

SECTION 1 – ACE LOGO

Design Grid

The design of the Ace logo has been very carefully developed using a grid system to ensure consistent proportions. Manipulating or changing the appearance of the Ace logo in any way diminishes the integrity and recognition of the logo, and undermines Ace's protection against trademark violations.

The following illustration clearly details the spacing requirements established for the current Ace logo.



In the word Ace, the positions of the letters to each other are constant, and the relationship never changes. The prong width of the letter E, labeled 1X, provides the measurement used to proportion the logo. The distinctive A is 1X taller than the C.

Clear Space

To maintain its visual integrity, the Ace logo must never appear to be crowded by other elements, therefore the use of clear space is essential. No element of copy or illustration other than approved supporting words should be allowed to touch or intersect the logo or violate the interior of the logo. Clear space around the logo should always equal at least 2X on all sides.

Corporate signature elements/Ace logo

Four signature formats have been approved for use on all corporate and retailer graphic communications:



■ **Ace-only format** – A space of 2X on top and sides – 2X below separates the logo from any type or graphics.

■ **Vertical format** – a space of 1/2X separates "Hardware" from the logo mark. Supporting words must be centered below the logo and have a slant of 12 degrees to the right of vertical.

■ **Horizontal format** – a space of 1X separates the word "Hardware" from the logo mark. Supporting word has a slant of 12 degrees to the right of vertical.



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Corporate signature elements/Ace logo

- **Formal format** – Use the formal format (including the logo and corporate address) when specified materials have a broader distribution beyond what could be considered internal. These could include Ace envelopes and stationery, the annual report, etc. The formal format is the preferred signature when the information or graphics need to project a more formal, official image.



Substituting the Logo for Type/Type for the Logo

The Ace logo may never be substituted with other logotype or image.

The logotype is a graphical element and must be used as such whenever the logo is required.



The Ace logo should never be used as part of a phrase or sentence.

Within the body of the letter or presentation, use the word "Ace" in the exact same font as the surrounding words. When using the word "Ace" in type, the "A" should be capitalized, with the "ce" lower case. The word Ace should never appear in all caps (ie: ACE).



Ace is the place

Logo guidelines

Following are further guidelines relating to supporting words:

Don't	Do
An illustration of the red 'ACE' logo with the word 'Hardware' written in a black sans-serif font directly above it, separated by a thin line. A large grey 'X' is drawn through the entire logo and text combination.	<ul style="list-style-type: none">▪ The letters of supporting words are never stacked or placed above the logo.
An illustration of the red 'ACE' logo with the words 'Home Center' written in a black sans-serif font directly below it. The spacing between the logo and the text, as well as between the letters of 'Home' and 'Center', is inconsistent. A large grey 'X' is drawn through the entire logo and text combination.	<ul style="list-style-type: none">▪ The spacing between the logo mark and supporting words must always be consistent. The spacing between the letters of the supporting words must never be changed.
An illustration of the red 'ACE' logo with the words 'Smith's' and 'Hardware' written in a black sans-serif font at an angle below it. The angle is relative to the logo. A large grey 'X' is drawn through the entire logo and text combination.	<ul style="list-style-type: none">▪ The supporting words must never be placed at an angle in relation to the logo. The proportion of supporting words to logo must never be changed.