



Leaders in intelligent inventory solutions

Brand Guidelines

Guidelines for SupplyPoint logo and brand assets

2020

Contents

- 03 Welcome
- 04 The Logos
- 05 Exclusion Zones
- 06 Logo Manipulation
- 07 Colour Palette
- 08 Typography
- 09 Imagery



Welcome

There are many elements that form the SupplyPoint brand and it is vital that the application and the usage of any logo or brand elements follow the guidelines, that are set out in this document.

If you have any questions, regarding any of the guidelines set out in this document please contact the marketing team at:

Telephone

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Email

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Welcome

Welcome to SupplyPoint's brand guidelines. Having started in 1998, we have had a few faces of our brand and we wanted to draw on the strengths of these and revisit what our corporate identity means. The brand guidelines have been created to ensure we are consistent with how we communicate our identity internally to our colleagues and more importantly, externally to our partners and customers. We want to be up-to-date with the latest trends and be leaders in the way we take manufacturing forward and that starts with how we communicate and design. This can start with the simpler areas of our business, that has an everyday impact in how we are perceived as a company.

Please actively use the brand guidelines, so we are all communicating in the same format, style and tone of voice.

Our Vision

To be the trusted global leader for intelligent vending solutions with robust, best in class hardware and software products.

Our Mission

To be the supplier of choice setting the standard for inventory management solutions, through controlled, manageable and sustainable growth with innovative development of products whilst exceeding customer expectations on service and support.

ALL branded documents must be signed off by marketing.

The SupplyPoint logo is required to be used on every piece of digital and printed item. The logo itself represents SupplyPoint as a company and is the main identifiable asset. There are two versions of the logo which are to be used in different scenarios, please refer to the usage guides below to determine the correct one.

Dark Grey Logo

Whenever the the SupplyPoint logo is used on a white background on digital or printed literature, the black version of the logo should be used.



Colour Logo

When placing the logo onto a coloured background, the white version of the logo should be used. This version of the logo should only ever be used on coloured or image backgrounds.



The SupplyPoint strapline is required to be used on all adverts and promotional material and can either be used as part of the logo or as an individual graphic within the layout. The strapline text should always be italicised and be displayed using the designated brand fonts.

Dark Grey Logo with Strapline



Colour Logo with Strapline



Exclusion Zone

Wherever the logo is used, regardless of version of the logo, there should always be a minimum space around the logo which should not be encroached by any content such as text, images or the edge of the document. The minimum space around all four sides of the logo is the height of the letter 'P' from the word SupplyPoint.



When pairing the strapline with the logo, the strapline should match the width of the logo, and the distance of the strapline from the logo should match the height of the strapline.



The SupplyPoint logo has been created with care and attention to help to enhance and unify the SupplyPoint brand. A consistent usage of the logo helps to maintain the integrity of the SupplyPoint brand and therefore any modification to the logo is not allowed. The following list dictates the incorrect usages of the logo that must be avoided.



Do not create, retype or redraw our logo.



Do not stretch or alter our logo in any way.



Do not create a new or modify our existing tagline in any way.



Do not change the colour of our logo or brand assets.



Do not remove any elements of our logo.



Do not use graphic effects such as drop shadows on our logo.



Do not add graphics to our logo.




Do not place our logo on any background with high contrast or one that limits legibility.






Do not create a pattern with our logo.

Primary Brand Colours

It is an absolute necessity that all brand colours stay intact and are not edited in any way. For printed material such as letterheads, brochures and exhibition stands, Pantone, RAL or CMYK colours should be used. For digital media such as websites, emails, video and web adverts, RGB or HEX colours should be used.

Colour	Pantone	RAL	CMYK	RGB	HEX/HTML
	Pantone 186 C	RAL 3028	2 100 85 6	200 16 46	C8102E
	Pantone 300 C	RAL 5017	99 50 0 0	0 94 184	005EB8
	Pantone 19-4004 TPG	RAL 7016	0 0 0 76	61 61 61	3d3d3d
	-	-	0 0 0 0	255 255 255	FFFFFF

Neutral Brand Colours

Colour	Pantone	RAL	CMYK	RGB	HEX/HTML
	Pantone 551 C	RAL 5014	35 3 8 7	163 199 210	A3C7D2
	Cool Gray 2	RAL 7035	5 3 5 11	208 208 206	D0D0CE
	Pantone 7443 C	RAL 4009	9 8 0 1	221 218 232	DDDAE8

Secondary Brand Colours

Colour	Pantone	RAL	CMYK	RGB	HEX/HTML
	-	RAL -	68 85 15 2	112 62 129	703ea9
	-	RAL -	18 93 19 2	201 43 117	c92b75
	-	RAL 5015	100 29 0 31	0 126 177	007eb1
	Pantone 326 C	RAL 6027	81 0 38 0	0 178 169	00B2A9
	Pantone 376 C	RAL 6018	54 0 100 0	132 189 0	84BD00
	Pantone 1235 C	RAL 1003	0 31 98 0	251 184 0	FFB81C
	-	RAL -	0 50 97 0	243 146 0	f39200

Typography

All printed and digital material bearing the SupplyPoint brand should incorporate the correct type face and used in a manner that abides by the guidelines below. In the event where the typeface cannot be accessed, used or is not compatible (in emails), the typeface should be substituted for Arial. All promotional materials must be checked with the marketing department before being sent to print or to customers.

Primary Preferred Font

Main Header & Body Text

Open Sans (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Tagline Text

Open Sans (Light Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Accented Text

Open Sans (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Secondary Font*

*Only use if Open Sans is not available.

Alternative Main Header & Body Text

Arial (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Alternative Tagline Text

Arial (Regular Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Alternative Accented Text

Arial (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'()-?!"&%#£\$@

Imagery

The use of images on digital and printed literature has a profound impact on how a person views SupplyPoint not only as a brand but as a company as well. When working with images in conjunction with the SupplyPoint brand, it is a necessity that the guidelines below are followed.



Do not use cliché images for success, winning, staged emotion or any other representation.



Do not show people in unrealistic working environments.



Do not use images that evoke anxiety, fear or stress.



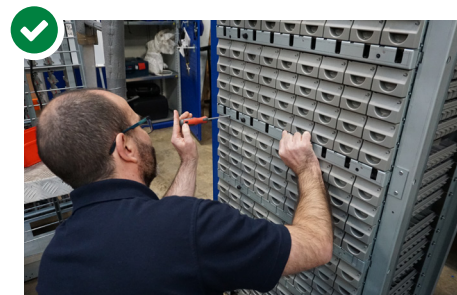
Do not use digitally enhanced or complex photomontaged imagery.



Do show or use images of people working together.



Do show people in realistic and relatable working environments



Do show or use images with natural and positive emotions.



Do show actual products in their real manufacturing and working environment.



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