Pro Brand Guidelines At-a-Glance

Logotypes

The Home Depot Pro logo has three components—The Home Depot logo, our wordmark, and the underline. This logo should be used on all Pro communications.

The primary Pro logo uses an orange THD icon and gray type. **This is the preferred logo option** and should be used whenever possible. When the background image or color does not provide enough contrast against The Home Depot orange box logo, use the version with the white holding keyline. Other variations are also available (see column at right). Be sure to leave clear space around the logo equal to at least 12.5% of the height of the logo itself. The preferred minimum size for the logo is 35 pixels (approximately 0.36").

Never alter the spacing, relative size, or orientation of the logo or end market logo lockups (shown on next page). To maintain consistent use and ensure the integrity of the logo, please only use the approved electronic art files. All approved logo/logo lockup files can be found on aDAM. If you need an alternate version of the logo that is not on aDAM, including end market logo lockups, please contact Creative_Council@homedepot.com.

PREFERRED

VARIATIONS

Color Palette

The Pro color palette is made up of the following colors. These colors will be used prominently in all Pro communications.

The Home Depot core color is orange PMS 165. When CMYK values for orange do not appear as intended in your media, please match PMS 165 as closely as possible.
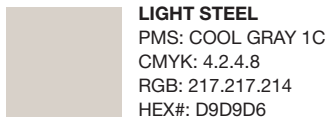
The other key component of The Home Depot Pro palette is the color gray. We use varying tones of this color to evoke a sense of reliability, intelligence, responsibility and professionalism.
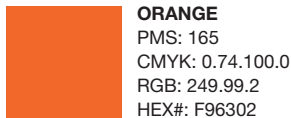
ORANGE
PMS: 165
CMYK: 0.74.100.0
RGB: 249.99.2
HEX#: F96302
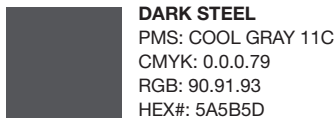
DARK STEEL
PMS: COOL GRAY 11C
CMYK: 0.0.0.79
RGB: 90.91.93
HEX#: 5A5B5D

LIGHT STEEL
PMS: COOL GRAY 1C
CMYK: 4.2.4.8
RGB: 217.217.214
HEX#: D9D9D6

Textures

These brushed steel and concrete textures are the two textures currently approved for use in Pro marketing materials. To inquire about using other textures, please contact Creative_Council@homedepot.com.

BS_THDPro_Texture_BrushedSteel.psd

BS_THDPro_Texture_LightGray.psd

Typography

Like The Home Depot, Pro uses Helvetica Neue (both LT Std and LT Pro varieties) for all its typography requirements in both print and online applications. This range of weights and variations is approved for headlines, subheads, legal copy and more.

Our preferred headline treatment is orange text set in all caps. Our subheads should ideally be shown in black; short subheads may use all caps, but longer subheads should use sentence case.

Arial is our alternative font only for use with desktop applications and documents, when Helvetica Neue is not available (e.g., Microsoft Word, PowerPoint, HTML text).

Helvetica Neue LT 97 Black Condensed

Helvetica Neue LT 87 Heavy Condensed

Helvetica Neue LT 75 Bold

Helvetica Neue LT 55 Roman

Helvetica Neue LT 57 Condensed Oblique

Helvetica Neue LT 45 Light

Helvetica Neue LT 47 Light Condensed

Arial Regular

Arial Bold

Brand Voice

The Home Depot Pro is a valuable trademark of The Home Depot. In order to preserve and protect The Home Depot's valuable trademark rights, it is important to use "The Home Depot Pro" in a consistent and uniform fashion. Accordingly, this business should always be referred to in official communications and marketing as "The Home Depot Pro" or "Home Depot Pro," and should never be referred to using abbreviations or variations such as "HD Pro" or "THD Pro."

For any additional questions, email **Creative_Council@homedepot.com.**

Pro Brand Guidelines At-a-Glance

End Market Logo Lockups

The primary Pro logo, shown on the previous page, is the standard logo used for Pro creative. End market messaging should ideally be conveyed with a headline or copy treatment.

In the event that creative needs to be customized, and space does not allow for a headline, the logo lockups below are available for use. The horizontal lockups are the preferred treatment. Alternate versions of the logo lockups with a white keyline (not shown) are also available for use against low-contrast backgrounds.

These end markets are subsets of the overall Pro program. They should **not** be treated as standalone brands.

THE HOME DEPOT Pro™ Specialty Trades

THE HOME DEPOT Pro™
Specialty Trades

THE HOME DEPOT Pro™ Multifamily

THE HOME DEPOT Pro™
Multifamily

THE HOME DEPOT Pro™ Institutional

THE HOME DEPOT Pro™
Institutional

THE HOME DEPOT Pro™ Remodelers

THE HOME DEPOT Pro™
Remodelers