

WESCOSM

corporate
identity
guide



WESCO
DISTRIBUTIONSM



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The purpose of this Corporate Identity Guide is to provide guidelines for properly managing the company's identity, including correct usage of the company's name and logo. "WESCOSM" includes all subsidiaries and business divisions.

Public Relations Policy

All relationships with the media must be managed through a central point of contact to ensure that the WESCOSM message is communicated effectively and consistently. Media includes business, news or trade publications; online publications; radio and television; industry newsletters; and other similar forms of mass communication.

The following guidelines for responding to media inquiries and releasing information have been developed:

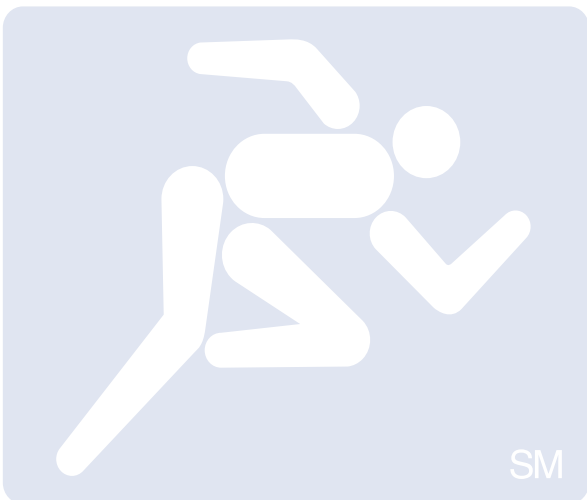
- No employee may respond to any media request on behalf of WESCO, either verbally or in writing, without the involvement of the Marketing Programs and Communications Department.
- All media inquiries should be directed to:

Michael R. Ludwig
Director, Marketing
Programs &
Communications
412.454.2241
mludwig@wescodist.com

Use of Intellectual Property

Any supplier or business partner who wishes to use WESCO's logo must first submit a completed Intellectual Property Usage Request Form to WESCO's Legal Department. The Form and instructions are provided on the CD that accompanies this Guide. Any questions regarding the use of Intellectual Property should be directed to:

Marcy Smorey-Giger
Corporate Attorney & Manager,
Compliance Programs
412.454.2222
msmorey@wescodist.com



The WESCO Company Name

When referring to the company name in print, always use the capitalization and punctuation shown:

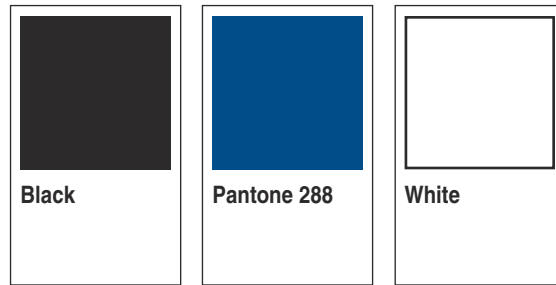


Color Specifications

The WESCOSM corporate colors are blue, black, and white. The table on the right provides specifications for print and digital media.

In applications where a special look is desired, metallic silver may be substituted for WESCO Blue.

Contact the Marketing Programs & Communications Department for additional information.



WESCO Blue	WESCO Blue	WESCO Blue
Pantone 288	Pantone 288	Web Safe Color Match
CMYK Match	RGB Match	#000066
C = 100 M = 65 Y = 0 K = 30	R = 3.6 G = 15.6 B = 41.2	R = 0 G = 0 B = 102

Font Specifications

WESCO's corporate fonts include the following:

Eurostyle and Helvetica/Arial for headlines, Bookman for text.

Eurostyle
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345
 abcdefghijklmnopqrstuvwxyz

Helvetica/Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345
 abcdefghijklmnopqrstuvwxyz

Bookman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345
 abcdefghijklmnopqrstuvwxyz

Logos

WESCO's logo is often the most easily recognizable element of our corporate identity. On January 1, 2003, WESCO transitioned to a new Standard Corporate Logo and approved three variations for use in a variety of print and digital applications.

"W" extended to the left, alignment of "Distribution", approved color Pantone 288, shown at approved size.



The Standard Corporate Logo should appear in a one-color format using WESCO Blue (Pantone 288) whenever possible.

The Standard Corporate Logo

The WESCOSM Standard Corporate Logo consists of a graphic element and a text element. The graphic element includes the WESCOSM Running Man character inside a rounded-edge block. The text element includes the words "WESCO Distribution," followed by a Service Mark notation.

If design constraints require the use of an alternate color scheme, the following approved color schemes are also available:



Black Logo



Outline Logo



Reverse White Logo on colored background

Size

To ensure the readability of the Service Mark notation, the Standard Corporate Logo should not be reduced more than 25% of its original size, or 1³/₁₆" high X 1¹/₄" wide.



Standard Corporate Logo in Pantone 288 reduced 25%

Unacceptable Versions

Shown to the right are three examples of unacceptable variations of the WESCOSM logo. Complicated backgrounds, reducing the Standard Corporate Logo more than 25%, and separating the Running Man element from the WESCO text are not acceptable.



If design constraints require a smaller logo, please choose one of the three approved variations:

Approved Variations

The three following logo variations have been developed and are approved for use when space constraints require the Standard Corporate Logo to be reduced more than 25% of its original size.

Running Man in the Block

This logo variation includes the Running Man character in the rounded-edge block without the text element. The Service Mark or Registered Trademark notation is visible in the inside bottom right corner of the block.

The Service Mark and Registered Trademark notations are visible in the bottom right corner. All three variations can be reduced more than 25%.



Blue Logo



Black Logo



Outline Logo

The Registered Trademark notation is visible in the bottom right corner.

Running Man Only

This logo variation features the Running Man character only, without the rounded-edge block and without the text element.



Blue Logo



Black Logo



Reverse White Logo shown on colored background

The Service Mark notation is visible in superscript at the end of the text element.

WESCO Only

This logo variation features the stylized text element "WESCO" without any additional graphic elements.



Blue Logo



Black Logo



Reverse White Logo shown on colored background

Service Marks and Trademarks

To protect the integrity of our corporate identity, the Standard Corporate Logo and two of the three approved variations must always be accompanied by the Service Mark symbol. The Running Man Only variation of the logo must always include the Registered Trademark symbol. All approved logo art files contain the appropriate Service Mark and Registered Trademark notations at the proper sizes and in the proper positions.



Acquired Companies

Each acquired company logo contains the Running Man in the Block element to the left, and the acquired company name to the right on no more than two lines. "A Division of WESCO Distribution, Inc." appears in italics as the last line.

Each acquired company logo should appear in a one-color format using WESCO Blue (Pantone 288) whenever possible.



Service mark is always visible inside the bottom right corner of the block.

Size

To ensure the readability of the Service Mark notation, each acquired company logo should not be reduced more than 50%.



Logo reduced 50%

Contact WESCO's Marketing Department to obtain approved logos for any of our acquired companies.

Logo Spacing & Placement

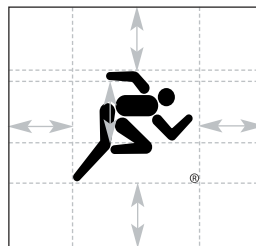
The Standard Corporate Logo is the most important symbol of the WESCOSM brand identity. Crowding or otherwise obscuring the Standard Corporate Logo, or any of the three approved variations, with other text or graphic elements is not permitted.

- To protect the integrity of the mark, an area of clear space must be maintained around all sides of the Standard Corporate Logo and all three approved variations. This area is shown in the chart on the right.
- No other logo can be placed next to the Standard Corporate Logo or any of the three approved variations. This includes supplier logos and vendor logos.
- No other copy can be combined with the Standard Corporate Logo or any of the three approved variations.

Space surrounding the WESCO logo is equal or greater to the width of the "W".



Space surrounding the Running Man Only logo is equal or greater to the length between the bottom of the arm and the top of the bent leg.



Space surrounding the each acquired company logo is equal or greater to the length between the bottom of the arm and the top of the bent leg.



Stationery Items

Preprinted letterhead, business cards, and envelopes are available for all Branches and corporate offices. To ensure consistency and proper usage of the logo, all stationery items must be ordered as follows:

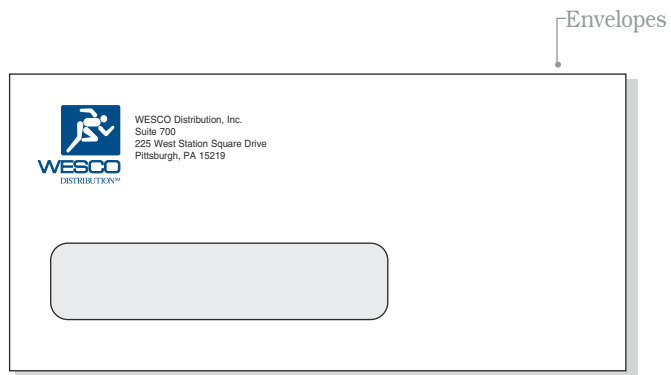
In the United States:

Relizon Company
Building #10
Buncher Commerce Park
Leetsdale, PA 15056
412.741.0409
Fax 412.471.9579

After January 1, 2003, many stationery items can also be created and ordered online from Relizon by visiting their website at www.relizonline.com.

In Canada:

Moore North America
1100 Burloak Drive
Fifth Floor
Burlington, ON L7L 6B2
905.332.7745 (x232)
800.236.4407 (toll-free in Canada)
Fax 905.332.7202
800.236.4426 (toll-free in Canada)



Ad Specialty Items

A wide variety of apparel and novelty items is available for use in trade shows, counter days, employee recognition programs, and other promotional events. To ensure consistency and proper usage of the logo, all ad specialty items in the U.S. and Canada must be ordered through WESCO's corporate vendor as follows:

GatewayCDI

909 North 20th Street
St. Louis, MO 63106
314.535.1711

Catalog Program:

888.788.4327 (toll-free)

A printed catalog that highlights many of the items in the WESCO Program is available from Relizon by calling 412.741.0409. To order the U.S. version of the catalog, request item #52002. To order the Canadian version, request item #52003.

You can also view the WESCO Program online at www.wescocompanystore.com.

Special Order Program:

888.738.4159 (toll-free)

Orders for ad specialty items are not limited to the items you see in either the printed or the online catalog. GatewayCDI will also accommodate all special orders for WESCO Branches and corporate offices.



Signage

Facility Signage

To ensure compliance with lease requirements, zoning regulations, and corporate facility sign standards, all facility and building signs must be ordered through the Facilities Manager at WESCO's Corporate Real Estate Department, as follows:

WESCO Distribution, Inc.

Attn: Facilities Manager

Suite 700

225 W. Station Square Drive

Pittsburgh, PA 15219-1122

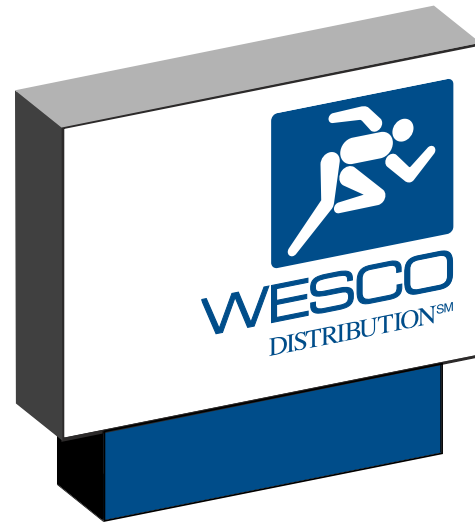
For questions, contact:

Bill Emert

Facilities Manager

412.454.2209

wemert@wescodist.com



Job Trailer Identification

Magnetic signs are available to identify WESCOSM trailers at the job site. The white signs are 2' x 3' and include WESCO's name and logo in black. They are available for a cost of \$29.00 each and can be ordered from Relizon by calling 412.741.0409 and requesting item #50670.



Vehicle Identification

Using WESCOSM graphics on your delivery vehicles will increase customer awareness and company recognition. Think of each vehicle as a moving billboard that advertises your location.

Decals

Full-color decals are available for various truck bodies. All trucks over 10,000 pounds gross vehicle weight (GVW) must display WESCO's U.S. DOT number.

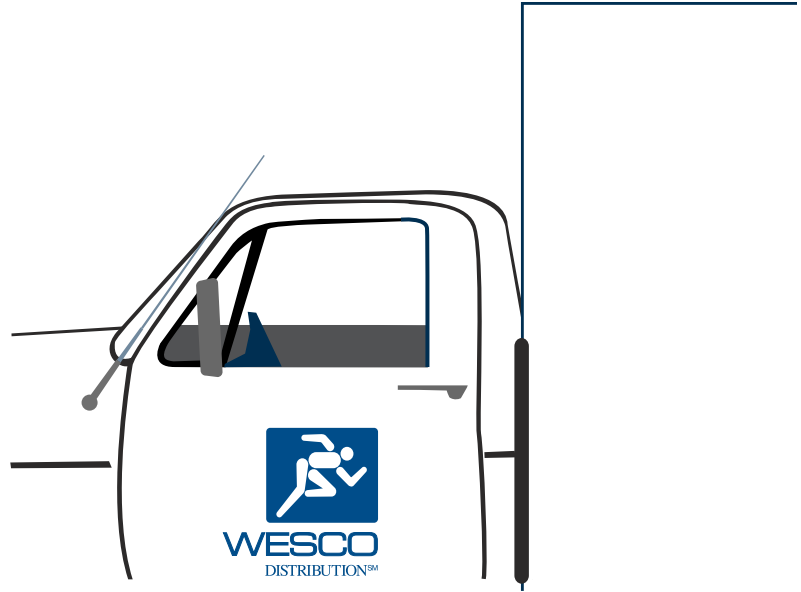
To order standard decals or to obtain U.S. DOT decals, please contact:

Tracy Fye

WESCO Fleet Coordinator

724.772.5047

tfye@wescodist.com



Vehicle Magnets

Magnetic signs are available to temporarily identify WESCO vehicles at the job site or at a customer location. The white signs are 12" x 12" and include WESCO's name and logo in black. They are available for a cost of \$18.00 each and can be ordered from Relizon by calling 412.741.0409 and requesting item #51286.



Electronic Logo Files and Templates

Logo Files

Approved logo art files have been provided on the CD that accompanied this Corporate Identity Guide. They also can be downloaded by visiting the Marketing home page on FastTrack, WESCO's intranet site.

Templates

Templates have been developed to maintain a consistent look for all correspondence, including internal memos, letterhead, and fax cover sheets. The templates were created for use with Microsoft® Word and have been provided on the CD that accompanied this Corporate Identity Guide. They also can be downloaded by visiting the Marketing home page on FastTrack, WESCO's intranet site.

Questions

For questions about any of the information contained in this Guide, or to request additional copies of the Guide or the companion CD, please contact WESCO's Marketing Programs and Communications Department at:

marketing@wescodist.com
or at the address below.

WESCO Distribution, Inc. is the operating arm of WESCO International, an industry-leading Fortune 500 distributor of MRO (maintenance, repair, and operating) products, construction products, and advanced integrated supply procurement outsourcing services. Headquartered in Pittsburgh, Pennsylvania, WESCO operates over 350 full service branches throughout North America and around the world. Major markets served by WESCO include commercial and industrial construction, industrial process and discrete manufacturers, large industrial OEMs (original equipment manufacturers), electric utilities, data communications and retail/commercial power and lighting controls.

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