# Brand Guidelines

July 2018

# COMMUNICATING OUR BRAND

A consistent brand image will support Business Essentials in all aspects of the market place. The purpose of Business Essentials' brand guidelines is to ensure a stong brand image and reputation across all lines of our business. These guidelines will provide a strong visual foundation combined with a singular collaborative voice as one united team.

Consistency in our brand is an asset. It represents our values, culture and strength as a company. Allowing all communication materials and messaging to work together will communicate a distinctive brand image and display our purpose.

**OUR VOICE**

Our clients are the heroes of our story. Business Essentials' voice is client focused. Writing and speaking about Business Essentials while putting the emphasis on the client will allow for a captivating story people want to listen to.

No one cares about how great we are.
They care about how great we make them.

Always speak of Business Essentials as a team through using the words team, we, us, together, etc.. It is important we stick to our roots of old fashioned service and speak in a conversational, friendly, human tone with additional humor when fit.

We are: Welcoming, Down-to-Earth, Honest, Warm and Fun.

# CONTENTS

## MISSION - CORE FOCUS

Our mission and core focus is to bring value to the communities we serve.

## NICHE

" Business Essentails has the ability to deliver everything you need to support your organizaion, your people, your facility and your brand.

## TARGET MARKET

Organizations within our communities with the potential to purchase $1,000 or more a month from any of our product categories.

## VALUES



Accountability will build trust. Creativity will allow our team to think outside the box to solve problems for our customers. Drive will guide us to our end goal of bringing immeasurable value to the communities we serve.

| Accountable | Creative | Driven |
|---|---|---|
| *noun* | *noun* | *adjective* |
| (of a person, organizaion, or institution) required or expected to justify actions or decisions; responsible; explicable; understandable | relating to or involving the imagination or original ideas, especially in the production of an artistic work. | propelled or motivated by something; being under the compulsion, as to succeed or excel |

# Design Elements

Our primary logo is our master brand. Always allow 1/2 the height of the logo in blank space around the logo. The registered trademark sign ® is on the BE logo whenever the full company name appears.

Uses for this logo:
- All corporate documents such as Marketing, HR, PR, Finance and Communication
- Any large scale representation of our company
- Business Cards
- Email and cover letter signatures
- Trade shows, conferences and events
- Sales Presentations

## PRIMARY LOGO COLOR



### Red

CMYK: 8, 100, 100, 1
RGB: 200, 16, 46
PMS: 186
HEX: c8102e
Maderia Embroidery: 1839

### Grey

CMYK: 66, 58, 57, 27
RGB: 75, 79, 84
PMS: 7540
HEX: 4B4F54
Maderia Embroidery: 1664

### White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

*Note: For print/design/promo projects using 85% black in place of Grey is acceptable.*

2

# PRIMARY LOGO COLOR VARIATION



3 Color
Red, White, Grey



2 Color
Red & White



1 Color
Black



1 Color
Whtie

Note:
Any colors other than these 4 variations are not to be used
unless approved.

3

# PROPER USAGE

No distortion. Colors all in tact.
All 3 elements together.
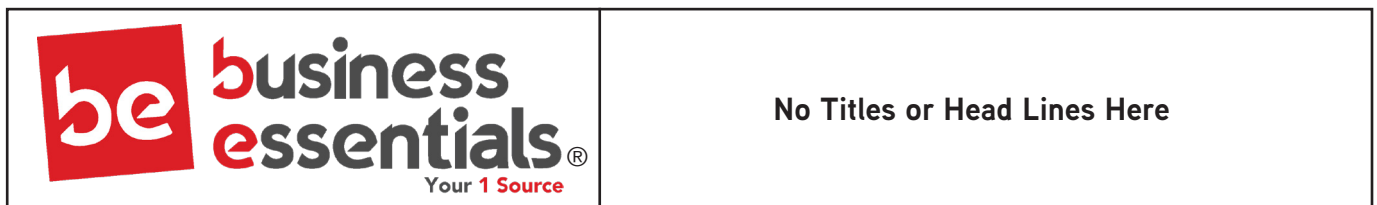
**1/2 Logo Height Blank Space**

There must be a gap half the
height of the logo between
the logo and other objects

## PRINT

Maximum ratio of logo is not to exceed 20%.

The logo should always be in top left corner. There should not be any text or
imagery on/in the same row as the logo.

**No Titles or Head Lines Here**

4

Do not distort logo height.

Distort logo width.

Place screen, mask, or objects over logo.

Manipulate logo colors.

Place objects closer than half the logo height.

Deconstruct or remove elements of the logo. EX. Remove "Your 1 Source" or stack the icon and logo wording.

# TAGLINE

The tagline is used alone as well as combined with the logo.

Uses for tagline:
- In Email Header
- Marketing/Sales Materials
- Web
- Branded Products

**TAGLINE**



The tag line may also appear all black or all white. Additionally, the grey writing may appear white. The tag line is never to be deconstructed without approval from Marketing.

**PRIMARY LOGO W/ TAGLINE**



The primary logo with tagline is for branded product use.

# BE ICON

The BE Icon is used most commonly in the logo.

Uses for icon:
- Favicon
- Marketing/Sales Materials
- Web
- Branded Products
- Signatures
- Watermark

**BE ICON**



**BE ICON WATERMARK**          **BE WATERMARK**



Watermarks have an adjusted transparency of 17%.

# PROPER USAGE

No distortion. Color is in tact. "be" in center is white.

# IMPROPER USAGE

Change color of box/be or remove box.

Tilt icon.

Distort height or width of icon.

Height          Width

8

# ICONS

Icons display the categories of products we sell.

Uses for icons:
- Marketing/Sales Materials
- Branded Products
- Web Pages

## PRIMARY ICONS - COLOR
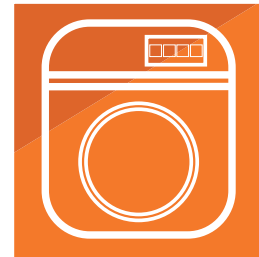
Facility Supplies

Branded Products

Printing
& Design

Office Products

Business Interiors

Warewash
& Laundry

9

# ICON COLORS

## Light Green

CMYK: 26, 0, 71, 36
RGB: 120, 162, 47
PMS: 576C
HEX: 78A22F

## Dark Green

CMYK: 20, 0, 84, 58
RGB: 86, 108, 17
PMS: 2280C
HEX: 566C11

## Light Blue

CMYK: 100, 37, 0, 24
RGB: 0, 121, 193
PMS: MEDIUM BLUE C
HEX: 0079C1

## Dark Blue

CMYK: 100, 34, 0, 49
RGB: 0, 85, 129
PMS: 301C
HEX: 005581

## Light Teal

CMYK: 100, 2, 0, 32
RGB: 0, 170, 173
PMS: 320C
HEX: 00AAAD

## Dark Teal

CMYK: 88, 0, 9, 46
RGB: 17, 137, 125
PMS: 322C
HEX: 11897D

## Light Yellow

CMYK: 0, 27, 92, 1
RGB: 253, 185, 19
PMS: 1235C
HEX: FDB913

## Dark Yellow

CMYK: 0, 27, 82, 14
RGB: 220, 160, 39
PMS: 2007C
HEX: DCA027

## Light Purple

CMYK: 28, 58, 0, 42
RGB: 107, 62, 149
PMS: 2077C
HEX: 6B3E95

## Dark Purple

CMYK: 43, 66, 0, 47
RGB: 77, 46, 134
PMS: 269C
HEX: 4D2E86

## Light Orange

CMYK:0, 65, 95, 0
RGB: 244, 121, 41
PMS: 2025C
HEX: F47929

## Dark Orange

CMYK: 9, 73, 97, 1
RGB: 221, 102, 42
PMS: 159C
HEX: DD662A

10

# ICON COLOR VARIATIONS



Full Color
Each Icon has 2 tone
background and white
item overlay.

1 Color
White - Grey - Black
Each icon has a white 2pt
box boarder with item
centered. This icon format
is PNG.

Note:
These are the ONLY color variations to be used. The 1 color icons
can be seen in black, white, or the dark grey in the BE logo.

11

# PROPER USAGE

No distortion. Colors all in tact.
All icons are aligned.

Note: They do not need to be arranged
on 2 lines as shown.

# IMPROPER USAGE

Change color item/box or
remove box.

Tilt individual icons.

Distort height or width of icon.

Height          Width

12

Unique graphics have been designed for specific uses. Ability to use these graphics requires approval. These graphics are not to be manipulated without approval.

Uses for Unique Graphics:
- Branded Products
- Marketing/Sales Materials

## BE ONE SOURCE W/ & W/O TAGLINE

**be confident. be done. be happy.**

be
O
N1
E
**Source**

be
O
N1
E
**Source**

Designed for use on Business Esssentials branded clothing.

The black portions may be seen in white.

**13**

**WORDMARK**



The wordmark is the Business Essentials logo without the "BE" Icon.

**SINGLE LINE**





The single line logo can be used for branded product use only and requires approval. Aside from the two above color variations, it can also apprear all white or all black.

14

# TYPOGRAPHY

**TEXT FONTS**

Aux Next Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()?**

Aux Next Medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Arial

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Avenir

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Helvetica Neue

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

15

# Web Design

# WEB DESIGN

Web design is a staple in brand image. Due to multiple operating softwares for the Business Essentials main, furniture and promotional sites the same design can not be replicated on each site. It is important to keep as many colors and visuals as possible similar.

Elements:
- Header
- Navigation
- Body
- Footer

### HEADER

The primary Business Essentials logo must appear in the header in the top left corner. Cart must appear in the top right corner.

### NAVIGATION

The navigation bar must be brand colors.

### BODY

The body of each site reflects the BE brand in a positve, clear and bold manner.

### FOOTER

The footer of each site is the dark grey used in the logo.
The type is white. Social media icons are found in the bottom
right corner. About us and contact are always the first two items in the
list of links.

## Grey

CMYK: 11, 6, 0, 67
RGB: 75, 79, 84
PMS: 7540
HEX: 4B4F54

# Branded Products

# BRANDED APPAREL

Branded apparel is approved to be produced in the following colors:

- Grey - Any Variation of the Color
- Black
- White
- Red

Placing the Business Essentials logo on apparel any color other than listed above must be approved by Marketing.

Phone, address and email are not to appear on apparel.

Dependent on the color of apparel the logo is on, the "be" in the box may be transparent. If the "be" is not transparent it must be white.

Please have marketing approve of transparent versus white "be" before submitting.

The "be" in the all white/black logos MUST be transparent.

Colors of logo and clothing must be contrasting.

Example:

- Use all white or black logo on red apparel.
- Use red and white logo on black and charcoal apparel

17

# BRANDED PRODUCTS

Branded products are approved to be produced in the following colors:

- Grey
- Black
- White
- Red
- Silver/Chrome
- Clear
- Metallic Red

Placing the Business Essentials logo on promotional products any color other than listed above must be approved by Marketing.

Dependent on the color of apparel the logo is on, the "be" in the box may be transparent. If the "be" is not transparent it must be white.

Please have marketing approve of transparent versus white "be" before submitting.

The "be" in the all white/black logos MUST be transparent.

Colors of logo and product must be contrasting.

Example:

- Use all white or black logo on red products
- Use red and white logo or all white logo on black/charcoal products

# Headers & Footers

# HEADERS

## EMAIL HEADER

This header is **required** to be on every promotional, marketing, sales, or company communication email going out on Business Essentials' behalf.

Emails Include:
- Marketing/Sales Emails
- Digital Newsletter Emails
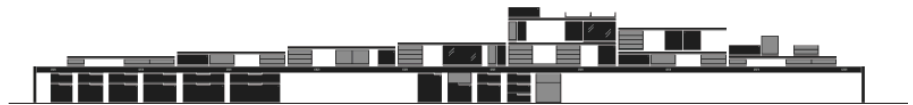- Promotional Emails
- Sales Emails





## LETTERHEAD

Business Essentials letterhead must appear on all formal letters.



## BUSINESS INTERIORS DOCUMENT HEADER

This header appears on some Business Interiors sales and marketing materials.



19

# FOOTERS

**EMAIL FOOTER**

A footer is __required__ to be on every promotional, marketing, company communication email going out on Business Essentials' behalf.

Emails Include:
- Marketing/Sales Emails
- Digital News Letter Emails
- Promotional Emails
- Sales Emails

Below is the layout of the email footer:



Below is the BE Constant contact staple contact information:

Business Essentials | 6645 James Ave North, Minneapolis, MN 55430

**LETTERHEAD FOOTER**

Below:



Contingent on document type, the watermark must also appear above the footer on the right hand side. Speak with Marketing about the watermark.

# FOOTERS

## CATALOG FOOTER FRONT

**be business essentials.**
Your 1 Source

FACILITY SUPPLIES
WAREWASH & LAUNDRY
BUSINESS INTERIORS
BRANDED PRODUCTS
PRINT & DESIGN
OFFICE PRODUCTS

**Minneapolis, MN**
P: 763.595.5300
F: 800.367.1523

**Fargo, ND**
P: 701.282.6570
F: 701.282.8870

**Grand Forks, ND**
P: 701.775.5503
F: 701.775.5505

W. www.be1source.com    E. sales@be1source.com    S. @be1source

## CATALOG FOOTER BACK

**be business essentials.**
Your 1 Source

BRANDED PRODUCTS · OFFICE PRODUCTS
FACILITY SUPPLIES · WAREWASH & LAUNDRY
BUSINESS INTERIORS · PRINT & DESIGN

**Minneapolis, MN**
6645 James Ave. N
Minneapolis, MN 55430

P: 763.595.5300
F: 800.367.1523

**Fargo, ND**
205 E Main Ave.
West Fargo, ND 58078

P: 701.282.6570
F: 701.282.8870

**Grand Forks, ND**
1119 N 42nd Street
Grand Forks, ND 58203

P: 701.775.5503
F: 701.775.5505

Mailing Label

# Signatures

# SIGNATURES

**PERSONAL COMPANY EMAIL SIGNATURE**

**Danielle Perego**
Marketing Coordinator

6645 James Ave North, Minneapolis MN 55430
**P** 763.595.5357 **E** dperego@be1source.com
www.be1source.com



**MARKETING/SALES EMAIL SIGNATURE**

Marketing/Sales emails sent from Constant Contact, MailChimp, etc.
should have the signature below.

Mike Rivard
*Business Development Manager*
*P. 763.595.5300 E. mrivard@be1source.com*



**LETTER SIGNATURE**

Mike Rivard
*Business Development Manager*
*P. 763.595.5300 E. mrivard@be1source.com*

# Business Cards

# BUSINESS CARDS

**FRONT**



**be business essentials**
Your 1 Source

**Stephen Unruh**
President

sunruh@be1source.com
**www.be1source.com**

P 763.595.5334
M 763.238.6223
F 763.546.5633

6645 James Ave N
Minneapolis, MN 55430

**BACK**



our values
**be** accountable   **be** creative   **be** driven

**be** confident. **be** done. **be** happy.

23

# Brand Guidelines

June 2018

ZERBEE
**BUSINESS PRODUCTS**

# PRIMARY LOGO

Our primary logo is our master brand. Always allow 1/2 the height of the logo in blank space around the logo.

Uses for this logo:
- All corporate documents such as Marketing, HR, PR, Finance and Communication
- Any large scale representation of our company
- Business Cards
- Email and cover letter signatures
- Trade shows, conferences and events



**PRIMARY LOGO COLORS**

| **Red** | **Grey** | **Yellow** | **White** |
|---|---|---|---|
| CMYK: 0, 83, 80, 22 | CMYK: 7, 2, 0, 61 | CMYK: 0, 28, 91, 9 | CMYK: 0, 0, 0, 0 |
| RGB: 199, 33, 39 | RGB: 93, 98, 100 | RGB: 231, 166, 20 | RGB: 255, 255, 255 |
| PMS: 2350 C | PMS: 445 C | PMS: 124 C | HEX: ffffff |
| HEX: C72127 | HEX: 5D6264 | HEX: E7A614 | |
| Maderia Embroidery: 1638 | Maderia Embroidery: 1614 | Maderia Embroidery: 1772 | |

24

# COLOR VARIATIONS

**ZERBEE**
BUSINESS PRODUCTS

3 Color
Red, Yellow, Grey

**ZERBEE**
BUSINESS PRODUCTS

1 Color
Black

**ZERBEE**
BUSINESS PRODUCTS

1 Color
White

# PROPER USAGE



No distortion. Colors all in tact.
All icons are aligned.

# IMPROPER USAGE



Do not distort width.



Do not distort height.



Do not deconstruct logo.



Do not manipulate logo color.

26

**ICON**

Icon Uses:

- Favicon
- Widget
- Marketing/Sales Materials
- Social Media
- Web

2 Color
Yelllow & Grey

1 Color
Whtie

1 Color
Black

# Brand Guidelines

June 2018

**WIPERS**
**& WIPES**

# PRIMARY LOGO

Our primary logo is our master brand. Always allow 1/2 the height of the logo in blank space around the logo.

Uses for this logo:
- All corporate documents such as Marketing, HR, PR, Finance and Communication
- Any large scale representation of our company
- Business Cards
- Email and cover letter signatures
- Trade shows, conferences and events



**PRIMARY LOGO COLORS**

### Dark Blue

CMYK: 100, 44, 0, 35
RGB: 0, 93, 166
PMS: 2935C
HEX: 005DA6
Maderia Embroidery: 1975

### Light Blue

CMYK: 57, 21, 0, 11
RGB: 98, 180, 228
PMS: 2915C
HEX: 62B4E4
Maderia Embroidery: 1675

### White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

28

# COLOR VARIATIONS

**WIPERS & WIPES**

3 Color
Dark Blue, Light Blue, White

**WIPERS & WIPES**

1 Color
Dark Blue

**SECONDARY USE**

**WIPERS & WIPES**

1 Color
Black

**WIPERS & WIPES**

1 Color
White

29

# PROPER USAGE

**WIPERS**

**& WIPES**

No distortion. Colors all in tact.
All icons are aligned.

# IMPROPER USAGE

**WIPERS**

**& WIPES**

Do not distort width.

**WIPERS**

**& WIPES**

Do not distort height.

**WIPERS**

**WIPES**

Do not deconstruct logo.

**WIPERS**

**& WIPES**

Do not manipulate logo color.

**30**

# LOGO VARIATIONS



Stacked Logo



One Line Logo

# CATALOG FOOTER



Office: 651.486.4866 • Fax: 651.486.4859
6645 James Avenue North • Brooklyn Center, MN 55430
www.wipersandwipes.com

HOME OF
Dennis Julson, Mark Beckman
and the famous
GRIME FIGHTERS and MISTER WIPERS

This 3" x 7" label serves the purpose of the catalog footer and additional stickers to label other BE labeled/printed catalogs for the use of Wipers & Wipes.

# ICON

The Wipers & Wipes Icon is used most comonly in the logo. There is an icon separate form the logo.

Uses for icon:
- Favicon
- Marketing/Sales Materials
- Web
- Branded Products
- Signatures

**ICON**



3 Color
Light Blue, Dark Blue, White

1 Color
Dark Blue

1 Color
White

1 Color
Black