

GMS

GYPSUM MANAGEMENT & SUPPLY, INC.[®]



brand style guide

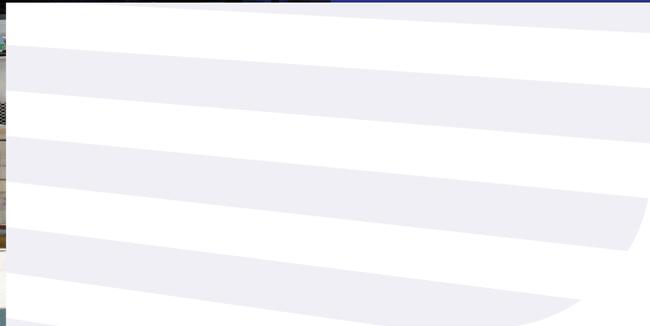
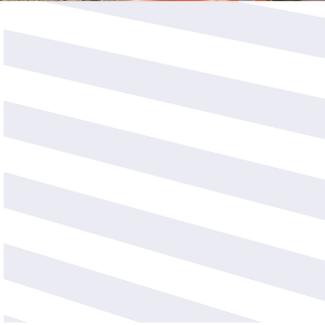


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GMS' unique culture combines a results-driven environment with a highly entrepreneurial, self-starter attitude, coupled with service to others, humility, and mutual respect, and is guided by strong Vision, Mission & Core Values.

OUR VISION

We will be the *premier distributor* in every market we serve through embracing our *unique culture* and *professional humility*.

OUR MISSION

We create *opportunities*, build significant *relationships* and deliver *solutions*.

OUR VALUES

At GMS, our core values are more than words – they're the foundation on which our company was built and woven into everything we do.

- Our people have the *independence and authority* to make a difference.
- We invest in *relationships* and every person is important.
- Our highest priority is *servicing* others.
- We passionately pursue a *safe work environment* along with a relentless focus on *operational excellence*.
- We believe *you can never go wrong doing the right thing*.



Our Logo



Logo Usage The GMS logo is a strong visual presentation of the GMS name. Its simplicity makes the logo 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.



Full Color Logo The full color version of the logo is *Pantone® 2746 C*. The horizontal logo with name is our *primary logo and should be used whenever possible*.

Secondary Logo The smallest version of this logo is 1.5" wide. Below 1.5" we use the secondary logo, without copy under the line. This is also often used for embroidery.



Canadian Logo The same rules apply for the GMS Canada logo



Clear Space

In all applications, the clear space around the GMS logo and the GMS Canada logo should equal half the width of the letter “M” in the logo. Any background inside this clear space should be even, unpatterned, and free from typography or any other graphical elements. If the logo is used directly on a photographic image, the clear space area must still provide good contrast between the background and logo, 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 1.5 inches for the master logo.



Incorrect Usage

It is critical for the GMS logo 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 logo. Such deviations weaken our brand. Any modifications to the GMS logo must be approved by contacting marketinghelp@gms.com.



Don't alter or change colors of the logo.



Don't distort the logo. Always maintain proper height-to-width (aspect) ratio.



Don't place the logo in copy.



Do not rotate the logo.



Don't combine the logo with any other graphic elements or place it on a patterned or visually competitive background.



Don't change the font in the logo.

Legal Usage

As a general rule, third parties may not use the GMS 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 GMS (such as a group purchasing organization promoting GMS to members, an authorized seller, a vendor creating approved promotional items, etc.)
- In accordance with the Endorsement Guidelines on the following page

Third parties are not permitted to use the logos in products or other business services for which a formal license is required. GMS 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 GMS's sole judgment, does not comply with these Guidelines or might otherwise harm GMS. GMS 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 GMS are the exclusive property of GMS and must be used and displayed as shown in these Guidelines unless otherwise stated in writing from an authorizer officer of GMS.

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

Unauthorized Use

Unauthorized use of GMS logos and trademarks may expose us to potential misuse and erosion of brand value. Please contact marketinghelp@gms.com if you have questions about the logo legal usage.

Endorsement Guidelines

GMS's suppliers and other third parties may occasionally ask to use the GMS name and/or 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 GMS in sales and marketing collateral.

- Guidelines* To protect our brand integrity, GMS generally prohibits the use of its name for commercial endorsement purposes. Exceptions may occur if there is significant advantage to GMS 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 GMS 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 GMS

Procedure All requests for external use of the GMS name and/or logo must be forwarded to the Design Manager for consideration. Please provide the request in writing with an example of how the logo is to be used. In each case, the request must address the above criteria and be endorsed by a member of management. Please allow five (5) business days for review and response.

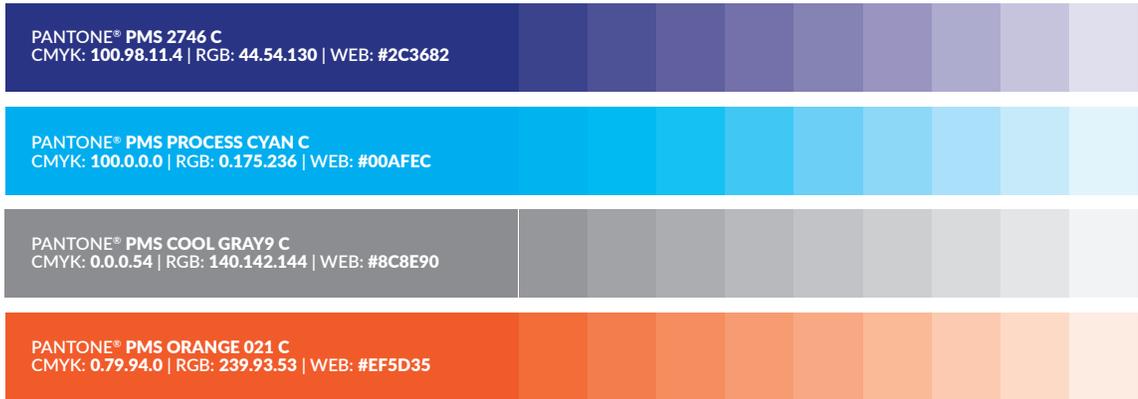
Unauthorized Use Unauthorized use of GMS logos and trademarks may expose us to potential misuse and erosion of brand value. Please contact marketinghelp@gms.com if you have questions about the logo legal usage.

Our Colors

Color Palette

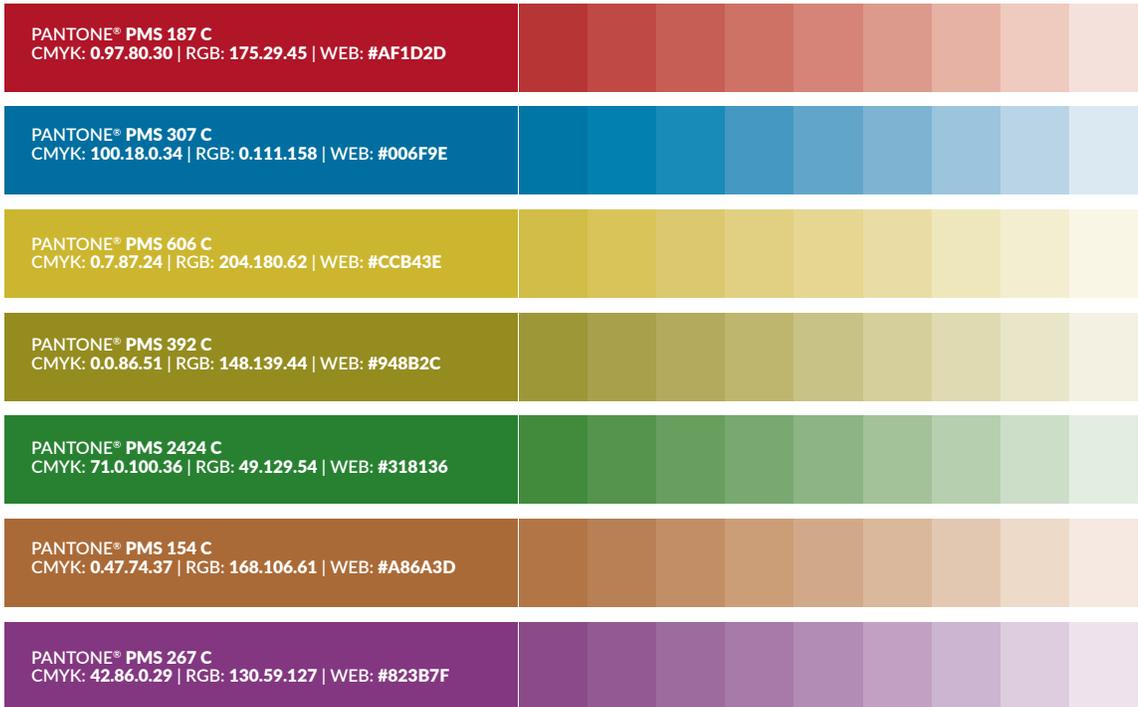
The official corporate colors for GMS are blue, cyan, gray and orange. For best reproduction of these colors, please specify spot color ink on coated paper whenever possible. If printing with PMS inks is not possible or practical, the chart lists acceptable alternatives.

Primary Colors



Secondary Colors

(Division Specific for logos and maps)



Special Color GMS 50



Our Typefaces & Fonts

Typography The use and style of typography is of equal importance to the GMS 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 print font for GMS is Lato and the primary web font is Aleo.

Headline This font is best utilized in the headline or title section of a page.

Lato Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

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

Lato Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Web Font This font should be used for all web and online applications. A bold, all caps or italic treatment can be used for emphasis.

Aleo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Alternates When the previous fonts are not available (e.g. Word and Powerpoint documents), Arial and MS Sans Serif should be used as universally available alternatives.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

MS Sans Serif
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Photography

Photography is used to reflect our brand positioning of relationships, local yards, and our strengths in expertise, product availability and safety. Images should primarily reflect our people working together or with customers; our subsidiaries with identifying features such as trucks with logos; and, to a lesser extent, our product inventory. All images should be carefully screened for adherence to relevant safety standards. If you have any questions regarding photography style, please email marketinghelp@gms.com.



Our House Brands

At GMS, we offer customers the highest quality materials, tools, fasteners, and expertise to get the job done right. Our house brands are trusted to deliver performance, durability, and value for demanding construction professionals.

Each GMS exclusive brand has a primary logo and color palette. If you have questions about logo usage, please email marketinghelp@gms.com.



PANTONE® PMS P 3005 C
CMYK: 85.50.0.0 | RGB: 0.117.201 | WEB: #0075c9

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F



PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F



PANTONE® PMS P 102 C
CMYK: 2.8.99.0 | RGB: 255.223.0 | WEB: #FFDF00

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F



PANTONE® PMS 361 C
CMYK: 86.18.100.4 | RGB: 14.146.71 | WEB: #231F20



PANTONE® PMS 2035 C
CMYK: 8.100.100.2 | RGB: 216.31.38 | WEB: #D81F26

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

WEST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



CONSTRUCTION SUPPLY
A GMS COMPANY

PANTONE® PMS 2347 C
CMYK: 5.100.100.1 | RGB: 225.10.26 | WEB: #E10A1A

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20



PANTONE® PMS 283 C
CMYK: 40.14.0.0 | RGB: 146.192.233 | WEB: #92C0E9

PANTONE® PMS 7455 C
CMYK: 85.69.0.0 | RGB: 56.92.173 | WEB: #385CAD



PANTONE® PMS 1797 C
CMYK: 2.96.90.0 | RGB: 234.45.47 | WEB: #EA2D2F

PANTONE® PMS 288 C
CMYK: 96.93.0.0 | RGB: 51.59.151 | WEB: #333B97



PANTONE® PMS 2095 C
CMYK: 63.65.8.0 | RGB: 115.104.163 | WEB: #7368A3

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 653 C @ 10%
CMYK: 7.4.2.0 | RGB: 233.237.243 | WEB: #E9EDF3

PANTONE® PMS 653 C @ 20%
CMYK: 15.7.3.0 | RGB: 214.220.232 | WEB: #D6DCE8

PANTONE® PMS 653 C @ 40%
CMYK: 31.20.7.0 | RGB: 174.187.211 | WEB: #AEBBD3

PANTONE® PMS 653 C @ 50%
CMYK: 40.26.9.0 | RGB: 154.171.200 | WEB: #9AABC8

PANTONE® PMS 653 C @ 75%
CMYK: 64.43.15.0 | RGB: 105.133.174 | WEB: #6985AE

PANTONE® PMS 653 C @ 100%
CMYK: 88.64.18.3 | RGB: 49.96.148 | WEB: #316094

PANTONE® PMS 420 C
CMYK: 18.14.15.0 | RGB: 208.207.206 | WEB: #D0CFCE

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 116 C
CMYK: 1.20.100.0 | RGB: 253.201.7 | WEB: #FDC907

PANTONE® PMS 2347 C
CMYK: 5.100.100.1 | RGB: 225.10.26 | WEB: #E10A1A

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20



PANTONE® PMS 116 C
CMYK: 1.20.100.0 | RGB: 253.201.7 | WEB: #FDC907

PANTONE® PMS 2347 C
CMYK: 5.100.100.1 | RGB: 225.10.26 | WEB: #E10A1A

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

Subsidiary Logos

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PANTONE® PMS 159 C
CMYK: 14.68.100.2 | RGB: 211.109.40 | WEB: #D36D28

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26



PANTONE® PMS 484 C
CMYK: 25.91.98.21 | RGB: 158.50.35 | WEB: #9E3223

PANTONE® PMS 534 C
CMYK: 99.85.36.27 | RGB: 28.53.94 | WEB: #1C355E



PANTONE® PMS 202 C
CMYK: 30.95.75.30 | RGB: 138.36.50 | WEB: #8A2432



PANTONE® PMS 1797 C
CMYK: 1.100.88.1 | RGB: 236.29.48 | WEB: #EC1D30

PANTONE® PMS 288 C
CMYK: 90.79.2.0 | RGB: 55.80.160 | WEB: #3750A0

MIDWEST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 102 C
CMYK: 0.1.100.0 | RGB: 255.239.0 | WEB: #FFEF00

PANTONE® PMS BLACK C
CMYK: 75.67.67.90 | RGB: 0.0.0 | WEB: #000000

PANTONE® PMS 2347 C
CMYK: 0.100.100.0 | RGB: 254.0.0 | WEB: #FE0000



PANTONE® PMS 1807 C
CMYK: 0.100.96.28 | RGB: 181.18.27 | WEB: #B5121B

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20



PANTONE® PMS 360 C
CMYK: 65.0.100.0 | RGB: 96.187.70 | WEB: #60BB46

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 654 C
CMYK: 100.86.30.23 | RGB: 0.46.109 | WEB: #002E6D



PANTONE® PMS 7622 C
CMYK: 25.100.100.24 | RGB: 153.28.31 | WEB: #991C1F

PANTONE® PMS 274 C
CMYK: 100.95.32.28 | RGB: 33.40.91 | WEB: #21285B



PANTONE® PMS 3298 C
CMYK: 89.33.76.22 | RGB: 0.109.81 | WEB: #006D51

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20

CENTRAL DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 2350 C
CMYK: 17.98.84.7 | RGB: 193.38.54 | WEB: #C12636

PANTONE® PMS 288 C
CMYK: 93.88.21.7 | RGB: 54.63.126 | WEB: #363F7E



PANTONE® PMS 102 C
CMYK: 0.0.100.0 | RGB: 255.242.0 | WEB: #CFFF200

PANTONE® PMS 2195 C
CMYK: 100.71.0.5 | RGB: 0.85.161 | WEB: #0055A1

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20



PANTONE® PMS 2347 C
CMYK: 0.100.100.0 | RGB: 237.32.36 | WEB: #ED2024

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS RED 032 C
CMYK: 1.99.98.0 | RGB: 235.34.38 | WEB: #EB2226

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 1797 C
CMYK: 1.100.88.1 | RGB: 236.29.48 | WEB: #EC1D30

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F

CENTRAL DIVISION

Subsidiary Logos

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PANTONE® PMS 7684 C
CMYK: 90.73.19.4 | RGB: 49.84.140 | WEB: #31548C



PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 361 C
CMYK: 76.4.100.0 | RGB: 61.174.43 | WEB: #3DAE2B

PANTONE® PMS 2735 C
CMYK: 98.100.9.10 | RGB: 39.0.137 | WEB: #270089



PANTONE® PMS 151 C
CMYK: 5.53.100.0 | RGB: 234.140.35 | WEB: #EABC23

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS COOL GRAY 2 C
CMYK: 0.0.0.59 | RGB: 130.132.135 | WEB: #828487

PANTONE® PMS 1795 C
CMYK: 8.98.94.1 | RGB: 219.39.44 | WEB: #DB272C

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 1795 C
CMYK: 8.98.94.1 | RGB: 219.39.44 | WEB: #DB272C

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26



PANTONE® PMS 1795 C
CMYK: 8.98.94.1 | RGB: 219.39.44 | WEB: #DB272C

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 166 C
 CMYK: 0.63.100.0 | RGB: 255.125.0 | WEB: #FF7D00

PANTONE® PMS BLACK C
 CMYK: 75.68.67.90 | RGB: 0.0.0 | WEB: #000000



PANTONE® PMS 166 C
 CMYK: 0.63.100.0 | RGB: 255.125.0 | WEB: #FF7D00

PANTONE® PMS BLACK C
 CMYK: 75.68.67.90 | RGB: 0.0.0 | WEB: #000000



PANTONE® PMS 1795 C
 CMYK: 9.98.93.1 | RGB: 215.40.47 | WEB: #D7282F

PANTONE® PMS BLACK C
 CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

PANTONE® PMS BLACK C @ 20%
 CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

SOUTHEAST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 331C
CMYK: 42.2.15.0 | RGB: 145.207.214 | WEB: #91CFD6

PANTONE® PMS 540C
CMYK: 92.71.44.35 | RGB: 30.61.85 | WEB: #1E3D55

PANTONE® PMS 199C
CMYK: 11.91.80.2 | RGB: 211.62.61 | WEB: #D33E3D

PANTONE® PMS - C
CMYK: 1.7.16.0 | RGB: 250.234.212 | WEB: #FAEAD4



PANTONE® PMS 1505 C
CMYK: 0.77.100.0 | RGB: 255.95.0 | WEB: #FF5F00



PANTONE® PMS 166 C
CMYK: 5.82.100.0 | RGB: 230.83.0 | WEB: #E65300

PANTONE® PMS BLACK C
CMYK: 75.75.75.100 | RGB: 0.0.0 | WEB: #000000



PANTONE® PMS YELLOW 012 C
CMYK: 7.16.100.0 | RGB: 240.204.20 | WEB: #F0CC14

PANTONE® PMS BLACK C
CMYK: 75.68.68.90 | RGB: 0.0.0 | WEB: #000000



PANTONE® PMS 116 C
CMYK: 0.18.100.0 | RGB: 255.205.0 | WEB: #363F7E

PANTONE® PMS 166 C
CMYK: 5.82.100.0 | RGB: 230.83.0 | WEB: #E65300

PANTONE® PMS 360 C
CMYK: 61.0.96.0 | RGB: 106.191.75 | WEB: #6ABF4B

PANTONE® PMS 363 C
CMYK: 75.24.100.9 | RGB: 74.139.44 | WEB: #4A8B2C

PANTONE® PMS BLACK C
CMYK: 0.0.0.100 | RGB: 35.31.32 | WEB: #231F20

SOUTHEAST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 7510 C
CMYK: 18.44.89.7 | RGB: 197.141.58 | WEB: #C58D3A

PANTONE® PMS 1585 C
CMYK: 0.77.100.0 | RGB: 241.96.34 | WEB: #F16022

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 7510 C
CMYK: 18.44.89.7 | RGB: 197.141.58 | WEB: #C58D3A

PANTONE® PMS 1585 C
CMYK: 0.77.100.0 | RGB: 241.96.34 | WEB: #F16022

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 1795 C
CMYK: 8.98.94.1 | RGB: 219.39.44 | WEB: #DB272C

PANTONE® PMS COOL GRAY 11 C
CMYK: 67.64.67.4 | RGB: 81.88.81 | WEB: #525851

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26



PANTONE® PMS 307 C
CMYK: 87.38.6.13 | RGB: 0.118.170 | WEB: #0076AA

PANTONE® PMS 2140 C
CMYK: 60.45.0.39 | RGB: 75.91.135 | WEB: #4B5B87

NORTHEAST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS 2145 C
CMYK: 100.76.8.0 | RGB: 0.77.167 | WEB: #004DA7



PANTONE® PMS 102 C
CMYK: 2.4.96.0 | RGB: 254.230.13 | WEB: #FEE60D

PANTONE® PMS 357 C
CMYK: 85.43.100.49 | RGB: 26.72.34 | WEB: #1A4822



PANTONE® PMS 283 C
CMYK: 55.83.61.73 | RGB: 52.18.28 | WEB: #34121C



PANTONE® PMS 536 C
CMYK: 42.27.15.0 | RGB: 151.167.190 | WEB: #97A7BE

PANTONE® PMS 2945 C
CMYK: 100.88.10.1 | RGB: 34.65.142 | WEB: #22418E



PANTONE® PMS COOL GRAY 2 C
CMYK: 17.12.12.0 | RGB: 209.211.212 | WEB: #D1D3D4

PANTONE® PMS 7404 C
CMYK: 12.17.91.0 | RGB: 229.200.60 | WEB: #E5C83C

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 1797 C
CMYK: 1.100.88.1 | RGB: 236.29.48 | WEB: #EC1D30

PANTONE® PMS 432 C
CMYK: 67.59.55.36 | RGB: 76.77.80 | WEB: #4C4D50

NORTHEAST DIVISION

Subsidiary Logos

Each GMS subsidiary company has a primary logo and color palette. Along with this, subsidiaries can use an all white logo or an all black logo when needed. If you have questions about subsidiary logo usage, please email marketinghelp@gms.com.



PANTONE® PMS COOL GRAY 2 C
CMYK: 17.12.12.0 | RGB: 209.211.212 | WEB: #D1D3D4

PANTONE® PMS 7404 C
CMYK: 12.17.91.0 | RGB: 229.200.60 | WEB: #E5C83C

PANTONE® PMS BLACK C
CMYK: 70.676574 | RGB: 343131 | WEB: #221F1F



PANTONE® PMS 185 C
CMYK: 4.100.100.0 | RGB: 227.30.38 | WEB: #E31E26

PANTONE® PMS 274 C
CMYK: 100.86.37.35 | RGB: 22.44.84 | WEB: #162C54

NEW YORK DIVISION



PANTONE® PMS 102 C
CMYK: 2.4.96.0 | RGB: 254.230.13 | WEB: #FEE60D

PANTONE® PMS BLACK C
CMYK: 67.64.67.67 | RGB: 45.42.38 | WEB: #2D2A26

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PANTONE® PMS 2035 C
CMYK: 8.100.100.2 | RGB: 216.31.38 | WEB: #D81F26

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS 144 C
CMYK: 1.52.95.12 | RGB: 217.129.36 | WEB: #D98124

PANTONE® PMS 2332 C
CMYK: 0.0.0.60 | RGB: 128.130.133 | WEB: #808285

PANTONE® PMS 2330 C
CMYK: 13.9.13.0 | RGB: 207.205.201 | WEB: #CFCDC9

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS P 102 C
CMYK: 2.8.99.0 | RGB: 255.223.0 | WEB: #FFDF00

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS 158 C
CMYK: 0.61.100.0 | RGB: 245.129.32 | WEB: #F58120

PANTONE® PMS 445 C
CMYK: 61.52.50.21 | RGB: 100.101.102 | WEB: #646566

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS 567 C
CMYK: 85.51.70.54 | RGB: 21.62.53 | WEB: #153E35

PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26

Subsidiary
Logos

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PANTONE® PMS BLACK C
CMYK: 70.67.65.74 | RGB: 34.31.31 | WEB: #221F1F

PANTONE® PMS 186 C
CMYK: 0.100.100.15 | RGB: 206.24.30 | WEB: #CE181E

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS 286 C
CMYK: 100.60.0.6 | RGB: 0.96.169 | WEB: #0060A9

PANTONE® PMS 185 C
CMYK: 0.91.76.0 | RGB: 239.62.66 | WEB: #EF3E42

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26



PANTONE® PMS 000 C
CMYK: 96.0.9.1 | RGB: 36.77.149 | WEB: #244D95

PANTONE® PMS 000 C
CMYK: 63.53.19.1 | RGB: 112.119.158 | WEB: #70779E

PANTONE® PMS 000 C
CMYK: 65.58.55.34 | RGB: 80.80.82 | WEB: #505052

 PANTONE® PMS 485 C
CMYK: 0.100.98.0 | RGB: 237.28.38 | WEB: #ED1C26

Subsidiaries Typeface & Fonts

Subsidiary Fonts

When creating marketing collateral for our subsidiaries, we use one typeface called the Acumin Variable Concept. It's a versatile typeface with multiple fonts for making banners, flyers, posters, etcetera.

Acumin Extra Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Extra Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Semi Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Semi Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Wide Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

Acumin Wide Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*()-=+

NOTE: For unknown reasons Acumin does not carry the ® character/glyph. They are working on it.



marketinghelp@gms.com

brand style guide

11.2024

GMS
GYPSUM MANAGEMENT & SUPPLY, INC.®