B3 Supplies LLC

Helping you Be Clean, Safe & Productive

A supplier of industrial MRO (maintenance repair and operation) type products focused on the safety and environmental. Primarily spill control and spill clean up type products.

The B3 Supplies brand is more than a name and logo. It is the story we tell the world, the way we present our organization, the look of our communications and the tone of our interactions. Our brand helps us create a memorable impression of who we are, what we do and our values every time we engage our customers, employees and other stakeholders. The consistency of the B3 Supplies brand across all points of engagement reinforces our position in the market and underscores our commitment to our customers.

Active qualities

1. Good Listener, seeks discussion
2. Innovative; forward-thinking
3. A higher purpose; bringing “light” to people, taking care of workers and environment…
4. Caring for customers; friendly passionate…southern charm
5. A backbone of honesty, integrity, authenticity and pride
6. Fun
7. Gut Feeling; things feel right or wrong
8. Hard working, blue collar, loves dirt and grime
9. Always striving, driven

Believe in high quality, greater customer service, and at a low cost do not have to be mutually exclusive…it is the reason we never rest on our achievements.

Customers view:

Hard working products give peace of mind

Consistently surprising and / or impressing

Authentic – it does what it says on the side of the tin

Low tolerance for B.S.

Simple Straight forward

A relentless aim to please, connect, and delight

Blue Collar Experience

Brand Voice Sentence Starters

* We’re in this mess together
* Protect your environment
* If only you could be this neat at home
* Don’t cry over spilt hydrochloric acid
* Saving the world one spill at a time
* We’ll cover everything, including your ass

Specifications:

Logo must be designed to support:

1. Black and White
2. 1 Color
3. Full Color

Typography should be Shenzhen Industrial as it adds impact and attitude.

Secondary typeface is Frutiger for it’s readability and clean lines.

Preferred Color Palette:

**Primary color = C**64 **M**29 **Y**100 **K**12 **#** 64853a

Or

**C**80 **M**75 **Y**0 **K**0 **#** 4f57a6

Secondary colors:

Pantone 144

Pantone 201

Pantone 367

Pantone 304

Cool Grey 3

Black 6