

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
The letters of supporting words are never stacked or placed above the logo.	ACE Hardware
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.	ACE Home Center
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.	Smith's ACE Hardware

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Corporate signature elements/supporting words

Current approved supporting words include the following:

Corporate Use	Retailer Use
Ace Hardware	Ace Hardware
Ace Hardware Corporation	Ace Best Buys
Ace Best Buys	Ace Commercial/Industrial
Ace Brand	Ace Contractor Center
Ace Commercial/Industrial	Ace Home Center
Ace Contractor Center	Ace International
Ace Is The Place	Ace Is The Place
Ace Lawn & Garden	Ace Lumber and Building Materials
Ace LBM	Ace Lumber and Building Supply
Ace Paint	Ace Rental Place
Ace Team	Ace Team
Ace Tools	<city name> Ace
	<family name> Ace
The phrase "Ace is the Place" may also be followed by "For Me," "For Quality," "With the Helpful Hardware Folks" and various other appropriate wording. The logo mark and supporting words must always be used together and in relation to one another as indicated in this guide. Any exceptions to this rule must be approved by Communications@acehardware.com.	

All approved supporting words must use required font style, size and color and need to be spaced at least 1X from logo. Any exceptions to this rule must be approved by communications@acehardware.com.



(The exception is when the supporting words "Lumber and Building Materials" are used. Then the first initial is 2X high).
The supporting words have a slant of 12 degrees to the right of vertical.

SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Logo mark guidelines

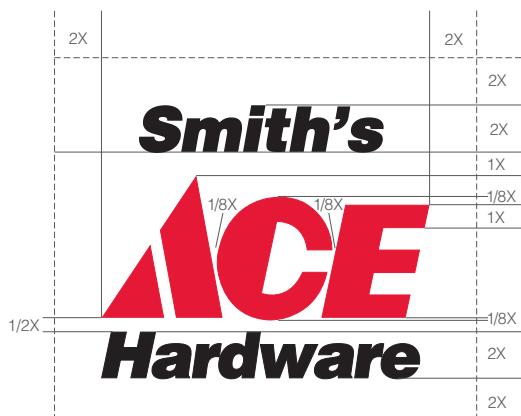
Exterior signage should follow the Ace logo guidelines outlined in Section 1 for approved font, spacing, size and color recommendations. The only exception to these rules is that exterior and permanent interior signage does not require the use of the registration mark ® following the Ace logo.

With this as a starting point, the following additional specifications should be followed:

- The logo mark may not be broken into individual letters, stacked or shown in any position other than the approved formats, as follows:
 - Ace only – used to maximize the impact of signing or where local sign codes are restrictive.
 - Horizontal – should be used to fill-out a larger, wider building front or sign space.
 - Vertical stacked – should be used for a smaller, narrower building front or sign space.



SECTION 3 – EXTERIOR SIGNAGE



- In addition to the Ace logo itself, supporting wording should also follow the specifications outlined in Section 1. This would include:

- Using only Ace-approved supporting words.
- Placement of supporting words to the right or directly below the Ace logo mark.
- Placement of retailer signature or location names to the left or directly above the Ace logo mark.

SECTION 3 – EXTERIOR SIGNAGE

Exterior Sign Specifications

Color specifications – building and signage

As with other uses of the Ace logo, exterior signage should adhere to the color guidelines outlined in Section 1 whenever possible. However, as buildings may have different exterior colors that may impact the visibility of exterior signage, Ace offers these recommendations to ensure maximum impact:

- Light colored building finishes are the preferred background for exterior signage. Should you have the ability to choose the color your store's exterior is painted, contact Ace Retail Development at 630-990-6194 for recommended exterior paint colors and finishes.
- Red should only be used as an accent element and not as the color for an entire building face or mansard finish.
- Building striping, if used, should be one color (red preferred).

Depending upon the color of the building itself, the following color variations are acceptable for the exterior signage itself:

- **Daylight appearance** – Light building background
 - Ace – red
 - Hardware (if used) – black preferred or red
 - Retailer signature (if used) – matching “Hardware”
- **Daylight appearance** – Dark/red building background
 - Ace – white or red
 - Hardware (if used) – white or red
 - Retailer (if used) – matching “Hardware”
- **Nighttime appearance**
 - Ace – red preferred or white
 - Hardware (if used) – red preferred or white
 - day/night (black to red)
 - halo white
 - Retailer signature (if used) – matching “Hardware”

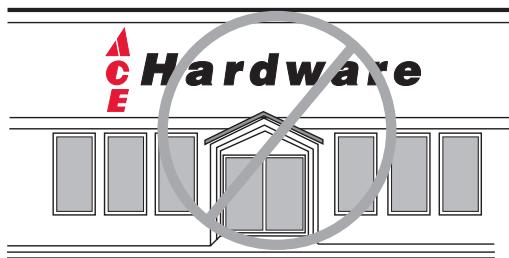


SECTION 3 – EXTERIOR SIGNAGE

Logo Sign Samples Common Problems



- "Hardware" too large
- "Hardware" should be approved type style/upper and lower case



- "Ace" letter spacing too wide
- Spacing between "Ace" and "Hardware" too wide
- "Hardware" letter spacing too wide and too large



- Spacing between "Ace" and "Hardware" too wide
- "Hardware" should line-up with bottom of "Ace"
- Spacing between A C E not compliant with corporate specifications of 1/8X



- "Ace" should not be used vertically
- Vision 21 halo mark should not be used for exterior signage



- Supporting or departmental wording should use approved type style/upper and lower case



- "Ace" and "Hardware" should not be broken up into individual letters or boxed



- Marketing slogans should not be used for exterior signage
- Trademark symbol® is not required for exterior signage



- "Bargain Center" is not an approved supporting word