HD SUPPLY®

BRAND GUIDELINES

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HD SUPPLY

MASTER BRANDMARK

HD SUPPLY®

BRAND **PROMISE**

"Our knowledgeable pros stand shoulder-to-shoulder with customers, combining a vast network of products and the deepest industry expertise to solve their toughest problems."

BRAND **TAGLINE**

Our tagline embodies what we do as a company and why we exist, for our customers:

BUILD YOUR CITY AND KEEP IT RUNNING.SM

BRAND **ATTRIBUTES**

HARD WORKING	COMMITTED	FRIENDLY	FAMILIAR
TRUSTWORTHY	RESOURCEFUL	LOCAL	PROFESSIONAL
EXPERIENCED	APPROACHABLE	RESPONSIBLE	ACCOUNTABLE
ESTABLISHED	RELIABLE	KNOWLEDGEABLE	
CONFIDENT	DEDICATED		

BRAND **BOILERPLATE**

HD Supply (www.hdsupply.com) is one of the largest industrial distributors in North America. The company provides a broad range of products and value-add services to approximately 500,000 customers with leadership positions in maintenance, repair and operations, water infrastructure and residential and non-residential construction sectors. Through approximately 500 locations across 48 states and six Canadian provinces, the company's approximately 14,000 associates provide localized, customer-driven services including jobsite delivery, will call or direct-ship options, diversified logistics and innovative solutions that contributed to its customers' success.

* The boilerplate is updated quarterly. To view the most current information, refer to hdsupply.com or contact Quiana Pinckney at **quiana.pickney@hdsupply.com.**

MASTER BRANDMARK

The HD Supply brandmark is a strong visual presentation of the HD Supply name. Its simplicity makes the brandmark adaptable to almost any scale of reproduction in virtually any medium. Our brand is a powerful asset that encompasses the entire company and what it represents. Every associate is responsible for upholding the integrity of the brand and should be familiar with its proper usage.

DO NOT USE abbreviation of HD Supply in external communications.

FULL COLOR BRANDMARK

The full color version of the brandmark is Pantone® 123 C and black, and should be used whenever possible.

HDSUPPLY®

ONE COLOR BRANDMARK

The brandmark may also appear in solid black when color printing is not feasible.

HDSUPPLY®

REVERSE BRANDMARK

The brandmark may be shown in 1-color, 2-color and 4-color options as a reverse out of black.

HDSUPPLY®

HDSUPPLY®

MASTER BRANDMARK WITH TAGLINE

To reinforce HD Supply's positioning as one of the country's leading industrial distribution companies, a direct, simple tagline has been created for use in advertising and promotion: Build Your City and Keep It Running.SM The tagline can appear underneath the brandmark in one or two lines as shown below.

The HD Supply brandmark can appear together with the tagline when appropriate. The colors for these versions are Pantone® 123 and black. The tagline is also 100% black. When using the logo with the tagline, do not change the size of the tagline in relationship to the logo. The tagline may be used as a stand alone element, but it must include the registration trademark symbol.

The brandmark may also appear in solid black when color printing is not feasible. The brandmark may be shown in 1-color, 2-color and 4-color options as a reverse out of black.

Here are the three approved configurations when using the tagline in conjunction with the brand:

ONE LINE VERSION

HD SUPPLY®
BUILD YOUR CITY AND KEEP IT RUNNING.SM

TWO LINE VERSIONS

HD SUPPLY®
BUILD YOUR CITY AND
KEEP IT RUNNING.SM

HD SUPPLY® | BUILD YOUR CITY
AND KEEP IT RUNNING.SM

MASTER BRANDMARK

BADGE VERSION

The alternate badge version of the logo can be used to accomodate special cases where the horizontal orientation of the brandmark would impede the legibility of the brand, such as for mobile application icons, or vehicle branding.

For questions regarding proper use, please contact gscbranding@hdsupply.com

FULL COLOR BADGE

The full color version of the badge version of the master brandmark is Pantone® 123 C and black.

CLEAR SPACE

MASTER BRANDMARK

In all applications, the clear space around the brandmark (and tagline, if applicable) should equal half the width of the letter H in the brandmark. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphical elements. If the brandmark is used directly on a photographic image, the clear space area must still provide good contrast between the background and brandmark, as well as be even in tone and pattern-free. For maximum impact in graphic environments, the minimum clear space must be maintained.

The minimum width that may be reproduced is 1.25 inches for the master brandmark. For special usage at sizes smaller than this, contact **gscbranding@hdsupply.com.**

EXAMPLES:

Don't put any unauthorized text or graphics in the clear space.

INCORRECT USAGE

MASTER BRANDMARK

It is critical for the HD Supply brandmark to consistently appear as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand. The following are a few examples of how NOT to use the master brandmark. Such deviations weaken our brand. Any modifications to the HD Supply brand must be approved by contacting **gscbranding@hdsupply.com.**

THESE EXAMPLES APPLY TO ALL BRANDMARKS.

HDSUPPLY

Don't alter or change the colors of the brandmark.

HDS HDS

Don't not create abbreviation of logo.

HDSUPPLY®

Don't combine the brandmark with any other graphic elements.

Don't put the brandmark on a patterned or visually competitive background.

FAST DELIVERY
LOW PRICES

Don't mimic the circle element of the brandmark using other text.

HDSUPPLY®
HDSUPPLY®

Don't distort the brandmark – always maintain proper height-to-width (aspect) ratio.

HDSUPPLY®
HDSUPPLY®
HDSUPPLY®

Don't create an outline, halo or drop shadow effect for use on dark backgrounds.

HDSUPPLY®
HDSUPPLY®

Don't alter or change the colors of the brandmark for use on dark backgrounds.

RETIRED BRANDMARKS

Don't use retired versions of the logo, such as the box versions of the master brandmark or business unit brandmarks, the previous badge version, or the master brandmark with the maple leaf.

REGISTRATION
TRADEMARK SYMBOL

The HD Supply Master Brandmark and all Business Unit Brandmarks are registered trademarks and should use the ® Symbol. The SM symbol should not be used. For additional trademark questions, contact your business unit legal team.

Don't use the brandmark with the SM symbol as shown above.

BRANDMARK **LEGAL USAGE**

As a general rule, third parties may not use the HD Supply brandmarks ("Logos"). Below are limited circumstances under which third parties may use the Logos without a license. Any use that falls outside of these specifications is strictly prohibited.

LEGAL COMPLIANCE

Third parties may only use the Logo without a license under the following limited circumstances:

- In advertising or marketing collateral that references a third party's connection with HD Supply (such as a group purchasing organization promoting HD Supply to members; an authorized seller; a vendor creating approved promotional items, etc.)
- When authorized in developing approved private label packaging
- In accordance with the Endorsement Guidelines on the following page

Third parties are not permitted to use the Logos in products, product packaging or other business services for which a formal license is required.

HD Supply reserves the right in its sole discretion to terminate or modify permission to display Logos, and may request that third parties modify or delete any use of the Logos that, in HD Supply's sole judgment, does not comply with these Guidelines or might otherwise harm HD Supply. HD Supply further reserves the right to object to unfair uses or misuses of its trademark and constrain it whenever it, in its sole discretion, deems it necessary to do so.

The trademarks and Logos of HD Supply are the exclusive property of HD Supply and must be used and displayed as shown in these Guidelines unless otherwise stated in writing from an authorizer officer of HD Supply.

An attribution statement must be placed at the bottom of any advertisement collateral that clearly identifies trademarks or design marks of HD Supply, such as: "HD Supply is a registered trademark of HD Supply."

UNAUTHORIZED USE

Unauthorized use of HD Supply's brandmarks and trademarks may expose us to potential misuse and erosion of brand value. Please contact your manager if you have questions about the Brandmark Legal Usage.

ENDORSEMENT **GUIDELINES**

HD Supply's suppliers and other third parties may occasionally ask to use the HD Supply name and/or brandmark (logo) to endorse their product, service or charitable organization. For example, this could include using it in a press release, on a website, or referencing HD Supply in sales and marketing collateral.

GUIDELINES

To protect our brand integrity, HD Supply generally prohibits the use of its name for commercial endorsement purposes. Exceptions may occur if there is significant advantage to HD Supply demonstrated under the following approval criteria:

- The endorsement will align our brand with a highly respected, well-known and/or reputable business, and such alignment is important to us at the time of the request;

or

- The endorsement is the result of a business agreement in which HD Supply will receive a financial benefit, or some other significant value, and such use of our name is a key to obtaining that benefit or value.

Examples:

- Company-paid sponsorships
- Signage for a specific, pre-approved event
- Approved case studies or other research materials
- Joint press releases, reviewed and approved by authorized agents of HD Supply

PROCEDURE

All requests for external use of the HD Supply name and/or brandmark (logo) must be forwarded to the Director of Marketing and Brand Management for consideration. Please provide the request in writing with an example of how the brand (logo) is to be used. In each case, the request must address the above criteria and be endorsed by an HD Supply vice president. Please allow five (5) business days for review and response.

CONTACT

gscbranding@hdsupply.com

UNAUTHORIZED USE

Unauthorized use of HD Supply's brandmarks and trademarks may expose us to potential misuse and erosion of brand value. Please contact your manager if you have questions about the submittal process.

BUSINESS UNIT

BRANDMARKS

BRAND ARCHITECTURE

HD SUPPLY®

MASTER BRANDMARK

BUSINESS UNITS

- HD SUPPLY® FACILITIES MAINTENANCE
  - HD SUPPLY® FACILITIES MAINTENANCE
- HD SUPPLY® CONSTRUCTION & INDUSTRIAL WHITE CAP
  - HD SUPPLY® CONSTRUCTION & INDUSTRIAL BRAFASCO
- HD SUPPLY® HOME IMPROVEMENT SOLUTIONS

VERTICAL MARKETS

- HD SUPPLY® MULTIFAMILY SOLUTIONS
- HD SUPPLY® GOVERNMENT SOLUTIONS
- HD SUPPLY® HEALTHCARE SOLUTIONS
- HD SUPPLY® HOSPITALITY SOLUTIONS

BUSINESS UNIT BRANDMARK:

FACILITIES MAINTENANCE

HD Supply Facilities Maintenance is a leading supplier of maintenance, repair and operations (MRO) products to owners and managers of multifamily, hospitality, educational and commercial properties; healthcare providers; and municipal and government facilities. We strive to deliver the highest quality products, support, services and fulfillment in the industry. Our dedicated team of experts provides customized solutions for all your MRO needs. With more than 27,000 items in stock, strategically positioned distribution centers and a fleet of more than 700 vehicles, we deliver your MRO supplies on time, on site.

FULL COLOR BRANDMARK

The full color version of the Facilities Maintenance (FM) brandmark is yellow and black, with the business unit name in 70% black.

HD SUPPLY®
FACILITIES MAINTENANCE

ONE COLOR BRANDMARK

The FM brandmark may also appear in solid black when color printing is not feasible.

HD SUPPLY®
FACILITIES MAINTENANCE

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid black. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HD SUPPLY®
FACILITIES MAINTENANCE

BUSINESS UNIT BRANDMARK:

FACILITIES MAINTENANCE

REVERSE BRANDMARK

The reverse version of the brandmark is yellow and white, with the business unit name in 50% black.

HDSUPPLY®
FACILITIES MAINTENANCE

ONE COLOR BRANDMARK

The FM brandmark may also appear in solid white when color printing is not feasible.

HDSUPPLY®
FACILITIES MAINTENANCE

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid white. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HDSUPPLY®
FACILITIES MAINTENANCE

BUSINESS UNIT BRANDMARK:

FACILITIES MAINTENANCE VERTICAL MARKETS

HD SUPPLY®
FACILITIES MAINTENANCE

HD SUPPLY
FACILITIES MAINTENANCE

HD SUPPLY
MULTIFAMILY SOLUTIONS

HD SUPPLY
MULTIFAMILY SOLUTIONS

HD SUPPLY
GOVERNMENT SOLUTIONS

HD SUPPLY
GOVERNMENT SOLUTIONS

HD SUPPLY
HEALTHCARE SOLUTIONS

HD SUPPLY
HEALTHCARE SOLUTIONS

HD SUPPLY
HOSPITALITY SOLUTIONS

HD SUPPLY
HOSPITALITY SOLUTIONS

BUSINESS UNIT BRANDMARK:

HD Supply Construction & Industrial – White Cap distributes specialized hardware, tools, engineered materials and safety products to non-residential and residential contractors. The business serves its markets through the broad national presence of its regionally organized branch distribution network.

CONSTRUCTION & INDUSTRIAL – WHITE CAP

FULL COLOR BRANDMARK

The full color version of the Construction & Industrial – White Cap brandmark is yellow and black, with the business unit name in 70% black, and White Cap in 100% black.

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

ONE COLOR BRANDMARK

The Construction & Industrial – White Cap brandmark may also appear in solid black when color printing is not feasible.

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid black. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

BUSINESS UNIT BRANDMARK:

CONSTRUCTION & INDUSTRIAL – WHITE CAP

REVERSE BRANDMARK

The reverse version of the Construction & Industrial – White Cap brandmark is yellow and white, with the Business Unit name in 50% black, and White Cap in solid white.

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

ONE COLOR REVERSE BRANDMARK

The Construction & Industrial – White Cap brandmark may also appear in solid white when color printing is not feasible.

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid white. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HDSUPPLY®
CONSTRUCTION & INDUSTRIAL
WHITE CAP

BUSINESS UNIT BRANDMARK:

HOME IMPROVEMENT SOLUTIONS

HD Supply Home Improvement Solutions is a leading California specialty retailer with over 30 years of experience providing home improvement products and building materials to remodeling contractors, tradesmen, and "Do-It-Yourself" customers. The business supplies products to the rapidly growing single and multifamily rental markets with an emphasis on foreclosed, deferred maintenance and investment properties.

FULL COLOR BRANDMARK

The full color version of the Home Improvement Solutions brandmark is yellow and black, with the business unit name in 70% black.

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

ONE COLOR BRANDMARK

The Home Improvement Solutions brandmark may also appear in solid black when color printing is not feasible.

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid black. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

BUSINESS UNIT BRANDMARK:

HOME IMPROVEMENT SOLUTIONS

REVERSE BRANDMARK

The reverse version of the Home Improvement Solutions brandmark is yellow and white, with the business unit name in 50% black.

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

ONE COLOR REVERSE BRANDMARK

The Home Improvement Solutions brandmark may also appear in solid white when color printing is not feasible.

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid white. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HDSUPPLY®
HOME IMPROVEMENT SOLUTIONS

BUSINESS UNIT BRANDMARK:

ALL CANADA VERSIONS

Two of our business units, HD Supply Construction & Industrial and HD Supply Facilities Maintenance, have operations in Canada. These locations use a special version of their business unit brandmark with a red maple leaf to indicate this differentiation.

Note that the previous version of the master brandmark with the maple leaf has been retired, and should no longer be used.

FULL COLOR BRANDMARK

The full color versions of these brandmarks are yellow, black, and red. The business unit name is in 70% black, and the maple leaf is in PMS 484.

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

HD SUPPLY FACILITIES MAINTENANCE

HD SUPPLY CONSTRUCTION & INDUSTRIAL

ONE COLOR BRANDMARK

These brandmarks may also appear in solid black when color printing is not feasible.

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

HD SUPPLY FACILITIES MAINTENANCE

HD SUPPLY CONSTRUCTION & INDUSTRIAL

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid black. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

BUSINESS UNIT BRANDMARK:

ALL CANADA VERSIONS

REVERSE BRANDMARK

The reverse version of these brandmarks are yellow, white, and red. The business unit name is in 50% black, and the maple leaf is in PMS 484.

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

HD SUPPLY FACILITIES MAINTENANCE

HD SUPPLY CONSTRUCTION & INDUSTRIAL

ONE COLOR REVERSE BRANDMARK

These brandmark may also appear in solid white when color printing is not feasible.

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

HD SUPPLY FACILITIES MAINTENANCE

HD SUPPLY CONSTRUCTION & INDUSTRIAL

ALTERNATE COLOR BRANDMARK

As an alternate color option, the brandmark may appear with the Business Unit name in solid white. This version should only be used in cases where its use is necessary to ensure the legibility of the business name, such as building signage or embroidery. For questions regarding proper use, please contact **gscbranding@hdsupply.com.**

HD SUPPLY CONSTRUCTION & INDUSTRIAL BRAFASCO

CLEAR SPACE

BUSINESS UNIT BRANDMARKS

In all applications, the clear space around the business unit brandmark (and tagline, if applicable) should equal half the width of the letter H in the brandmark. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphical elements. If the brandmark is used directly on a photographic image, the clear space area must still provide good contrast between the background and brandmark, as well as be even in tone and pattern-free. For maximum impact in graphic environments, the minimum clear space must be maintained.

The minimum width that may be reproduced is 1.25 inches for the master brandmark. For special usage at sizes smaller than this, contact **gscbranding@hdsupply.com.**

EXAMPLE:

INCORRECT USAGE

BUSINESS UNIT BRANDMARKS

It is critical for the business unit brandmarks to consistently appear as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand. The following are a few examples of how NOT to use the master brandmark. Such deviations weaken our brand. Any modifications to the HD Supply brand must be approved by contacting **gscbranding@hdsupply.com.**

THESE EXAMPLES APPLY TO ALL BRANDMARKS.

HD SUPPLY
FACILITIES MAINTENANCE

Don't alter or change the colors of the brandmark.

HD SUPPLY
FACILITIES MAINTENANCE

Don't combine the brandmark with any other graphic elements.

Don't put the brandmark on a patterned or visually competitive background.

HD SUPPLY

HD SUPPLY

Don't use retired versions of the logo, such as the box versions of business unit brandmarks or the brandmarks with the maple leaf.

HD SUPPLY
FACILITIES MAINTENANCE

Don't change the size relationship between the business unit name.

HD SUPPLY
FACILITIES MAINTENANCE

HD SUPPLY

HD SUPPLY
CONSTRUCTION & INDUSTRIAL

Don't create an outline, halo or drop shadow effect for use on dark backgrounds.

HD SUPPLY
FACILITIES MAINTENANCE

Don't alter or change the colors of the brandmark for use on dark backgrounds.

COLOR PALETTE

PRIMARY
COLOR SPECIFICATIONS

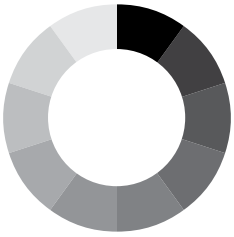
HD Supply's official corporate colors are yellow, black and gray. For best reproduction of these colors, please specify spot color ink on coated paper whenever possible. Please note when printing with PMS inks that PMS 123 C is only to be used on coated paper, while PMS 115 U is the designated color for uncoated paper.

If printing with PMS inks is not possible or practical, the chart below lists acceptable alternatives. Please do not use any colors other than those listed below. If you have any questions, please contact **gscbranding@hdsupply.com.**

When ordering any promotional materials using an embroidered version of the HD Supply brandmarks, the embroidered logo should use the following Madiera Classic Rayon thread colors if possible: for PMS 123 C use color #1024 yellow, for 70% Black use color #1041 grey, and for 50% Black use color #1212. The registration trademark symbol does not need to be included on embroidered products.

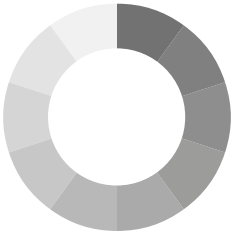
PANTONE® 123 C / 115 U

CMYK: 0, 21, 100, 0 (PMS 123 C) / CMYK: 0, 9, 80, 0 (PMS 115 U)
RGB: 254, 205, 51 WEB: FFCC33



PROCESS BLACK

CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 WEB: 000000



70% BLACK

CMYK: 0, 0, 0, 70 RGB: 109, 110, 113 WEB: 666666

SECONDARY
COLOR SPECIFICATIONS

The HD Supply primary colors are supported by a set of secondary colors. These colors have been selected based on their compatibility with the primary colors, as well as their associations with common industry elements and materials.

PANTONE® 484 C
CMYK: 0, 95, 100, 30 RGB: 177, 34, 22 WEB: A03123

PANTONE® 485 C
CMYK: 0, 100, 100, 23 RGB: 237, 28, 36 WEB: E2231A

PANTONE® 632 C
CMYK: 85, 0, 25, 5 RGB: 0, 171, 188 WEB: 0091B3

PANTONE® 286 C
CMYK: 100, 65, 0, 2 RGB: 0, 94, 170 WEB: 0033A0

PANTONE® 5757 C
CMYK: 35, 0, 100, 55 RGB: 92, 115, 21 WEB: 6D702E

PANTONE® 5483 C
CMYK: 35, 0, 20, 45 RGB: 101, 138, 134 WEB: 4D868E

PANTONE® 139 C
CMYK: 0, 40, 100, 20 RGB: 206, 137, 20 WEB: B26D01

PANTONE® 7532 C
CMYK: 0, 17, 50, 65 RGB: 119, 100, 65 WEB: 65513C

PANTONE® 451 C
CMYK: 35, 30, 60, 0 RGB: 174, 165, 122 WEB: 9F925E

TYPOGRAPHY

PRIMARY FONT USAGE:

GOTHAM

The use and style of typography is of equal importance to the HD Supply brand as the logo and color. Typography is part of the voice for the brand, speaking to the distinctly different roles, motivators and purchasing habits of our professional customers. The primary font for HD Supply is Gotham, suitable for most typographic needs, from signage to body copy to the web. HD Supply's Logo is made up of Gotham Black.

For typical business correspondence, the standard font is Arial, 11 pt. Arial is also a suitable alternative for the web when Gotham cannot be used. Here are basic guidelines for the use of Gotham relating to the HD Supply brand.

HEADLINE (GOTHAM BOLD)

This font is best utilized in the headline for a page or web application. Use of Gotham Bold Italic should be limited to those cases where it is most appropriate per writing style guidelines.

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#*@%

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#*@%

BODY COPY (GOTHAM BOOK)

This font is best utilized in the body of a paragraph. A bold and/or all caps treatment can be used for emphasis.

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#*@%

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#@%*

SUBHEADERS (GOTHAM LIGHT)

This font is best utilized for further description of the headline. It should be smaller in relationship to the headline font.

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#*@%

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstu
vwxyz.,:'!?()[]=+&#@%*

ADDITIONAL FONT WEIGHTS

There are additional Gotham font weights available for use. These are best used for creative projects like event signage, posters, or other marketing materials. Please be sure that all copy will be clear, legible and easy to read at the final size.

GOTHAM THIN

GOTHAM XLIGHT

GOTHAM MEDIUM

GOTHAM BLACK

GOTHAM ULTRA

SAMPLE COPY SET IN GOTHAM BOOK (9 pt.)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

SECONDARY SERIF FONT:

GARAMOND

The secondary font for HD Supply is Garamond, suitable for most long-form, copy intensive communications pieces.

Here are basic guidelines for the use of Garamond relating to the HD Supply brand.

HEADLINE
(Garamond Bold)

This font is best utilized in the headline for a page or web application.

ABCDEFGHJKLMNOPQR
STVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz
.,:'!?()[]=+&#*@%

ABCDEFGHJKLMNOPQR
STVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz
.,:'!?()[]=+&#*@%

BODY COPY
(Garamond Regular)

This font is best utilized in the body of a paragraph. A semibold and/or all caps treatment can be used for emphasis.

ABCDEFGHJKLMNOPQR
STVWXYZ1234567890
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SUBHEADERS
(Garamond Semibold)

This font is best utilized for further description of the headline. It should be smaller in relationship to the headline font.

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SAMPLE COPY
Set in Garamond Regular
(10 pt.)

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WRITING

GUIDELINES

These writing and formatting guidelines are meant to help associates and vendors prepare documents on behalf of the company. When preparing communication materials, please use good judgment and use appropriate terminology and formatting based on your audience's level of understanding and the medium. For example, formatting for an internal blog or social media channel will differ from an external press release.

This guide uses the most recent edition of The Associated Press Stylebook as its primary reference and outlines reminders and exceptions to AP style. Please consult the AP Stylebook for detailed guidelines on issues not addressed in these writing standards. For questions not addressed in this guide or the AP Stylebook, please email: enterprisecommunications@hdsupply.com.

WRITING GUIDELINES

ABBREVIATIONS AND ACRONYMS

- Spell out the word(s) in the first use, with the abbreviation or acronym in parentheses, and then use the shortened form throughout. Do not use an acronym if the term is not used again.
- Use an "s" with no apostrophe to form the plural and an apostrophe and "s" to form the possessive of abbreviations and acronyms.
- Spell out United States when used as a noun, but abbreviate as U.S. when an adjective.

  Exception: U.S. may be used as a noun in informal writing such as for web or social media.

JOB TITLES

- All HD Supply team members are referred to as associates, not employees.
- Only capitalize formal titles used directly before a person's name.
- Lowercase titles when they stand alone or are separated from a person's name with a comma.
- The following abbreviations are used for titles directly preceding a name: Dr., Gov., Lt. Gov., Rep., Sen. All other formal titles are spelled out in all uses.
- Board of directors is always lowercase. (HD Supply's board of directors will meet quarterly.)
- The abbreviation CEO is acceptable in all references for chief executive officer. Other senior titles (CFO, COO) are spelled out for the first reference and abbreviated following the first reference.

TECHNOLOGICAL TERMS

- Blackberry, Blackberrys
- cell phone: two words
- e-commerce: hyphenate
- smartphone: one word
- iPad®, iPhone®, iPod®: follow trademark rules
  Example: All iPhone® devices will be updated with the new iOS. (Not iPhones)
- iDevices: lowercase "i," capital "D"
- email: lowercase with no hyphen
- Internet: capital "I"
- intranet: lowercase "i"
- online: lowercase, one word
- home page: lowercase, two words
- login, logon, logoff: one word when used as a noun or adjective

  Example: Supply the login information.
- log in, log on, log off: two words when used as a verb

  Example: I log in to my computer.
- web: lowercase
- website: lowercase, one word
- web page: lowercase, two words
- user ID or NT ID
  (depending on the system)

NUMBERS

- Spell out numbers one through nine in text.
  Use numerals for numbers 10 and greater.
  Also spell out "zero."
- Except for calendar years, do not begin a sentence with numerals.

INTERNET FORMATTING

- Do not italicize URL addresses.
- Do not capitalize any letters in a web address, URL or email address.
- Do not add "www" or "http" in a web address when they are not necessary.
- Use a hyperlink when possible to avoid excessively long web addresses.

  Example:
  Click here to complete the online survey.

MONTHS AND DATES

- Spell out the names of months when used alone or with only the year.
- Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used with a specific date.

  Exception: Months may be spelled out in formal printed invitations.
- Use a comma before and after the year following the date of a month.

  Example: The enhancements are scheduled for February through August 2010. Jan. 30, 2010, marked the end of the company's fiscal year.

TIME NOTATION

- a.m./p.m. -- Never capitalize; always use periods with no space between.
- Use ET to indicate Eastern Standard Time and Eastern Daylight Time.
- Do not use colons if the time is on the hour.

  Examples: 8 p.m., 6:30 a.m.
- Use local time zone reference for geographically specific copy.
- Always use words instead of numerals for noon and midnight.

DOLLARS

- Always lowercase "dollars." Use figures and the $ sign except when the exact figure is unknown.

  Example: The book cost $4. Dollars are flowing overseas. Please give me a dollar.

- Specified amounts should be used with a singular verb. See the punctuation section.

  Example: He said $500,000 is what they want.

- For amounts of more than $1 million, use the $ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen

  Example: It is worth $4.35 million. It is worth exactly $4,351,242. He proposed a $300 billion budget.

PERCENTAGE

- When stating a percentage, always use numerals (even if the number is one through nine) and, in general, do not use the % sign, except in financial tables and informal writing such as for web or social media channels or advertising.

OVER/MORE THAN

- "More than" is used for greater numerical value in formal writing, but "over" is also acceptable.

  Example: More than 40,000 people were in attendance.

PRONOUNS

- Use he or she, not he/she.

TRADEMARKS

- In text, include a registration trademark symbol ® in the superscript position with the first reference of HD Supply.

  Example: HD Supply® Facilities Maintenance has locations across the United States

DIMENSIONS

- Use figures to spell out inches, feet, yards, etc., to note depth, height, length and width.

- Hyphenate adjectival forms before nouns.

  Example: He is 5 feet 9 inches tall. The 5-foot-7-inch woman. The 6-foot man.

TELEPHONE

- Use periods to separate spaces in telephone and fax numbers.

  Exception: Alternate telephone formats may be used on web pages.

- Do not use a 1 in front of phone numbers.

- Voice mail should be written as two words lowercase.

- When posting telephone numbers on a web page, use dashes to separate spaces or parentheses and dashes as appropriate. Be consistent.

  Example: 888-555-5555 or (888) 555-5555

- For extensions, use a comma; lowercase "ext."

  Example: Leave him a voice mail at 800.555.5555, ext. 12345.

STATES, CITIES, ZIP CODES

- States' names are spelled out when they stand alone; however, when the state's name follows the name of a city, it should be used as shown below. Use the two-letter Postal Service abbreviations only with full mailing addresses, including ZIP code.

  Exceptions: Postal codes may be used in informal writing, such as for web or social media, or in lists when space is limited.

- Do not use abbreviations for international audiences.

- ZIP code (NOTE: one space between state abbreviation and ZIP in addresses)

- In sentences, place one comma between the city and the state abbreviation, and another comma after the state.

  Example: The new Albany, N.Y., office will open on Feb. 12, 2014.

- The following cities never require a state's name to follow them in text: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle

	AP STYLE	POSTAL
Alabama	**Ala.**	**AL**
Alaska	**Alaska**	**AK**
Arizona	**Ariz.**	**AZ**
Arkansas	**Ark.**	**AR**
California	**Calif.**	**CA**
Colorado	**Colo.**	**CO**
Connecticut	**Conn.**	**CT**
Delaware	**Del.**	**DE**
Florida	**Fla.**	**FL**
Georgia	**Ga.**	**GA**
Hawaii	**Hawaii**	**HI**
Idaho	**Idaho**	**ID**
Illinois	**Ill.**	**IL**
Indiana	**Ind.**	**IN**
Iowa	**Iowa**	**IA**
Kansas	**Kan.**	**KS**
Kentucky	**Ky.**	**KY**
Louisiana	**La.**	**LA**
Maine	**Maine**	**ME**
Maryland	**Md.**	**MD**
Massachusetts	**Mass.**	**MA**
Michigan	**Mich.**	**MI**
Minnesota	**Minn.**	**MN**
Mississippi	**Miss.**	**MS**
Missouri	**Mo.**	**MO**

	AP STYLE	POSTAL
Montana	**Mont.**	**MT**
Nebraska	**Neb.**	**NE**
Nevada	**Nev.**	**NV**
New Hampshire	**N.H.**	**NH**
New Jersey	**N.J.**	**NJ**
New Mexico	**N.M.**	**NM**
New York	**N.Y.**	**NY**
North Carolina	**N.C.**	**NC**
North Dakota	**N.D.**	**ND**
Ohio	**Ohio**	**OH**
Oklahoma	**Okla.**	**OK**
Oregon	**Ore.**	**OR**
Pennsylvania	**Pa.**	**PA**
Rhode Island	**R.I.**	**RI**
South Carolina	**S.C.**	**SC**
South Dakota	**S.D.**	**SD**
Tennessee	**Tenn.**	**TN**
Texas	**Texas**	**TX**
Utah	**Utah**	**UT**
Vermont	**Vt.**	**VT**
Virginia	**Va.**	**VA**
Washington	**Wash.**	**WA**
West Virginia	**W.Va.**	**WV**
Wisconsin	**Wis.**	**WI**
Wyoming	**Wyo.**	**WY**

PUNCTUATION

APOSTROPHE (’)

- Use an apostrophe to show possessive.
- Do not use an apostrophe after an abbreviation or decade unless it is possessive.

  Examples: The business unit’s goal is to exceed safety standards. We were founded in the 2000s.

COMMA (,)

- Do not use a serial comma in a simple series.

  Example: You will need rope, stretch-wrap and scissors for the project.

- Use commas before a conjunction to connect independent clauses.

  Example: Sourcing orders new products, and sales associates drive product sales.

- Use a comma after an introductory phrase.
- Use a comma before and after the year following the date of a month.

  Example: Jan. 30, 2007, marked the end of the company’s fiscal year.

- Use commas to set off quotes (commas always go inside quotation marks).

  Exceptions: Use no comma if the quote is partial or indirect, or if the quote requires punctuation other than a period.

- Use a comma after a direct address.
- Use a comma between duplicated words.

  Example: What the problem is, is not clear.

- Use commas in figures of 1,000 or more.

DASH (–)

The dash has properties of the comma, colon, semicolon and parenthesis and can be used in place of any of these. It separates stronger than a comma; interrupts within a sentence less formally than a colon; connects independent clauses as do colons and semicolons; and is more relaxed than parentheses. Use a space on either side of a dash.

The dash should be used in the following instances:

- For an abrupt change in thought

  Example: We apprehended the thief – thanks to an alert neighbor.

- For a stronger, more emphatic pause than a comma.
- To set off a series in which elements are separated by commas

  Example: Don’t forget to bring the proper tools – rope, stretch-wrap and safety knife – for loading customer vehicles.

  NOTE: Do not overuse the dashes. Consider first whether another mark of punctuation would work as well. Do not use hyphens for a dash; use a special character.

ELLIPSIS (…)

The ellipsis is used to indicate the following:

- Hesitation in speech or thought

  Example: Perhaps I should have … empathized with the upset customer.

- An incomplete thought or sentence that trails off.

  Example: Did you know …

- The deletion of one or more words in quoted material.

  NOTE: Do not use the ellipsis at the beginning or end of a direct quote.

  NOTE: Leave one regular space on each side when using an ellipsis.

EXCLAMATION POINT (!)

- Use exclamation points sparingly.

HYPHEN (-)

The hyphen is a joiner and should be typed with no space on either side. It has the following uses:

- To avoid ambiguity.

  Examples: He re-signed the endcap. He resigned from his job.

- To link a string of words when necessary (for clarity) that describe and precede a noun. Exclude "very" and adverbs ending in "-ly."

  Examples: three-hour class; one-on-one training; best-in-class organization.
  NOTE: very and adverbs ending in "-ly" do not require hyphens when they precede a noun.

- To connect numbers in dates, times, and references. When the hyphen connects numbers, do not add a space before or after it. When the hyphen connects words or a word and a number, include one space before and after it.

Examples: *May - June*
1-2 p.m.
Letters A-D
10:30 a.m. - 1:30 p.m.
Pages 12-14

IT'S, ITS

- It's is a contraction for "it is" or "it has."

  Example: It's up to you.

- Its is the the possessive form of the neuter pronoun.

  Example: The company filed its report.

SLASHES (/)

- Do not add a space before or after a slash.

  Example: before/after

FORMATTING

BOLD

- Section headings or subheadings
- Website addresses
- Toll-free phone numbers
- Computer key strokes

  Example: Press Enter

- To show emphasis in text, use sparingly. (Do not underline text to show emphasis.)

BULLETED LISTS

- Keep lists short.
- Lists must contain more than one bullet point.
- Begin each bullet point with a capital letter.
- Bullet points should be either all complete sentences or all phrases. Complete sentences should be followed by a period; phrases or words should not be followed by punctuation.
- Introduce a list in one of two ways:

  1. Complete sentence followed by a colon
  2. Heading, phrase or title for the list with no punctuation following

  Examples:

  Primary Products
  - *Countertops*
  - *Windows*
  - *Hardware*

  We take our responsibility to our associates very seriously:

  - *We are committed to diversity.*
  - *Safety is a priority.*
  - *Our culture focuses on doing, learning and winning.*

EMAIL AUTO SIGNATURE

- Text should be in Arial, 10-point type black text. Do not use colored, underlined or italic type or non-standards fonts.
- Do not include backgrounds or graphics of any type, including the HD Supply or your business unit brand logos.
- Do not include slogans or quotes, including inspirational messages, with the exception of the HD Supply mission statement and the environmental message in green.
- The approved HD Supply Confidentiality Notice should appear under your auto signature.
- Your auto signature should appear on all original emails generated; it is not necessary to include the auto signature on replies and forwards.
- Company-issued BlackBerry® devices are programmed to automatically include the Confidentiality Notice when sending a message.

Example:
Associate Name
Title
HD Supply Business Unit or Functional Department
City, State
T: 000.000.0000
Cisco extension (if applicable)
M: 000.000.0000 (optional)
F: 000.000.0000 (optional)
HD Supply email address (optional)

One Team, Driving Customer Success and Value Creation

CONFIDENTIALITY NOTICE: This message is for intended addressee(s) only and may contain information that is confidential, proprietary or exempt from disclosure, and subject to terms at: http://www.hdsupply.com/email.

EMAIL FORMATTING

- Black text only
- Use upper and lower case
- Left aligned, not justified
- Double space between paragraphs
- No paragraph indention

CAPITALIZE

- All proper nouns (even when used as adjectives) and formal names
- Names of HD Supply departments but not the word "department"

  Example: Finance department
- The first word in a bullet point or list

BUSINESS UNIT REFERENCES

- HD Supply should always appear on the same line in text
- Use business unit (use BU in all caps as an abbreviation in internal documents only). Do not use lines of businesses (LOB).
- Avoid using internal abbreviations in external communications.
- **NEVER USE the abbreviation "HDS" in external communications.**

BUSINESS UNIT NAMES EXTERNAL AUDIENCE	**ACCEPTABLE ABBREVIATIONS** INTERNAL AUDIENCE ONLY
HD Supply®	HDS
HD Supply® Facilities Maintenance	HDS Facilities Maintenance, HDS FM, Facilities Maintenance, FM
HD Supply® Construction & Industrial – White Cap	HDS Construction & Industrial – White Cap, Construction & Industrial
HD Supply® Home Improvement Solutions	HDS Home Improvement Solutions, Home Improvement Solutions

In cases such as internal programs, systems or reports, where an abbreviation for each business unit is needed, you may use the abbreviations below. This chart is meant as a guideline only.

BUSINESS UNIT NAMES	**ACCEPTABLE ABBREVIATIONS**	
HD Supply®	HDS	
HD Supply® Facilities Maintenance	HDSFM	FM
HD Supply® Construction & Industrial – White Cap	HDSCI	CI, C&I
HD Supply® Home Improvement Solutions	HDSHIS	HIS