# Table of Contents

**Master Brandmark**
- Brand Positioning ................................. 4
- Logo Usage ........................................... 5
- Clear Space ........................................... 6
- Incorrect Usage ................................. 7
- Legal Usage .......................................... 8
- Endorsement Guidelines ..................... 9

**Specifications**
- Primary Palette ................................... 11
- Secondary Palette ............................... 11
- Typography ......................................... 12
- Photography Style .............................. 13

**Subsidiary Brandmark**
- Logos & Colors ................................... 15

**Applications**
- Promotional Applications .................. 26

**Questions?**

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*Director of Marketing*

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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.
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
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.
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.

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

Do not place logo within text.

Do not rotate the logo.

Do not alter the logotype font.

Don’t distort the brandmark. Always maintain proper height-to-width (aspect) ratio.
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.
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
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**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  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**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  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**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  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**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz
  
  1234567890 !@#$%^&*()-+=

- **Arial Bold**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  abcdefghijklmnopqrstuvwxyz
  
  1234567890 !@#$%^&*()-+=

- **MS Sans Serif**
  
  ABDCEFGHJKLMNOPQRSTUVWXYZ
  
  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.
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® 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: #CFCDC9

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

DSI

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: #FFEB16

GATOR

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

GTS Interior Supply

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

GYSUM Supply Company

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

PANTONE® 305 C
CMYK: 54.0.6.0  RGB: 89.203.232  WEB: #59CBE8

PANTONE® 7569 C

PANTONE® 427 C
CMYK: 7.3.6.8  RGB: 208.211.212  WEB: #D0D3D4

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® 305 C
CMYK: 54.0.6.0  RGB: 89.203.232  WEB: #59CBE8

PANTONE® 1797 C
CMYK: 2.97.85.7  RGB: 203.51.59  WEB: #CB333B

PANTONE® 654 C
CMYK: 100.71.10.47  RGB: 0.58.112  WEB: #003A70

PANTONE® 288 C
CMYK: 100.80.6.32  RGB: 0.45.114  WEB: #002D72

PANTONE® 7509 C
CMYK: 2.97.85.7  RGB: 203.51.59  WEB: #CB333B

PANTONE® 2347 C
CMYK: 0.100.100.0  RGB: 237.32.36  WEB: #ED2024
SUBSIDIARY APPLICATIONS

PANTONE® 2350 C
CMYK: 0.95, 0.10, 0.21
RGB: 175, 35, 28
WEB: #F231C

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, 0.0
WEB: #000000

PANTONE® 7404 C
CMYK: 0.8, 86, 0
RGB: 244, 218, 64
WEB: #F4DA40

PANTONE® Cool Gray 2 C
CMYK: 5.3, 6.11
RGB: 208, 209, 206
WEB: #D0D0CE

BLACK
CMYK: 30, 30, 30, 100
RGB: 0.0, 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, 255, 0
WEB: #FFCD00

BLACK
CMYK: 30, 30, 30, 100
RGB: 0.0, 0.0
WEB: #000000

PANTONE® 3298 C
CMYK: 99, 11, 72, 35
RGB: 0.106, 82
WEB: #006A52
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.