

Do it Best® Retail, Brand, and Corporate Logo Guidelines

Do it Best Corp.

The information in this manual will help you make certain that your communications comply with Do it Best Corp. policies and standards. Your compliance is essential to maintain the integrity of our corporate brand.





Do it Best® Retail and Corporate Logo Guidelines

Consistent use of logos is an important part of building and maintaining any company's brand. The following guidelines provide direction for proper logo usage based on the author and the target audience. If you have any questions, please contact Ben Wahli, Graphics Production Manager.

Ben Wahli

Graphics Production Manager
p 260.748.5529
ben.wahli@doitbest.com

Program Brochures

Author: Do it Best Corp.

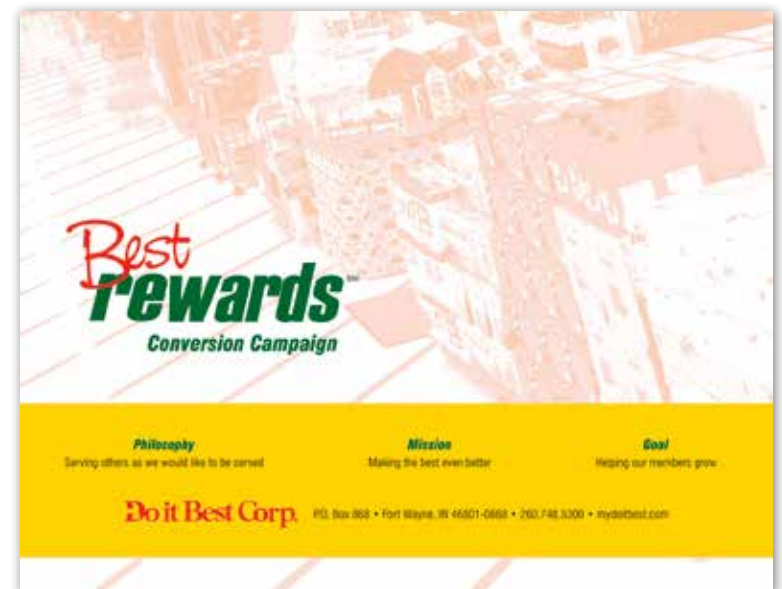
Audience: Do it Best® Members

- Feature the program logo (i.e. Best RewardsSM, Do it Best Quality PaintsTM, SignatureTM Store Design, etc.) on the front cover. If the Do it Best retail logo is not part of the program logo, it should be used in conjunction with the program logo
- Use Do it Best Corp. logo on back cover to signify material originating from Do it Best Corp.
- The back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
260.748.5300
mydoitbest.com

Front Covers



Back Covers



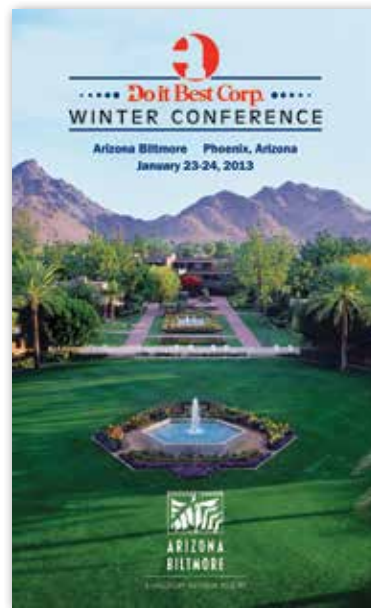
Market Information

Author: Do it Best Corp.

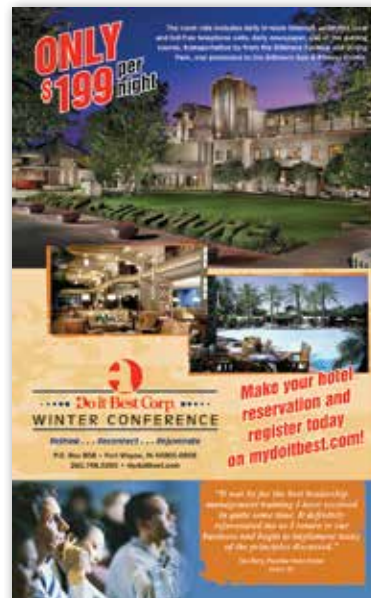
Audience: Do it Best® Members

- For all market, winter conference, and symposium materials, use the appropriate market, winter conference, or symposium logo on the front cover
- Use Do it Best Corp. or appropriate market logo, if it contains the Do it Best Corp. logo, on the back cover for markets, winter conferences, or symposiums
- The back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
260.748.5300
mydoitbest.com

Front Covers



Back Covers



Product Sell Sheets

Author: Do it Best Corp.

Audience: Do it Best® Members

- Use the Do it Best retail logo on the front cover
- Do not use Do it Best private brand logo on the front cover
- Use Do it® and Do it Best private brand logos as appropriate on inside pages to signify private label availability within categories
- Use Do it Best Corp. logo on back cover to signify material originating from Do it Best Corp.
- The back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
260.748.5300
mydoitbest.com

Front Covers



Inside Pages



Back Covers



Member Communication and Prospective Member Marketing Material

Author: Do it Best Corp.
Audience: Do it Best® Members/Prospects

- For prospective member marketing materials, consider use of Do it Best Corp. logo on front cover
- Use Do it Best Corp. logo on back cover to signify material originating from Do it Best Corp.
- For members, the back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
260.748.5300
mydoitbest.com
- For prospects, the back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
888.DOITBEST
independentsdoitbest.com

Front Covers



Back Covers

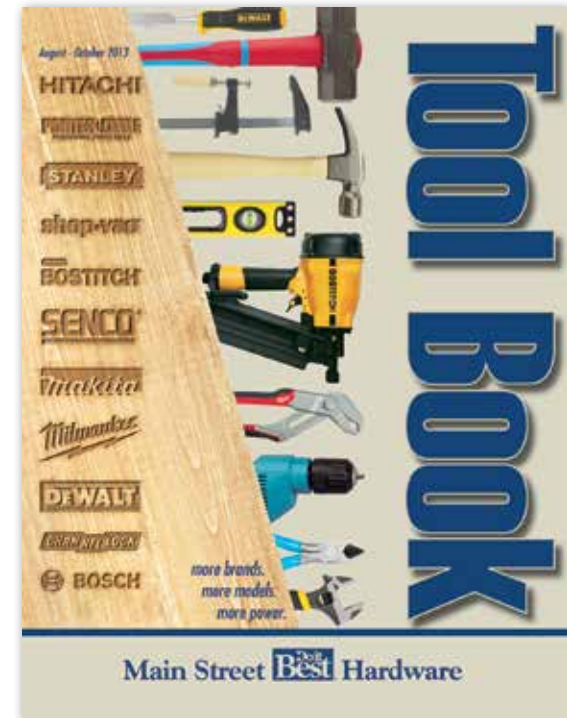


Advertising Promotions

Author(s): Members and/or Do it Best Corp.
on Behalf of Members

Audience: Consumers

- Do not use Do it Best Corp. logo
- Use the Do it Best® retail logo or Do it Center® logo for ADpakSM catalogs if there isn't an imprint area available on the front cover
- Use member store logo on the front cover if there is an imprint area available or as part of a custom promotion





Vendor Materials

Examples: Program brochures and market specials.

Author(s): Vendors and/or Do it Best Corp.
on behalf of vendors
Audience: Do it Best® Members

- Do not use Do it Best Corp. logo as it signifies material originating from Do it Best Corp.
- May use Do it Best retail logo on covers and pages, but not in conjunction with private label products
- May use Do it® & Do it Best private brand as appropriate on inside pages to signify private label availability within categories



HTH® Shock 'N Swim

- 47.4% active ingredients
- 1 lb. treats up to 11,500 gallons of water
- Destroys bacteria and organic contaminants
- Good for all pool surfaces

Sizes available:
5 lb. (SKU 843840) and
16.1 lb. (SKU 811592)




Give Your Customers a Choice with HTH® Shock



HTH® Super Shock 'N Swim

- 32% active ingredients
- 1 lb. treats up to 12,000 gallons
- Kills bacteria and destroys organic contaminants
- Fast dissolving

Sizes available:
5 lb. (SKU 822711) and
16.1 lb. (SKU 815738)



HTH® Super Select Shock Treatment

- 56% active ingredients
- 1 lb. treats up to 12,500 gallons
- Destroys bacteria and organic contaminants
- Good for all pool surfaces
- Fast dissolving
- Crystal clear results in 24 hours

Sizes available:
5 lb. (SKU 834101) and
16.1 lb. (SKU 814282)

We all have different tastes. This holds true to your customer's selected shock treatment routine and product selection. Expand your customer base by giving your customers a broad selection of HTH® shock products to suit their specific needs and preferences.

We offer a tiered approach to your shock product category. Our research studies show that consumers are willing to trade-up based on packaging and claims that provide added benefits. And by offering more premium options, you can increase business growth opportunities for your store(s). Giving your customers options, especially products that are multi-functional, can prove beneficial for your bottom line.

HTH® Shock 'N Swim and HTH® Super Shock 'N Swim are available to order through the Do it Best® retail service center. The HTH® Super Select Shock Treatment is available through drop ship orders only. To place a drop ship order, call our Customer Service representatives at 1-800-654-6019.

Facebook.com/hthpoolsare
YouTube.com/hthpoolsare
Hardware Helpline: 1-800-722-3484

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HTH and the HTH design logo are registered trademarks of Waddell, Inc.



NOW STOCKED IN RSCs
BAMBOO FENCING



1" x 6' x 6' Roll

- Kiln Dried & UV Coated
- Stainless Steel Threaded
- Natural Resistance to Insects & Rot
- Stronger than Oak

SKU 160007

Form and function have finally come together in the fence world. Aesthetically pleasing, durable, easy to install, and made from the strongest, most environmentally sustainable wood on earth. Bamboo fencing transforms yards, enhances landscapes, and adds a new dimension to the concept of what a fence can be!



Questions? Give JPA a Call 1.800.572.1877

Vendor: 7171
Department: Millwork

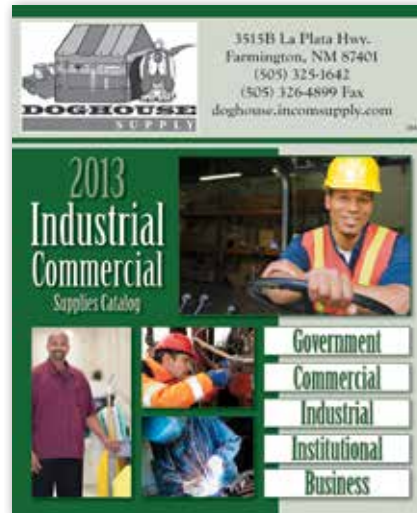


INCOM® Advertising Promotions

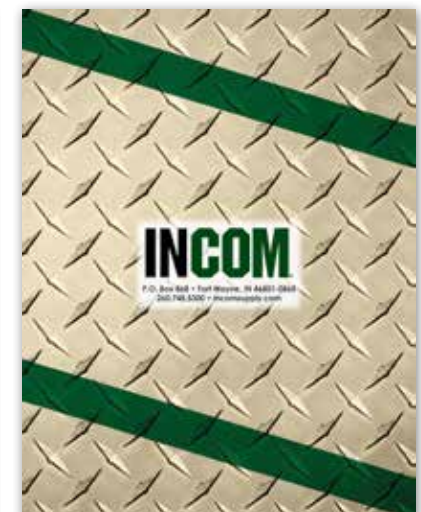
Author: Do it Best Corp.
Audience: INCOM Members, Customers,
and Prospective Members

- Do not use Do it Best Corp. logo as it signifies material originating from Do it Best Corp.
- Use the INCOM Distributor Supply™ logo for catalogs if there isn't an imprint area available
- Use member store logo only if there is an imprint area available or as part of a custom promotion
- The INCOM logo must be used on the back cover of all member and prospective member facing pieces
- For member and prospective member facing pieces, the back cover must also contain:
P.O. Box 868
Fort Wayne, IN 46801-0868
260.748.5300
incomsupply.com

Front Covers



Back Covers





Do it Best® Retail and Corporate Logos

The following guidelines provide logo specifications and colors. This section is organized by logo type. If you have any questions, please contact Ben Wahli, Graphics Production Manager.

Ben Wahli

Graphics Production Manager
p 260.748.5529
ben.wahli@doitbest.com

Primary Logo

Protected Area

The logo should always be surrounded by clear space. This protected area keeps other images or type from getting too close and ensures that the logo is always readable. The minimum distance to be allowed on all sides is the width of the letter “s” in the logotype.



Primary
Do it Best
Retail Logo

	PMS Warm Red CMYK: 0,75,90,0 RGB: 242,101,49		PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
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Black
Do it Best
Retail Logo
(use for 1-color
print jobs)



2-Color
Do it Best
Retail Logo
(use for 2-color
print jobs)



The dotted line
represents the
protected area.
No other image or
type should enter
within this space

Primary Logo

Versions

The Do it Best® logo variations shown on this page are approved for use only in certain circumstances, as described at right. If you have questions, contact the Graphics department (x5597).

These are the only approved variations of the primary logo. The logo files can be found in the Image Search section of mydoitbest.com (Standards Manual Logos folder).

Improper Usage

Logos must not be warped, stretched, skewed, or retyped in any way that changes their appearance. Use only the approved logo files provided in the Image Search section of mydoitbest.com (Standards Manual Logos folder).

The Do it Best color retail logo is used here to illustrate the following guidelines. Keep in mind that these guidelines apply to all logos owned by Do it Best Corp.

Files for all currently used company logos can be found in the Image Search section of mydoitbest.com (Standards Manual Logos folder). If you have any questions on proper logo usage, contact the Graphics department (x5597).



When using the Do it Best logo on a PMS Warm Red background, use this version, which has the registration mark in the correct position



When the Do it Best logo is used on a colored background other than PMS Warm Red, the PMS Warm Red box must be visible. A reversed registration mark may be used if necessary



When the black Do it Best logo is used over a colored background, the background color must show through the logo



Use this reversed logo, which has the registration mark in the correct position, when you want to use it on a black or dark, one color background



Never alter any portion of the logo



Never stretch or skew the logo



Never substitute any font in the logo



Never rotate the logo



Never change the colors



Never use the old version with the American Typewriter font

Corporate Identity

Corporate Logo

Use this logo on all materials representing Do it Best Corp. Examples are sell sheets to members regarding programs and services.

Corporate Logo Protected Area

The logo should always be surrounded by clear space. This protected area keeps other images or type from getting too close and ensures that the logo is always readable. The minimum distance to be allowed on all sides is the height of the letter "r" in the logotype (see example to the right).

Improper Logo Usage

Using the logo correctly will maintain consistency for the Do it Best Corp. identity. To the right are examples of logo misuse.

Do it Best Corp.

Standard Do it Best Corp. logo



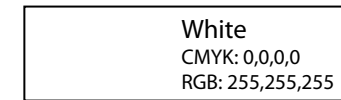
Do it Best Corp.

Black Do it Best Corp. logo



Do it Best Corp.

Reversed Do it Best Corp. logo



The dotted line represents the protected area. No other image or type should enter within this space

~~**Do it Best Corp.**~~

Do not reproduce the logo in any color other than PMS 485, black or white

~~**Do it Best Corp.**~~

Do not alter the proportions of the logo

~~**Do it Best Corp.**~~

Do not rotate the logo

~~**Do it Best Corp.**~~

Do not stack or rearrange the logo elements

Service/Program Logos

These logos represent a portion of the programs provided by Do it Best Corp.



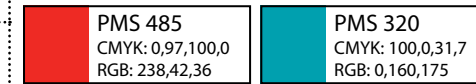
Circle Hammer



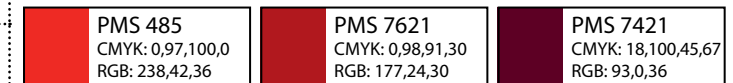
Do it Best Corp. Advantage



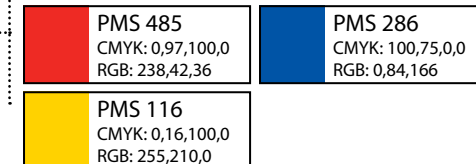
Do it Best Corp. CORE™



DiBU™



ADpakSM



Service/Program Logos



Do it Best Corp. Winter Conference

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36		PMS 648 CMYK: 100,62,0,52 RGB: 0,52,104
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Do it Best May MarketSM

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36		PMS 7409 CMYK: 0,33,98,5 RGB: 239,170,26		PMS 648 CMYK: 100,62,0,52 RGB: 0,52,104
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Do it Best October MarketSM

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36		PMS 7409 CMYK: 0,33,98,5 RGB: 239,170,26		PMS 648 CMYK: 100,62,0,52 RGB: 0,52,104
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Do it Best Sneak Peek[®]

	PMS 1797 CMYK: 0,100,99,4 RGB: 227,27,35		PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
	Pantone Violet CMYK: 98,100,0,0 RGB: 51,48,146		PMS 158 CMYK: 0,61,97,0 RGB: 245,128,37
	PMS 258 CMYK: 43,76,0,0 RGB: 155,91,165		



LBM Preview PlusTM

	PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0		PMS 2746 CMYK: 100,98,0,0 RGB: 45,52,148
	PMS 2583 CMYK: 47,72,0,0 RGB: 147,97,168		PMS 7506 CMYK: 0,7,25,1 RGB: 252,231,194
	PMS 7508 CMYK: 2,19,46,4 RGB: 237,198,142		PMS 402 CMYK: 13,16,21,36 RGB: 153,146,138



Retail PERFORMANCE™

PMS 653 CMYK: 94,57,4,18 RGB: 0,90,150	PMS 1797 CMYK: 2,97,85,7 RGB: 217,38,50
PMS 124 CMYK: 0,30,100,0 RGB: 253,185,19	PMS 7733 CMYK: 89,0,91,43 RGB: 0,114,57
PMS 430 CMYK: 33,18,13,40 RGB: 114,128,138	



Retail PLUS!®

PMS 653 CMYK: 94,57,4,18 RGB: 0,90,150	PMS 430 CMYK: 33,18,13,40 RGB: 114,128,138
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Retail FIRST!®

PMS 1797 CMYK: 2,97,85,7 RGB: 217,38,50	PMS 430 CMYK: 33,18,13,40 RGB: 114,128,138
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Retail START!®

PMS 124 CMYK: 0,30,100,0 RGB: 253,185,19	PMS 430 CMYK: 33,18,13,40 RGB: 114,128,138
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Retail START!2®

PMS 7733 CMYK: 89,0,91,43 RGB: 0,114,57	PMS 430 CMYK: 33,18,13,40 RGB: 114,128,138
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Service/Program Logos



Do it Best Corp. Commerce CenterSM

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36		PMS 7546 CMYK: 33,4,0,72 RGB: 66,89,104
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Best RewardsSM with Tagline

	PMS 485 CMYK: 0,97,100,0 RGB: 255,210,0		PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
	PMS 302 CMYK: 100,25,0,50 RGB: 0,85,129		



RSC/VIP!

	PMS 485 CMYK: 0,97,100,0 RGB: 255,210,0		PMS 5265 CMYK: 86,83,9,45 RGB: 42,40,94
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INCOM[®]

	PMS 350 CMYK: 79,0,100,75 RGB: 0,71,18
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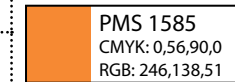


INCOM Distributor SupplySM

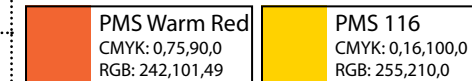
	PMS 350 CMYK: 79,0,100,75 RGB: 0,71,18
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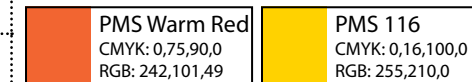
Opportunity Program ONLINE



Do it Best Home Decor™



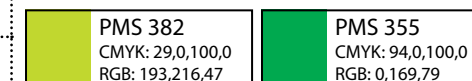
Do it Best Quality Paints™



Do it Best Rental CenterSM



enviroLINKSM



Exclusive Product Brand Logos

These logos represent private product brands managed by Do it Best Corp.

Exclusive brand logos may be found in the Image Search section of mydoitbest.com (Standards Manual Logos folder).



Do it Best®

This is our exclusive premium brand of hardware and home improvement merchandise that is guaranteed to be equal to or better than the leading national brand. Do it Best products offer superior quality and durability, and most carry a lifetime warranty.

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36		PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
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Do it®

This is our exclusive brand of hardware and home improvement products that are equal to the national brand but provide members and consumers better value due to lower cost of acquisition. Do it products provide great value and increased margins, and most carry a satisfaction guarantee.

	PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
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Home Impressions®

This is our exclusive lifestyle and fashion brand of home decor merchandise. Home Impressions products equal or surpass national brands in quality, style, and value.

	Pantone Violet CMYK: 98,100,0,0 RGB: 51,48,146
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BEST LOOK®

Best Look®

	PMS 485 CMYK: 0,97,100,0 RGB: 238,42,36
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COLOR
SOLUTIONS

Color Solutions®

	Black CMYK: 0,0,0,100 RGB: 0,0,0
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INTEGRITY®
PREMIUM

Integrity®

	Black CMYK: 0,0,0,100 RGB: 0,0,0
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ProjectPRO™

	PMS 179 CMYK: 0,79,100,0 RGB: 241,93,34		Process Yellow CMYK: 0,0,100,0 RGB: 255,242,0
	PMS 2945 CMYK: 100,45,0,14 RGB: 0,105,170		



Smart Savers

	PMS 347 CMYK: 100,0,86,3 RGB: 0,161,96
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STEEL PRO®

	Black CMYK: 0,0,0,100 RGB: 0,0,0
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Titan Tuff®

	PMS 1665 CMYK: 0,68,100,0 RGB: 243,115,33
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Exclusive Store Brand Logos

Signature™ Store Design Program

This is our store design program.

Signature Store Design Logos

The Do it Best®, Do it Center®, and Do it center® logo variations shown on this page show the correct use for the Signature Store Design Program. If you have questions about use of these logos in a Signature Store Design store, contact the Store Design department (x5579).

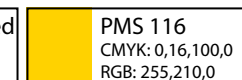
These are the only approved variations of the standard logo. The logo files may be found in the Image Search section of mydoitbest.com (Store Design Logos/Signature Logos folder).



Signature Store Design Program
• Quality, Value, Service Seal



Signature Store Design Program
• Do it Best logo



The logo above must be used on a PMS Warm Red background.



Signature Store Design Program
• Do it center color logo with black keyline

	PMS Warm Red CMYK: 0,75,90,0 RGB: 242,101,49		PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
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The logos above must be used on a PMS Warm Red background. If there is an application in which a PMS Warm Red background cannot be used, the logo must be PMS Warm Red instead of PMS 116

Signature Store Design Program
• Stacked Do it center logo
• Horizontal Do it Center logo

	PMS 116 CMYK: 0,16,100,0 RGB: 255,210,0
---	--



The logos above must only be used when a PMS Warm Red background cannot be used.

Signature Store Design Program
• Stacked Do it center logo
• Horizontal Do it Center logo

	PMS Warm Red CMYK: 0,75,90,0 RGB: 242,101,49
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Do it Best Corp.

Our Philosophy

Serving others as we would like to be served

Our Mission

Making the best even better®

Our Goal

Helping members grow
and achieve their dreams