

How we look.

BRAND
GUIDELINES

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND.

IT WILL LET YOU GET TO
KNOW US BETTER...

03

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What is a Brand Identity?

A brand is more than simply a logo. A brand is a person's gut feeling about a company. It is the emotional and psychological relationship a person has with a company.

A company's brand resides within the hearts and minds of customers and prospects. The most famous brands in the world are easily recognizable because they have carefully created brand guidelines for their brand identity that are consistently followed by more and more people.

About This Guide ...

This Brand Identity Guide outlines the rules that must be followed to maintain a consistent visual brand identity for Shealy Electrical Wholesalers. It's important to read and follow this guide so that all of our materials look consistent.

While this guide aims to cover all applications, we recognize that there may be special needs. Should there arise a situation that is not covered within this document, please contact Jamilyn Rodgers at jorodgers@shealyelectrical.com for help.

**This document is available
to download at:
www.shealyelectrical.com/ourbrand**

OUR LOGOS

SHOULD NEVER USE COLORS OTHER THAN SPECIFIED IN THIS MANUAL AND SHOULD ALWAYS BE CREATED FROM ORIGINAL, DIGITAL ARTWORK AND NEVER REDRAWN.

THEY SHOULD **NEVER BE REPRODUCED** AT A SIZE SMALLER THAN THE SPECIFIED MINIMUM SIZE DESCRIBED.

ALL ELEMENTS

WITHIN THE LOGO VARIATIONS MUST REMAIN AT THEIR FIXED PROPORTIONS AND SHOULD NOT BE SCALED, RE-POSITIONED, OR ALTERED IN ANY WAY.

LOGO COLORS

These are our corporate primary colors for our logo, text and headers. Where possible, our logo should be reproduced in the CMYK color process..



pantone
cmymk
rgb
hex #

process blue
78 | 29 | 1 | 0
0 | 147 | 208
0093d0



pantone
cmymk
rgb
hex #

70% black
0 | 0 | 0 | 70
109 | 110 | 113
6d6e71

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be bold and future-proof in its reflection of the electrical wholesale distribution industry. It is a distinctive mark and brand that presents Shealy Electrical Wholesalers as a forward-thinking, professional organization.

Construction

The graphic element is made up of two parts - a spark, and a strong circle. The Shealy spark calls into mind the forward-thinking, personalized approach tied to each segment of our business. It is breaking through the strong circle - revealing our willingness to break through barriers in order to provide unparalleled service to our customers.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates nor becomes insignificant.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

THE LOGO, delightful am I not?



01

This is the landscape version of the logo and is the most immediate representation of our company. By using this version on the majority of our materials, we will avoid diluting the brand by having too many different looks. Consistency is key to brand recognition.

02

The stacked version of our logo should only be used when the landscape version won't work or fit.

Neither logo should be redrawn or recreated in any way. The correct reproduction of the logos can be achieved only by using the official logo files.

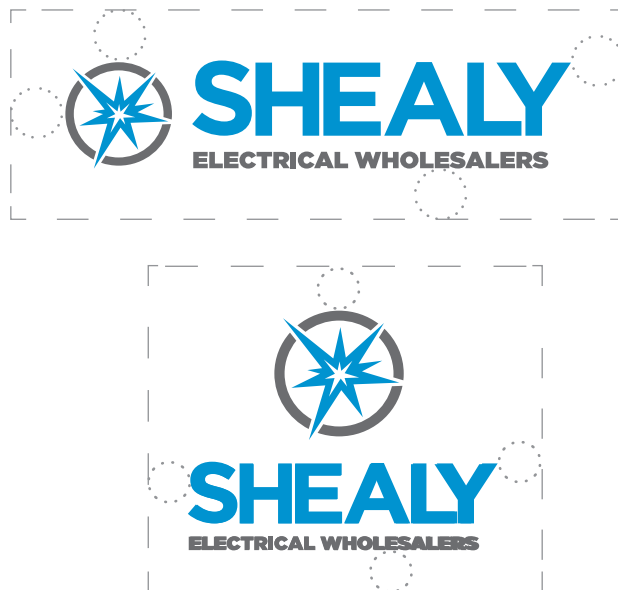
Official logo files and formats can be downloaded from www.shealyelectrical.com/ourbrand

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all of our company logos is based on the dimensions of the spark. With all logos, a clear space that equals one-half the radius of the icon's circle (as seen here) is necessary.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

Keep in mind, this is a *minimum* clear space area. More space is preferable.



MINIMUM SIZE, bigger is better.

Landscape logos must not be reproduced at a size smaller than 15mm in height.



15mm min.

Stacked logos must not be reproduced at a size smaller than 19mm in height.



19mm min.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to set the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too light or cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01 ✓



02 ✓



03 ✗



04 ✗



05 ✗



06 ✗



SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

The Shealy logo is our official Company and Corporate logo. It is to be used for all internal communication and Corporate purposes. It exists in both a landscape and a stacked version.

While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the spark graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. The spark graphic may not be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for two color and single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the spark graphic, for when a square icon is needed for online applications.

Landscape Version



Stacked Version



OUR SUPPORTING ROLES
DESERVE RESPECT, SO PAY
ATTENTION TO HOW THEY
NEED TO BE TREATED.

Our Shealy Energy logos represent our three different Energy divisions. Each logo exists in both a landscape and a stacked version.

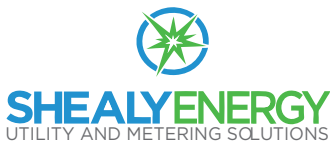
While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for two color and single color for reproduction on both black and white backgrounds (see Shealy logo options).

Landscape Version



Stacked Version



SUPPORTING ROLE COLORS

These are the primary colors for the Shealy Energy logos, text, and headers. Where possible, the logos should be reproduced in the CMYK color process..



pantone
cmyk
rgb
hex #

process blue
78 | 29 | 1 | 0
0 | 147 | 208
0093d0



cmyk
rgb
hex #

70 | 0 | 100 | 0
80 | 184 | 72
50b848



pantone
cmyk
rgb
hex #

70% black
0 | 0 | 0 | 70
109 | 110 | 113
6d6e71

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our Shealy Energy logo is represented differently for the three different divisions: Lighting and Control Solutions, Utility and Metering Solutions, and Clean Energy Solutions. Each logo comes in three different versions - Landscape and Stacked.

When possible, these logos are to be used in conjunction with the Shealy Electrical logo.

While the full color landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the Spark graphic in isolation should never be used as the default identifier in place of the complete Shealy Energy logo. The Shealy Energy spark, may, however, be restricted to supporting promotional materials with approval from the Marketing team.

Landscape Version



Stacked Version



OUR SUPPORTING ROLES DESERVE RESPECT, SO PAY ATTENTION TO HOW THEY NEED TO BE TREATED.

Our T2 logo represents the Training and Development department. This logo exists in both a landscape and a stacked version.

While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

There is one full-color option of the T2 logo for the stacked and landscape logo. There are also options available for two color and single color for reproduction on both black and white backgrounds.

LOGO COLORS

These are the corporate primary colors for our logo, text and headers. Where possible, our logo should be reproduced in the CMYK color process..



pantone
cmyk
rgb
hex #

process blue
78 | 29 | 11 | 0
0 | 147 | 208
0093d0



pantone
cmyk
rgb
hex #

70% black
0 | 0 | 0 | 70
109 | 110 | 113
6d6e71

01



02



01

This is the landscape version of the logo and is the most immediate representation of the T2 department. By using this version on the majority of training materials, we will avoid diluting the brand by having too many different looks. Consistency is key to brand recognition.

02

The stacked version of the T2 logo should only be used when the landscape version won't work or fit.

Neither logo should be redrawn or recreated in any way. The correct reproduction of the logos can be achieved only by using the official logo files.

Official logo files and formats can be downloaded from www.shealyelectrical.com/logos

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

The T2 logo is our official Training and Development logo. It is to be used for all recruitment purposes.

When possible, these logos are to be used in conjunction with the Shealy Electrical logo.

While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the T2 graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. The T2 graphic may not be used as the default identifier in place of the complete logo..

Landscape Version



Stacked Version



Graphic in Isolation



OUR SUPPORTING ROLES DESERVE RESPECT, SO PAY ATTENTION TO HOW THEY NEED TO BE TREATED.

Our PluggedIn logo represents the Charitable Giving effort. This logo exists in both a landscape and a stacked version.

There is one full-color option of the PluggedIn logo. There are also options available for two color and single color for reproduction on both black and white backgrounds.

This is the most immediate representation of the PluggedIn logo. By using this version of the logo on the majority of charitable giving materials, we will avoid diluting the brand by having too many different looks.



LOGO COLORS

These are the corporate primary colors for our logo, text and headers. Where possible, our logo should be reproduced in the CMYK color process..

Neither logo should be redrawn or recreated in any way. The correct reproduction of the logos can be achieved only by using the official logo files.

Official logo files and formats can be downloaded from www.shealyelectrical.com/logos



pantone
cmk
rgb
hex #

process blue
78 | 29 | 1 | 0
0 | 147 | 208
0093d0



pantone
cmk
rgb
hex #

70% black
0 | 0 | 0 | 70
109 | 110 | 113
6d6e71

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

The PluggedIn logo is our official charitable giving logo. It is to be used for all charitable giving efforts.

When possible, these logos are to be used in conjunction with the Shealy Electrical logo.

At the heart of Shealy Electrical's charitable giving is the idea that being a good corporate citizen by giving back to our communities is both a responsibility and privilege. For over 65 years, Shealy Electrical Wholesalers has developed deep-rooted relationships throughout North and South Carolina. Shealy has supported many non-profit and civic organizations through its charitable and community efforts, specifically through funding, product donations, and volunteered time. We view this relationship as being central to our mission of serving the communities we call home, and we strive to leverage our position as one of the largest independent electrical wholesalers to affect positive change.

Although Shealy Electrical is extremely active in the community, the Charitable Contribution Committee (CCC) decided it could be more effective in its philanthropic efforts and make an even greater impact in meeting the needs of our communities. As a result, Shealy Electrical Wholesalers' CCC formed PluggedIn as its defined philanthropic arm. The objective of PluggedIn is outlined in the following charitable mission statement:

Shealy Electrical Wholesalers is committed to improving the quality of life in the communities where we live and work by supporting organizations that address vital community needs and issues.

By focusing its charitable contributions of both time and funds in this manner, PluggedIn will enable Shealy Electrical Wholesalers to support programs that align with its mission and allow the organization to continue its already established community involvement.



WE GET AROUND, LET'S MAKE SURE THAT EVERYONE IS GETTING THE SAME MESSAGE.

Delivery is a big part of our business, so we are very particular about our delivery trucks.

It is the responsibility of the Operations Manager or Area Business Manager to make sure that all delivery trucks and vans are kept up-to-date with the accurate logo information.

FASTSIGNS is our preferred vendor partner for signage. Our approved artwork is with FASTSIGNS National Accounts and is made available to all FASTSIGNS centers.

Find your nearest FASTSIGNS center by visiting www.fastsigns.com and use the store locator, or call 1-800-FASTSIGNS.

Official Vehicle Graphics Forms can be found at: www.shealyelectrical.com/vehiclegraphics

If you need graphics for a vehicle that is not listed here, contact Jami Rodgers at jorodgers@shealyelectrical.com

Box Truck Layout



Van Layout



Truck Layout



 **= CLEAR SPACE REQUIRED
(1/2 THE DIAMETER OF THE ICON CIRCLE)**

THERE'S NO PLACE LIKE HOME. LET'S SHOW EVERYONE WHERE THE PROFESSIONALS WORK.

Building signs.

It is the responsibility of the Area Business Manager to make sure that all building signs are up to Shealy branding standards.

The Sign Factory (out of Charlotte, NC) is our preferred vendor partner for signage. Our approved artwork and specs are on file with with them.

THE SIGN FACTORY

on the web:

www.thesignfactoryinc.com

email:

service@thesignfactoryinc.com

phone:

704.321.0040

address:

**9123 Monroe Road
Charlotte, NC 28270**

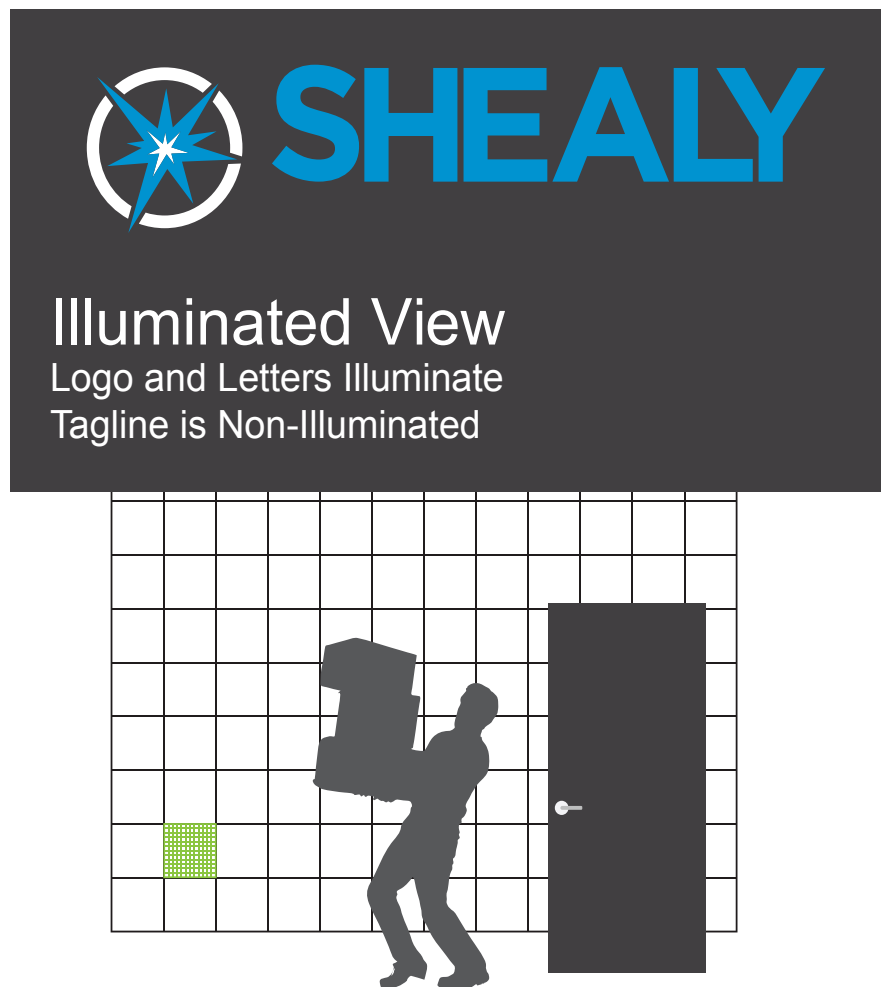
Other Building Logo Merch

It is also the responsibility of the Area Business Manager to make sure that all building floor mats, counter stools, etc. are up to Shealy branding standards.

Approved items can be

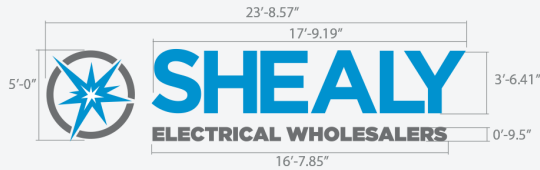
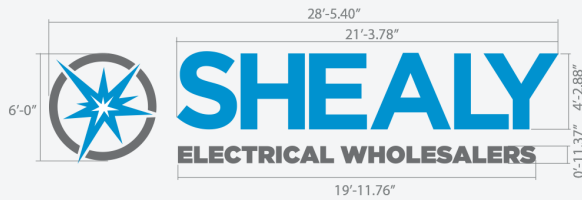
purchased through Dana White

drwhite@shealyelectrical.com



MORE SIGN SPECS AND DETAILS ON FOLLOWING PAGE

Exterior Lettersets (Non-Illuminated and Illuminated)



L



L-RM



Post and Panel



Door Vinyls-White



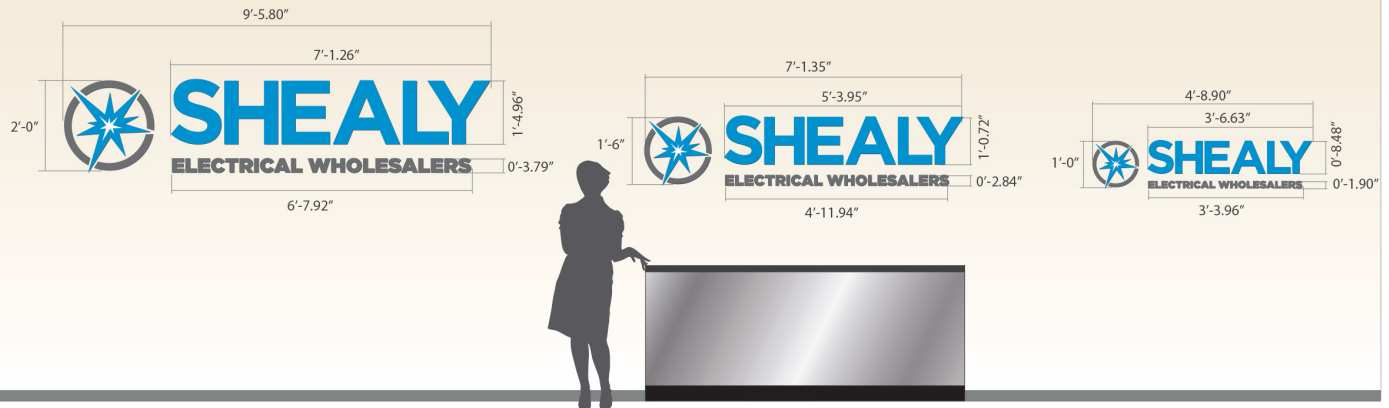
Door Vinyls



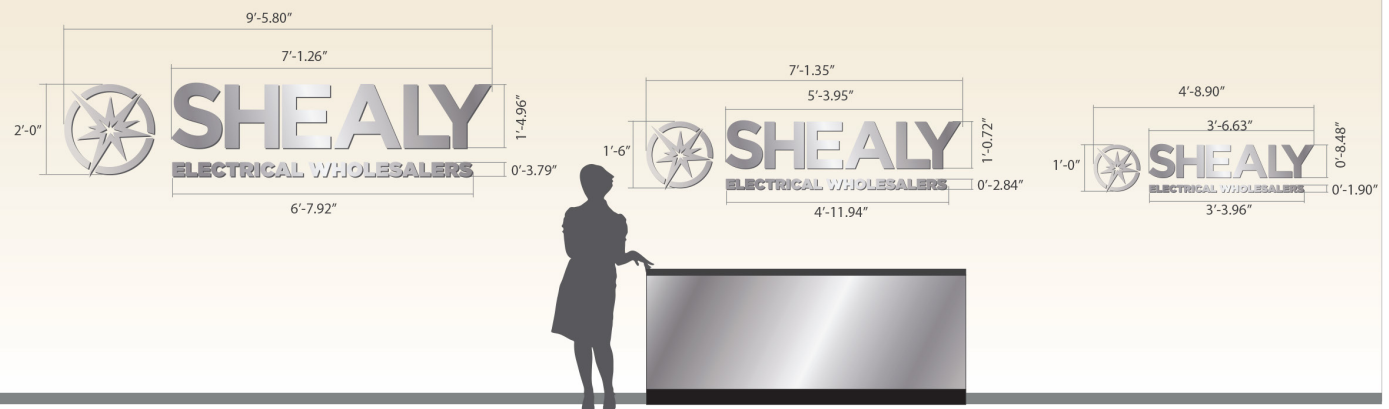
Wall Panels



Lobby Letterset



Lobby Letterset-Clear Acrylic with Brushed Aluminum Paint



OUR COLORS DEFINE
OUR BRAND. WE'RE
BOLD, BRIGHT AND
CONFIDENT. SIMPLE
AND TO THE POINT.

Colors on your computer monitor may not look the same as when printed on your office color printer or by a commercial printer. Using the exact colors listed here in your projects is the only way to ensure consistency of Shealy Electrical Wholesalers' colors. Do not attempt to match these swatches "by eye." Always refer to this chart for accurate results.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers. Where possible, our logo should be reproduced in the CMYK color process.



pantone
cmyk
rgb
hex #

process blue
78 | 29 | 1 | 0
0 | 147 | 208
0093d0



pantone
cmyk
rgb
hex #

70% black
0 | 0 | 0 | 70
109 | 110 | 113
6d6e71

Color Palette // Secondary

If accent colors are needed in addition to the blue and gray, select from the colors below only. These are secondary accent colors only and may not be used in the Shealy Electrical logo.



pantone
7758 C

cmyk 24 | 14 | 100 | 0
rgb 203 | 195 | 44
hex CBC32C



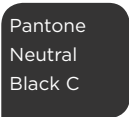
pantone
303 C

cmyk 98 | 73 | 50 | 52
rgb 0 | 45 | 63
hex 002D3F



pantone
1935 C

cmyk 16 | 100 | 75 | 5
rgb 196 | 31 | 64
hex C41F40



pantone
Neutral
Black C

cmyk 69 | 63 | 62 | 57
rgb 52 | 52 | 52
hex 343434



pantone
1235

cmyk 0 | 36 | 98 | 0
rgb 251 | 173 | 29
hex FBAD1D



pantone
15% black

cmyk 0 | 0 | 0 | 15
rgb 217 | 217 | 217
hex D9D9D9

COLOR PROPORTIONS LIGHT & DARK LAYOUTS

These graphics show how the primary Shealy Electrical colors of blue and gray should make up most of the color on our print and presentation layouts.

The use of white or gray space is a critical design element on Shealy Electrical materials. It helps important elements like our logo and titles to stand out by having clear space around them.

Our secondary colors should be used sparingly to highlight important information and calls to action. They should make up no more than 20% of the color on any given layout.

Light Layout

80% of layout.
White space
and primary
Shealy Electrical
Wholesalers colors.



20% of layout.
Secondary colors
used only as accents.



Dark Layout

80% of layout.
Gray space
and primary
Shealy Electrical
Wholesalers colors.



20% of layout.
Secondary colors
used only as accents.



TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. **Print.**

Our corporate typeface is Gotham. It comes in a range of weights to suit a multitude of purposes. This strong sans-serif font has a solid structure that reinforces the professional and solid nature of our company and its goals.

Typefaces. **Online.**

When technology allows for it, Gotham should be used in any web applications. The default fall-back corporate fonts are Verdana and Calibri, which should be utilized when Gotham is not available.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

HEADLINES: **GOTHAM BLACK**

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! * "
% () @ ? + - / = , . ; : &

COPY: **Gotham Book**

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! * "
% () @ ? + - / = , . ; : &

SUPPORTING TYPEFACE

Gotham Book is preferred for body text, while Gotham Black (IN ALL CAPS) is recommended for Headings. You may use any other Gotham typefaces for subheadings and/or for highlights and emphasis

In the event that Gotham Ultra is not available for headline text, it may be substituted with Verdana.

In the event that Gotham is not available for copy text, it may be substituted with Calibri.

Aa

*This is Gotham Thin
This is Gotham Thin*

Aa

*This is Gotham Extra Light
This is Gotham Extra Light*

Aa

*This is Gotham Light
This is Gotham Light*

Aa

*This is Gotham Medium
This is Gotham Medium*

Aa

***This is Gotham Bold
This is Gotham Bold***

Aa

***This is Gotham Ultra
This is Gotham Ultra***

SUBSTITUTE TYPEFACE

Calibri, or Arial may be used for boxy copy in longer, multiple-page documents, such as brochures. Arial and Calibri are also substitute fonts for online applications where Gotham is not available. **Serif typeface and/or playful styles of typeface do not follow Shealy Electrical brand guidelines.**

Aa

This is Arial Narrow

Aa

*This is Arial Regular
This is Arial Regular*

Aa

***This is Arial Bold
This is Arial Bold***

Aa

*This is Calibri Light
This is Calibri Light*

Aa

*This is Calibri Regular
This is Calibri Regular*

Aa

***This is Calibri Bold
This is Calibri Bold***

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 Our Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

Our logos should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our company logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought ...

If in doubt, take a look back through this document, or contact Jami Rodgers.

We don't ask for much, just a little love and respect for the Shealy brand.

Give it your best shot...

**THIS DOCUMENT MAY BE MADE AVAILABLE
IN ALTERNATIVE FORMATS ON REQUEST.
PLEASE CONTACT THE MARKETING
DEPARTMENT FOR FURTHER DETAILS.**

Shealy Electrical Wholesalers - Corporate Headquarters

120 Saxe Gotha Road | West Columbia, SC 29172

Telephone. (803) 252-5668

Email Jami at: jorodgers@shealyelectrical.com

Web. www.shealyelectrical.com

MY MOTHER ALWAYS SAID:

“IF YOU HAVE TO ASK YOURSELF ‘IS THIS
APPROPRIATE?’ **IT’S PROBABLY NOT.**”

