

OUR BRAND GUIDELINES

2019



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QUESTIONS?

Sunni Claycomb
Director of Marketing

✉ sunni.claycomb@gms.com
☎ 770.723.3312

MASTER BRANDMARK



► OUR MISSION

Our high performing, employee-centric culture is fundamental to our mission of creating opportunities, building significant relationships and delivering solutions for our customers. We believe the ability to consistently execute on this mission along with our relentless focus on operational excellence and outstanding service are the core of our brand.

► BRAND PROMISE

"You can never go wrong doing the right thing."

That singular philosophy is the operating principle of every GMS subsidiary company. It begins by doing the right thing with our companies. Each yard is locally managed where decisions are made to meet the specific needs of local customers.

► BRAND POSITIONING

GMS is a leading North American specialty distributor of interior building products. Our product offering of wallboard, ceilings, and complementary interior construction products is designed to provide a comprehensive solution for our core customer, the interior contractor who installs these products in commercial and residential buildings. Founded in 1971, GMS operates a national network of distribution centers across the United States and Canada.

We deliver peace of mind to our customers, providing professional and responsive service with the goal of developing long-term relationships based on partnership and trust. Our locally managed yards are empowered to respond to the needs of local contractors and builders within their specific market environment. Our product knowledge, product availability, safety protocols and delivery expertise set the standard in the industry.

LOGO USAGE

The GMS brandmark is a strong visual presentation of the GMS name. Its simplicity makes the brandmark adaptable to almost any scale of reproduction in virtually any medium. Our brand is a powerful asset that encompasses the entire company and what it represents. Every associate is responsible for upholding the integrity of the brand and should be familiar with its proper usage.

► FULL COLOR BRANDMARK

The full color version of the brandmark is Pantone® 2746. The horizontal logo with name is our primary logo and should be used whenever possible.



► SECONDARY BRANDMARK

The horizontal logo mark is our secondary logo and should be used wherever the horizontal logo with name cannot be applied correctly.



► ALTERNATE LOGO USAGE



Reversed brandmark



Logo on non-white background



Black logo option

CLEAR SPACE

In all applications, the clear space around the GMS brandmark should equal half the width of the letter “M” in the brandmark. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphical elements. If the brandmark is used directly on a photographic image, the clear space area must still provide good contrast between the background and brandmark, as well as be even in tone and pattern-free. For maximum impact in graphic environments, the minimum clear space must be maintained. The minimum width that may be reproduced is 1.5 inches for the master brandmark. For special usage at sizes smaller than this, contact marketing@gms.com.



INCORRECT USAGE

It is critical for the GMS brandmark to consistently appear as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand. The following are a few examples of how NOT to use the master brandmark. Such deviations weaken our brand. Any modifications to the GMS brand must be approved by contacting marketing@gms.com.



Don't alter or change colors of the brandmark.



Do not place logo within text.



Don't combine the brandmark with any other graphic elements or place it on a patterned or visually competitive background.



Do not rotate the logo.



Do not alter the logotype font.



Don't distort the brandmark. Always maintain proper height-to-width (aspect) ratio.

LEGAL USAGE

As a general rule, third parties may not use the GMS brandmarks ("Logos"). Below are limited circumstances under which third parties may use the Logos without a license. Any use that falls outside of these specifications is strictly prohibited.

▶ LEGAL COMPLIANCE

Third parties may only use the Logo without a license under the following limited circumstances:

- In advertising or marketing collateral that references a third party's connection with GMS (such as a group purchasing organization promoting GMS to members, an authorized seller, a vendor creating approved promotional items, etc.)
- In accordance with the Endorsement Guidelines on the following page

Third parties are not permitted to use the Logos in products or other business services for which a formal license is required.

GMS reserves the right in its sole discretion to terminate or modify permission to display Logos, and may request that third parties modify or delete any use of the Logos that, in GMS's sole judgment, does not comply with these Guidelines or might otherwise harm GMS. GMS further reserves the right to object to unfair uses or misuses of its trademark and constrain it whenever it, in its sole discretion, deems it necessary to do so.

The trademarks and Logos of GMS are the exclusive property of GMS and must be used and displayed as shown in these Guidelines unless otherwise stated in writing from an authorizer officer of GMS.

An attribution statement must be placed at the bottom of any advertisement collateral that clearly identifies trademarks or design marks of GMS, such as: "GMS is a registered trademark of Gypsum Management & Supply, Inc."

▶ UNAUTHORIZED USE

Unauthorized use of GMS brandmarks and trademarks may expose us to potential misuse and erosion of brand value. Please contact marketing@gms.com if you have questions about the Brandmark Legal Usage.

ENDORSEMENT GUIDELINES

GMS's suppliers and other third parties may occasionally ask to use the GMS name and/or brandmark (Logo) to endorse their product, service or charitable organization. For example, this could include using it in a press release, on a website, or referencing GMS in sales and marketing collateral.

▶ GUIDELINES

To protect our brand integrity, GMS generally prohibits the use of its name for commercial endorsement purposes. Exceptions may occur if there is significant advantage to GMS demonstrated under the following approval criteria:

- The endorsement will align our brand with a highly respected, well-known and/or reputable business, and such alignment is important to us at the time of the request; or
- The endorsement is the result of a business agreement in which GMS will receive a financial benefit, or some other significant value, and such use of our name is a key to obtaining that benefit or value.

▶ EXAMPLES

- Company-paid sponsorships
- Signage for a specific, pre-approved event
- Approved case studies or other research materials
- Joint press releases, reviewed and approved by authorized agents of GMS

▶ PROCEDURE

All requests for external use of the GMS name and/or brandmark (Logo) must be forwarded to the Director of Marketing for consideration. Please provide the request in writing with an example of how the brand (Logo) is to be used. In each case, the request must address the above criteria and be endorsed by a member of management. Please allow five (5) business days for review and response.

▶ CONTACT

marketing@gms.com

▶ UNAUTHORIZED USE

Unauthorized use of GMS's brandmarks and trademarks may expose us to potential misuse and erosion of brand value. Please contact marketing@gms.com if you have questions about the submittal process.

SPECIFICATIONS

COLORS • TYPOGRAPHY • PHOTOGRAPHY



COLOR PALETTE

GMS's official corporate colors are blue, gray and black. For best reproduction of these colors, please specify spot color ink on coated paper whenever possible. If printing with PMS inks is not possible or practical, the chart lists acceptable alternatives.

The GMS primary colors are supported by a set of secondary colors. These colors have been selected based on their compatibility with the primary colors.

Please do not use any colors other than those listed below. If you have any questions, please contact marketing@gms.com.

PRIMARY COLOR PALETTE



PANTONE® 2746

CMYK: 100.98.0.0 RGB: 47.63.144 WEB: #2F3F90



PANTONE® 415

CMYK: 22.14.23.38 RGB: 146.147.136 WEB: #929388



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000

SECONDARY COLOR PALETTE



PANTONE® 7510

CMYK: 5.41.77.10 RGB: 202.143.68 WEB: #CA8F44



PANTONE® 7624

CMYK: 30.89.81.33 RGB: 133.46.44 WEB: #852E2C



PANTONE® 376 C

CMYK: 55.3.100.0 RGB: 128.188.0 WEB: #80BC00



PANTONE® 1505 C

CMYK: 0.56.90.0 RGB: 255.105.0 WEB: #FF6900

TYPOGRAPHY

The use and style of typography is of equal importance to the GMS brand as the logo and color. Typography is part of the voice for the brand, speaking to the distinctly different roles, motivators and purchasing habits of our professional customers. The primary print font for GMS is Lato and the primary web font is Aleo.

▶ HEADLINE

This font is best utilized in the headline or title section of a page.

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

▶ BODY COPY

This font is best utilized in the body of a paragraph. A bold and/or all caps treatment can be used for emphasis.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

▶ WEB FONT

This font should be used for all web and online applications. A bold, all caps or italic treatment can be used for emphasis.

Aleo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

▶ ALTERNATES

When the previous fonts are not available (e.g. Word and Powerpoint documents), Arial and MS Sans Serif should be used as universally available alternatives.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

MS Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

PHOTOGRAPHY STYLE

Photography is used to reflect our brand positioning of relationships, local yards, and our strengths in expertise, product availability and safety. Images should primarily reflect our people working together or with customers; our subsidiaries with identifying features such as trucks with logos; and, to a lesser extent, our product inventory. All images should be carefully screened for adherence to relevant safety standards. If you have any questions regarding photography style, email marketing@gms.com.



SUBSIDIARY BRANDMARK

LOGOS & COLORS



SUBSIDIARY BRANDMARK

LOGOS AND COLORS

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries are allowed to use an all white logo or an all black logo when appropriate. If you have questions about subsidiary logo usage, please email marketing@gms.com.



PANTONE® 2347 C

CMYK: 0.100.100.0 RGB: 237.32.36 WEB: #ED2024



PANTONE® 102 C

CMYK: 6.0.96.0 RGB: 246.235.22 WEB: #F6EB16



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 2350 C

CMYK: 0.95.100.21 RGB: 175.35.28 WEB: #AF231C



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 2035 C

CMYK: 0.97.100.3 RGB: 214.0.28 WEB: #D6001C



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 166

CMYK: 0.76.100.0 RGB: 227.82.5 WEB: #E35205



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000

SUBSIDIARY APPLICATIONS



PANTONE® 2145 C

CMYK: 98.62,0.14 RGB: 0.78,168 WEB: #004EA8



PANTONE® 1505 C

CMYK: 0.56,90.0 RGB: 255,105.0 WEB: #FF6900



PANTONE® 166 C

CMYK: 0.76,100.0 RGB: 227,82.5 WEB: #E35205



BLACK

CMYK: 30,30,30,100 RGB: 0,0,0 WEB: #000000



PANTONE® 534 C

CMYK: 95.75,7.44 RGB: 27.54,93 WEB: #1B365D



PANTONE® 484 C

CMYK: 8.92,100.33 RGB: 154,51.36 WEB: #9A3324



PANTONE® 2347 C

CMYK: 0,100,100.0 RGB: 237,32.36 WEB: #ED2024



BLACK

CMYK: 30,30,30,100 RGB: 0,0,0 WEB: #000000

SUBSIDIARY APPLICATIONS



PANTONE® 2350 C

CMYK: 0.95.100.21 RGB: 175.35.28 WEB: #AF231C



PANTONE® 288 C

CMYK: 100.80.6.32 RGB: 0.45.114 WEB: #002D72



PANTONE® 166 C

CMYK: 0.76.100.0 RGB: 227.82.5 WEB: #E35205



PANTONE® 357 C

CMYK: 92.18.94.61 RGB: 33.87.50 WEB: #215732



PANTONE® 102 C

CMYK: 6.0.96.0 RGB: 246.235.22 WEB: #F6EB16



PANTONE® 144 C

CMYK: 0.51.100.0 RGB: 237.139.0 WEB: #ED8B00



PANTONE® 2332 C

CMYK: 50.42.44.6 RGB: 140.137.133 WEB: #8C8985



PANTONE® 2330 C

CMYK: 13.9.13.0 RGB: 207.205.201 WEB: #CF CDC9



PANTONE® 159 C

CMYK: 1.72.100.7 RGB: 203.96.21 WEB: #CB6015



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000

SUBSIDIARY APPLICATIONS



PANTONE® 2195 C

CMYK: 98.40.0.0 RGB: 0.118.207 WEB: #0076CF



PANTONE® 102 C

CMYK: 6.0.96.0 RGB: 246.235.22 WEB: #F6EB16



PANTONE® 363 C

CMYK: 76.3.100.18 RGB: 76.140.43 WEB: #4C8C2B



PANTONE® 166 C

CMYK: 0.76.100.0 RGB: 227.82.5 WEB: #E35205



PANTONE® 116 C

CMYK: 0.14.100.0 RGB: 255.205.0 WEB: #FFCD00



PANTONE® 360 C

CMYK: 63.0.84.0 RGB: 108.194.74 WEB: #6CC24A



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 7455 C

CMYK: 90.66.0.0 RGB: 58.93.174 WEB: #3A5DAE



PANTONE® 283 C

CMYK: 42.9.0.0 RGB: 146.193.233 WEB: #92C1E9



PANTONE® 360 C

CMYK: 63.0.84.0 RGB: 108.194.74 WEB: #6CC24A



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000

SUBSIDIARY APPLICATIONS



A GMS COMPANY



PANTONE® 305 C

CMYK: 54.0.6.0 RGB: 89.203.232 WEB: #59CBE8



PANTONE® 7509 C

CMYK: 4.29.57.4 RGB: 214.164.97 WEB: #D6A461



PANTONE® 427 C

CMYK: 7.3.5.8 RGB: 208.211.212 WEB: #D0D3D4



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



A GMS COMPANY



PANTONE® 2347 C

CMYK: 0.100.100.0 RGB: 237.32.36 WEB: #ED2024



A GMS COMPANY



PANTONE® 288 C

CMYK: 100.80.6.32 RGB: 0.45.114 WEB: #002D72



PANTONE® 1797 C

CMYK: 2.97.85.7 RGB: 203.51.59 WEB: #CB333B



A GMS COMPANY



PANTONE® 654 C

CMYK: 100.71.10.47 RGB: 0.58.112 WEB: #003A70



A GMS COMPANY



PANTONE® 288 C

CMYK: 100.80.6.32 RGB: 0.45.114 WEB: #002D72



PANTONE® 1797 C

CMYK: 2.97.85.7 RGB: 203.51.59 WEB: #CB333B

SUBSIDIARY APPLICATIONS



PANTONE® 445 C

CMYK: 52.23.30.74 RGB: 80.87.89 WEB: #505759



PANTONE® Red 032 C

CMYK: 0.86.63.0 RGB: 239.51.64 WEB: #EF3340



PANTONE® 1797 C

CMYK: 2.97.85.7 RGB: 203.51.59 WEB: #CB333B



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 2945 C

CMYK: 100.53.2.16 RGB: 0.76.151 WEB: #004C97



PANTONE® 545 C

CMYK: 21.2.0.1 RGB: 198.218.231 WEB: #C6DAE7



PANTONE® 1797 C

CMYK: 2.97.85.7 RGB: 203.51.59 WEB: #CB333B



PANTONE® 425 C

CMYK: 48.29.26.76 RGB: 84.88.90 WEB: #54585A



PANTONE® 2195 C

CMYK: 98.40.0.0 RGB: 0.118.207 WEB: #0076CF



PANTONE® 7675 C

CMYK: 55.48.6.0 RGB: 124.127.171 WEB: #7C7FAB

SUBSIDIARY APPLICATIONS



PANTONE® 7684 C
CMYK: 88.68,9.1 RGB: 52.93,157 WEB: #345D9D



PANTONE® 653 C
CMYK: 94.57,4.18 RGB: 50.98,149 WEB: #326295



BLACK
CMYK: 30,30,30,100 RGB: 0,0,0 WEB: #000000



PANTONE® 361 C
CMYK: 77.0,100.0 RGB: 67,176,24 WEB: #43B02A



PANTONE® 2735 C
CMYK: 97,100,0,4 RGB: 46,0,139 WEB: #2E008B



PANTONE® 181 C
CMYK: 21.93,88.50 RGB: 129,49,47 WEB: #81312F



BLACK
CMYK: 30,30,30,100 RGB: 0,0,0 WEB: #000000



PANTONE® 151 C
CMYK: 0,60,100,0 RGB: 255,130,0 WEB: #FF8200



BLACK
CMYK: 30,30,30,100 RGB: 0,0,0 WEB: #000000

SUBSIDIARY APPLICATIONS



PANTONE® 2350 C

CMYK: 0.95.100.21 RGB: 175.35.28 WEB: #AF231C



PANTONE® 541 C

CMYK: 100.58.9.46 RGB: 0.60.112 WEB: #003C71



PANTONE® 3302 C

CMYK: 90.21.65.69 RGB: 0.76.69 WEB: #004C45



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 7404 C

CMYK: 0.8.86.0 RGB: 244.218.64 WEB: #F4DA40



PANTONE® Cool Gray 2 C

CMYK: 5.3.5.11 RGB: 208.208.206 WEB: #D0D0CE



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 2347 C

CMYK: 0.100.100.0 RGB: 237.32.36 WEB: #ED2024



PANTONE® 116 C

CMYK: 0.14.100.0 RGB: 255.205.0 WEB: #FFCD00



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 3298 C

CMYK: 99.11.72.35 RGB: 0.106.82 WEB: #006A52



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000

SUBSIDIARY APPLICATIONS



PANTONE® 202 C

CMYK: 9.100.64.48 RGB: 134.38.51 WEB: #862633



PANTONE® 1795 C

CMYK: 0.96.93.2 RGB: 210.38.48 WEB: #D22630



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 1795 C

CMYK: 0.96.93.2 RGB: 210.38.48 WEB: #D22630



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 2040 C

CMYK: 0.96.43.0 RGB: 219.10.91 WEB: #DB0A5B



PANTONE® Cool Gray 2 C

CMYK: 5.3.5.11 RGB: 208.208.206 WEB: #D0D0CE



BLACK

CMYK: 30.30.30.100 RGB: 0.0.0 WEB: #000000



PANTONE® 7455 C

CMYK: 90.66.0.0 RGB: 58.93.174 WEB: #3A5DAE



PANTONE® 341 C

CMYK: 95.5.82.24 RGB: 0.122.83 WEB: #007A53

SUBSIDIARY APPLICATIONS



PANTONE® 2195 C

CMYK: 98.40.0.0 RGB: 0.118.207 WEB: #0076CF



PANTONE® 1788 C

CMYK: 0.88.82.0 RGB: 238.39.55 WEB: #EE2737



PANTONE® 7421 C

CMYK: 18.100.45.67 RGB: 101.29.50 WEB: #651D32



PANTONE® 288 C

CMYK: 100.80.6.32 RGB: 0.45.114 WEB: #002D72



PANTONE® 116 C

CMYK: 0.14.100.0 RGB: 255.205.0 WEB: #FFCD00



APPLICATIONS

PROMOTIONAL



PROMOTIONAL APPLICATIONS

► EMBROIDERY APPLICATIONS

The thread color should match our GMS Blue as closely as possible for the positive and White for the reversed. Use the material color to determine which logo to use. The goal is to use the one that gives the greatest contrast. Position may be on chest, sleeve or back. Logo without registration mark may be used if legibility of the mark is a concern. Thread color that matches the shirt color may be used to achieve a more subtle effect.



► THREAD COLORS

RA #122: 5510
PANTONE® 661
Royal

RA #122: 5597
PANTONE® 9999
Snow White

► ALTERNATE APPLICATIONS

Screen printing and other alternate printing methods may be used for promotional items. If you have any questions regarding alternate applications, email marketing@gms.com.