



**BRAND STANDARDS**

## Introduction

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While you'll never see the ScanSource name on any store, package or truck, you have an invaluable asset that speaks for us: the ScanSource brand. This guide explains how, when used correctly and consistently, these elements speak for ScanSource in a clear and meaningful way. By following this guide, you help define ScanSource to our vendors, resellers, shareholders, and the community. Equally important, you help them recognize, differentiate, and remember us.

To help define and guide how we treat our brand, we've developed the ScanSource Brand Standards. It includes standards for:

- Logo elements and usage
- Typography
- Color palettes
- Legal requirements

While many of the standards in this guide are straightforward and easy to meet, there may be instances in which additional guidance is needed. If your marketing contacts need assistance, they can reach out to Worldwide Marketing.

The ScanSource brand extends far beyond a logo. It's who we are. It's our story. And, it will take effort and diligence from each of us to protect it. Our brand has a strong presence in the channel and in the community. Your support will ensure that we maintain its integrity for years to come.

### **CONTACTS FOR BRAND COMPLIANCE:**

When in doubt, always ask. If you have questions, concerns or need to use a logo in any format not defined in these standards, please send an example of your plans to [requests@scansource.com](mailto:requests@scansource.com), and a member of the Worldwide Marketing team will respond promptly.

## Legal Requirements

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### TRADEMARK AND REGISTRATION SYMBOLS

When the ScanSource logotype is used, it **must** have the “Circle R” registration mark in the upper right-hand corner.

- The registration mark should always be 40% gray.
- The registration mark **should not** be used alongside the icon, or when the icon is independent of the logotype.
- The registration mark should never change in proportion to the logo. If the registration mark becomes illegible, it is acceptable to remove it with Worldwide Marketing approval.



scansource<sup>®</sup>

registration  
mark



## Corporate Brand Colors

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Strict control over the colors used to represent our brand is imperative for consistency. The only acceptable colors are listed below. Please do not veer from these standards without explicit permission from Worldwide Marketing.

### PRINT COLORS

C-0 M-100 Y-95 K-10 PANTONE 186U	C-0 M-65 Y-100 K-0 PANTONE 144U	C-0 M-0 Y-0 K-40 PANTONE Cool Grey 6U	C-0 M-0 Y-0 K-100 PMS Black
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### ELECTRONIC MEDIA

R-215 G-25 B-37 #D71925	R-244 G-121 B-32 #F47920	R-153 G-153 B-153 #999999	R-00 G-00 B-00 #000000
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### PROMOTIONAL MATERIALS

For promotional material application, such as embroidery and screen printing, tone-on-tone is acceptable with the approved specialty version of the Corporate Logo designated on Page 7.

### SPECIALTY PRINTING

Blind Emboss or Foil Stamp applications are acceptable where appropriate with the approved specialty version of the Corporate Logo designated on Page 7. However, colors must match our standards, or a clear foil must be laid over a proper spot production of PMS colors. Acceptable one-color foil colors are black, white, gold or silver.

# Corporate Brand Typography

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## PRIMARY PRINT FONTS

Gotham Family, Helvetica Neue

Gotham Thin  
*Gotham Thin Italic*  
Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*  
**Gotham Medium**  
***Gotham Medium Italic***  
**Gotham Bold**  
***Gotham Bold Italic***  
**Gotham Black**  
**Gotham Ultra**  
***Gotham Black Italic***  
***Gotham Ultra Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue Ultra Light  
*Helvetica Neue Ultra Light Italic*  
Helvetica Neue Thin  
*Helvetica Neue Thin Italic*  
Helvetica Neue Light  
*Helvetica Neue Light Italic*  
Helvetica Neue Roman  
*Helvetica Neue Italic*  
Helvetica Neue Medium  
*Helvetica Neue Medium Italic*  
Helvetica Neue Bold  
***Helvetica Neue Bold Italic***  
Helvetica Neue Heavy  
***Helvetica Neue Heavy Italic***  
Helvetica Neue Black  
***Helvetica Neue Black Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## PRIMARY WEB FONTS

Proxima Nova, Tahoma, Sans-Serif

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Tahoma Regular  
**Tahoma Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789




## POWERPOINT FONTS

Arial Regular, Arial Bold, Arial Italic  
No serif fonts

## COMPLEMENTARY FONTS

It is acceptable to use additional fonts for body copy and headlines as needed, as long as they are visually complementary and are consistent within campaigns.

## Clear Space and Sizing

Minimum Size	Isolation Area	Embroidery Size
<p>1.25" or 90 pixels</p> 		<p>2.75"</p> 
<p>Do not reproduce the ScanSource logo smaller than 1.25 inches (or 90 pixels) in width. This ensures a clear reproduction of the logo and other elements. If the physical size of a product or placement won't accommodate a minimum size logo, please speak with Worldwide Marketing.</p>	<p>Always maintain a minimum clearance with an x-height equal to the height of the lowercase "n" in the ScanSource logotype.</p>	<p>Due to size limitations with embroidery, we will only use the ScanSource Corporate logo with no technology descriptor on embroidered specialty items. The minimum width for an embroidered logo is 2.75".</p>

## Usage On Backgrounds

Use ScanSource logos in color wherever possible.



4-color on black



4-color on color (unless red, orange or gray)



Reversed grayscale on solid (only red, orange or gray) background



4-color on light blend



4-color on dark blend



Grayscale on solid (only red, orange or gray) background



1-color














1-color reversed



Watermark (15%-40% black)

## Unacceptable Usages

<p>Do not outline the logo.</p>	<p>Do not re-create the logo.</p>	<p>Do not crop the logo.</p>	<p>Do not change typeface.</p>
			
<p>Do not center the icon above the logotype.</p>	<p>Do not place logo over an image that makes it illegible.</p>	<p>Do not append text to the icon or logotype other than options expressly approved in this guide (technology descriptor, etc.).</p>	<p>Do not stretch the icon or logotype. Do not skew the perspective, stretch the width or height.</p>
			
<p>Do not add space (kerning) between letters in the logotype or technology descriptor.</p>	<p>Do not change the size relationship between the icon and the logotype.</p>	<p>Do not change the color of the logo.</p>	
			



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**The ScanSource trademarks as described herein will remain the sole property of ScanSource. The ScanSource trademarks may only be used to make accurate reference to ScanSource, Inc. and its products and services. The ScanSource trademarks may not be used in any manner that implies ScanSource is affiliated with or endorsing another company's products or services. All use and goodwill associated with the ScanSource trademarks will inure to the benefit of ScanSource.**

You may not use any ScanSource trademark in any advertising or material in violation of any applicable law, ordinance or regulation of any country.

You may not use any ScanSource trademark in a misleading way.

You may not use any ScanSource trademark on or in connection with any defamatory, scandalous, pornographic or other objectionable materials of any sort.

You may not use any ScanSource trademark to disparage ScanSource or its products or services, or in a manner which, in ScanSource's judgment, may diminish or otherwise damage ScanSource's goodwill in any ScanSource trademark.

You may not take any action that would in any way tarnish or dilute the value of the ScanSource trademarks.

You may not adopt, use or attempt to register with any agency in any jurisdiction the trademark SCANSOURCE or any trademark, trade name, service mark, logo, or domain name consisting of, in whole or in part, the word "ScanSource" or any marks confusingly similar to any ScanSource trademark.

If you become aware of any infringement, actual or suspected, or any other unauthorized use of any ScanSource trademark, you will promptly give notice to ScanSource in writing, specifying the particulars of the unauthorized use.

If, at any time, ScanSource objects to your improper use of any ScanSource trademark, you agree to take such steps as may be necessary to resolve ScanSource's objections, including ceasing use of the ScanSource trademark, if requested by ScanSource.

If you want to include all or part of a ScanSource trademark in a domain name, you must first receive written permission from ScanSource. People naturally associate domain names with organizations whose names sound similar. Almost any use of a ScanSource trademark in a domain name is likely to confuse consumers, thus running afoul of the overarching requirement that any use of a ScanSource trademark be non-confusing.