



an **S B P** brand

Brand Guidelines

2023

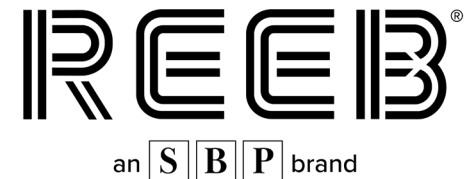


ABOUT

DW IS PROUD TO BE AN SBP BRAND

Specialty Building Products (SBP) operates through five brands in the United States and Canada. Individually, each brand has a rich history of its own and is well-known within the local community it serves. Together, as one company, we are better prepared to meet the growing demands of the building industry with an unmatched depth and breadth of inventory, in-person support, and robust selling systems.

When you see “an SBP brand,” you can expect the same personalized experience you know and trust, with the strong commitment and support of the fastest-growing building materials supplier in North America – Specialty Building Products.



CORE VALUES

WHAT WE VALUE

At the heart of SBP and DW, you'll find our People, Culture, and Core Values. Our People are our greatest strength. We work together to serve our customers, and we don't stop until they're satisfied. Our Culture shows up as a company that works hard, never settles, and wants to win. We aim always to do the right thing – even when it is hard. This commitment creates a strong foundation and long-lasting relationships that are rich in trust. Our Core Values revolve around our impact on the lives of everyone we touch, making a difference in the world one person at a time.

ETHOS

- Always do the right thing - event when it is hard.
- Give credit where credit is due. Most of the credit is not due to you.
- Use your influence to have a uniquely positive impact on people.

COMMUNITY

- Be consistently responsive to customers and suppliers.
- Develop people by serving the whole person.
- Lead with influence; not position, title, or tenure.

ATTITUDE

- Live with intentionality. Make sure your progress is on a well conceived path.
- Don't finish fresh. Give everything you have every day.
- Live out idealism. Don't settle.

LOGOS

There are two versions of the DW logo: stacked and in-line. The stacked logo is our primary logo. If the primary logo doesn't fit the composition, use the in-line logo.

The primary and secondary logos may be used in all black on white or all white on black or solid colored backgrounds.

Do not alter or attempt to recreate these elements in any way.

Do not stretch or alter the proportions

Do not change the colors

Do not change the arrangement

Do not apply gradients, shadows, or effects

PRIMARY



SECONDARY



COLOR VARIATIONS



Contact the Marketing Department for logos. Formats available include: EPS (Vector art), JPG, and PNG. If you have any further questions about the DW logo, please email dwmarketing@dwdistribution.us.

SLOGANS

DW's legacy slogan, Driven to Build, should be used sparingly on marketing materials.

This slogan can be seen on DW's trailers, email communications, and promotional items.

DRIVENTOBUILD

Since 1955

DRIVENTOBUILD

Since 1955

DRIVENTOBUILD

Since 1955

COLOR PALETTE

PRIMARY

DW has two primary colors: DW Red and gray. The DW will only ever be DW Red, black, or white – no exceptions.

The gray can be used in different shades when applicable. The acceptable range is in 10% increments of the original color.



DW Red

PMS: 7621C

RGB: 171 35 40
CMYK: 0 98 91 30
HEX: AB232B



Gray

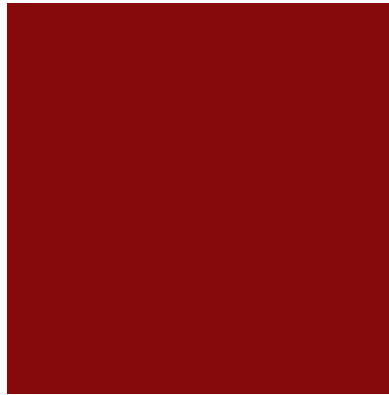
RGB: 102 103 102
CMYK: 60 51 51 20
HEX: 666766



COLOR PALETTE

SECONDARY

DW's secondary colors are to be used as accents on marketing pieces.



Deep Red

RGB: 134 9 15
CMYK: 0 97 87 53
HEX: 86090f



Brown

RGB: 118 58 6
CMYK: 35 76 100 40
HEX: 763a06



Dark Gray

RGB: 51 63 72
CMYK: 78 64 53 43
HEX: 333f48



Tan

RGB: 160 130 104
CMYK: 36 46 60 8
HEX: a08268

TYPOGRAPHY

Helvetica Neue LT Std is DW's primary font and should be used for all communications to ensure a consistent look and feel.

57 Condensed is the recommended font weight for copy.

Helvetica Neue LT Std

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

37 Thin Condensed
37 Thin Condensed Oblique
47 Light Condensed
47 Light Condensed Oblique
57 Condensed
57 Condensed Oblique
67 Medium Condensed
67 Medium Condensed Oblique
77 Bold Condensed
77 Bold Condensed Oblique
87 Heavy Condensed
87 Heavy Condensed Oblique
97 Black Condensed
97 Black Condensed Oblique

Roboto can be used for callouts or on any composition needing a bolder feel.

Roboto

Aa

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

LOGO MISUSE

Do not alter or attempt to recreate these logo elements in any way.

Do not stretch, alter, or distort the proportions

Do not change the colors

Do not change the arrangement

Do not apply gradients, shadows, or effects

