



Convoy Supply

Construction Materials

BRAND STANDARDS GUIDE
2024



Introduction

These brand standards are established to ensure consistency across all internal and external communications. This guide provides the tools and application examples needed to maintain a uniform visual identity for Convoy. By adhering to these guidelines, we solidify our brand's presence, fostering trust and recognition across all media.

Questions?

Don't hesitate to reach out.

The Marketing Team can help:

marketing@convoy-supply.com

Primary Logo

Use the primary Convoy Supply logo whenever possible.



Logo Blue is
Convoy Blue
Pantone 280C

Process Colors CMYK:
C=100, M=85, Y=5, K=22

Screen Colors RGB:
R=1, G=33, B=105

Hex/html: 012169

Construction Materials
is Pantone Cool Grey 9C

Process Colors CMYK:
C=30, M=22, Y=17, K=57

Screen Colors RGB:
R=118, G=119, B=123

Hex/html: 75787B



Maintain clearance around logo from any other elements.

1.25 Inch



Minimum size of the primary logo is 1.25 inches wide.



Primary logo can be used in black & white, reverse white over black and reverse white over blue PMS 280C, and all blue PMS 280C on backgrounds where the grey is unreadable.

Secondary Logos

Use either of the secondary Convoy Supply logos when size limitations do not allow the use of the primary logo.



Examples of secondary logo usage.

For the smallest minimum size (.5 inch) use this version of the logo.



Alternate Company Logos

These versions of the logo are available for legal and financial usage.



Convoy Supply Inc.



Convoy Supply Ltd



Distribution Convoy Ltée



Distribution Convoy

Matériaux de Construction

Typography

The primary font for all usage
is the Gotham font family.

AaBb**CcDd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzæøå

1234567890(".,,:;%&?!)

When Gotham is not available, Arial
regular and bold may be substituted.

AaBb**CcDd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzæøå

1234567890(".,,:;%&?!)

Color

The primary color for Convoy Supply is Convoy Blue PMS 280.



Convoy Blue
Pantone® 280
R1 G33 B105
#012169
C100 M85 Y5 K22