



# Branding Guide

C I T Y   E L E C T R I C   S U P P L Y

# about us

At City Electric Supply we strive to earn our customer's business, by providing a service level that is second to none. The company was founded in 1951 by my late grandfather, Thomas Mackie. More than six decades later, Tom's principle of empowering his people to make local business decisions continues to provide our customers the locally tailored service and flexibility they have come to expect, while also providing all benefits that come with our extended service network.

We are proud to remain a family owned company, built on strong family principles. From our humble beginning, we have grown from a single location to a worldwide company with close to 900 branch locations, operating in 7 countries. Our U.S. network now spans 30 states, with 368 local teams, dedicated to providing unparalleled dependability, quality and service.

We thank you for your commitment and loyalty and you can entrust that our values of service will remain steadfast, as we continue our growth.

**Thomas Hartland Mackie**

C I T Y   E L E C T R I C   S U P P L Y

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# logo construction



## COLOR VERSION

The official corporate logo of City Electric Supply. This logo is to be used for all advertising/marketing pieces (banners, flyers, brochures, corporate ID, media, web, etc.).

"CITY ELECTRIC SUPPLY" on the bottom of the logo can be in White or Black.

For official CES Blue and Red, see page 10 for color standards.

The City Electric Supply Corporate logo forms the corporate signature of the company.

Display of the CES logo is critical, because this symbol represents who we are – it is our signature. It is not only used on our own materials and collateral, but also in the context of other brands in packaging, publications and advertisements. Consistent application of the logo is crucial to the success of our brand. Its construction must never be altered and it may only be reproduced using official artwork. The logotype must follow the same letter space and size relationship as on the official artwork.

## BLACK & WHITE VERSION

In the case of a single color print medium, the corporate signature may be reproduced in black and white in the positive image form or the negative image form.

The  
**Power<sub>TO</sub>  
Supply You<sup>®</sup>**

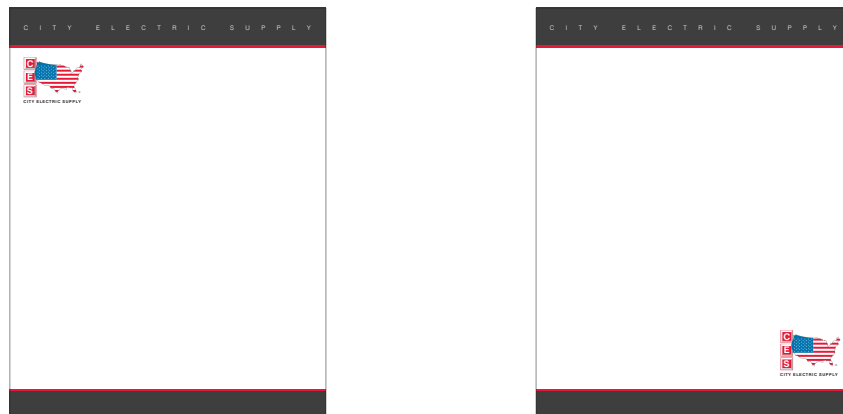
The  
**Power<sub>TO</sub>  
Supply You<sup>®</sup>**

## THE POWER TO SUPPLY LOGO

This registered trademark can be used in 100% Black or White.

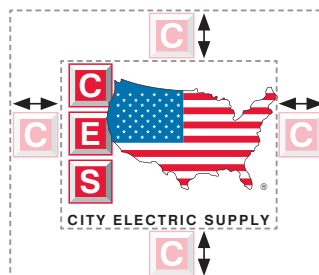
This logo's construction must never be altered and it may only be reproduced using official artwork. The logotype must follow the same letter space and size relationship as on the official artwork. When designing new marketing material, such as flyers, posters, banners, advertising, etc., maintain the CES The Power To Supply You logotype as part of the design. This reinforces a consistent brand image to our customers and partners. The CES logotype should be on all marketing material. There are a multitude of ways to use this logo. It must be repeated as often as possible and given a prominent position on all branding and marketing. It should be an ethos to which CES and its employees stand for.

# logo use



## PLACEMENT

When designing new marketing material, such as flyers, posters, banners, advertising, etc., maintain the CES logo in the upper left or lower right corner of the design. This reinforces a consistent brand image to our customers and partners. The CES logo should be on all marketing material.



Clear spaces are equal to the logo/type block height and width.

## MINIMUM CLEAR SPACE

The CES logo must stand apart from any other text and/or graphics, to clearly distinguish it as its own entity.

The clear space should be equal to the height of the logotype “**block**” on all four sides.

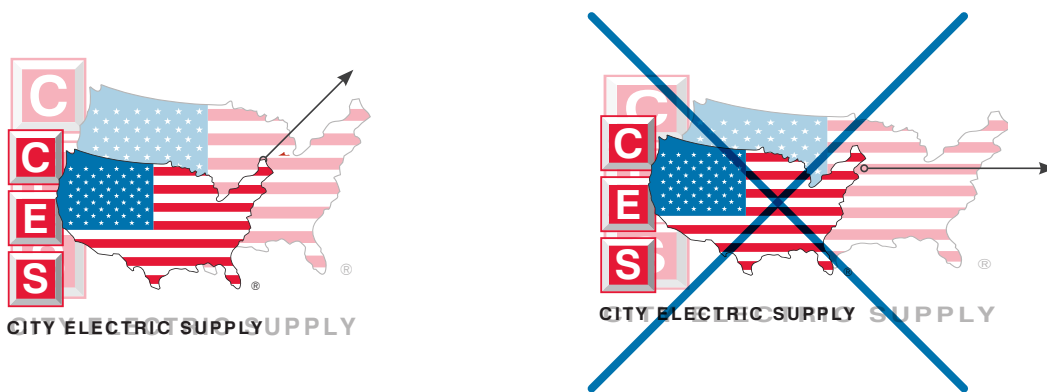
For unique situations such as web usage, mobile device usage, etc., the logo may need to be represented in a smaller version, which is acceptable.

**All marketing materials from outside sources MUST be sent to CES Marketing for prior approval.**

# logo use

(cont.)

The logo should be used on all corporate documents and related pieces, in an effort to maintain brand consistency.



## CORRECT & INCORRECT SCALING

The logo should **ALWAYS** be scaled proportionately. (Holding shift while scaling ensures this.)

The logo on the right has been distorted by “stretching” the edges. **NEVER** do this.



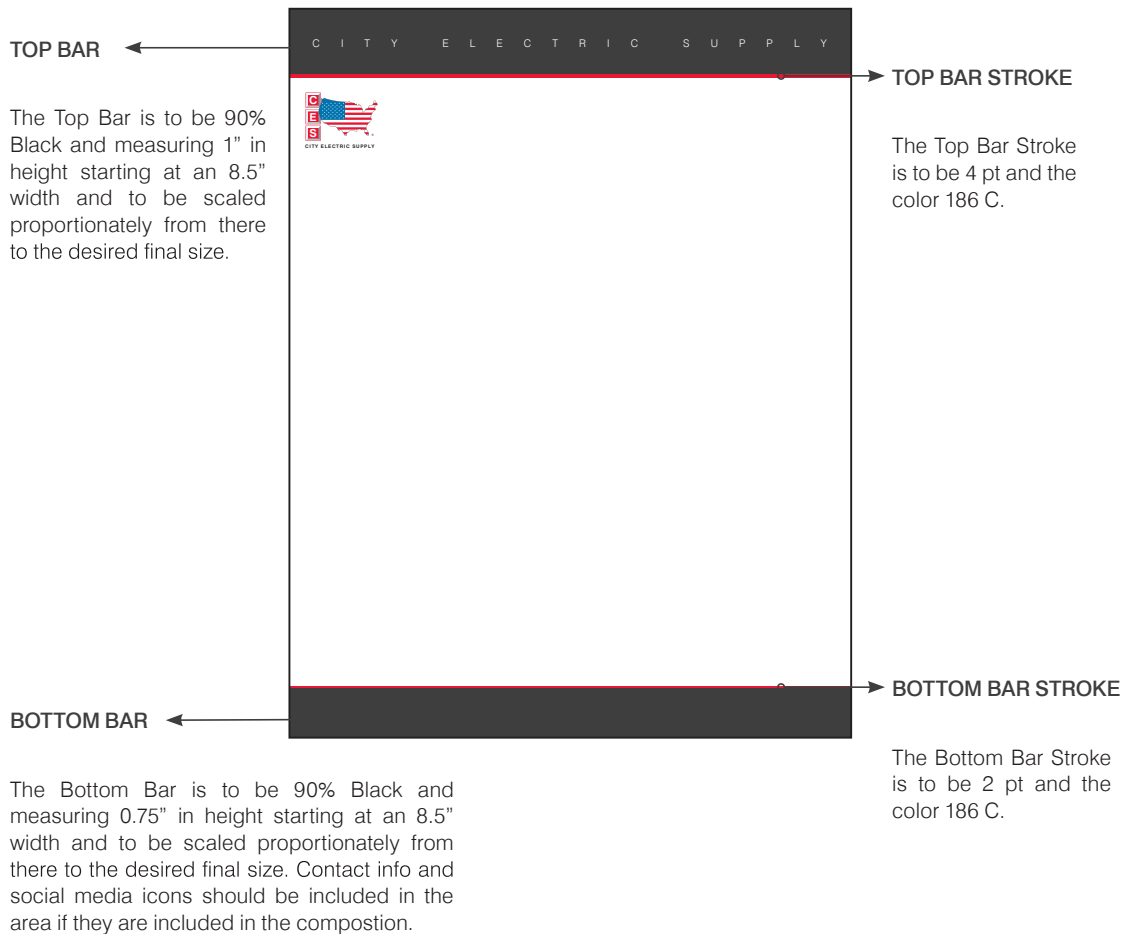
## MINIMUM SIZE REQUIREMENT

Above is the minimum allowed scale for the City Electric Supply logo.

3/4" (three quarter inches) minimum height for this logo.

# brand elements

The following elements will be used in proportion from an 8.5" x 11" starting size for consistency.



# print fonts & typography

## SWISS 721 FAMILY

Swiss 721 Lt BT Light	The five boxing wizards jump quickly.
<i>Swiss 721 Lt BT Light Italic</i>	<i>The five boxing wizards jump quickly.</i>
Swiss 721 BT Roman	The five boxing wizards jump quickly.
<i>Swiss 721 BT Roman Italic</i>	<i>The five boxing wizards jump quickly.</i>
Swiss 721 BT Medium	The five boxing wizards jump quickly.
<i>Swiss 721 BT Medium Italic</i>	<i>The five boxing wizards jump quickly.</i>
<b>Swiss 721 BT Bold</b>	<b>The five boxing wizards jump quickly.</b>
<b><i>Swiss 721 BT Bold Italic</i></b>	<b><i>The five boxing wizards jump quickly.</i></b>

## ARIAL : NUMERALS & SYMBOLS

0 1 2 3 4 5 6 7 8 9

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

@ © ® ± Ø ∅ ™ ∞ ≈ ≠ ■ □ ◻ ◻

## CORPORATE FAMILY FONT

Swiss is a contemporary/classic font, which has a harmony with the logotype.

All body copy is in Swiss 721 Lt BT. The other weights are to be used for highlight text, headers, subheaders and annotations.

Using an underline to **highlight words** within the text should be avoided and a bold font used instead.

In circumstances when Swiss 721 is not available, **Arial font family** should be used as a replacement font.

# print fonts & typography cont.

The font should be used as below and text should be written in black. The corporate red 186 C can be used for design effects, such as headers in these guidelines or as in the following text.

[www.CityElectricSupply.com](http://www.CityElectricSupply.com)

This example was used, as it is sensible to highlight the brand when written on say a vehicle.

Title	Swiss 721 BT Roman, 18pt type, 21pt leading, 5mm space after
Heading 1	Swiss 721 BT Roman, 14pt type, 16pt leading, 3mm space after
Heading 2	Swiss 721 BT Med, 8pt type, 10pt leading, 1mm space after
Body	Swiss 721 BT Light, 8pt type, 10pt leading, 1mm space after
Quote	Swiss 721 BT Roman, 8pt type, 10pt leading, 1mm space after
Footnote	Swiss 721 BT Roman, 5pt type, 6pt leading, 0mm space after

# web fonts & typography

The font Swiss 721 family should be used for web typesetting and should be written in black. The corporate red (186 C) R198 G12 B48 or HEX C60 C30 can be used for design effects, such as headers, blocks of color etc.

Whenever the web address is used it should have City Electric Supply in the corporate red as shown here:

[www.CityElectricSupply.com](http://www.CityElectricSupply.com)

This example was used, as it is sensible to highlight the brand when written on say a van.

The default font for Swiss 721 is Arial Font Family only.

# brand palette

## CORE BRAND COLORS

Color is one of the most important parts of a visual identity - it gives you individuality and recognition.

The chosen red is perfect to modernize the brand, yet still keep it linked to its origins.

186 C should only be used for the CES logo, graphics and headline copy or header text color.

Black should be used for body copy.

The majority of space should be white.

<b>186 C</b>	90%	80%	70%	60%	C2 M100 Y82 K6 R198 G12 B48 HEX C60C30
50%	40%	30%	20%	10%	
<b>3015 C</b>	90%	80%	70%	60%	C100 M38 Y3 K21 R0 G102 B161 HEX 0066A1
50%	40%	30%	20%	10%	
<b>BLACK</b>	90%	80%	70%	60%	C0 M0 Y0 K100 R0 G0 B0 HEX 000000
50%	40%	30%	20%	10%	
90%	C0 M0 Y00 K90 R67 G66 B68 HEX 434244				
<b>WHITE</b>	C0 M0 Y00 K0 R255 G255 B255 HEX FFFFFFFF				

# brand palette

## TERTIARY COLORS

A range of vibrant contemporary colors have been selected to work in conjunction with the main palette. The colors are to be used as accents when designing such things as brochures and flyers at the designers discretion.

<b>1655 C</b>	90%	80%	70%	60%	C0 M74 Y98 K0 R251 G79 B20 HEX FB4F14
50%	40%	30%	20%	10%	
<b>152 C</b>	90%	80%	70%	60%	C0 M68 Y100 K0 R225 G112 B0 HEX E17000
50%	40%	30%	20%	10%	
<b>130 C</b>	90%	80%	70%	60%	C0 M35 Y100 K0 R240 G171 B0 HEX F0AB00
50%	40%	30%	20%	10%	
<b>605 C</b>	90%	80%	70%	60%	C0 M2 Y100 K8 R225 G205 B0 HEX E1CD00
50%	40%	30%	20%	10%	
<b>376 C</b>	90%	80%	70%	60%	C59 M0 Y100 K0 R122 G184 B0 HEX 7AB800
50%	40%	30%	20%	10%	
* <b>355 C</b>	90%	80%	70%	60%	C94 M0 Y100 K0 R0 G155 B58 HEX 009B3A
50%	40%	30%	20%	10%	
<b>Green C</b>	90%	70%	60%		C95 M0 Y62 K0 R0 G173 B131 HEX 00AD83
50%	40%	30%	20%	10%	
<b>3015 C</b>	90%	80%	70%	60%	C100 M38 Y3 K21 R0 G102 B161 HEX 0066A1
50%	40%	30%	20%	10%	
<b>2738 C</b>	90%	80%	70%	60%	C100 M92 Y0 K1 R0 G27 B150 HEX 001B96
50%	40%	30%	20%	10%	
<b>2685 C</b>	90%	80%	70%	60%	C88 M100 Y0 K8 R59 G0 B131 HEX 3B0083
50%	40%	30%	20%	10%	
<b>2405 C</b>	80%	60%	40%	20%	C38 M100 Y0 K0 R164 G0 B132 HEX A40084
50%	40%	30%	20%	10%	

\* The Green Initiative utilizes a specific branding print color PMS 355 green.

## social media

The major goal of social inbound marketing is to increase brand recognition, increase brand pull, and help the customer to obtain a larger perceived value in a highly competitive industry.

This perceived value allows City Electric Supply to convert sales from customers that would have otherwise had no benefit of shopping with us.

Secondary goals of social media and inbound marketing are to establish City Electric Supply as the industry's go to resource for information, and to develop a community around us that relies on the information we produce. Currently there are no other electrical supply houses pursuing this goal and because of this the goal is highly realistic and achievable through hard work and perseverance.

City Electric Supply can expect an increase in customer loyalty as well as an increase in customer confidence in the brand. If pursued properly with professional resources customers will be able to receive a much higher perceived value from City Electric Supply products.

CES Social Media, will follow the guidelines of the web; retaining the clean look that CES is continuing to strive for.\*

\* Flyers and Events will follow print guidelines if posted to any social media pages.

*connect with City Electric Supply on:*



When referencing Social Media, this is the only acceptable format to be utilized on CES documents.

No individual locations should create their own individual "Profile Pages". City Electric Supply is striving for a strong online presence and doing so could dilute our efforts in the work we are doing!

Available from CES Marketing: [Marketing@ces-us.net](mailto:Marketing@ces-us.net) or call 772.807.7080.

# web

CES Marketing guidelines for web development have been adopted so that a consistent format can be maintained. This includes features such as: fonts usage, outlined instructions for coding, site map, keywords, marketing standards and SEO techniques.

1. Primary Font family is set to Swiss 721, when browser does not support Swiss 721, default to secondary font, "Arial, Helvetica, Sans-serif".
2. Appropriate logos are used and have been linked correctly.
  - a. Logo links back to the home page of the website.
  - b. Logo file resides within the same domain name.
3. Logos are specified in the alt attribute
4. All Images should contain ALT text so that it's easier for search engines to index them.
5. Images that are links have an alt attribute that describes the target of the link
6. Telephone number is present on every page.
7. A contact (either to a name or to a page) is present on each web page
8. All navigation is text based
9. A sitemap is provided listing main pages in the site
10. Appropriate logos are used and have been linked correctly
11. H1 for the page title: Web pages have titles that describe the topic or purpose.
  - The initial heading (<H1>) should include your best keywords.
  - Using only one <H1> heading per page will strengthen your SEO.
12. H2 for major headings: <H2> is used for paragraph headings or help divide a page up into sections.
13. H3 for major sub headings: <H3> is used to help divide a page up into sections.
14. There is consistency between page title, headings and navigation items
15. Page titles are used on every page and in the correct format.
  - The most effective page titles are about 10-70 characters long, including spaces.
16. Meta Key words are to be relative to the content on the page
17. Meta Description is to be relative to the subject on the page.
  - For optimum effectiveness, meta descriptions should be 70-160 characters long.
  - Your meta descriptions should be concise and contain your best keywords.
  - Make sure each page of your website has its own meta description.
18. Body text: You can strengthen your SEO by increasing the recurrence of keywords on your page and adding more text that pertains to your website's content. Your page content must reflect your meta description, meta keywords and page title.
19. SEO techniques and strategies change on a regular basis, stay up to date by visiting your top search crawlers and follow their SEO recommendations.

# corporate materials

Corporate Marketing Materials are available for CES branches as outlined in the following pages. These materials have been designed within our corporate design standards so they create a continuity for the CES brand thereby adding strength and positioning for CES in the marketplace.

## Corporate Business Cards

### Corporate Stationary

- Mailing Label
- Letterhead
- #10 Envelope
- Fax Cover Sheet
- Hang Tags
- Order Forms
- Thank You Card

### Corporate Banners

### Corporate Flyers

- Event
- Location
- Product
- Market Sector

### Corporate Cards

- Line Cards
- Branch Rack Cards
- Relocation Card
- Market Sector Cards

## Corporate Pocket Folder

### Corporate Promotional Items

- Note Pads
- Pens
- Tape
- Spiff Promos

### Corporate Green Initiative

- Banners
- Postcards
- Brochures
- Flyers

### Branch Store/Vehicle Graphics

- Door Decal
- Window Cling
- Awning Sign
- Van Wraps
- Truck Wraps
- Lighted or Flat Sign
- Roadside Sign
- Banner Sign

For additional custom Corporate items contact City Electric Supply Marketing Department.

# Corporate Signage

Corporate Marketing Signage are available for CES branches. These Clings have been designed within our corporate design standards so they create a continuity for the CES brand thereby adding strength and positioning for CES in the marketplace.



Design subject to change according to size

# Vehicle Wraps

Corporate Marketing Vehicle Wraps are available for CES branches. These Wraps have been designed within our corporate design standards so they create a continuity for the CES brand thereby adding strength and positioning for CES in the marketplace.

**\$435 Preferred Flat Rate**

HD Printing, Precision Plotting & Q/C Onsite  
Removal of Existing Graphics, Onsite Installation of New Graphics, Dedicated Project Manager, Deliver to Location of Install, Online Tracking of Project.



**For More Information**

If you have questions about how to use the corporate logo or how to apply the Corporate Brand Identity Standards in print or web, please contact CES Marketing.

CES Marketing  
Marketing@ces-us.net  
ph: 772.807.7080

The  
**Power** TO  
**Supply You**®

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