# SUNBELT ®
## RENTALS

## GRAPHIC STANDARDS & GUIDELINES

# 2013

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# SUNBELT RENTALS
## GRAPHIC STANDARDS & GUIDELINES

The purpose of this manual is to provide guidelines to branding Sunbelt Rentals and its Specialty Divisions. It outlines standards for the logo and supporting images to ensure that all branding and materials are consistent and unified.

Please direct all questions on proper use of the logo or brand along with graphic needs to Mark Olle, Creative Services Manger at 803-578-5328 or mark.olle@sunbeltrentals.com.

**SUNBELT**
**RENTALS**

# LOGO VERSIONS

Sunbelt Rentals has developed a family of similar logos to be used on all documents and communications. The logo should be used in strict accordance with these guidelines and should never be recreated.

**Vertical** format should be used as the primary logo.

**Horizontal** format should be used only if space does not allow the stacked vertical format to be used.

The current logo can be identified by the ® symbol.
The logo should appear with the registered mark.

Vertical  *(Primary)*                                           Horizontal  *(Secondary)*

# LOGO COLOR

The logo is available in two color variations to accommodate usage needs. Whenever color use is required, the gear must be yellow (PMS109). The text should be printed black on white or light background or white when using green or a dark/shaded background.

When only used in a black and white format, the entire logo should be black; no grayscale and/or no white gear is acceptable.

gear

text

Best

Acceptable
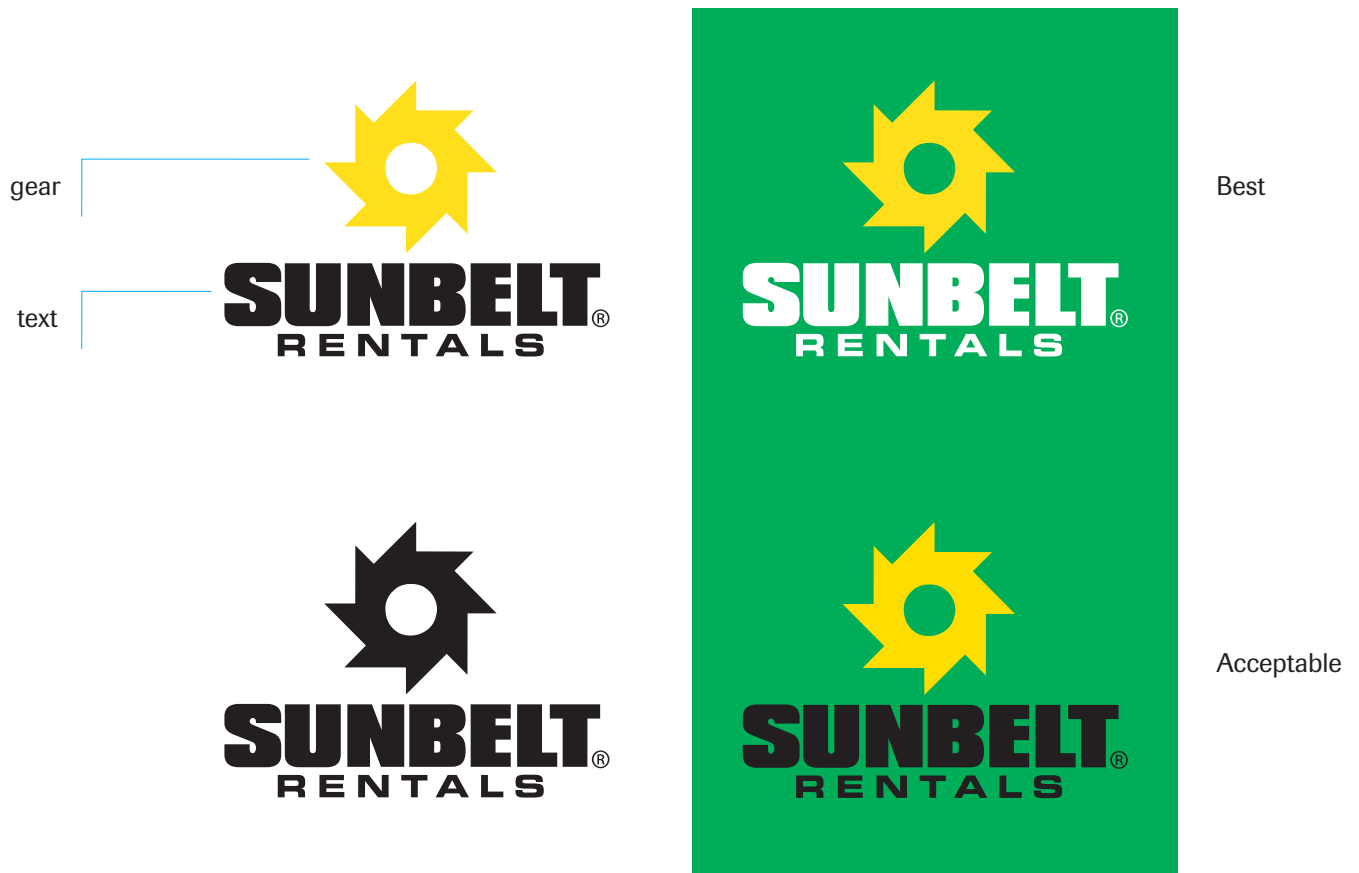
# LOGO   CLEAR SPACE

To ensure that the Sunbelt Rentals logo is free from visual distraction, elements such as photography, copy and graphics must be positioned at a minimum required distance from the logo. This is defined as "clear space."

The graphics on this page show the minimum required clear space. Clear space is defined in terms of the measurement "X." X is the height of the gear center.
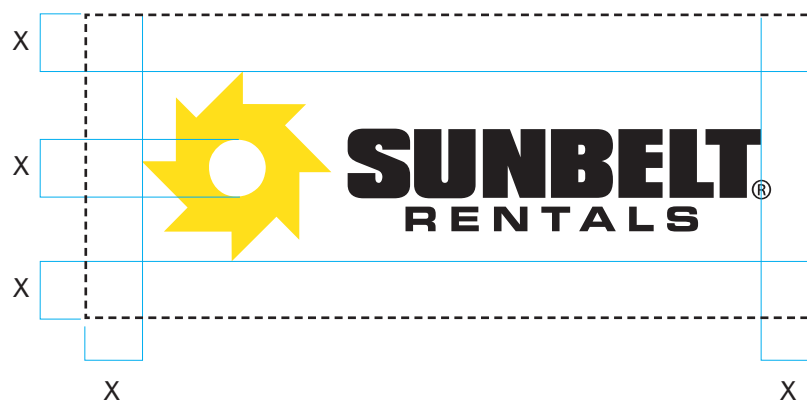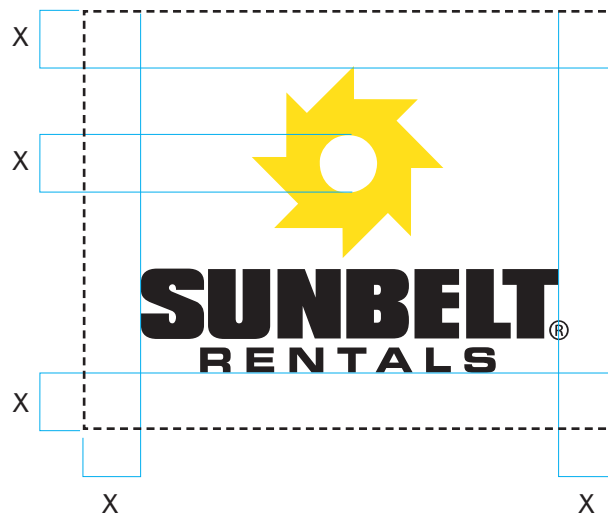
# LOGO   UNACCEPTABLE USES

This page shows several examples of inappropriate logo usage.
All examples of unacceptable forms are not shown, please refer to the
proper use guidelines explained on the previous pages.

1. The logo should never be reproduced from the web site or a previously printed publication.

2. The logo should never be reproduced or redrawn from a laser printer or copier machine.

3. The logo should never have a border or outline.

4. The logo or the gear should never be used in a sentence or as a bullet symbol.

5. The logo may not be skewed or angled in any way.

6. The gear shall not be moved or altered from the approved vertical (stacked) or horizontal position (sits left of type).

7. The gear shall not be used without the Sunbelt Rentals.

8. The gear shall not be white when black & white artwork is required.

Do not stretch logo

Do not use a different typeface in logo

Do not condense logo

Do not create a grayscale logo

Do not change colors of logo

Do not change colors of logo

Gear icon without Sunbelt Rentals

Do not screen logo

Do not add an effect on logo

## LOGO   DIVISIONS

Approved Specialty Divisions are recognized as the only acceptable use of the logo with identifying text below the standard logo.

**SUNBELT**
RENTALS®
———————
SCAFFOLD
SERVICES

**SUNBELT**
RENTALS®
———————
INDUSTRIAL RESOURCE
GROUP

**SUNBELT**
RENTALS®
———————
PUMP & POWER
SERVICES

**SUNBELT**
RENTALS®
———————
PILE DRIVING
SERVICES

**SUNBELT**
RENTALS®
———————
CLIMATE CONTROL
SERVICES

## COLOR  MARKETING APPLICATIONS

Color is a strong brand element. The primary use of the yellow and green colors are important and must remain consistent throughout all applications. Black may be used on green but white provides greater visibility.

**Sunbelt Rentals**

**Sunbelt Rentals**

**Sunbelt Rentals**

**Sunbelt Rentals**

### Sunbelt Rentals Green

Pantone® Spot
PMS 354C

Process Build[1]
**C**87 **M**0 **Y**91  **K**0

RGB
**R**1 **G**153 **B**52

Web
#009b34

### Sunbelt Rentals Yellow

Pantone® Spot
PMS 109C

Pantone® Spot
PMS 108U[2]

Process
**C**0 **M**10 **Y**100  **K**0

RGB
**R**254 **G**210 **B**0

Web
#fed203

[1]enables a closer color match to Sunbelt Rentals PMS354 green
[2]enables a closer color match of the yellow on uncoated paper

*(PMS) Pantone Matching System System® is an industry wide standard of color formulas*

## COLOR EQUIPMENT AND VEHICLE APPLICATIONS

The color green is important to the Sunbelt Rentals brand and helps differentiate the equipment from equipment owned by competitors. It increases visibility to current and potential customers. A short list of the approved paint manufacturers along with their green paint identification is below.

Colors vary by manufactures.

Colors are shown here for illustrative purpose only.

**Color Systems**

MUNSELL NOTATION: 2.5G 5/12

**Paint & Coating**

Sherwin-Williams:  FGS880001 S-W

DuPont:  Q1343WG over 1632WF

# TYPOGRAPHY  FONTS

Typography or font is another important element of the identity system.
Consistent use of fonts across all communications adds uniformity and helps
define the Sunbelt Rentals brand. A sans-serif font is recommended.

*PowerPoint: Presentations*

*Word: Memos, Annoucements,
Email signature*

Arial

Calibri*

ABCDEabcd1234

ABCDEabcd1234

*ABCDEabcd1234*

*ABCDEabcd1234*

**ABCDEabcd1234**

**ABCDEabcd1234**

***ABCDEabcd1234***

***ABCDEabcd1234***

*\*Default typeface in Microsoft Office 2010*

*Advertising and Marketing*

Imago

ABCDEabcdef1234

*ABCDEabcdef1234*

**ABCDEabcd1234**

***ABCDEabcd1234***

# PHOTOGRAPHY

The green equipment color is unique in the industry and visually sets our equipment apart from our competitors. All images used must showcase the green when possible.

## APPLICATIONS

The Sales Support and Marketing Department leads the company in developing, producing and fulfilling requests for printed and online materials. This guide outlines the graphic elements utilized in internal and external communications, including but not limited to the following applications:

Advertising

Signage

Banners

Web site

PowerPoint Presentations

Flyers

Promotional Products

Equipment

Emails

Postcards

If you are considering purchasing or developing any marketing materials, please contact Sales Support & Marketing for help and/or direction.

*Directory on page 27.*

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