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scansource®

BRAND GUIDELINES

2021

SCANSOURCE

While you'll never see the ScanSource name on any store, package, or truck, you have access to 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 clear and meaningful ways. By following this guide, you help define ScanSource to our suppliers, 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 guidelines—including those for:

• Brand experience

• Visual identity

• Trademark

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 we maintain its integrity for years to come.

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 Creative + Brand.

For any questions or further information email: **CreativeTeamUS@scansource.com**

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Brand Experience

WHY. HOW. WHAT.

And all it means to be part of the story.

WHY

values

We seek to express our corporate values in ways that are credible, compelling, and inspiring—because ScanSource isn't a monolithic, faceless company. We care.

vision

We strive to empower our professional advocates—because we know they often are the people who represent and share the ScanSource vision with others.

consistency

We diligently work to achieve consistent, well-designed-and-written communication that makes our brand memorable—because how people recall our brand often depends upon the quality of our communication.

adaptability

We want to ensure our brand design is flexible and adaptable—because our Company is always growing and evolving with new content, audiences, and offerings.

inspiration

We work to create messaging that leaves job applicants, acquired and tenured employees, and our industry with the best-possible impression—because superior messaging has the power to motivate and inspire.

HOW

trust When our partners need help, we are their reliable advisor.

support Our exclusive, partner-enablement services are unparalleled in the industry.

efficiency The multiple routes to market we offer mean more work gets done, and more quickly.

strength Our leadership in the technology marketplace is well-recognized.

specialization With our targeted technologies, we create better solutions for our partners and their customers.

depth ScanSource's industry knowledge and expertise set us apart from our competition.

loyalty We build solid relationships with partners, suppliers, and employees alike.

WHAT

Make ScanSource identifiable and differentiated.

Create beautiful, cohesive experiences that are attention-grabbing and shareable.

Express ScanSource's personality.

Deliver bold, fresh, human designs that surprise and delight.

Grow with the times.

Respond to new initiatives, acquisitions, releases, and directions.

Lift aspirations.

Give people something tangible to grab onto, own, and love.

Provide a foundation upon which others can build.

Share our vision, standards, and guidance.

VISUAL IDENTITY

LOGO

Within the overall ScanSource brand, the corporate logo is one of the most important elements. For it to remain easily recognizable, it's imperative we maintain graphic unity and a consistent look across a wide variety of correct applications.

Our logo can consist of two primary elements: icon and logotype.

The logo must always be asymmetrical with the icon to the left. Never manipulate this alignment in any way.

scansource®

registration mark

TRADEMARK AND REGISTRATION SYMBOLS

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

• The registration mark should always be 40% gray.

• The registration mark should be used alongside the icon, or when the icon is independent of the logotype.

• The registration mark's size should never change in proportion to the logo. If the registration mark becomes illegible, it's acceptable to remove it with approval from Worldwide Creative + Brand.

ICON ONLY
For limited use on social media, signage, and promotional items with approval from Worldwide Creative + Brand.

LOGOTYPE ONLY
For limited use on signage and promotional items with approval from Worldwide Creative + Brand.

GRAYSCALE LOGO
When possible, the first choice for one-color logo usage should be the grayscale ScanSource logo.

EMBROIDERY/PROMOTIONAL USAGE LOGO
The ScanSource logo can be used in one color, either black or white (see page 19 for logo usage on colored backgrounds). The icon should have clear lines in between the diagonals to delineate the "s" mark.

LOGO

Acceptable
usage

Four-color on black

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

Four-color on light blend

Four-color on dark blend

Grayscale on color

One-color reversed

One-color

Watermark (15%-40% black)
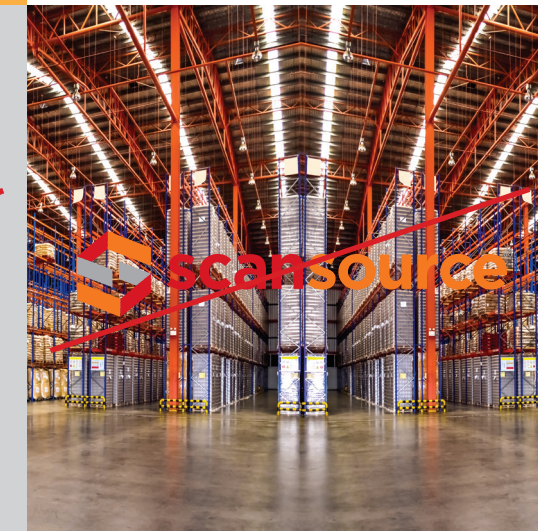
Embroidered logo in use

LOGO

Unacceptable
usage

Don't outline the logo.

Do not re-create the logo.

Do not crop the logo.

Do not change the typeface.

Do not add a gradient to the logo.

Do not change the colors of the logo.

Do not place the logo over an image that makes it illegible.

Do not center the icon above the logotype.

Do not append text to the icon or logotype other than options expressly approved in this guide

Do not stretch the icon or logotype. Do not skew the perspective, or stretch the width or height.

Do not change the size relationship of the icon and the logotype.

Do not add space (kerning) between letters in the logotype or technology descriptor.

LOGO

1.25" or 90 pixels

MINIMUM SIZE 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 Creative + Brand.

2.75"

EMBROIDERY SIZE 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".

Clear space and sizing

ISOLATION AREA Always maintain a minimum clearance with an x-height equal to the height of the lowercase "n" in the ScanSource logotype.

Tone and styling

When referring to ScanSource in copy, always capitalize both letter S's. Don't abbreviate ScanSource as "SCSC" except when specifically referring to our NASDAQ listing symbol.

Typically our approach with all messaging—be it internal or external—is to come across as relaxed, approachable, friendly, and confident yet polished and professional.

Whatever the subject, **we maintain a helpful, positive tone** that conveys our experience and expertise, as well as our eagerness to learn about a new customer, technology, manufacturer, mandate, or more.

To our resellers, **we're always optimistic** as we tell them how a new product, promo, or program can "help" them grown their businesses. We avoid saying we "will" grow their businesses. And we refrain from using the word "margin" when writing to an external audience.

A big part of our reseller writing is finding the tightest, most-accurate way of saying, "This product is great for your end-user customer and you should sell it to them. Here's what to tell them about it. And, by the way, the best place to buy this is at ScanSource because of this [fill in the blank with promotion, rebate, provisioning service—or any other reason that applies]."

Finally, whether we're speaking to our employees or to an external audience, **we always include phrasing that conveys our deep gratitude for their hard work** (to employees) or for their partnerships (community agencies, supplier and reseller partners, and more).

LOGO

Lockup

USE WITH OTHER LOGOS

The ScanSource logo should always be placed first, or on the left side, of any supplier logos in any application. When vertically stacked, the ScanSource logo should be placed above any supplier logos. For any special considerations, including smaller placements on digital banners, etc., please contact Worldwide Creative + Brand.

Placement

Whenever possible, the ScanSource logo should be placed in the top-left corner.

When not possible, secondary placement should be in the bottom right corner.

PRINT

DIGITAL

COLORS

Strict control over the colors used to represent our brand is imperative for consistency. The only acceptable colors are listed to the right.

Please don't veer from these standards without explicit permission from Worldwide Creative + Brand.

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 21.

SPECIALTY PRINTING
Blind-emboss or foil-stamp applications are acceptable, where appropriate, with the approved specialty version of the corporate logo designated on page 21. 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.

PRIMARY COLORS
Use primary colors for headline type, callouts, backgrounds, body text, ScanSource icons, and supergraphics. Some exceptions can be made based on the nature of the work and the environment.

SECONDARY COLORS
The secondary brand colors should only be used in instances where a differentiation in color, other than the primary brand colors, is needed. For example, a chart in a ScanSource-branded PowerPoint that requires six or more colors.

SCANSOURCE GRAYS
Use them for functional purposes such as highlighted information, charts, and graphs. Don't use these colors for body copy or headlines.

ScanSource Primary

Ember
PANTONE 144U
CMYK 0-65-100-0
RGB 244-121-32
#F47920

Rogue
PANTONE 186U
CMYK 0-100-95-10
RGB 215-25-37
#D71925

Anchor
PANTONE Cool Grey 6U
CMYK 0-0-0-40
RGB 153-153-153
#999999

Ink
PANTONE Black
CMYK 0-0-0-100
RGB 00-00-00
#000000

ScanSource Secondary

Royal
PANTONE 2119C
CMYK 98-99-26-14
RGB 47-41-108
#F47920

Marine
PANTONE 12171C
CMYK 71-15-0-0
RGB 31-170-225
#1FAAE1

Jewel
PANTONE 319C
CMYK 69-0-29-0
RGB 46-190-192
#2EBDC0

Cyber
PANTONE 142C
CMYK 0-36-84-0
RGB 251-175-67
#FBAF43

ScanSource Grays

Mist
PANTONE 663C
CMYK 2-1-1-0
RGB 244-121-32
#F7F7F8

Fog
PANTONE Cool Gray 1C
CMYK 5-43-0
RGB 238-238-238
#EEEEEF

Cloud
PANTONE 420C
CMYK 43-35-35-1
RGB 204-204-204
#CCCCCC

Steel
PANTONE Cool Gray 7C
CMYK 67-60-56-40
RGB 153-153-153
#F999999

Stone
PANTONE 446C
CMYK 67-60-56-40
RGB 71-71-73
#474749

Charcoal
PANTONE 447C
CMYK 69-63-62-58
RGB 51-51-51
#333333

TYPOGRAPHY

CORPORATE BRAND FONTS

ScanSource's primary type font is Gotham. This font should be used for all internal and external brand materials. ScanSource's secondary font is Helvetica Neue and should be used in Word and Excel for compatibility purposes. Helvetica Neue is also acceptable as a backup typeface, if Gotham isn't available.

Gotham Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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 Black Italic*
Gotham Ultra | *Gotham Ultra Italic*

Helvetica Neue Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue Ultra Light | *Helvetica Neue Ultra Light Italic*
Helvetica Neue Thin | *Helvetica NeueThin Italic*
Helvetica Neue Light | *Helvetica Neue Light Italic*
Helvetica Neue Roman | *Helvetica Neue Roman 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

Arial Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular | *Arial Regular Italic*
Arial Bold | *Arial Bold Italic*

Gotham Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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 Black Italic*
Gotham Ultra | *Gotham Ultra Italic*

Proxima Nova Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Regular | Proxima Nova Regular Italic
Proxima Nova Medium | Proxima Nova Medium Italic
Proxima Nova Semibold | *Proxima Nova Semibold Italic*
Proxima Nova Bold | *Proxima Nova Bold Italic*
Proxima Nova Black | *Proxima Nova Black Italic*

COMPLEMENTARY FONTS

For use of additional fonts for body copy and headline, please reach out to Worldwide Creative + Brand.

TRADEMARK

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.

COMMUNITY PARTNERSHIPS

At times, ScanSource teams up with a community partner and a special logo is required for use with the initiative. These logos are created on a custom, case-by-case basis and must receive prior approval by Worldwide Creative + Brand.

Examples:

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 desired use to **CreativeTeamUS@scansource.com**, and Worldwide Creative + Brand will respond promptly.