



# CORPORATE BRAND GUIDE

## WHO WE ARE

Lonestar Electric Supply is a local, independent wholesale distributor hyperfocused on creating value through unique and innovative solutions. As a dynamic and flexible company, Lonestar's flattened business model leaves decision making as close to customers as possible. Our goal is to empower employees to **MAKE IT HAPPEN.**

## COMPANY NAME

In any official, outward communications the company's full name should be utilized as -

"Lonestar Electric Supply."

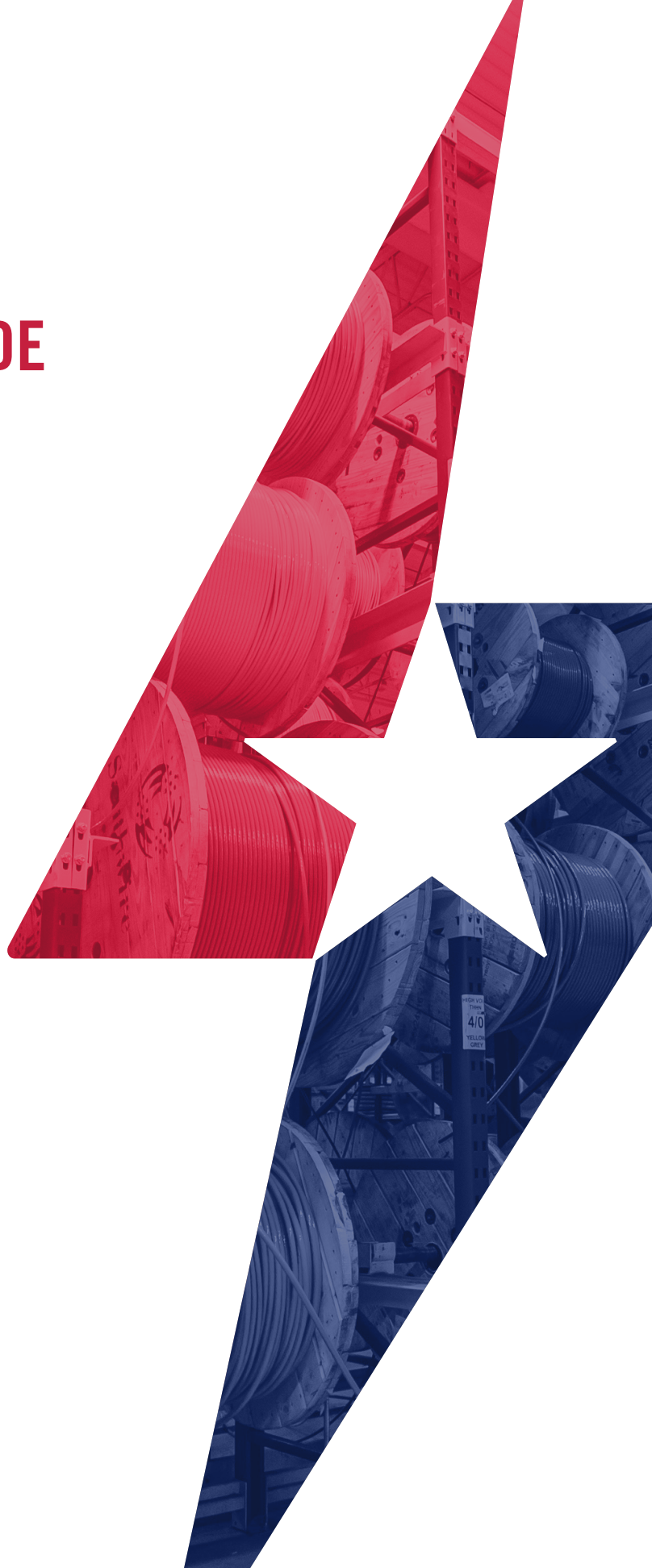
If needed, the company, employees and vendors may refer to the company as "Lonestar."

The abbreviation "LSES" should only be used for internal communication, or informal convenience.

## SECONDARY COMPANIES

The above guidelines loosely apply to companies under the umbrella of Lonestar listed below. Please refer to their brand guidelines for specifications.

- Lonestar Integrated Solutions
- Lonestar Equipment Solutions
- Lonestar Electric Industrial Supply
- Lonestar Lighting & Technology





# LOGO HIERARCHY

## PRIMARY LOGO

This should be used by default, particularly in any formal company branding efforts. This includes signage, business cards, e-mail signatures, etc. Primary Alternate 1 with the company headline, may be used if creative permits. Logo colors may only be manipulated with collaboration of the marketing team.



Primary Logo



**WE MAKE IT HAPPEN.**

Primary Logo  
(with red tagline)



**WE MAKE IT HAPPEN.**

Primary Logo  
(with blue tagline)

## ALTERNATE LOGOS

In creative applications where the primary logo is illegible, or for informal representations of the brand, the below alternate logos may be used. This can include social media, promo items, or even secondary building signage.



Secondary Logo



Secondary Alternate Logo



Circle Logo



# TYPOGRAPHY & COLORS

## FONTS

The "Trade Gothic LT" font family is the primary choice, with variations for different applications. The **Bold** version is best for headers, subheaders, and short text. The **Extended** version is used for heavy emphasis, like a Call to Action or impact phrase. The *Italicized* version is to be used for secondary messaging like clarifications or exceptions. **Regular** versions of the font should be used for main text, as well as similar variations from other familias as needed.

## COLORS

Colors are an integral part of maintaining the brand. Drawing inspiration from the Texas flag, it's important to maintain a balance of the 3 primary colors, and accent as needed with the 4th color.

 PANTONE **193 C**  
C16 M100 Y77 K5  
R198 G9 B59  
Hex **#C6093B**

 PANTONE **000 C**  
C0 M0 Y0 K0  
R255 G255 B255  
Hex **#FFFFFF**

 PANTONE **281 C**  
C100 M91 Y32 K34  
R0 G31 B91  
Hex **#001F5B**

 PANTONE **109-6 C**  
C75 M28 Y0 K17  
R53 G151 B211  
Hex **#3597D3**

**ACCENT COLOR ONLY**

Trade Gothic LT Std Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Trade Gothic LT Std Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Trade Gothic Next LT Pro Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Trade Gothic LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789





# EMPLOYEE PROFILE GUIDELINES

## E-MAIL SIGNATURES

E-mail signatures should be standardized throughout the company - ensuring brand cohesiveness.

E-mail domains should always be spelled, and not abbreviated to LSES.

## BUSINESS CARDS

Business cards should be ordered through the marketing department to ensure consistency. Please request cards through [marketing@lonestarelectricsupply.com](mailto:marketing@lonestarelectricsupply.com)

[EMAIL BODY]

**Employee Name**  
**Job Title**

name@lonestarelectricsupply.com  
O: 832-855-3400  
C: 832-855-3400  
6903 W Sam Houston Pkwy N,  
Houston TX 77041

