CORPORATE BRAND STANDARDS

TABLE OF CONTENTS

VISUAL IDENTITY
logo and elements

DEMPSEY
UNIFORM & LINEN SUPPLY

CORPORATE SLOGAN

When your business needs to look its best, Dempsey delivers.

See page 13 for logo and brand instructions.

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE FONT FAMILIES

When creating Dempsey Uniform & Linen Supply corporate communications materials, please use any combination of these typefaces. There is no minimum point size. Font size may be designated with discretion, but type must be legible at reproduction size. Each font family includes numerous styles and weights (italic, condensed, semibold, etc.), any of which may be used.

Lato (sample usage: website)
Example: Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Roboto (sample usage: website)
Example: Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica (sample usage: sell sheets)
Example: Medium
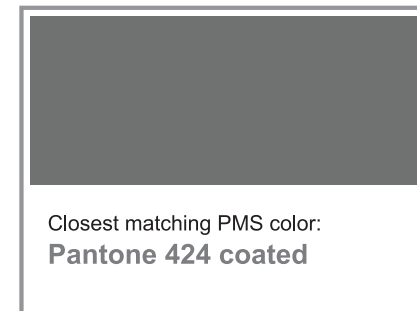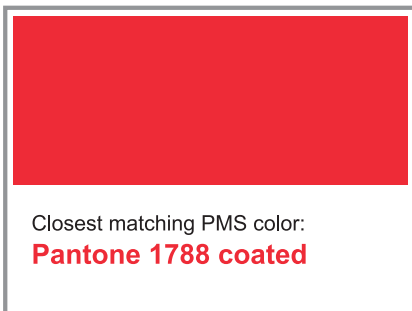ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ITC New Baskerville (sample usage: taglines)
Example: Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
COLOR PALETTE

Process   **C**6.25 **M**91.8 **Y**97.3 **K**0.39
Screen   **R**224 **G**59 **B**63
Web (Hex) **#E03B3F**

Process   **C**89.45 **M**57.03 **Y**0 **K**0
Screen   **R**11 **G**108 **B**182
Web (Hex) **#0B6CB6**

Process   **C**0 **M**0 **Y**0 **K**70
Screen   **R**109 **G**110 **B**113
Web (Hex) **#6D6E71**

Closest matching PMS color:
Pantone 1788 coated

Closest matching PMS color:
Pantone 285 coated
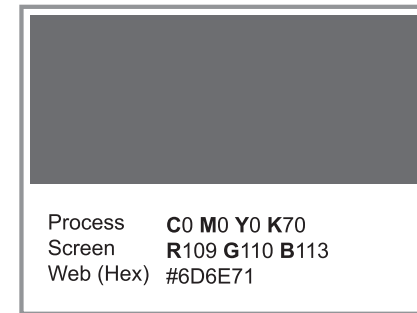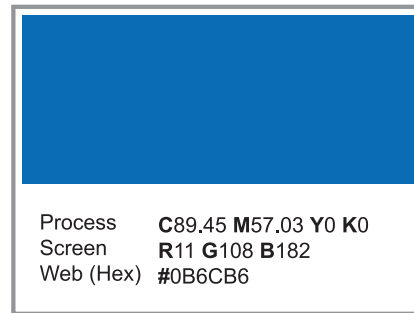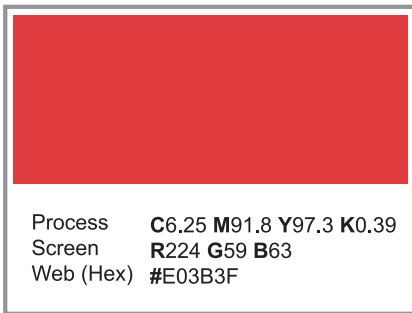
Closest matching PMS color:
Pantone 424 coated

COLOR LOGO USAGE

The Dempsey Uniform logo may only be used by authorized individuals. The logo may appear on any printed material or website or in any PowerPoint, multimedia, slideshow, or overhead presentation relating to Dempsey Uniform and its business. If using the logo as an image map link, the destination URL should be: http://www.dempseyuniform.com

This is the preferred logo and should be used whenever possible.

Process Color: RED C6.25 M97.3 Y83 K0.39, BLUE C89.45 M57.03 Y0 K0

Two Color: RED Pantone 1788 coated, BLUE Pantone 285 coated

Usage: Packaging, POP, Marketing Collateral, Sales Presentations, Corporate Apparel (Embroidery, Screen Printing, Heat Transfer), Promotional Items (Process Printing, Digital Printing, Dye Sublimation, Screen Printing, Pad Printing, Heat Transfer)

This is how the logo should appear on a dark background.

Process Color: RED C6.25 M91.8 Y97.3 K0.39, WHITE

Two Color: RED Pantone 1788 coated, WHITE

Usage: Marketing Collateral, Corporate Apparel (Embroidery, Screen Printing, Heat Transfer), Promotional Items (Process Printing, Digital Printing, Dye Sublimation, Screen Printing, Pad Printing, Heat Transfer)

BLACK/WHITE LOGO USAGE

This is the single color logo and should be used when the process or two color version is not possible.

One Color: Black (**K**100) It may be used on any light color background.

Usage: Corrugated Shipping Boxes, Newsprint, Corporate Apparel (Screen Printing), Promotional Items (Screen Printing, Debossing and Embossing of Leather, Vinyl, or Paper Products), Corporate Gifts (Laser Engraving)

This is the single color logo and should be used in white reverse print on a dark background when the process or two color version is not possible.

Usage: Corrugated Shipping Boxes, Corporate Apparel (Screen Printing), Promotional Items (Screen Printing, Debossing and Embossing of Leather, Vinyl, or Paper Products), Corporate Gifts (Laser Engraving)

INCORRECT LOGO REPRODUCTION

Do not reproduce in a tint or a screen

Do not modify the logo

Do not reproduce in other colors

Do not resize or change the position of the logo elements

Do not reproduce like this on a dark background

Do not squish or squash the logo. Resizing must be proportional.

Do not cut off any part of the logo

CORPORATE BRAND
IDENTITY REPRODUCTION

Each version of the logo, consisting of the underlined text and red dot, is a self-contained unit and should not be altered in any way. Kindly observe the minimum clear space as indicated.

Logo Clear Space

• Arrows indicate the minimum required clear space surrounding the logo.

• The clear space is equal to the width of the bar of the D. The width of the clear space is equal to its height.

• Surrounding elements can be safely positioned up to the arrows.

• The logo must be positioned a minimum half inch away from the edges of documents.

Logo Construction

• Ensure the overall logo size is large enough that all words are legible.

• Whenever possible, use the vector files of the logo for clean reproduction.

• Use only the artwork from the electronic files supplied.

• Do not recreate this logo using typography.

CORPORATE BRAND
SIMPLIFIED LOGOS

For instances in which a streamlined look is preferred.

DEMPSEY

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY

DEMPSEY

This is how the logo should appear on a dark background.

CORPORATE BRAND
LOGO WITH SLOGAN

For instances in which the logo with slogan is preferred.

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

This is how the logo should appear on a dark background.

LOGO WITH WEBSITE - SANS SERIF

For instances in which the logo with the website in sans serif is preferred.

DEMPSEY
UNIFORM & LINEN SUPPLY
WWW.DEMPSEYUNIFORM.COM

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY
UNIFORM & LINEN SUPPLY
WWW.DEMPSEYUNIFORM.COM

DEMPSEY
UNIFORM & LINEN SUPPLY
WWW.DEMPSEYUNIFORM.COM

This is how the logo should appear on a dark background.

CORPORATE BRAND
LOGO WITH WEBSITE - SERIF

For instances in which the logo with the website in serif is preferred.

DEMPSEY
UNIFORM & LINEN SUPPLY
www.dempseyuniform.com

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY
UNIFORM & LINEN SUPPLY
www.dempseyuniform.com

DEMPSEY
UNIFORM & LINEN SUPPLY
www.dempseyuniform.com

This is how the logo should appear on a dark background.

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
LOGO WITH PHONE - SANS SERIF

For instances in which the logo with the phone number in sans serif is preferred.

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

This is how the logo should appear on a dark background.

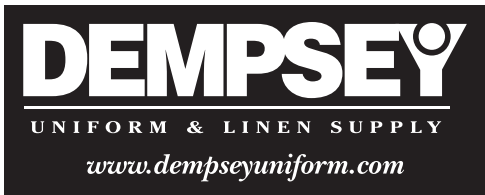DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
LOGO WITH PHONE - SERIF

For instances in which the logo with the phone number in serif is preferred.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060

This is how the logo should appear on a dark background.

DEMPSEY UNIFORM & LINEN SUPPLY

LOGO WITH PHONE AND WEBSITE - SANS SERIF

For instances in which the logo with the phone number and the website in sans serif is preferred.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
WWW.DEMPSEYUNIFORM.COM

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
WWW.DEMPSEYUNIFORM.COM

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
WWW.DEMPSEYUNIFORM.COM

This is how the logo should appear on a dark background.

LOGO WITH PHONE AND WEBSITE - SERIF

For instances in which the logo with the phone number and the website in serif is preferred.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
www.dempseyuniform.com

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
www.dempseyuniform.com

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
www.dempseyuniform.com

This is how the logo should appear on a dark background.

Y-GUY® LOGO

The size of the logo will be relative to the environment in which it appears. To ensure legibility, the logo should never be reduced to an unreadable size.

Prior to finishing a project, print the artwork at 100% and make sure the logo is clear and readable.

This is how the logo should appear on a dark background.

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
LOGO FILES

The Dempsey Uniform logo may only be used by authorized individuals. The following file formats are provided:

Process Color:
• dempsey-logo-cmyk.ai
• dempsey-logo-cmyk.pdf
• dempsey-logo-cmyk.eps
• dempsey-logo-cmyk-300dpi.jpg
• dempsey-logo-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-pms.eps

Black and White:
• dempsey-logo-bw.ai
• dempsey-logo-bw.pdf
• dempsey-logo-bw.eps
• dempsey-logo-bw-300dpi.jpg
• dempsey-logo-bw-72dpi.jpg

Process Color:
• dempsey-logo-simple-cmyk.ai
• dempsey-logo-simple-cmyk.pdf
• dempsey-logo-simple-cmyk.eps
• dempsey-logo-simple-cmyk-300dpi.jpg
• dempsey-logo-simple-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-simple-pms.eps

Black and White:
• dempsey-logo-simple-bw.ai
• dempsey-logo-simple-bw.pdf
• dempsey-logo-simple-bw.eps
• dempsey-logo-simple-bw-300dpi.jpg
• dempsey-logo-simple-bw-72dpi.jpg

Process Color:
• dempsey-logo-delivers-cmyk.ai
• dempsey-logo-delivers-cmyk.pdf
• dempsey-logo-delivers-cmyk.eps
• dempsey-logo-delivers-cmyk-300dpi.jpg
• dempsey-logo-delivers-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-delivers-pms.eps

Black and White:
• dempsey-logo-delivers-bw.ai
• dempsey-logo-delivers-bw.pdf
• dempsey-logo-delivers-bw.eps
• dempsey-logo-delivers-bw-300dpi.jpg
• dempsey-logo-delivers-bw-72dpi.jpg

CORPORATE BRAND
LOGO FILES

The Dempsey Uniform logo may only be used by authorized individuals. The following file formats are provided:

DEMPSEY
UNIFORM & LINEN SUPPLY
WWW.DEMPSEYUNIFORM.COM

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
WWW.DEMPSEYUNIFORM.COM

Process Color:
• dempsey-logo-website-sans-cmyk.ai
• dempsey-logo-website-sans-cmyk.pdf
• dempsey-logo-website-sans-cmyk.eps
• dempsey-logo-website-sans-cmyk-300dpi.jpg
• dempsey-logo-website-sans-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-website-sans-pms.eps

Black and White:
• dempsey-logo-website-sans-bw.ai
• dempsey-logo-website-sans-bw.pdf
• dempsey-logo-website-sans-bw.eps
• dempsey-logo-website-sans-300dpi.jpg
• dempsey-logo-website-sans-72dpi.jpg

Process Color:
• dempsey-logo-phone-sans-cmyk.ai
• dempsey-logo-phone-sans-cmyk.pdf
• dempsey-logo-phone-sans-cmyk.eps
• dempsey-logo-phone-sans-cmyk-300dpi.jpg
• dempsey-logo-phone-sans-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-phone-sans-pms.eps

Black and White:
• dempsey-logo-phone-sans-bw.ai
• dempsey-logo-phone-sans-bw.pdf
• dempsey-logo-phone-sans-bw.eps
• dempsey-logo-phone-sans-bw-300dpi.jpg
• dempsey-logo-phone-sans-bw-72dpi.jpg

Process Color:
• dempsey-logo-website-phone-sans-cmyk.ai
• dempsey-logo-website-phone-sans-cmyk.pdf
• dempsey-logo-website-phone-sans-cmyk.eps
• dempsey-logo-website-phone-sans-cmyk-300dpi.jpg
• dempsey-logo-website-phone-sans-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-website-phone-sans-pms.eps

Black and White:
• dempsey-logo-website-phone-sans-bw.ai
• dempsey-logo-website-phone-sans-bw.pdf
• dempsey-logo-website-phone-sans-bw.eps
• dempsey-logo-website-phone-sans-bw-300dpi.jpg
• dempsey-logo-website-phone-sans-bw-72dpi.jpg

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
LOGO FILES

The Dempsey Uniform logo may only be used by authorized individuals. The following file formats are provided:

DEMPSEY
UNIFORM & LINEN SUPPLY
www.dempseyuniform.com

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060

DEMPSEY
UNIFORM & LINEN SUPPLY
1-800-378-8060
www.dempseyuniform.com

Process Color:
• dempsey-logo-website-serif-cmyk.ai
• dempsey-logo-website-serif-cmyk.pdf
• dempsey-logo-website-serif-cmyk.eps
• dempsey-logo-website-serif-cmyk-300dpi.jpg
• dempsey-logo-website-serif-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-website-serif-pms.eps

Black and White:
• dempsey-logo-website-serif-bw.ai
• dempsey-logo-website-serif-bw.pdf
• dempsey-logo-website-serif-bw.eps
• dempsey-logo-website-serif-300dpi.jpg
• dempsey-logo-website-serif-72dpi.jpg

Process Color:
• dempsey-logo-phone-serif-cmyk.ai
• dempsey-logo-phone-serif-cmyk.pdf
• dempsey-logo-phone-serif-cmyk.eps
• dempsey-logo-phone-serif-cmyk-300dpi.jpg
• dempsey-logo-phone-serif-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-phone-serif-pms.eps

Black and White:
• dempsey-logo-phone-serif-bw.ai
• dempsey-logo-phone-serif-bw.pdf
• dempsey-logo-phone-serif-bw.eps
• dempsey-logo-phone-serif-bw-300dpi.jpg
• dempsey-logo-phone-serif-bw-72dpi.jpg

Process Color:
• dempsey-logo-website-phone-serif-cmyk.ai
• dempsey-logo-website-phone-serif-cmyk.pdf
• dempsey-logo-website-phone-serif-cmyk.eps
• dempsey-logo-website-phone-serif-cmyk-300dpi.jpg
• dempsey-logo-website-phone-serif-cmyk-72dpi.jpg

Two Color:
• dempsey-logo-website-phone-serif-pms.eps

Black and White:
• dempsey-logo-website-phone-serif-bw.ai
• dempsey-logo-website-phone-serif-bw.pdf
• dempsey-logo-website-phone-serif-bw.eps
• dempsey-logo-website-phone-serif-bw-300dpi.jpg
• dempsey-logo-website-phone-serif-bw-72dpi.jpg

DEMPSEY UNIFORM & LINEN SUPPLY

CORPORATE BRAND
LOGO FILES

The Y-Guy® logo may only be used by authorized individuals. The following file formats are provided:

Process Color:
- dempsey-y-guy-logo-cmyk.ai
- dempsey-y-guy-logo-cmyk.pdf
- dempsey-y-guy-logo-cmyk.eps
- dempsey-y-guy-logo-cmyk-300dpi.jpg
- dempsey-y-guy-logo-cmyk-72dpi.jpg

Two Color:
- dempsey-y-guy-logo-pms.eps

Black and White:
- dempsey-y-guy-logo-bw.ai
- dempsey-y-guy-logo-bw.pdf
- dempsey-y-guy-logo-bw.eps
- dempsey-y-guy-logo-bw-300dpi.jpg
- dempsey-y-guy-logo-bw-72dpi.jpg

TRADEMARKS
active registrations

DEMPSEY
UNIFORM & LINEN SUPPLY

CORPORATE BRAND
TRADEMARKS

Y-Guy® - Word Mark

Registered Trademarks owned by Dempsey Uniform & Linen Supply must always be used with a ® (superscript).
Trademarks owned by Dempsey Uniform & Linen Supply must always be used with a ™ (superscript).

DEMPSEY UNIFORM & LINEN SUPPLY

CO-BRANDING
branding partnerships

DEMPSEY
UNIFORM & LINEN SUPPLY

CO-BRANDING PARTNERSHIPS
ALIGNMENT GUIDELINES

Kindly observe these guidelines when exploring co-branding opportunities.

In co-branded ventures, our primary directive is to protect and preserve the integrity of our brand.

Prior to conducting exploratory conversations with a potential partner, co-branding ideas must be submitted to the Marketing Department for review. Upon approval, next steps will be defined by the Marketing Department and approved by Executive Management prior to any third-party negotiations.

As relevance and planning are critical aspects of any co-branding venture, opportunities should only be pursued when they will:

• Generate mutually beneficial results for both parties

• Allow us to partner with a highly reputable organization

• Create new revenue streams without cannibalizing existing ones

• Allow us to more efficiently and effectively reach specific goals

• Enable both parties to leverage each other's relationships, market share, and/or influence to appeal to a new or expanded audience

• Position our brand in a positive light

• Provide an opportunity to create a formal co-branding agreement that includes a sales and marketing plan

DEMPSEY UNIFORM & LINEN SUPPLY

DEMPSEY

UNIFORM & LINEN SUPPLY

Contact: Nichole Sager, Marketing Department
Direct 570-307-2337 • info@dempseyuniform.com • Fax 570-307-2305
Corporate Office: 1200 Mid Valley Drive, Jessup, PA 18434