

The logo icon consists of four blue squares arranged in a 2x2 grid, with the top-right square missing, creating a stylized cross or plus shape.

# **SPS**

## **BRAND BOOK**

# OUR STORY


## YOUR PARTNER SINCE 1951

Partnership is what we believe in. This means, as the world of healthcare evolves, we evolve along with you. We understand your priority is patient care, so it's our mission to continually expand our business to give you back time to spend with your patients. We will continue to provide exceptional service and explore new ways to save you money on material costs, but we've made an objective to deliver more than just products.

With frequent changes in technology and healthcare policy, we recognize your need to adapt quickly. We are committed to providing you with resources you need to make shifts in your practice that improve patient outcomes.

With efficient distribution and the fuel to grow your practice, we'll be prepared to knock down the future. So, let's grow together.

# BRAND PERSONALITY

	CHARACTERISTIC / DESCRIPTION	DO	DON'T
	<b>Familiar</b> We know you and understand your needs in our small, niche community	Be friendly and fun; no one is a stranger; be authentic	Use words like family; be unprofessional
	<b>Straightforward</b> We respect your time and strive to be as transparent as possible	Share clear, engaging information; share infographics, visuals, and video	Be complex, use too much jargon, be monotone or plain, be condescending
	<b>Dependable</b> You rely on us to help improve your business and deliver patient care so we take that seriously	Be confident, honest, and reassuring; act and respond quickly	Assume or overpromise
	<b>Forward-thinking</b> As the industry evolves, we look ahead to ensure our offerings continue to meet the requirements of running an efficient clinic	Stay current on industry issues and products; represent technology in visuals	Share news from sources that aren't credible, use or speak of outdated processes that have changed

# OUR VALUE

## EASY ORDERING

Order your way. Call our friendly customer service line or purchase your products 24/7 on any device through [spsco.com](https://spsco.com).

## FAST DELIVERY

Rely on our exceptional delivery standard. 93% of stocked orders are delivered within 2 days, 97% of orders are delivered on time, and 98% of orders have the right items in the box.

## MORE REWARDS

Get rewarded for shopping online. Receive an additional 5% savings on Rewards products and 2% on non-Rewards products on the SPS Online Store.

## UNBEATABLE SUPPORT

Expect the service you deserve, for every person in your clinic. With 30 Customer Service Representatives, 10 Sales Account Managers, 9 Inside Sales Support Representatives, and 2 Clinical Consultants, we're prepared to serve your unique needs.

# BRAND TOUCHPOINTS

## PRINT

Catalogs | Collateral | Ads



Catalog Cover



Flyer/Ad

## DIGITAL

SPSCO.COM | Ads | Email | Video | Social Media | Blog | Sales Enablement App



Digital Content Block



Homepage Banner

# LOGO

## PRIMARY LOGO



## SECONDARY LOGO



The SPS logo represents connecting customers with products and services from supplier partners around the world, and the business growth that is the result of improved supply chain processes.

### Tips when using logo:

1. The primary logo should be used for most marketing materials and web
2. The secondary logo should be used for external advertising, cobranding, and more formal use cases
3. Avoid using the logo on photo backgrounds
4. Always use the transparent logo on solid color backgrounds. Never use the logo in a box (the boxes above are for visual purposes only)
5. Never rotate or stretch the logo

# SPS TAGLINE

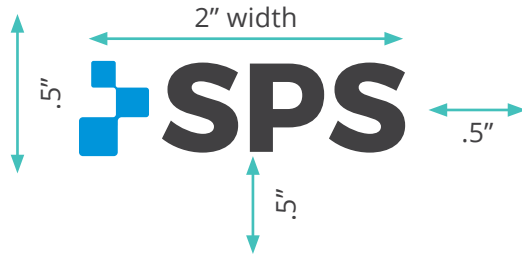
MORE THAN DISTRIBUTION  
P A R T N E R S H I P

MORE THAN DISTRIBUTION  
P A R T N E R S H I P

## Tips when using tagline:

1. The SPS tagline can be used as a stand-alone image for most marketing materials and web
2. Avoid using the tagline on photo backgrounds
3. Always use the white tagline on solid color backgrounds. Never use the tagline in a box (the boxes above are for visual purposes only)
4. Never rotate or stretch the tagline

# LOGO SIZE



## PRIMARY LOGO SPACE + SIZING

The SPS logo should be a minimum of 0.5" in height to avoid issues with legibility. The logo should always have at least .5" of white space around it for visual distribution.



## SECONDARY LOGO SPACE + SIZING

The SPS logo should be a minimum of 0.75" in height to avoid issues with legibility. The logo should always have at least .5" of white space around it for visual distribution.



## SPS TAGLINE SPACE + SIZING

The SPS tagline should be a minimum of 0.3" in height to avoid issues with legibility. The tagline should always have at least .5" of white space around it for visual distribution.



# PRINT/WEB TYPOGRAPHY

## Headers:

Barlow

Use this font for all headers. The font color should be pebble or SPS blue. Headers may be capitalized or title cased.

## Print/Web Body Copy:

Open Sans Regular or Open Sans Bold

Body copy should always be sentence case and the font color should be pebble. In some cases where there is highlighted text, SPS blue can be used.

## Business Documents/Email:

Calibri Regular or Calibri Bold

Body copy should always be sentence case and the font color should be pebble. In some cases where there is highlighted text, SPS blue can be used.

## PRIMARY FONT COLORS

Hex: #414042  
RGB: 65, 64, 66  
CMYK: 0, 0, 0, 90  
PEBBLE

Hex: #0095da  
RGB: 0, 149, 218  
CMYK: 100, 20, 0, 0  
SPS BLUE

# COLOR PALETTE

## PRIMARY FONTS AND COLORS

**SPS BLUE**  
**SPS BLUE**

CMYK: C=100, M=20, Y=0, K=0  
RGB: R=0, G=149, B=218  
HEX: #0095da

**PEBBLE**

CMYK: C=0, M=0, Y=0, K=90  
RGB: R=65, G=64, B=66  
HEX: #414042

**WHITE SMOKE**  
**WHITE SMOKE**

CMYK: 0, 0, 0, 3  
RGB: 247, 247, 247  
HEX: #F7F7F7

## SECONDARY DESIGN COLORS:

**ROYAL BLUE**

CMYK: C=100 M=75, Y=29, K=12  
RGB: R=0, G=74, B=121  
HEX: #004a79

**SEA FOAM**

CMYK: C=66, M=0, Y=32, K=0  
RGB: R=65, G=194, B=188  
HEX: #41c2bc

**GRAY STONE**

CMYK: C=24, M=19, Y=20, K=0  
RGB: R=193, G=193, B=193  
HEX: #c1c1c1

# CO-BRANDING GUIDELINES

## CONSISTENCY

As the SPS brand continues to evolve, it is essential that we maintain a clear impression of our identity to our customers and partners

## GUIDELINES

- The SPS logo and CTA must be used on all marketing pieces that represent SPS
- Only the SPS CTA should be added to co-branded materials
- All supplier CTAs, including website urls, social media, or contact information should be removed
- No attempt should be made to change or recreate the SPS logo
- All co-branded material require approval by the SPS Marketing Department before it is distributed

# LOGO PLACEMENT

## CATALOGS COLLATERAL ADS

When co-branding printed materials, use the logos in the assets folder provided to you by the SPS marketing team and follow the placement guidelines below.



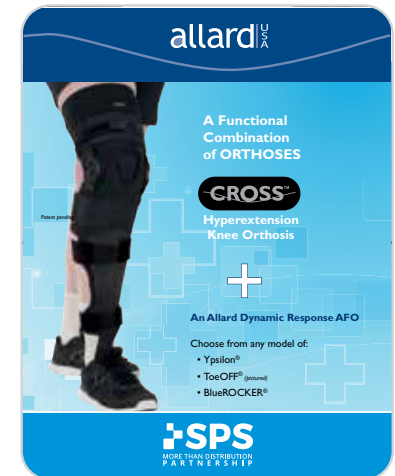
Example A

### Example A:

- Place supplier logo and the SPS logo on the bottom of the page
- Ensure the 2 logos are congruent
- Center the SPS CTA between the 2 logos and bottom align with Partnership

### Example B:

If a supplier logo is centered at the top of the page, the SPS logo should be centered at the bottom of the page.



Example B

# LIGHT BACKGROUNDS

## LOGOS TO USE ON WHITE OR LIGHT BACKGROUNDS



[File name: Secondary Logo]



800.767.7776 | SPSCO.COM

[File name: Secondary Logo-CTA]

800.767.7776 | SPSCO.CO

[File name: SPS-CTA-ONLY]



# DARK BACKGROUNDS

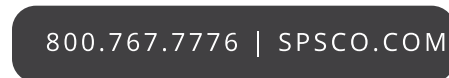
## LOGOS TO USE ON DARK BACKGROUNDS



[File name: Secondary Logo-white]



[File name: Secondary Logo -CTA-white]



[File name: SPS-CTA-ONLY-REV]





For questions about SPS branding, feel free to contact  
SPS Marketing at [marketing@spsco.com](mailto:marketing@spsco.com).