

BRAND GUIDELINES

Building a brand builds awareness, trust, and value. This guide will enable HD Supply to **be consistent in our verbal and visual identity**. Consistency is essential to a brand and ensures our core value propositions stand out and are easily recognizable to our customers.

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COMPANY OVERVIEW

HD Supply is a leading supplier of maintenance, repair, operations (MRO), and property marketing products. We are a customer-focused business delivering the highest quality products, services, solutions, and fulfillment in the industry.

COMPANY OVERVIEW

BRAND

Brand Attributes

- Industry Leader
- Reliable
- Trustworthy
- Free, Next-Day Delivery
- Easy Ordering
- Broad Product Assortment
- One-Stop Shop
- Helpful Service
- First-Choice Supplier

Our Customers

We serve multifamily, hospitality, healthcare, and government facilities. Within each vertical, we have different customer types:

Multifamily	Hospitality	Healthcare	Government
Property Manager <ul style="list-style-type: none"> • 53% male • 39 years old • Oversees administration and manages staff 	General Manager <ul style="list-style-type: none"> • 57% female • 41 years old • Day-to-day leadership 	Executive Director <ul style="list-style-type: none"> • 59% male • 42 years old • Leads facility and runs day-to-day operations 	Maintenance Supervisor
Maintenance Supervisor <ul style="list-style-type: none"> • 70% male • 40 years old • Maintains and repairs facilities 	Engineer/Maintenance Lead <ul style="list-style-type: none"> • 72% male • 41 years old • Building maintenance and repairs 	Director of Maintenance <ul style="list-style-type: none"> • 80% male • 46 years old • Manages team providing building maintenance 	Hotel Manager
	Head of Housekeeping <ul style="list-style-type: none"> • 52% male • 41 years old • Housekeeping duties 	Director of Nursing <ul style="list-style-type: none"> • 77% female • 40 years old • Nursing care, management experience, and assures compliance with government standards 	Procurement Officer

Source: See Appendix.



VERBAL IDENTITY

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PRINCIPLES & TONE

Our principles govern what we say to customers. Tone of voice conveys who we are as a brand and expresses our personality and values.

PRINCIPLES & TONE

Messaging Guidelines

Our messaging should:

- Drive brand awareness
- Change or reinforce customers' attitudes
- Stimulate a response or action
- Build brand relationship

Tone Of Voice

Our messaging should sound:

- Authentic
- Customer-Focused
- Action-Oriented
- Simple
- Confident
- Proficient



BRAND TAGLINE

At HD Supply, we are dedicated to helping our customers in every way that we can. Our goal is to show our customers we are more than a distributor – we're also a listener and a helping hand. Our customers are busy, hardworking individuals. They are important pillars in our communities. That is why when they ask, we listen. **We're on it.**

BRAND TAGLINE GENERAL RULES

HD Supply is dedicated to helping our customers. Our team of experts is committed to our customers' success and to meeting all of their day-to-day MRO needs.

We proudly deliver the highest quality products, support, services, and fulfillment in the industry. With more than 40 distribution centers and a fleet of more than 850 vehicles, we deliver MRO supplies where and when our customers need them.

A few examples of how "We're On It" at HD Supply:

- Our people
- Free, next-day delivery on most orders to most areas
- Vast product selection
- Customer support
- Time and money savings
- Dedicated service
- Trainings & certifications
- Quality, value-add products
- Expertise
- Trust

Legal Symbols

- The tagline is a legally protected trademark and proper usage of it is essential to maintaining its integrity and strength.
- The tagline should use the superscript trademark symbol, TM, in most instances.
- See Pages 11-12 for specific rules.

WE'RE ON IT.[®]



BRAND TAGLINE

GENERAL RULES

The tagline represents our commitment to action. Although it is a key feature of our brand, it does not need to be included on every marketing asset. It should be used when it specifically ties to our overarching brand story and value propositions.

Primary Usage: Support

- The brand tagline should be used as a support element.
- It should be secondary to the main headline and **serve as the payoff** to our value propositions.
- Generally speaking, it should live at the end of a piece as the closing.

General Rules

- When used alone, the ™ should be included and the mark should not be altered.
- Size should be 60% of the main headline size.
- Clearance on all sides should equal the height of the W.
- Tagline lock-up should be used in one of our primary brand colors.
- No alterations should be made to the lock-up without review and approval from the Brand team.



Secondary Usage: Body Copy

- The tagline can also be used in body copy.
- If used in this way, it should tie to specific value propositions.

General Rules

- When used in body copy, the tagline should not include legal markings.
- Text should be the same size as body copy.
- Text should be bolded.
- Text should be set in sentence case.
- Text should be in one of our primary brand colors.

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod. **We're on it.**

See Page 12 for usage examples.

BRAND TAGLINE

CORRECT USAGE

Primary Usage: Support

HD SUPPLY

YOUR SINGLE-SOURCE MRO SUPPLIER

HD Supply's competitively awarded NAF, OMNIA Partners, and GSA Schedule contracts make government procurement easier.

We offer:

- Free, next-day delivery*
- More than 100,000 products
- Industry-leading support

Trust us to make your job easier with:

- One-click checkout online
- **HD Supply Solutions™ App** for ordering anywhere
- Dedicated government call center
- Contracts and Compliance team
- Property improvement and renovation services

WE'RE ON IT.

*On most orders to most areas.
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Secondary Usage: Body Copy

HD SUPPLY

WE'RE HERE TO MAKE YOUR JOB EASIER

Trust Us For Your Hospitality Needs

HD Supply is committed to getting you what you need, where and when you need it. We offer fast, free delivery* on more than 100,000 products, including thousands of brand standard hospitality items. From housekeeping supplies to room renovations—**we're on it.**

*On most orders to most areas.
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BRAND TAGLINE

INCORRECT USAGE

It is critical for the tagline to appear consistently. Improper use dilutes and lessens its value. Any modifications to the tagline must be approved by the brand marketing team.

Watch Out For The Following:

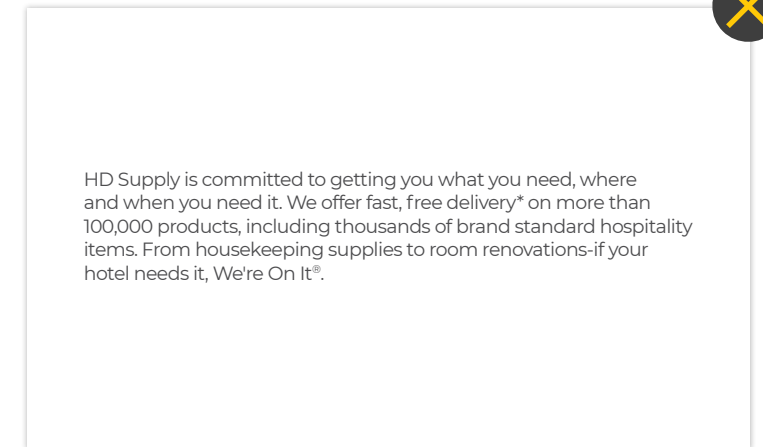
- The tagline applies to both the U.S. and Canadian HD Supply businesses.
- The tagline is intended for marketing materials and should not be used on physical products.
- Avoid altering the language.
 - E.g.: If you need it, we're on it™
 - No additional language should be attached to the tagline, since it is trademarked copy.
- Avoid using the tagline by itself. It should always be used with our value proposition(s) to tell a story.



X Tagline copy should not be altered in any way. This is an incorrect representation of our legal mark.



X The tagline should not live alone under an image or be used when it does not tie to our overall brand story.



X Since the tagline is being used in body copy, it should be sentence case, bolded, and not use the ®.

GENERAL MESSAGING

Messaging allows us to clearly communicate to our audience. Through it, we are able to convey our brand, services, and key selling points.

GENERAL MESSAGING

HEADLINE IDEAS

Multifamily	Hospitality	Healthcare	Government
YOUR SINGLE-SOURCE (MRO) SUPPLIER	YOUR SINGLE-SOURCE (MRO/HOSPITALITY) SUPPLIER	YOUR SINGLE-SOURCE (MRO) SUPPLIER	YOUR SINGLE-SOURCE (MRO) SUPPLIER
TRUST US TO MAKE YOUR JOB EASIER	TRUST US TO MAKE YOUR JOB EASIER	TRUST US TO MAKE YOUR JOB EASIER	TRUST US TO MAKE YOUR JOB EASIER
YOUR JOB IS BUSY ENOUGH. WE'RE HERE TO HELP.	YOUR JOB IS BUSY ENOUGH. WE'RE HERE TO HELP.	YOUR JOB IS BUSY ENOUGH. WE'RE HERE TO HELP.	YOUR JOB IS BUSY ENOUGH. WE'RE HERE TO HELP.
MRO SOLUTIONS THAT DELIVER	HOSPITALITY SOLUTIONS THAT DELIVER	MRO SOLUTIONS THAT DELIVER	MRO SOLUTIONS THAT DELIVER
ALL YOUR MAINTENANCE REPAIR NEEDS	ALL YOUR MAINTENANCE REPAIR NEEDS GUESTS' EXPECTATIONS BEGIN WITH US	ALL YOUR MAINTENANCE REPAIR NEEDS	ALL YOUR MAINTENANCE REPAIR NEEDS GOVERNMENT PROCUREMENT MADE EASY

PLEASE NOTE: Headlines are not limited to the options listed above.

WATCH OUTS

1. Use the full company name, HD Supply, in all mentions.
2. Avoid abbreviations in external-facing materials. For example: HD, HDS.
3. Avoid overuse of the company name. Use alternatives like: Us, We, Our.
4. Avoid breaking 'HD Supply'. It should always be kept on one line.
5. Delivery claim language should always use a comma and hyphen. For example: Free, Next-Day Delivery.
6. Phone numbers and URLs should be bolded. For example: Call us at **1.800.431.3000** or visit us online at **hdsupplysolutions.com**.
7. "Single Source" references can appear with and without a hyphen.
 - Use a hyphen when: it's a compound adjective in front of a noun. For example: "Single-Source Supplier."
 - Do not use a hyphen when: "single" is the adjective and "source" is the noun. For example: "We are your single source for MRO products."
8. Footnotes should follow punctuation. For example: According to the Red Cross, most fires start in the kitchen.¹

GENERAL MESSAGING

UNIQUE SELLING PROPOSITIONS

Multifamily	Hospitality	Healthcare	Government
Free, next-day delivery*	Fast, free delivery*	Free, next-day delivery*	Free, next-day delivery*
100,000+ products available	100,000+ products available	100,000+ products available	100,000+ products available
Property improvement and renovation services	Thousands of MRO, OS&E, and FF&E products available	All of your facility maintenance, repair, and operation equipment needs	Industry-leading support with dedicated government service and support teams
Custom-made products, including doors, cabinets, window coverings and more	Brand specification expertise	Room-in-a-box renovation expertise	Competitively priced maintenance, repair, operations, and property management products
Scan, search & order on the go	We have the products you need to meet your specifications	Real-time pricing and product information 24/7	Property improvement and renovation services
Professional certification and training	Dedicated sales representatives	We have the products you need	No minimum order requirements
Industry-leading support	100+ Certified Master Hotel Supplier professionals on staff		Real-time pricing and product information 24/7
Real-time pricing and product information 24/7	No minimum order† †Orders less than \$50 are subject to a \$10 handling fee.		
	Real-time pricing and product information 24/7		
*On most orders to most areas.	*Within 2 days on most orders to most areas.	*On most orders to most areas.	*On most orders to most areas.

PLEASE NOTE: The points above represent our unique selling propositions. Marketing materials are not limited to just these offerings.

VISUAL IDENTITY

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LOGO

Our brand is a powerful asset that represents our company and encompasses its identity.

We are responsible for upholding the integrity of the brand and should be familiar with its proper usage. The HD Supply logo is a strong visual presentation of the HD Supply name. Its simplicity makes the brandmark adaptable to almost any scale of reproduction in virtually any medium.

LOGO PRIMARY

This is the primary HD Supply logo mark.

The full-color version of the logo should be used when possible.

NOTE: Alternate versions may be reviewed and approved in special circumstances.



Full Color

The full-color version of the logo is Pantone® 123 C and black, and should be used whenever possible.



Reverse Color

The logo may also appear in two-color option as a reverse out of black.



One Color

The logo may appear in solid black when color printing is not feasible.



One Color

The logo may appear in solid white when color printing is not feasible.



One Color

The logo may also appear in 70% black. This version should only be used in limited situations when no other logo version can be used.



One Color

The logo may also appear in 50% black. This version should only be used in limited situations when no other logo version can be used.

LOGO APP

If space permits, use the app logo when referencing the HD Supply Solutions™ App.

NOTE: The full-color version of the logo should always be used.



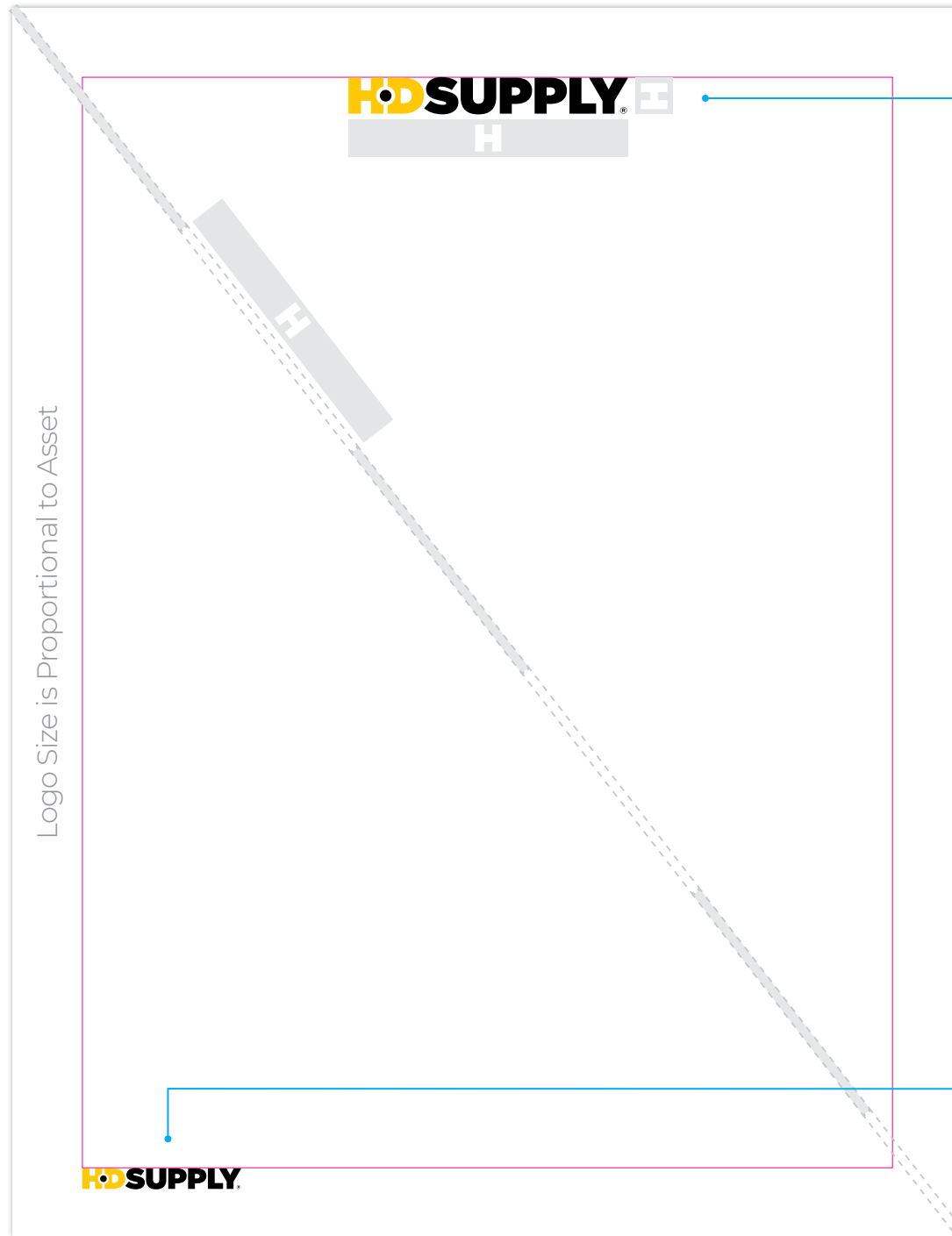
LOGO SIZE

Logo size is determined by page format and size. This way, we can ensure a proportionate logo size across different formats.

The following steps will help you to determine the best logo size to use:

1. Measure the diagonal of the format and divide it by 5.5.
2. This determines the logo width.
3. If necessary, round up to the nearest whole number.

Logo width = diagonal length ÷ 5.5



The minimum width that may be reproduced is 2.5".



Minimum: 2.5"

The minimum width that the logo may be used in a footer is .9435".



Footer Min: .9435"

LOGO CLEARANCE



USAGE EXAMPLES



✓ Clearance around the logo is the height of the letter "H" on all sides of the logo.



✗ The logo is too close to the left edge and headline.

LOGO LOCATION

Primary Placement:

Primary placement of the HD Supply logo should be on the top left of the page.

Exceptions can be considered if imagery or design prevent this primary placement.

Customer Co-Branding:

In customer co-branded assets, place a rule line between logos, ensuring that both logos are of equal visual weight.

Rules:

- Space between the logos should be equal to the height of the “H”
- The rule line should be 0.75 pt in width and equal the height of logos

Vendor/Product Co-Branding:

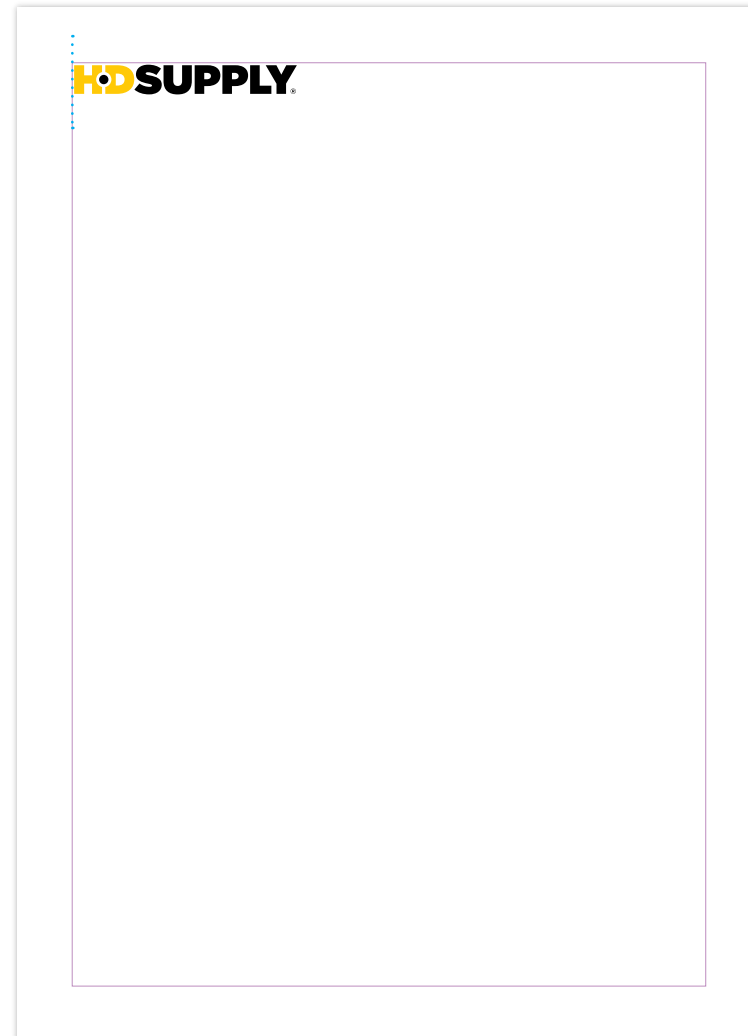
Rules:

- Deemphasize vendor or product logo
- Resize to 40-50% of primary logo size
- Locate on the lower portion of the page
 - Placement should not be immediately next to any primary HD Supply brand element.For instance: headline, subhead, CTA, footer.

Alternate Placement:

Alternate placement of our logo can be in the center or on the bottom left of the page.

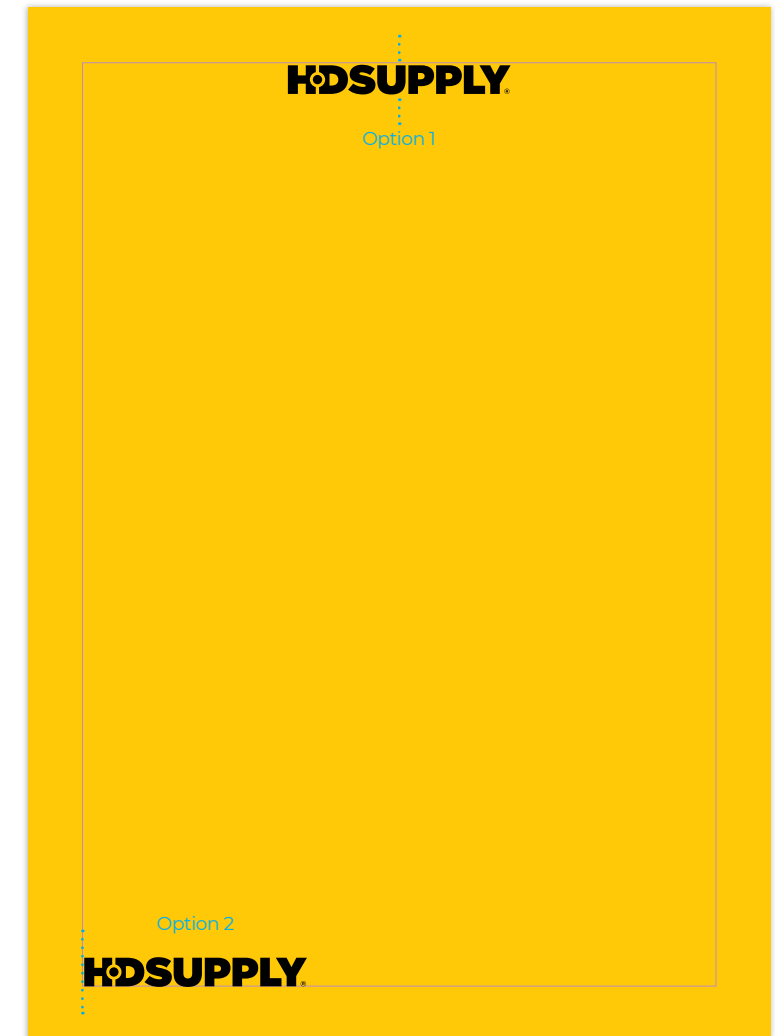
Primary



Co-Branded



Alternate

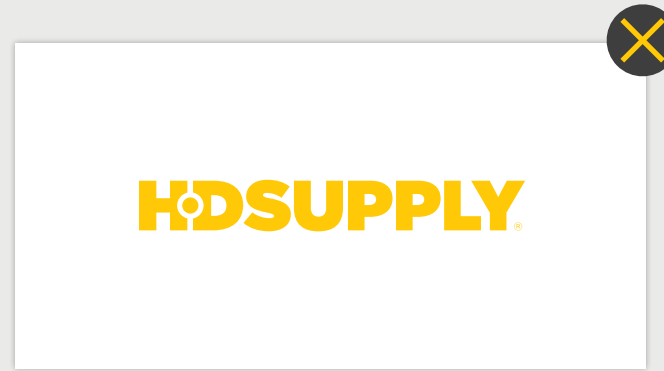


LOGO INCORRECT USAGE

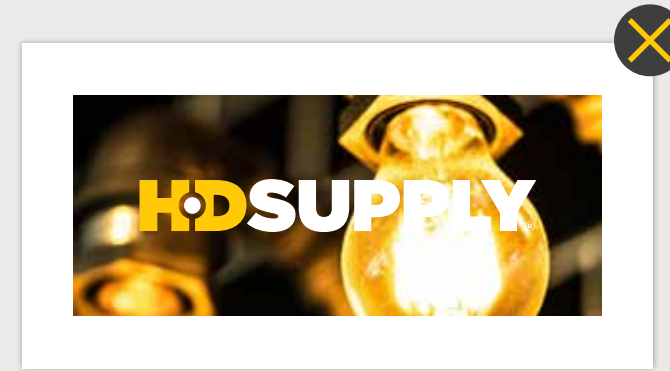
It is critical for the HD Supply logo to appear consistently as specified in this document. Improper use dilutes and lessens its value as an instantly recognizable brand.

The following are a few examples of things we should avoid.

Any modifications to the HD Supply brand must be approved by the Brand team.



✘ Do not alter or change the color of the logo.



✘ Do not put the logo on a patterned or visually competitive background.



✘ Do not create an abbreviation of logo.



✘ Do not distort the logo - always maintain proper height-to-width (aspect) ratio.



✘ Do not combine the logo with any other graphic element.



✘ Do not mimic the circle element of the logo using other text.

TYPOGRAPHY

Consistent typography allows our audiences to recognize materials from HD Supply. Using our chosen typefaces at the correct scale and weight ensures that our work is consistent and legible across all channels. When used effectively, the right font commands attention and creates a unified voice. The following guidelines will help ensure maximum legibility and reinforcement of our brand.

TYPOGRAPHY

PRIMARY TYPEFACE

About Oswald:

Oswald is our primary typeface and the lead voice in our communications. It is an important, distinctive tool, recognizable to our brand.

For Use In:

- Headlines
- Primary Subheadlines
- Callouts
- Calls-To-Action
- Disclaimers

Rules:

- Use in UPPERCASE, Title Case, and Sentence case
- Weight and size support the hierarchy of content
- Primary weights are Regular and Bold
- For emphasis, always skip one weight level for distinction
- Leading must match point size
- Character tracking: -25
- Horizontal scale: 100%
- Kerning must always be adjusted for headlines
- Type should not appear on imagery unless content is clearly legible

OSWALD

Weights:

Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890\$&?/+ "(.,:;)

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890\$&?/+ "(.,:;)

Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890\$&?/+ "(.,:;)

Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890\$&?/+ "(.,:;)

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890\$&?/+ "(.,:;)

TYPOGRAPHY

SECONDARY TYPEFACE

About Montserrat:

Montserrat is our secondary typeface. It is used as support and to convey large pieces of information, as it has strong legibility.

For Use In:

- Section Header
- Paragraph Header
- Descriptors/Qualifiers
- Body Copy
- Digital Links

Rules:

- Use in Title Case and Sentence case
- Weight and size support the hierarchy of content
- Primary weights are Regular and Semibold
- For emphasis, always skip one weight level for distinction
- Character tracking: -25
- Horizontal scale: 100%
- Type should not appear on imagery unless content is clearly legible

MONTSERRAT

Weights:

Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&?/+ "(.,:;)

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&?/+ "(.,:;)

Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&?/+ "(.,:;)

Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&?/+ "(.,:;)

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&?/+ "(.,:;)

TYPOGRAPHY

PROPORTIONS & ALIGNMENT

Proportions:

Design elements and space between those elements are proportional to the size of the HD Supply logo:

- Use the height of the “H” to measure your ratio
- Greatest relation is one and a half the height of the “H”
- Smallest relation is half of the height of the “H”

Alignment:

- Use left alignment for most assets
- Center alignment can be considered if imagery or design prevent left alignment
- Exceptions:
 - Callout text is always center-aligned
 - Disclaimer text is always left-aligned

HD SUPPLY

HEADLINE LINE 1
HEADLINE LINE 2

Primary Subheadline Line 1

Body copy text body copy text body copy text body copy text body copy text body copy text
body copy text **body copy text** body copy text body copy text body copy text body copy text
body copy text body copy text body copy text body copy text body copy text body copy text
body copy text body copy text body copy text body copy text body copy text body copy text
body copy text body copy text body copy text **body copy text body copy text**

Section Header

Paragraph Header 1

Body copy text body copy text body copy text body copy text body copy text body copy text
body copy text body copy text body copy text body copy text body copy text body copy text
Body copy text body copy text body copy text body copy text body copy text body copy text
body copy text body copy text body copy text body copy text

Paragraph Header 2

1. Body copy text body copy text body copy text.
2. Body copy text body copy text body copy text body copy text body copy text.
3. Body copy text body copy text body copy text body copy text.

Call to action: Shop now at hdsuppliesolutions.com/xyz and use Source Code

Disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer disclaimer

3 EASY WAYS TO ORDER | MOBILE APP | 1.800.431.3000 | hdsuppliesolutions.com

Logo = 2.5" minimum
• See page 21 for logo size details

Space = 1.5 x H Size

Headline = 1.5 x H Size

Space = 1 x H Size

Primary Subheadline = 1/2 x Headline Size

Space = 1.5 x H Size

Body Copy = 1/4 x Headline Size

Space = 1 x H Size

Section Header = 1/3 x Headline Size

Space = 1 x H Size

Paragraph Header / Descriptor / Qualifier = 1/4 x Headline Size

Space = 1/2 x H Size

Call To Action = 1/3 x Headline Size

Disclaimer = Font Size: 7 pt

• See page 38 for details

TYPOGRAPHY

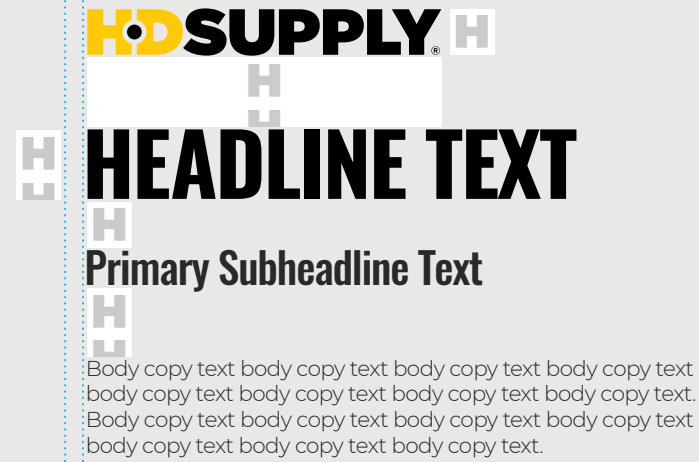
CONTENT STRUCTURES

Diagrams to the right show various content structures and recommended relationships between elements.

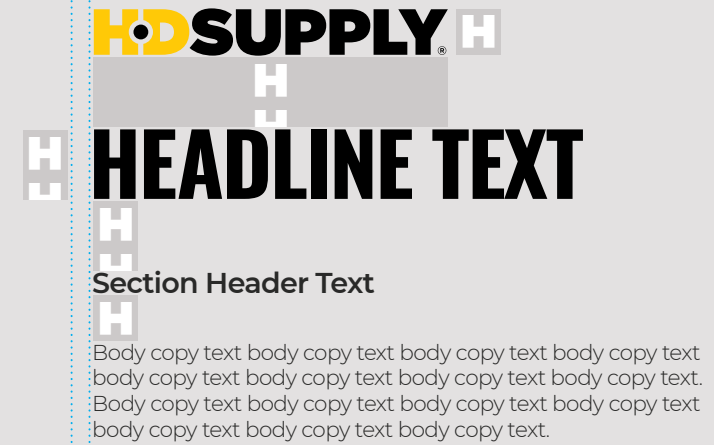
Key:



Primary Structure - Option 1



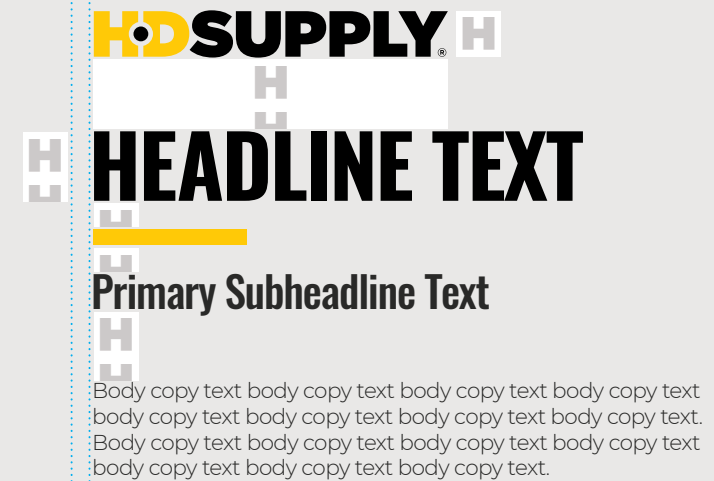
Primary Structure - Option 2



Primary Structure - Option 3



Alternate Structure



Hierarchy

Visual hierarchy is a way to stress the significance of each block of copy:

- Organize typography according to relative importance through scale and function
- Establish and move the order in which the customer receives information
- Do not make different levels of hierarchy the same size or scale as another

Pairings

It is important to maintain type pairings for proper emphasis :

- Bold weight should be paired with Medium weight
- Semibold weight should be paired with Regular weight
- Medium weight should be paired with Light weight

General Copy Rules:

- Exclamation marks should only be used in instances where time is important (e.g., Hurry! Last Chance!)
- UPPERCASE should be reserved for Headlines and Callouts
- In Calls To Action, websites and source codes are not followed by a period
- When used in a sentence, Source Code XYZ must be capitalized and code should be bolded (e.g., Shop now and save with Source Code **XYZ**)

HEADLINE IS SET IN BOLD

Subheadline Is Set In Regular Or Medium And Is $\frac{1}{2}$ Headline Point Size

Body copy text is set in light and **Medium for emphasis** and is $\frac{1}{4}$ headline point size.
 Body copy text is set in light and **Medium for emphasis** and is $\frac{1}{4}$ headline point size.
 Body copy text is set in light and **Medium for emphasis** and is $\frac{1}{4}$ headline point size.

Call-to-action is set in Regular and **Semibold**

Bulleted List

- Used to highlight list elements
- May include short phrases, single sentences, or paragraphs
- Is not followed by a period unless there are complete sentences

Primary List: Bullet Point (•)

- Left Indent: 0.0625 in
- Space before, between, and after: 0.0625 in
- Followed by a double space
- A color-filled circular shape
- Matches font size and weight

Secondary List: En dash (–)

- Only used after bullet points
- Left Indent: 0.22 in
- Space before, between, and after: 0.0625 in
- Followed by a double space
- Matches font size and weight

Numbered List (1, 2, 3)

- Left Indent: 0.0625 in
- Space before, between, and after: 0.0625 in
- Followed by a period and a double space
- Matches font size and weight

Paragraph Header

Body copy text body copy text. Body copy text body copy text body copy text:

- Bulleted list copy text bulleted list copy text bulleted list copy bulleted list copy text
 - Bulleted list copy text bulleted list copy text bulleted list copy text bulleted list copy text
 - Bulleted list copy text bulleted list copy text
- Bulleted list copy text bulleted list copy text
- Bulleted list copy text bulleted list copy text

Paragraph Header

1. Numbered list copy text numbered list copy text numbered list copy text
2. Numbered list copy text numbered list copy text numbered list copy text numbered list copy text numbered list copy text
3. Numbered list copy text
4. Numbered list copy text numbered list copy text numbered list copy text
5. Numbered list copy text

Rules: Headline Lock-Up

When used in a Headline, Callout, or lock-up, footnote and trademark symbols must be manually resized and aligned in relation to body text characters:

- Place a symbol immediately after the text to be referenced
- Resize to cap height of body text character (for example, use capital letters E, F, and T or number 5 to determine cap height)
- Font weight of a symbol should match body text font weight
- Match the kerning to a single space between other characters
- Align vertically at the top in relation to other characters

\$150*

35%†

EFG™

STU®

Rules: Body Text

- When used in a sentence, all symbols must match the body text font, size, and weight
- The registered trademark symbol (®) and footnote symbols (*, †, ‡) must be manually superscripted
- The trademark symbol (™) is set as superscript and must be double-superscripted to retain the prominence of the registered trademark symbol (®)
- The percent (%) and dollar (\$) signs must be:
 - Superscripted when they are used in the Headline, Primary Subheadline, or Callout (see page 33 for offer lock-ups diagram and rules)
 - Set in Sentence case when used in the Section/ Paragraph Header, Body Copy or Disclaimer

Kwikset® SmartKey™ Deadbolts

Free, next-day delivery.*

No minimum order requirement.†

*On most orders to most areas.

†Orders less than \$50 are subject to a \$10 handling fee.

Sentence Use Of Trademark & Footnote Symbols

LED bulbs are 75% more energy efficient.

Save \$50 for every \$200 you spend on items in this category.

Sentence Use Of Percent And Dollar Signs

Percent, Dollar & Cent Signs:

- Superscript a sign
- Font weight of a sign should match body text font weight
- Match the kerning to a single space between other characters
- Align vertically at the top in relation to other characters

25[%]

\$10

50[¢]

**\$10⁹⁹
EACH**

Percent Off:

- Always in Oswald UPPERCASE
- Font weight should match body text font weight
- Place “Off” under the percent sign and resize to match percent sign font width
- Align horizontally at the baseline with offer text characters
- Match kerning of percent sign and Off lock-up to a double space between other characters

Up To & Save Up To:

“Up To” can be spanned above the offer text or stacked vertically before it:

- Always in Oswald UPPERCASE
- Font weight should match body text font weight
- For spanned version, place “Up To” above the offer text and resize so it aligns vertically with offer text characters
- For stacked version, place “Up To” before the offer text and resize so it aligns horizontally with offer text characters
- Space between “Up To” and offer text should match vertical space between percent sign and Off lock-up with offer text
- Space between “Save” and “Up To” should match vertical space between “Up To” and offer lock-up

**50[%]
OFF**

**UP TO
20[%]
OFF**

**UP
TO 10[%]
OFF**

SAVE UP TO 25[%]

**SAVE UP TO 40[%]
OFF**

TYPOGRAPHY

LOCK-UPS: CALLOUTS

The most common marketing offers are shown to the right. These should be treated as lock-ups and appropriate placements and proportions should be followed:

- Offer copy font should be whole-sized, no decimals
- Always in Oswald UPPERCASE
- Always set in Bold weight
- Resize percent (%) and dollar (\$) signs to 1/2 size of the offer font point size
- “Off” is always placed under the percent (%) sign, then aligned vertically in relation to percent (%) sign and horizontally with offer characters
- “Up To” is always spanned across offer characters and resized to align vertically with offer characters
- “Save” is resized to 1/3 size of the offer text point size and centered horizontally in the callout circle
- “Save Up To” is always:
 - Spanned across offer characters and resized to align vertically with offer characters and percent (%) sign
 - Spanned across offer characters, excluding the dollar (\$) sign

For callout usage and placement, see [Page 37](#).



STYLE ELEMENTS

Style and design elements **bring our brand to life.**

STYLE ELEMENTS

FRENCH FRY

The French fry is a design element that resembles a dash or an underline. It is intended to separate thoughts, typically a divider between a headline and a primary subheadline.

Weight and Length:

- Fry is the "I" - weight should match headline font
- Length should extend to 1/2 of the fourth letter in headline
- Exception: When the headline begins with a numerical value, underline the full numeric value

Clearance:

- Equals the height of the letter "H" in the logo
- Any background inside this clearance should be even, without pattern and/or other graphical elements
- If used directly on a photograph, the clearance area must still provide good contrast between the background and the fry, as well as be even in tone and pattern-free.

Appearance:

- Always left-aligned
- Always in yellow
- Tint: 100%
- Opacity: 100%

Primary Rule

HD SUPPLY 

HEADLINE COPY

Primary Subheadline Copy

Exception

20% OFF HVAC

Primary Subheadline Copy

USAGE EXAMPLES



✓ Clearance around the fry is the height of the letter "H". It matches the weight and extends to 1/2 of the fourth letter in headline.



✗ The French fry is too close to the headline copy. It is also too thin and too long.

STYLE ELEMENTS

CIRCLE CALLOUTS

The circle design element is used to outline various marketing promotions in different parts of an asset:

1. Marketing Circle Callout

Usage Rules:

- Used to the right of a headline or body text
- Scale is proportional to the size of the HD Supply logo:
 - Marketing Callout Radius = 4 x "H"

Appearance:

- Always in Oswald UPPERCASE
- Size and weight support the hierarchy of content
- Leading must match point size
- Character tracking: -25
- Horizontal scale: 100%
- Kerning must always be adjusted
- Center-aligned, except for lock-ups
- Primary brand colors fill and type, no outline

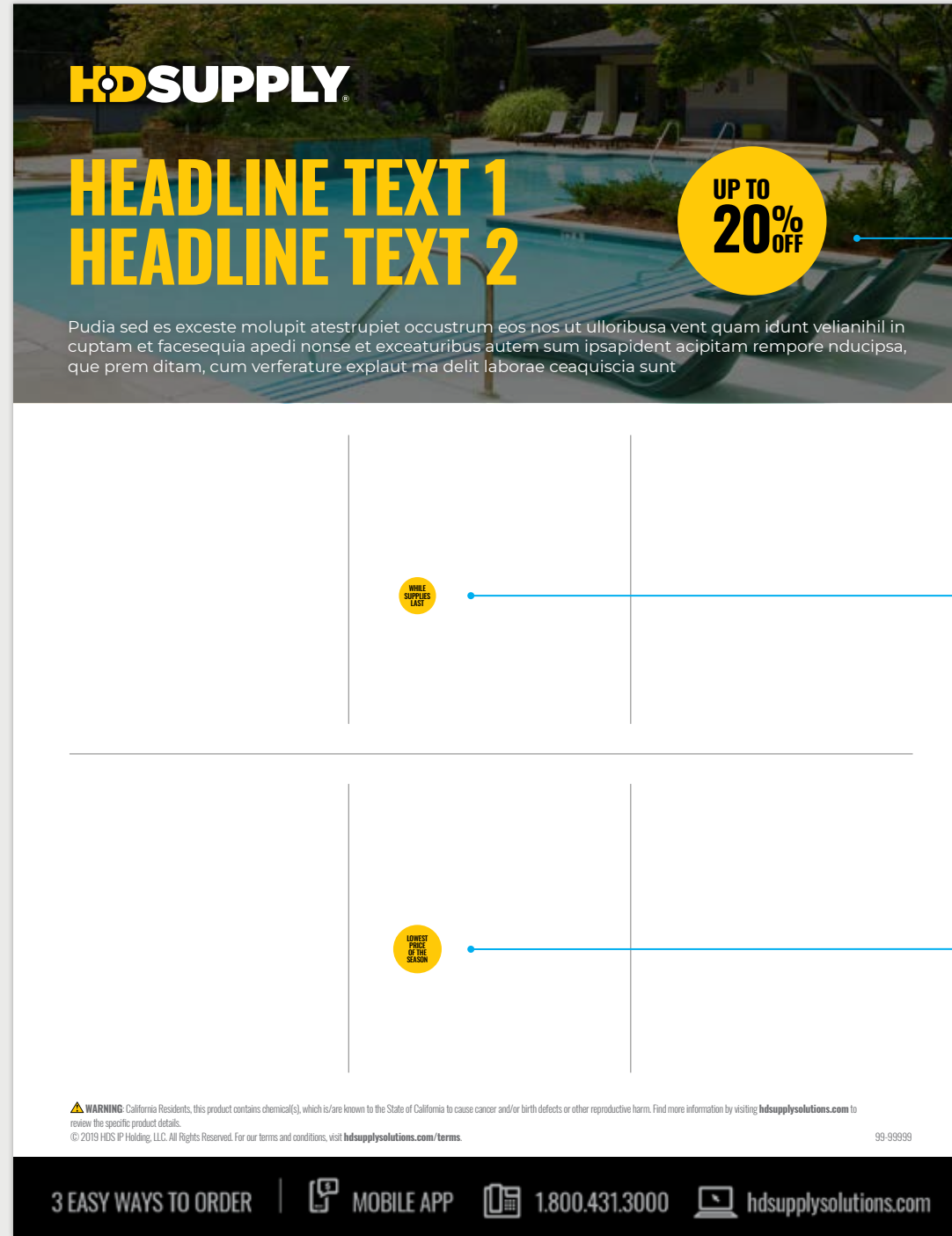
2. Product Circle Callout

Usage Rules:

- Only used within the product lock-up
- Two sizes: small and large
- Floats in the clear space around the product image and does not overlap text or image

Appearance:

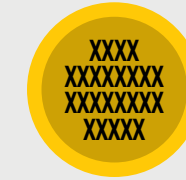
- Always in Oswald UPPERCASE
- Always set in Medium weight
- Font size: 6.5 pts
- Leading must match point size
- Center-aligned
- Yellow fill, no outline, black type



Marketing Circle Callout

- 2 to 4 lines of text
- Up to 25 characters

Padding Rule:



Usage Examples:



Product Circle Callout

- Limit the amount of callouts per page
- Callout must outline a unique future or promotional offer
 - Copy should not be duplicative of product description
 - Callout should not be used if its copy applies to other products in the same category

Primary: Small Callout

- 1 to 3 lines of text
- Up to 20 characters

Padding Rule:



Usage Examples:



Secondary: Large Callout

- 3 to 4 lines of text
- Up to 35 characters

Padding Rule:



Usage Examples:



STYLE ELEMENTS

FOOTER: MASTER

Usage

- Master Style is our primary footer. It is used in one- or two-page assets (i.e., flyers, postcards, or ads)
- Format is determined by page size and layout

Footer Lock-Up:

- Please do not modify lock-ups
- Use full or reverse color variation to ensure good contrast between the lock-up and the background
- Type must always be at 100% opacity and 100% tint
- When scaled to fit the layout: the app, phone number, and website text must always be greater in size than body copy on a page

Appearance:

- In Master Style footers, ensure proper clearance around order lock-up:
 - Vertical clearance is: **minimum 1 x "H"**
- Footer should not appear on imagery unless content is clearly legible
- Avoid including disclaimer copy, social media chiclets, or job number in footer space

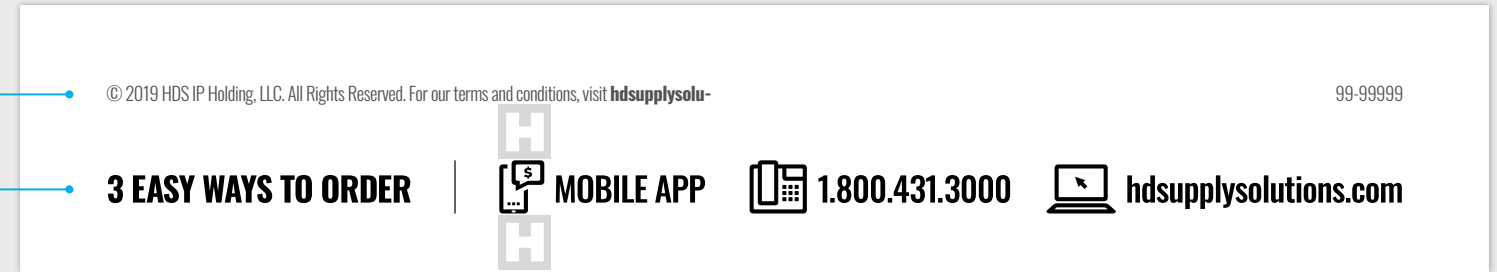
Disclaimer

- Always placed above horizontal footer
- Job number matches font format and size of the disclaimer text and is bottom-and-right-aligned with it

Order Lock-Up

- Horizontal footer should be extended from side to side at the bottom of the page with proper clearance
- In layouts longer than 9" in width (i.e. horizontal postcards), lock-up should be left-aligned at the bottom of the page with proper clearance

Option 1: Horizontal Footer



Option 2: Horizontal Stacked Footer



Disclaimer

- Always placed above horizontal stacked footer
- Job number matches font format and size of the disclaimer text and is bottom-and-right-aligned with it

Order Lock-Up

- Horizontal stacked format is used for layouts 6" to 3" in width (i.e. vertical postcards or square-shaped layouts)
- Lock-up should be extended from side to side at the bottom of the page with proper clearance
- Lock-up can also be left-aligned at the bottom of the page with proper clearance

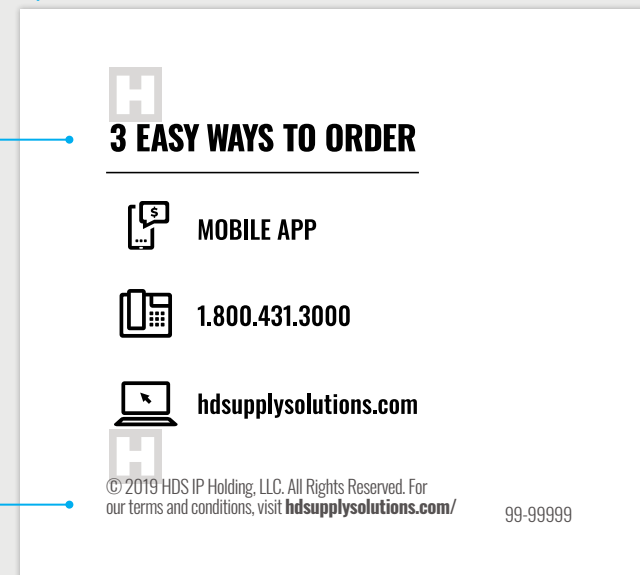
Order Lock-Up

- Vertical footer is used for layouts 3" or less in width (i.e. vertical postcards), and for assets where imagery or design prevent usage of horizontal formats
- Vertical format is always left-aligned and placed at the bottom of the page before the disclaimer and with proper clearance

Disclaimer

- Always placed below vertical format lock-up
- Job number matches font format and size of the disclaimer text and is bottom- and right-aligned with it

Option 3: Vertical Footer



STYLE ELEMENTS

FOOTER: CATALOG

Usage

- Catalog Style Footer is for use in multiple-page assets, i.e., catalogs, brochures, or guides

Footer Lock-Up:

- Please do not modify lock-ups
- Use full or reverse color variation to ensure good contrast between the lock-up and the background
- Type must always be at 100% opacity and 85% tint
- When scaled to fit the layout: the app, phone number, and website text must always be greater in size than body copy on a page

Appearance:

- Footer should not appear on imagery unless content is clearly legible
- Always place logo on the left side and lock-up on the right side of a spread with proper clearance:
 - Horizontal clearance is: **always 2 x "H"**
 - Vertical clearance is: **minimum 1 x "H"**

Disclaimer

- Always placed above the lock-up

Page Number

- Left-aligned on the left side
- Right-aligned on the right side

Logo

- Left-aligned with proper clearance

Marketing Message

- Left-aligned with proper clearance
- Font size and weight matches footer lock-up

Order Lock-Up

- Right-aligned with proper clearance

Left Side Of A Spread



Right Side Of A Spread



STYLE ELEMENTS

COVER: GUIDE

This is an example of a standard guide cover (front and back). All guides do not need to mimic this layout. It is intended to be used for reference.

Mail Panel:

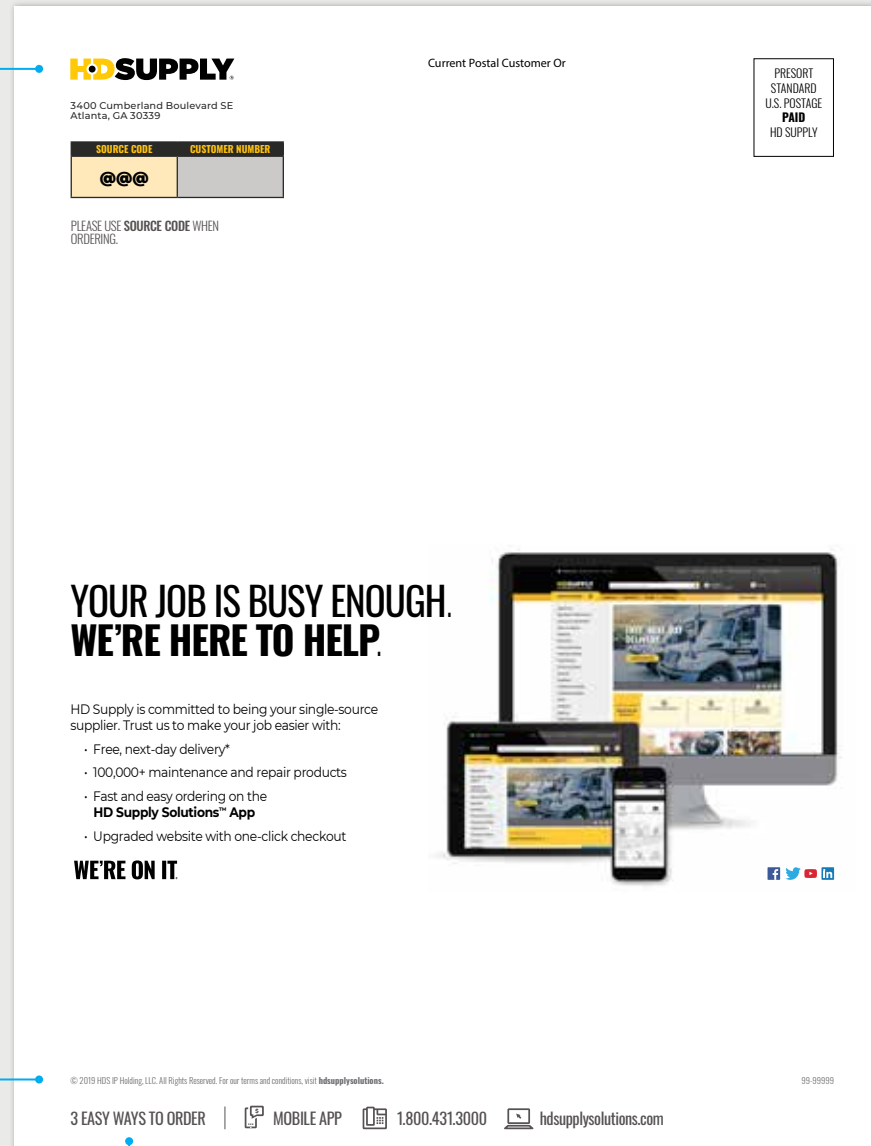
- Please ensure proper clear space surrounding the logo
- Return Address is always placed below the logo and is set in Montserrat Medium weight
- Call To Action in mail panel is always in Oswald, set in Light or Regular weight

Disclaimer:

- Always placed above the lock-up
- Always in Oswald Sentence Case
- Set in Light weight with Regular for emphasis
- Recommended size: 6.5 pt
- Black text fill with 70% tint
- Job number matches font formatting and size of the disclaimer text and is bottom- and right-aligned with it

Order Lock-Up:

- Left-aligned with proper clearance



Title:

- Keep short and succinct
- A maximum of two lines
- Always in Oswald UPPERCASE
- Always set in Bold weight
- Leading must match point size

Subheadline:

- 1/2 headline point size
- A maximum of three lines
- Always in Oswald Title Case
- Set in Regular or Medium weight
- Bold weight and/or color can be used to emphasize parts of text
- Leading must match point size

Table Of Contents:

- 1/3 headline point size
- Recommended format: Montserrat Title Case
- Set in Light or Regular weight
- Medium or Semibold weight and/or color can be used to emphasize parts of text

STYLE ELEMENTS

COVER: TABLOID

This is an example of a tabloid cover (front and back). It is intended to be used for reference.

Elements of this cover can be re-purposed for other assets (i.e. brand guides, brochures, flyers).

Mail Panel:

- Please ensure proper clear space surrounding the logo
- Return Address is always placed below the logo and is set in Montserrat Medium weight
- Call-To-Action in mail panel is always in Oswald, set in Light or Regular weight

Disclaimer:

- Always placed above the lock-up
- Always in Oswald Sentence case
- Set in Light weight with Semibold for emphasis
- Size: 7 pt, Leading: 7.5 pt
- Tracking: -25
- Black text fill with 70% tint

Footer Lock-Up:

- Left-aligned on the left side of a spread and right-aligned on the right side of a spread with proper clearance



Ad Section:

- Always includes lifestyle photography or product shot that ties to promotion
- Use an overlay box over the image with Soft Black fill and 50% opacity behind the message to ensure good contrast
- Type must always be at 100% opacity and 100% tint
- Allow proper clearance around the message
- **Primary Promotional Message:**
 - Keep short and succinct
 - A maximum of two lines
 - Always in Oswald UPPERCASE
 - Set in Light or Regular weight
 - Medium or Semibold weight and/or color can be used to emphasize parts of text
 - Leading must match point size
- **Secondary Promotional Message:**
 - Always in Montserrat Sentence case
 - Set in Light or Regular weight
 - Medium or Semibold weight and/or color can be used to emphasize parts of text

Footer Lock-Up:

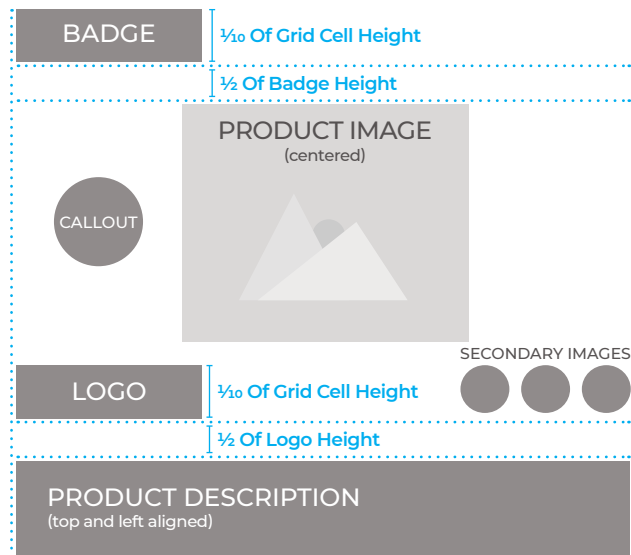
- Due to spacing on cover pages, '3 Easy Ways To Order' text is not always required when mail panel is present

STYLE ELEMENTS

PRODUCT LOCK-UP: GUIDE

Below is a diagram explaining our standard product lock-up. It demonstrates positioning and alignment of elements in the product grid. This lock-up can be used in brand guides, brochures, flyers, and postcards.

The examples to the right show two use-cases for our product lock-ups.



Badge (Optional):

- Always placed at the top left corner of product grid cell
- See Badges on page 47 for details

Product Image:

- Set drop shadow opacity to 30%, X and Y offset and size to 0.02 in

Product Logo:

- Logo height should match the height of a badge
- Logos should be adjusted to appear equal in visual weight

NEW SAVE UP TO 20%



TCP® SpringLamp® 13 Watt Twist Integrated Compact Fluorescent Bulb, Pkg Of 12
310274
| See Footnote

NEW



Seasons® Anchor Point™ Two-Handle Bath Faucet
Chrome Finish, 412395
Brushed Nickel Finish, 400663



Product Name:

- Oswald Medium weight
- Size: 9 pt, Leading: 10 pt
- Tracking: -25

Package Quantity:

- Added to product name after a comma
- Mimics product name text format

Part Number:

- Oswald Medium weight
- Size: 9 pt, Leading: 12 pt
- Tracking: -25

Prop65 Warning:

- Oswald Light weight
- Size: 7.5 pt, Leading: 10 pt
- Tracking: 0

Secondary Images:

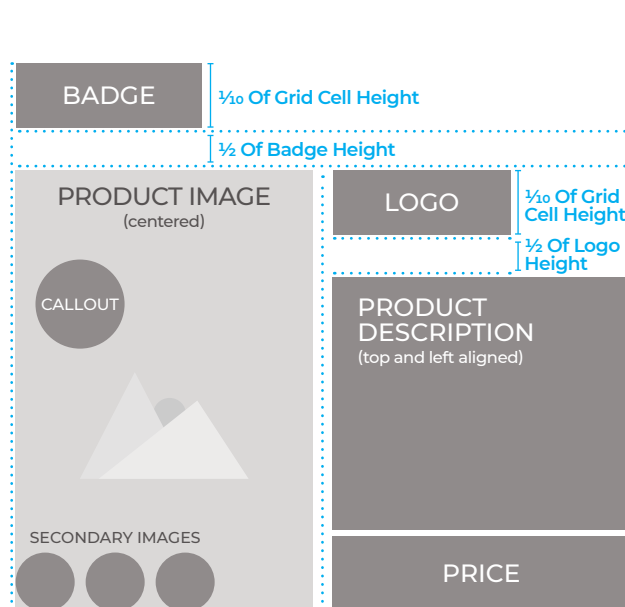
- Sized to 90% of the badge and product logo height
- Soft Black fill, 15% tint
- Soft Black 0.25 pt stroke

STYLE ELEMENTS

PRODUCT LOCK-UP: TABLOID

Below is a diagram explaining our standard product lock-up. It demonstrates positioning and alignment of elements in the product grid. This lock-up can be used in tabloids, brand guides, brochures, flyers, and postcards.

The examples to the right show two use-cases for our product lock-ups.



- Badge (Optional):**
- Always placed at the top left corner of product grid cell
 - See Badges on page 47 for details

- Product Logo:**
- Logo height matches the height of a badge
 - Logos should be adjusted to appear equal in visual weight

- Product Image:**
- Set drop shadow opacity to 30%, X and Y offset and size to 0.02 in

- Price Lock-Up:**
- List Price
 - Oswald Regular weight
 - Size: 6.5 pt, Tracking: -25
 - Black fill, 70% tint
 - Promo Price
 - Oswald Bold weight
 - Size: 12 pt (pkg 9 pt)
 - Leading: 13 pt
 - Tracking: -25
 - Red fill, 100% tint

- Secondary Images:**
- Sized to 90% of the badge and product logo height
 - Soft Black fill, 15% tint
 - Soft Black 0.25 pt stroke

The image shows two examples of product lock-ups. The top example features a yellow 'NEW' badge, the TCP logo, a product image of a light bulb, a product description, a price lock-up with a 'SAVE UP TO 10%' banner, and secondary images of the bulb's base. The bottom example features the seasons logo, a product image of a faucet, a product description, a price lock-up, and secondary images of the faucet's handles.

- Product Name:**
- Oswald Medium weight
 - Size: 9 pt, Leading: 10 pt
 - Tracking: -25

- Product Description:**
- Oswald Light weight
 - Size: 7.5 pt, Leading: 8 pt
 - Tracking: 0

- Extended Inventory Message:**
- Oswald Medium weight
 - Size: 7.5 pt, Leading: 8 pt
 - Tracking: 0
 - Listed last in the bulleted list

- Package Quantity:**
- Added to product name after a comma
 - Mimics product name text format

- Prop65 Warning:**
- Mimics product description text format
 - Listed last in the product description without a bullet point

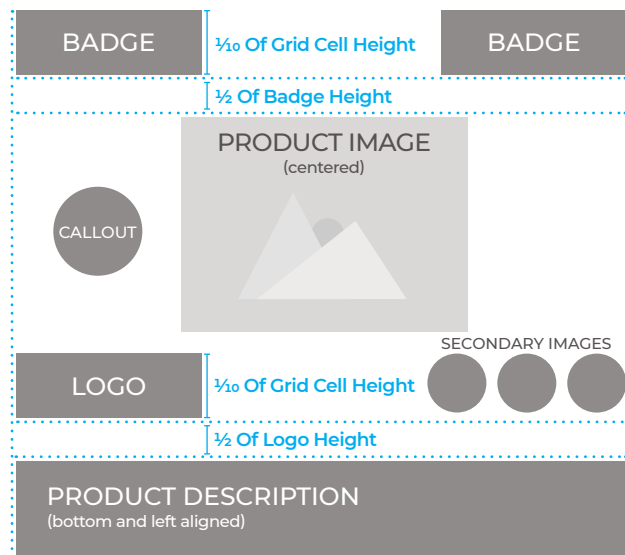
- Part Number:**
- Oswald Medium weight
 - Size: 9 pt, Leading: 12 pt
 - Tracking: -25

STYLE ELEMENTS

PRODUCT LOCK-UP: CATALOG

Below is a diagram explaining our standard product lock-up. It demonstrates positioning and alignment of elements in the product grid. This lock-up can be used in catalogs and brand guides.

The examples to the right show two use-cases for our product lock-ups.



Badge (Optional):

- Always placed at the top left corner of product grid cell
- See Badges on page 47 for details

Product Image:

- Set drop shadow opacity to 30%, X and Y offset and size to 0.02 in

Product Logo:

- Logo height matches the height of a badge
- Logos should be adjusted to appear equal in visual weight

Part Number:

- Montserrat Bold weight
- Size: 8 pt, Leading: 9 pt
- Tracking: -25

Prop65 Warning:

- Mimics product description text format
- Listed on the same line with product part number

NEW



TCP® SpringLamp® 13 Watt Twist Integrated Compact Fluorescent Bulb - 3,100 Kelvin - 900 Lumens - 8,000 Average Hour Life - GU24 Base - 3-3/5" Length - Non-Dimmable - Replaces 60W Incandescent Bulb - Mfg #331S30K - "Pkg Of 12" - **Ships Within X Days 310274** | See Footnote

NEW



Seasons® Anchor Point™ Lavatory Two-Handle Bath Faucet - Ceramic Disc Function - 50/50 Pop-Up - 1.2 GPM @ 60 PSI

412395 Chrome Finish | See Footnote
400663 Brushed Nickel Finish | See Footnote



Product Name:

- Montserrat Semibold weight
- Size: 7 pt, Leading: 8.3 pt
- Tracking: -25

Product Description:

- Montserrat Regular weight
- Size: 7 pt, Leading: 8.3 pt
- Tracking: 0

Package Quantity:

- Added to product description after a hyphen in quotation marks
- Mimics product name text format

Extended Inventory Message:

- Oswald Medium weight
- Size: 7.5 pt, Leading: 8 pt
- Tracking: 0
- Listed last in the bulleted list

Secondary Images:

- Sized to 90% of the badge and product logo height
- Soft Black fill, 15% tint
- Soft Black 0.25 pt stroke

STYLE ELEMENTS

TABLE: TABLOID

For the majority of our assets, this style of table formatting should be followed.

Badge (Optional):

- If all products in the grid are new, use a badge at the top of the table to signify that designation
- If only a few products in the grid are new, use the badge after the part number
- See Badges on page 47 for details

Prop65 Warning Icon:

- Listed after the part number
- Aligned vertically

Part Number:

- Oswald Medium weight
- Tracking: -25

NEW		SAVE UP TO 20%											
PART #	DESCRIPTION	FIT	REPLACE	SIZE	PACKAGE QTY	LIST PRICE	PROMO PRICE						
229760	GE-Roper New Style Drip Bowl	Fits Ranges Manufactured After 1995	Frigidaire Mfg #316048414	6"	6	\$19.65	\$15.20/pkg						
203034	GE-Hotpoint Drip Bowl	GE Model #JDS27GL And #RF725GL	GE Mfg #WB32X107	6"	6	\$13.55	\$10.90/pkg						
229675	Universal Drip Bowl	Whirlpool, Frigidaire, Modern Maid, Magic Chef	Frigidaire Mfg #316048414	6"	6	\$15.99	\$12.80/pkg						
229800	Whirlpool Drip Bowl	Whirlpool Model #JDS27GL And # RF725GL	Frigidaire Mfg #316048414	8"	6	\$18.99	\$14.60/pkg						

Column Header:

- Oswald Medium weight
- Tracking: -25

Product Description:

- Oswald Light weight
- Tracking: 0

SAVE UP TO 20%															
PART #	MFG #	VOLTAGE	COOLING (BTU/HR)	AUXILIARY HEAT (BTU/HR)	HEAT PUMP (BTU/HR)	INDOOR CFM	DEHUMID (PTS/HR)	VENT AIR	EER	COP	AMPS	LIST PRICE	PROMO PRICE		
230 VOLT PACKAGED TERMINAL AIR CONDITIONER - STANDARD															
259791	NEW	HEC073H35AXXX	230	7,700	12,000	—	310	1.7	65	13	—	20	\$789.00	\$710.99	
259926	NEW	HEC093H35AXXX	230	9,000	12,000	12,000	310	2.2	65	12	—	20	\$849.00	\$764.99	
259947		HEC123H35AXXX	230	12,000	12,000	12,000	310	3.6	65	11.5	—	20	\$859.00	\$773.00	
259969	NEW	HEC153H35AXXX	230	14,000	12,000	12,000	360	4.4	65	10.2	—	20	\$899.00	\$809.99	
230 VOLT PACKAGED TERMINAL AIR CONDITIONERS - HEAT PUMP															
259789	NEW	HEH073H35AXXX	230	7,600	12,000	6,800	370	1.7	65	13.3	3.4	20	\$899.00	\$809.99	
259883		HEH093H35AXXX	230	9,000	12,000	8,300	360	2.2	65	12.5	3.3	20	\$899.00	\$809.99	
259988	NEW	HEH123H35AXXX	230	12,000	12,000	11,500	370	3.6	65	12.3	3.1	20	\$929.00	\$836.99	
260178		HEH153H35AXXX	230	14,700	12,000	13,800	410	4.4	65	12.5	3.3	20	\$979.00	\$881.99	

List Price:

- Oswald Regular weight
- Tracking: -25
- Black fill, 70% tint

Promo Price:

- Oswald Bold weight
- Tracking: -25
- Red fill, 100% tint

STYLE ELEMENTS

TABLE: CATALOG

This style of table formatting is reserved for catalog use only.

Badge (Optional):

- If all products in the grid are new, use a badge at the top of the table to signify that designation
- If only a few products in the grid are new, use the badge after the part number
- See Badges on page 47 for details

Prop65 Warning Icon:

- Listed after the part number
- Aligned vertically

Alpha:

- HDS Alphas Regular weight
- Always placed before the part number and followed by a single space

Part Number:

- Montserrat Bold weight
- Tracking: 0

NEW

PART #	LENGTH	INLET	INLET TYPE	OUTLET	OUTLET TYPE	QTY
a 403367	12"	3/8"	Compression	7/8"	Ballcock	1
b 549857	12"	3/8"	Compression	7/8"	Ballcock	10

Column Header:

- Montserrat Bold weight
- Tracking: 0

Product Description:

- Montserrat Regular weight
- Tracking: 0

PART #	LENGTH	INLET	INLET TYPE	OUTLET	OUTLET TYPE	QTY
a 403359 NEW	12"	3/8"	Compression	7/8"	Ballcock	1
b 546476	12"	3/8"	Compression	7/8"	Ballcock	10
c 402401 NEW	16"	3/8"	Compression	7/8"	Ballcock	1
d 402400 NEW	16"	3/8"	Compression	7/8"	Ballcock	10
e 403360	20"	3/8"	Compression	7/8"	Ballcock	1
f 549858 NEW	20"	3/8"	Compression	7/8"	Ballcock	10


STYLE ELEMENTS

BADGES

Usage

- Badges are intended to be used as product flags
- The visual is the same across print and digital
- A maximum of three badges can be used at once

PART 310274 COMPARE




NEW **CLEARANCE ITEM** **WHILE SUPPLIES LAST**

TCP® SpringLamp® 13 Watt Twist
Integrated Compact Fluorescent Bulb

\$8.25

Brand: TCP
MFG Part: 33113SP30K

 Next-Day Delivery*

NEW

SAVE UP TO 10%

CLEARANCE ITEM

WHILE SUPPLIES LAST

NEW **SAVE UP TO 10%**

NEW **CLEARANCE ITEM**

NEW **WHILE SUPPLIES LAST**

NEW **CLEARANCE ITEM** **WHILE SUPPLIES LAST**

STYLE ELEMENTS

ICONOGRAPHY

These are our frequently used icons.

The design of our icons is modern and friendly. Each icon is designed to ensure readability and clarity even at small sizes.

Appearance:

- In most cases, icons should use primary brand colors
- Grey colors can be used to create a color diversity
- Icons remain flat, as if all one shape
- Stroke weight should be consistent
- Shapes are rounded, or have rounded corners
- Do not apply shadows or lighting
- Provide clearance and significant padding around each icon
- Use the icons on solid color backgrounds
- Use high contrast between the icons and the background
- Do not use patterns or gradient backgrounds



- Your single-source supplier
- 100,000+ maintenance and repair products



- HD Supply Solutions™ App
- Quick orders
- Fast, easy online ordering
- Do more with your online account



- No minimum order
- Order only what you need & reduce inventory costs



- Easy Subscriptions™



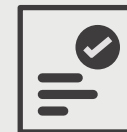
- Order history & status



- Quotes



- Free, next-day delivery*
- We deliver nationwide



- Saved lists



- Flexible financing options



- Help is on the line
- Dedicated help and support at **1.800.431.3000**



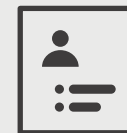
- Frequently purchased



- Professional training & certification classes



- Industry-leading manufacturers' warranties



- Account management



- PartsLink™ Tool

COLOR

In color, we show character: the confidence of black and white, and the boldness of **yellow**.

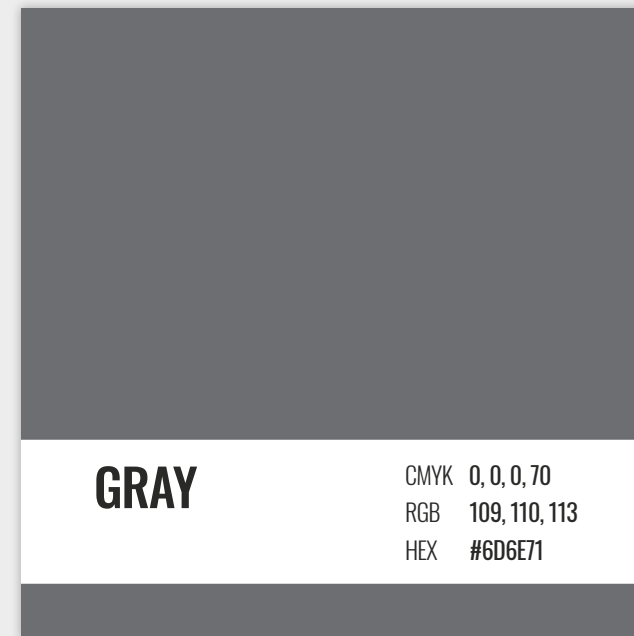
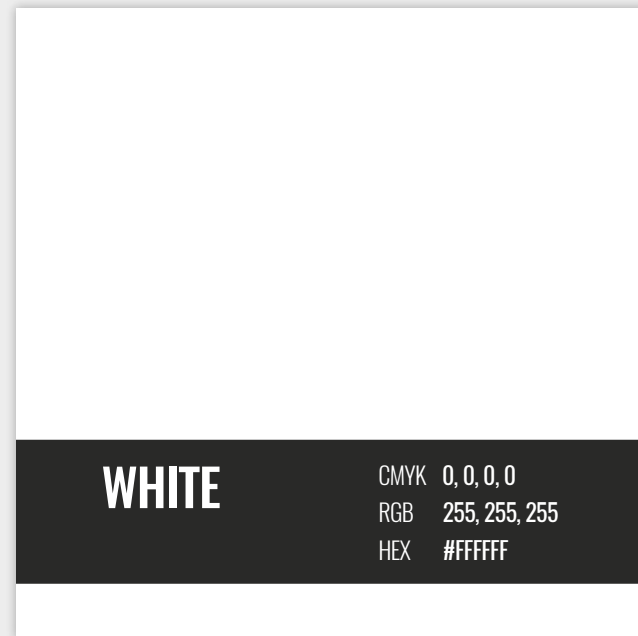
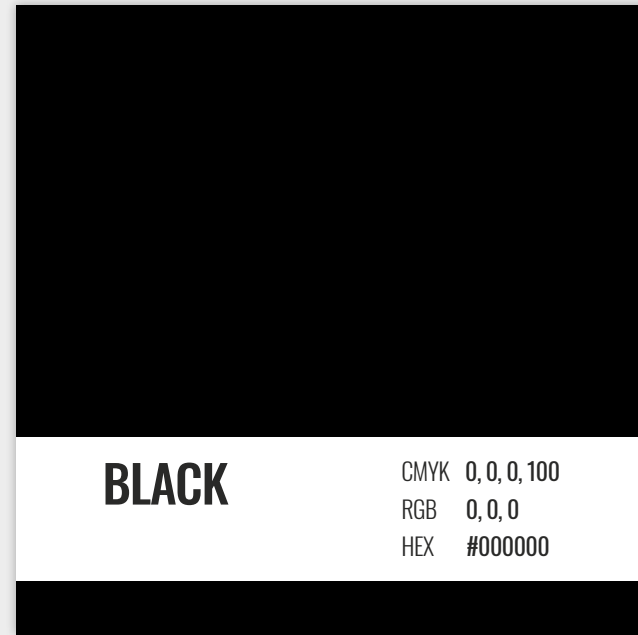
COLOR

PRIMARY PALETTE

Our primary palette is composed of the following colors:

- **Black** is the premium color used for body copy text and should only be replaced with white on dark backgrounds.
- **Rich Black** is deeper and more saturated in print than Black. It should be used for backgrounds and headlines.
- **Soft Black** creates a matte finish and appears softer than Black. It can be used for backgrounds, copy text or design elements on assets not intended for print.
- **White** is the base color. It is used to add composure and deliver premium cues by creating a sense of space and clarity within layouts.
- **Yellow** is a key color of our visual identity that acts as a unique identifier and adds focus to important moments.

The supporting gradient color palette adds depth and variation. Tints can be used as accents or backgrounds to break up and divide content.



COLOR ALTERNATE PALETTE

Secondary palette is composed of cool and warm tones and is used to create variety in layouts:

- **Juneau Blue**
- **Currency Green**
- **Mica Sand**

Tertiary palette:

- **Carousel Red**

Usage Rules:

- Alternate colors' presence should never exceed 10% of any application
 - Use specified gradient tints to ensure contrast and legibility
 - Can be used as backgrounds to break up and divide content
 - Can be used to create Smaller Subheadlines, Section Headers, Descriptors/Qualifiers
 - Should never be used to create Headlines, Primary Subheadlines, main Body Copy, Callouts, or CTAs
- Tertiary color is only used in print assets for price lock-ups to highlight the promo

75%	50%	25%
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JUNEAU BLUE

CMYK	85, 70, 45, 45
RGB	39, 55, 75
HEX	#27374B

75%	50%	25%
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CURRENCY GREEN

CMYK	50, 30, 45, 5
RGB	132, 150, 137
HEX	#849689

75%	50%	25%
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MICA SAND

CMYK	40, 40, 40, 20
RGB	135, 124, 120
HEX	#877C78

CAROUSEL RED

CMYK	0, 100, 100, 0
RGB	237, 28, 36
HEX	#ED1C24

APPENDIX

Sources:

Strategic Insights Survey conducted by HD Supply, Fall 2013.

Primary and Secondary HDS Research, 2016-2018.

Glassdoor job information, Bureau of Labor Statistics Occupational Handbook, Indeed Salary Database, LinkedIn, Salary.com, Top Masters in Hospitality.com, Nursing Home Salary & Benefits report from Hospital & Healthcare Compensation Service, Top Masters in Healthcare.com, Healthcare MRO Customer Shopping

Hospitality MRO/OS&E Shopping Behaviors and Attitudes Survey conducted by HD Supply, June 2018.

Healthcare MRO Customer Shopping Behaviors and Attitudes Survey conducted by HD Supply, June 2018.