



Brand Guidelines

Consistently portraying our brand

September 2018



OneSource

A Sonepar Company

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The **OneSource** brand supports the overall experience we want our customers and associates to have with our company.

The strength of a brand relies on the consistent application of core identity elements across all communications. These elements work together to position OneSource as a comprehensive, flexible and reliable offering.

With your help, we can convey its core attributes and help ensure its success. Here you will find the tools you need to encourage creativity and bring the brand to life.

Locations in Southern California, Arizona, Baja Mexico and Hawaii. Through traditional and digital services, dedicated to lowering customers' overall operating cost, providing professional product support, and world-class logistic solutions. A leader in three major customer segments, each extremely important to the company's future, in which the brand must appeal:

Industrial - Manufacturers primarily in food, pharmaceuticals and consumer packed goods. Original foundation of the business. Customers get high value-add from Rockwell Automation line and from everything electrical to maintain, expand, upgrade or retrofit facilities.

Utilities - Primarily energy transmission, including three largest utilities in Southern California. Value-add through deep, category-specific technical expertise and logistics. Heavily transactional, highly automated business wrapped in lots of logistics and including vendor inventory management.

Contractors - Small to very large electrical contracting both residential and commercial. Need to build reputation with this segment, especially with targeted professional buyers who value a supplier who helps them lower total costs.

These qualities set OneSource apart from its competition.

flawless & bold

partners with
vertical focus

technologically
advanced technical
experts

Personality attributes

Brand strategy

These human qualities characterize the OneSource brand and the overall experience we want consumers to have with us.

agile

collaborative

accurate

insightful & inventive

digitally-savvy

Brand elements

Every element that makes up the **OneSource** brand has been purposefully considered and crafted. Our identity is embedded in everything we create.

This tool box of components will work in concert to bring more variety, versatility and vitality to the overall experience. When they come together, they create our unique visual brand expression.



Logo

Brand elements

The OneSource logo is a key element of our brand expression. It is made up of the wordmark, symbol and Sonepar baseline.

Our logo represents the integrated products and solutions we bring together for our customers. With focused precision, we always deliver to the right place at the right time. The red and blue link back to our heritage, and the treatment of our name is both strong and approachable.

A valuable business asset

The OneSource logo is an asset that, with proper use, will hold a significant amount of value for our company. It must be used correctly at all times to avoid diluting the power and integrity of this valuable property. It must always reflect a well-respected family of offerings with an established track record of integrity and success.

Do not alter the logo artwork in any way.

Do not combine the logo with other imagery or messaging. Always respect the logo clear space.

Do not use the symbol alone, unless otherwise indicated in these guidelines.



Symbol

Wordmark

OneSource
A Sonepar Company

Sonepar baseline

Logo: Primary and secondary formats

Brand elements

The OneSource logo is available in both horizontal and stacked formats.

The preferred version is the horizontal version. When space does not permit using the horizontal logo, use the alternative, stacked version.

Digital & social media

In the digital environment, where a simplified avatar is required, an icon only version is permissible.

Primary logo – horizontal (preferred)



Secondary logo – stacked (alternate)



Avatar icon (limited, digital use only)



Logo: Color versions

Brand elements

There are four approved versions of the OneSource logo. Only these color combinations should be used.

The primary, preferred logo is the positive full-color version. A reverse logo is available for use on dark backgrounds only.

Logos in grayscale (tints of black) and in single-color (100% black) are also available for limited-production communications.

Positive (preferred)



Negative



Grayscale



Single-color



Logo: Backgrounds

Brand elements

The proper contrast must be achieved when placing the OneSource logo on background colors. Do not place the logo on backgrounds that obscure it, such as incompatible colors, active patterns, or busy areas of photographs.

Shown here are the standard versions of the logo placed on appropriate background colors from our primary color palette:

- 100% black
- 10% black tint
- White

Do not should only appear on these colors, or on a photographic background that provides sufficient contrast with the logo.

Do not place the logo on a busy photograph or one that obscures it. See [design examples](#) for approved usage over photography.

Do not use other background colors other than the approved colors listed above.

Do not change the colors of the logo. If none of the four approved color versions will be legible on a background, do not place the logo on that background.



Acceptable photographic backgrounds



Unacceptable backgrounds



Logo: Clear space

Brand elements

Visual impact is achieved by maintaining a clear space around our logo.

The suggested minimum clear space is equal to the proportion of the 'diamond' negative space in the icon. More space is preferable.

The clear space serves as a barrier between the logo and other elements, including typography, photographs, illustrations, color blocks, rules and other graphics. It also determines the distance the logo can be placed from the edge of a layout or the fold in printed materials.

Notes

- The boundaries in these diagrams indicate the suggested minimum clear space around the logo.
- In some rare cases—such as extremely horizontal, extremely vertical or digital applications—the clear space may be less than the suggested minimum provided here.

Primary logo – horizontal (preferred)



Secondary logo – stacked (alternate)



Logo: Minimum sizes

Brand elements

To help ensure that it always reproduces well, our logo should transition to the minimum size version when used at a small scale.

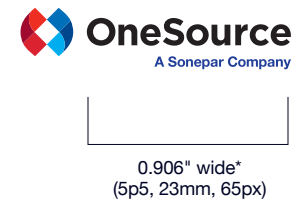
When the width of the 'A Sonepar Company' baseline is less than **0.906"** or **65px**, the fully justified baseline version should be used.

Always keep in mind the quality of the logo. If the method of reproduction will not allow for the wordmark or symbol to be legible—even if the logo is larger than the recommended minimum size—the size of the logo should be increased.

Horizontal (preferred)



Horizontal (minimum size)



Stacked (alternate)

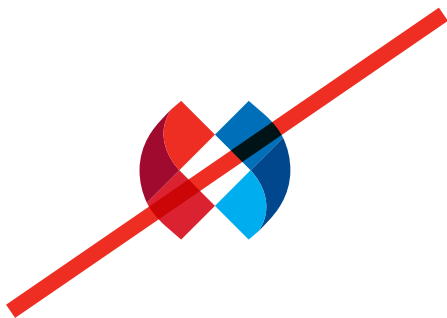


Stacked (minimum size)



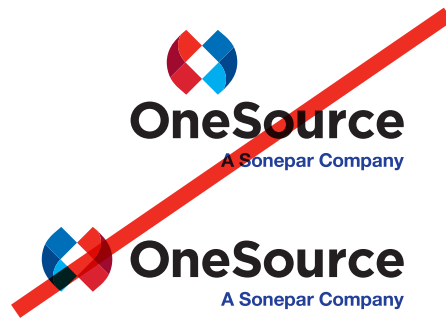
Logo: Incorrect uses

Brand elements



Do not separate icon from the OneSource wordmark or Sonepar baseline.

** For approved limited use of the icon, see page 8.*



Do not rotate, flop or reposition any element of the logo.



Do not change the proportions of the components that make up the OneSource logo.

**For approved alternate scale, see page 8.*



Do not stretch or distort the logo.

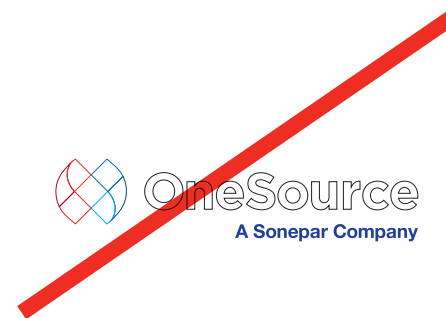


Do not change the colors of the OneSource logo.

**For approved color versions, see page 9.*



Do not change the perspective of the OneSource logo.



Do not outline the OneSource logo.



Do not add graphic elements or messages to the OneSource logo. Always respect the logo clear space.

Our primary brand typeface is Gotham.

Gotham helps capture the brand's modern personality. Its clean, uniform shape conveys credibility, while still feeling contemporary and accessible.

The many weights of this classic font make it a perfect choice for creative and flexible typography.

To maintain consistency across all our communications, a digital alternative, Proxima Nova, is recommended. This font possesses many of the graphic qualities of Gotham, but is optimized for digital use.

Our primary typeface should be used whenever possible. The substitute fonts may be used when our primary fonts are not available, such as in some Microsoft® Office documents.

Print

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic

Substitute:

For when our primary fonts are not available.
For electronic use only.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Digital

Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold
Proxima Nova Black
Proxima Nova Black Italic

Primary palette

Our primary colors are OneSource Blue, OneSource Red, white and black, along with several shades of gray. These colors should be used prominently in OneSource communications.

Red and blue are bold and vibrant colors that cut through visual clutter, are memorable and differentiate our brand. The remaining primary colors are more neutral, serving as a supportive foundation.

Secondary color palette

These vibrant shades should be used in small quantities as bright accents. They can be used to bring attention to pertinent content (ie. data, charts/graphs or even pull quotes). They should not be used in large areas and should never overshadow the primary palette.

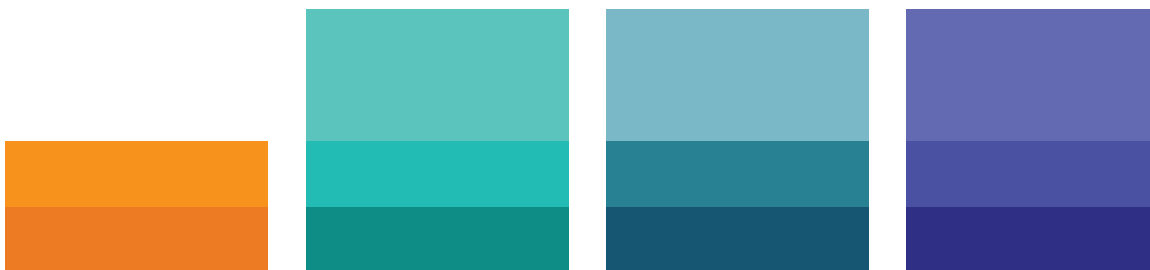
Note

Sonepar Blue is used as the darker, base shade for the 'Violet' color group. This helps tie back to the 'A Sonepar Company' baseline.

Primary palette



Secondary palette



Color: Primary values

Brand elements

<p>OneSource Blue #1</p> <p>PANTONE® Process Blue C100 M0 Y0 K0 R0 G159 B223 (#009FDF)</p>	<p>OneSource Red #1</p> <p>PANTONE® 485 C0 M95 Y100 K0 R218 G41 B28 (#DA291C)</p>	<p>Gray #1</p> <p>PANTONE® Cool Gray 1 C4 M2 Y4 K8 R217 G217 B214 (#D9D9D6)</p>	<p>Gray #4</p> <p>PANTONE® Cool Gray 8 C23 M16 Y13 K46 R136 G139 B141 (#888B8D)</p>
<p>OneSource Blue #2</p> <p>PANTONE® 2144 C95 M53 Y0 K0 R0 G103 B185 (#0067B9)</p>	<p>OneSource Red #2</p> <p>PANTONE® 1797 C2 M97 Y85 K7 R203 G51 B59 (#CB333B)</p>	<p>Gray #2</p> <p>PANTONE® Cool Gray 3 C8 M5 Y7 K16 R200 G201 B199 (#C8C9C7)</p>	<p>Gray #5</p> <p>PANTONE® Cool Gray 10 C40 M30 Y20 K66 R99 G102 B106 (#63666A)</p>
<p>OneSource Blue #3</p> <p>PANTONE® 2146 C100 M72 Y0 K20 R0 G53 B142 (#00358E)</p>	<p>OneSource Red #3</p> <p>PANTONE® 7427 C8 M100 Y70 K33 R151 G27 B47 (#971B2F)</p>	<p>Gray #3</p> <p>PANTONE® Cool Gray 5 C13 M9 Y10 K27 R177 G179 B179 (#B1B3B3)</p>	<p>Black</p> <p>PANTONE® Process Black C0 M0 Y0 K100 R44 G42 B41 (#2C2A29)</p>
<p>Background Blue</p> <p>PANTONE® 294 C100 M69 Y7 K30 R0 G47 B108 (#002F6C)</p>	<p>Background Red</p> <p>PANTONE® 7428 C20 M96 Y36 K62 R106 G44 B62 (#6A2C3E)</p>	<p>Note <i>Tints of the palette colors should not be used.</i></p>	

The colors shown on this page and throughout this document have not been evaluated by Pantone, Inc. for accurate PANTONE® Color Standards and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

Color: Secondary values

Brand elements

Gold #1 PANTONE® 116 C0 M14 Y100 K0 R255 G205 B0 (#FFCD00)	Aqua #1 PANTONE® 3245 C42 M0 Y24 K0 R124 G224 B211 (#7CE0D3)	Teal #1 PANTONE® 630 C48 M0 Y10 K0 R119 G197 B213 (#77C5D5)	Violet #1 PANTONE® 7452 C55 M37 Y0 K0 R128 G148 B221 (#8094DD)
Gold #2 PANTONE® 130 C0 M32 Y100 K0 R242 G169 B0 (#F2A900)	Aqua #2 PANTONE® 3262 C76 M0 Y38 K0 R0 G191 B179 (#00BFB3)	Teal #2 PANTONE® 631 C74 M0 Y13 K0 R62 G177 B200 (#3EB1C8)	Violet #2 PANTONE® 2727 C70 M47 Y0 K0 R48 G127 B226 (#307FE2)
Gold #3 PANTONE® 144 C0 M51 Y100 K0 R237 G139 B0 (#ED8B00)	Aqua #3 PANTONE® 3282 C100 M4 Y56 K8 R0 G133 B120 (#008578)	Teal #3 PANTONE® 633 C98 M6 Y10 K29 R0 G115 B150 (#007396)	Violet #3 PANTONE® 2726 C81 M70 Y0 K0 R72 G92 B199 (#485CC7)

Note

*Tints of the palette colors
should **not** be used.*

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Supergraphic

Brand elements

Derived from the OneSource logo, the supergraphic is an additional element that can be used to add visual interest and help brand our communications as uniquely ours – creating dynamic and energetic compositions.

A series of approved graphics, in varying colors, are available to scale and crop – depending on different design needs. The following principles should be adhered to when adapting the artwork:

- It may be either solid or transparent
- Crop only one color segment of the graphic
- At least one edge, preferably two, of the supergraphic should bleed off an edge of the layout.

Overlays

Use as a transparent overlay on an image to create a sense of depth, or to highlight a visual focal point.

Containing shape

Use segments of the graphic to house a single image or highlight a piece of text.

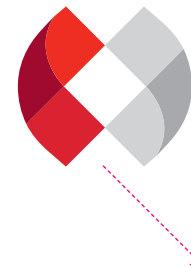
It should complement and reinforce, not compete with or obscure, the main focus of a design.

Please do not overuse the graphic – it is optional. Although versatile, it does not need to appear in every piece of collateral that we produce.

Overlay



Containing shape



Supergraphic: Correct & incorrect usage

Brand elements

Suggested compositions



Incorrect usage



Do not obscure the subject of a photo with the supergraphic.



Do not separate elements of the photo with the supergraphic.



Do not crop the shapes too tightly to obscure the origin of the graphic.



Do not change the color combinations in the graphic.

Supergraphic: Backgrounds

Brand elements

The proper contrast must be achieved when placing the supergraphic on background colors. Do not place the graphic on backgrounds that obscure it, such as incompatible colors, active patterns, or busy areas of photographs.

Shown here are the standard color versions of the supergraphic placed on appropriate background colors from our primary color palette.

The supergraphic should only appear on these colors, or on a photographic background that provides sufficient contrast with the logo.

Do not place the supergraphic on a busy photograph or on top of one that obscures it. See [design examples](#) for approved usage over photography.

Do not change the colors of the graphic. If none of the approved color versions will be legible on a background, do not place the supergraphic on that background.

Approved background colors



Dark – 100% black



Light – 10% gray



Monochrome

c100 m85 y40 k35



c30 m100 y80 k40



c0 m0 y0 k70

Photography

Brand elements



Context

The primary subject of our photography is people, supported by the industrial, utilities and contract segments served. Environments should be visible.

Avoid metaphoric images. Photos should be focused and thoughtful, portraying our clients who benefit from OneSource or those helping to bring our vision to customers.

Composition

Choose photos that present the subject matter from interesting or less-expected points of view. Use unique angles or perspectives, scale variations, selective focus, close-ups and dynamic croppings to enliven photos of ordinary environments.

Color

Do not use photography with unnatural filter effects or overlays. Background color can be illuminated or enhanced to complement tones in the brand palette, whereas skin tones need to remain balanced and natural.

Quality

People should appear natural and at ease; not overly posed, stiff or awkward. Imagery should have an authentic, relatable feeling, and capture genuine moments.

Images should be clear and readable, with a clear focal point.

Putting it all together:

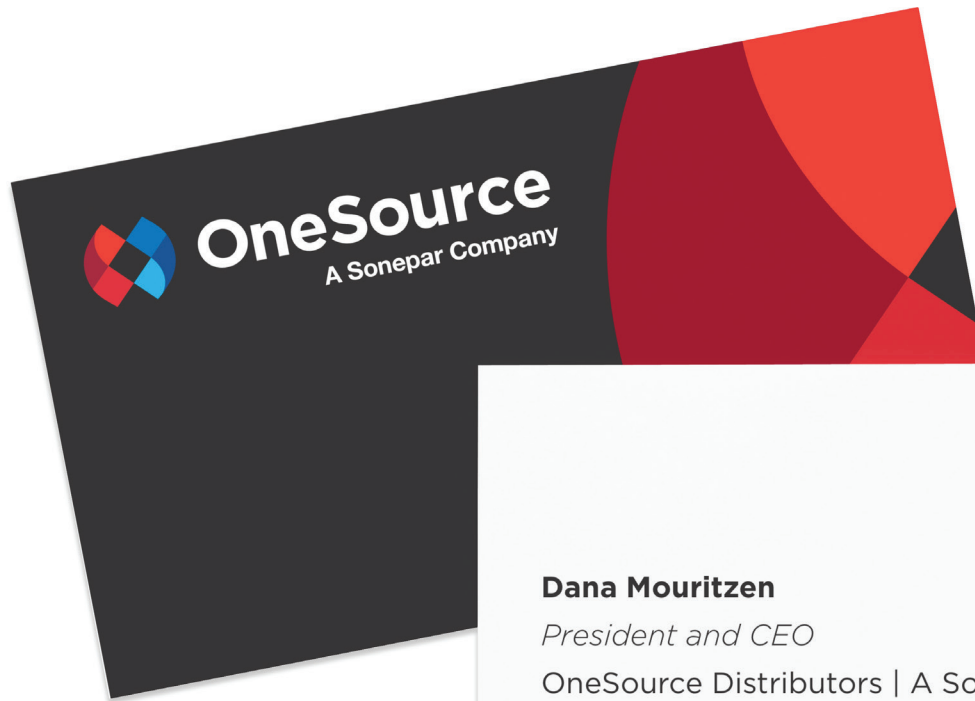
Design examples

The **OneSource** brand should be present in all our communications. The following examples illustrate how the brand elements, used correctly and consistently, come together to create a strong and unique system.



Business card

Design examples



Version 1



Version 2

Dana Mouritzen

President and CEO

OneSource Distributors | A Sonepar Company

M: 949-813-3393 | O: 760-966-4617

danam@1sourcedist.com

www.1sourcedist.com

Collateral brochures

Design examples



Brochure spread & graphics

Design examples

Supportive graphics

In addition to the headlines, subheads and body copy, we encourage the use of additional support graphics to help further convey the narrative. This provides visual 'pop' to content-rich communications, while maintaining scannability.

The secondary palette is intended to be used sparingly to highlight pertinent information/content, like compelling statistics or data. Headlines, sidebars and pull quotes may also incorporate the secondary palette, if used judiciously. Avoid large fields of secondary colors, as this could compete with the brand's primary palette.



Digital app & avatar

Design examples





Signage

Design examples



The strong, modern shapes of the logo and the vibrancy of the palette can help capture attention in large-scale environments such as signage, conventions and trade shows.

**For illustrative purposes only*

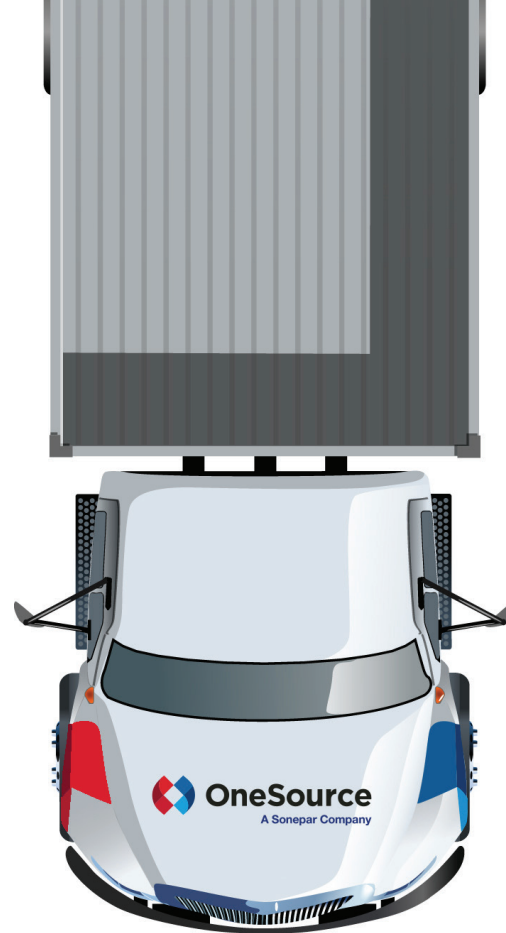
Fleet graphics: Delivery van

Design examples



Fleet graphics: Flatbed truck

Design examples



Workforce apparel

Design examples



Need more information?

If you have any questions about the OneSource brand or the contents of this guidelines document, please contact:

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