the SiteOne logo could be used are many, but the same basic principles apply regardless of the situation. For simplicity, the following illustrations show it in the context of partner collateral.



LOGO GROUPING

Grouping the SiteOne logo with the supplier logo showcases our partnership. If placed on a white background, the 4-color logo is preferred. If the background color hinders the readability of the green mark, the 1-color version should be used.



SECONDARY PLACEMENT

Unlike SiteOne-branded materials, the SiteOne logo should be secondary in supplier-branded collateral. Placing it in the document clear space or adding a box for the logo to offset from a photo or contrasting background color can anchor the logo, while allowing it to coexist within a distinct color palette.

NAME

All-encompassing, highly descriptive and one-of-a-kind, “SiteOne Landscape Supply” is the full name by which our brand is known. But, in some instances, simply “SiteOne” will suffice. Delineating how and when to use each iteration of the brand name is important in establishing consistency.

SiteOne™ Landscape Supply

This is the full name of the company, to be used at least once with a trademark symbol following SiteOne, as a first mention, in virtually every communication. That mention can be achieved in text, or in the logo. When in doubt, use it. And never abuse it. The following misuses should always be avoided:



SITEONE LANDSCAPE SUPPLY

Avoid all-cap “SiteOne” within copy mentions.



S.L.S.

Never abbreviate “SiteOne Landscape Supply.”



Site One Landscape Supply

Never break “SiteOne” into two words in copy.



SiteOne Landscape

Never omit “Supply” from “SiteOne Landscape Supply.”



siteone Landscape Supply

Never lowercase the “S” or “O” in “SiteOne.”



SiteOne Landscapes

Never add an “s” to “Landscape.”



Site1

Never use a numeric “1” in place of “one.”



SiteOne Supply

Never omit “Landscape” from “SiteOne Landscape Supply.”

SiteOne

Use “SiteOne” when the full name has already been established, when time and space are limited, or when—because of the context where it is used—there is absolutely no mistaking who we are and what we do. Think of it as the abbreviation of “SiteOne Landscape Supply.”

It is our goal to maintain consistency to ensure that the highest standards for quality are met when utilizing the SiteOne logo. Likewise, we realize that consistency plays a key role in maintaining a quality image for the company in all marketing efforts (including literature, advertising, signage, stationery, promotional good and other visual media) that make use of the SiteOne name. When numerous partners create their own advertising that includes use of the SiteOne name and brand logo, it ultimately reflects on us. Authorization is required for the use of the SiteOne logo and the registered trademark may only be utilized by companies that are an active partner of SiteOne Landscape Supply, LLC.



BRAND QUESTIONS

Contact Keith Rigby, Vice President of Marketing
at 470.277.7025 or KRigby@SiteOne.com.

SiteOne.com