MIDWEST SUPPLY CO.

UPDATED OCT 29, 2026

BRAND GUIDELINES

We are the dependable, knowledgeable partner for commercial cleaning supplies: a curated, tested selection of chemicals, tools and paper products, backed by real people who answer the phone. We serve office buildings, municipalities, schools, medical facilities and janitorial companies across Ohio, Kentucky, Pennsylvania and Michigan, drawing on 20 years in supply management and commercial janitorial work.

www.themidwestsupplycompany.com

MIDWEST SUPPLY CO.

Our Mission

Our customers carry real responsibility: a clean, safe space for employees, peers, students and patients, with inspections and standards they have to pass. What slows them down is uncertainty. Is this the right product? Will it work? Is the price right?

01.
Quality First

02.
Selective Catalog

03.
Industry Experience

We answer those questions before they're asked. We've narrowed the field to products we've tested and stand behind, bought direct to keep prices competitive, and make ordering easy and shipping fast. We stay on call, so every customer leaves confident they made the right choice.

www.themidwestsupplycompany.com



MIDWEST SUPPLY CO.

Core Values

The right cleaning supplies, the right price, and a real person who knows the difference.



Integrity

We only sell what we'd use ourselves, and we stand behind it.

Accountability

We own the outcome, from the right product to on-time delivery.

Responsiveness

Real people, quick replies, one-on-one service.

Honesty

Straight answers on what works, what it costs and what they actually need.

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MIDWEST SUPPLY CO.

Brand Personality

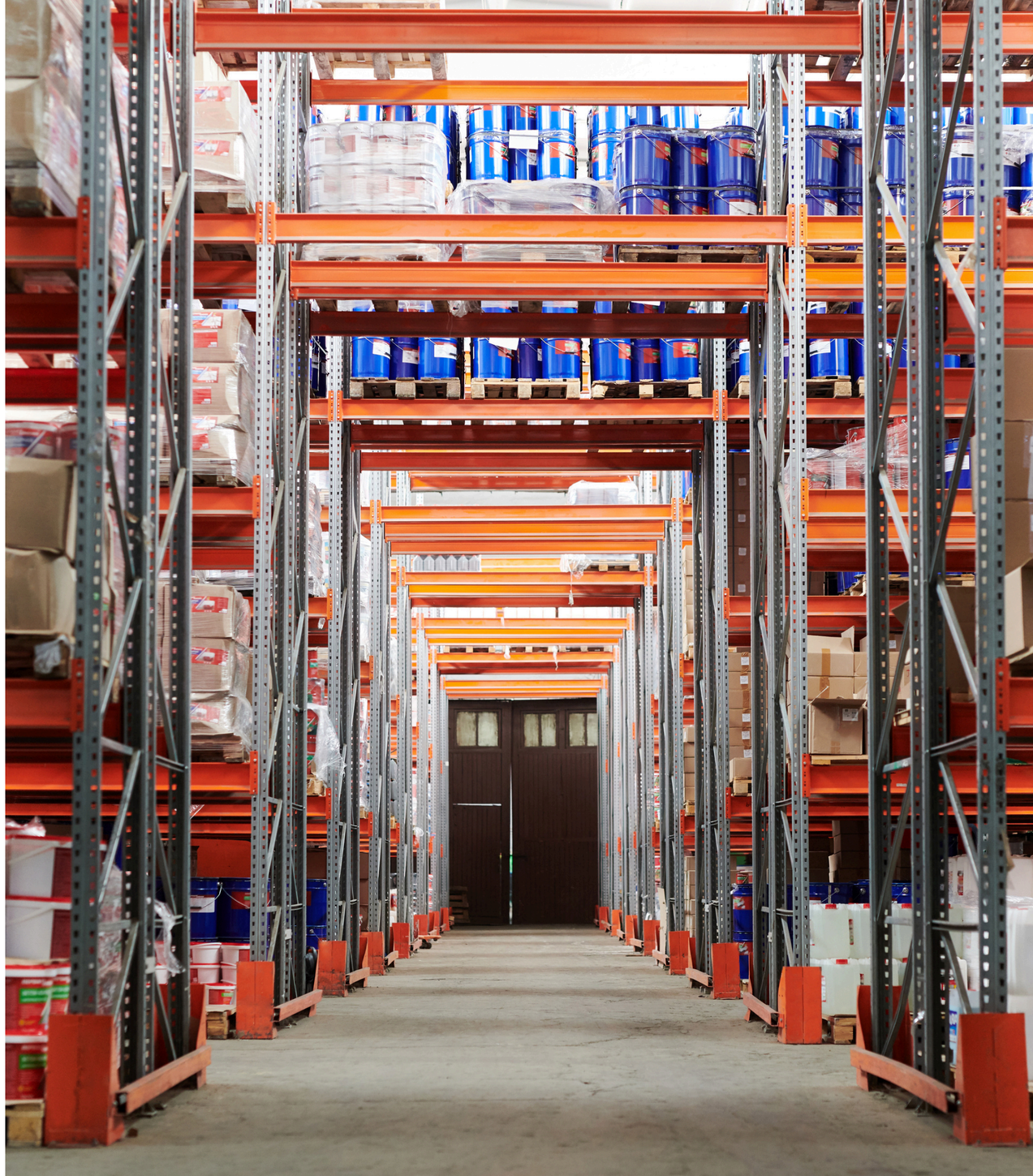
Our personality is the seasoned pro down the hall: reliable, trusted, responsive, and always stocked. We know the products, can tell it straight, and make the customer's job easier without making a show of it.

Tone of voice: warm, polished, direct.

We are

- Confident and knowledgeable
- Consistent in what we say and do
- Honest and transparent
- Warm and approachable
- Clear and to the point

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MIDWEST
SUPPLY CO.

Logo Usage

The primary logo is a stacked wordmark. An oversized M anchors "MIDWEST" in heavy navy capitals, with "SUPPLY CO." set in crimson and tucked beneath, locked into the space the M creates.



Our logo is an expression of our brand personality – sturdy and built-to-last, like a stamp on a crate or a work truck door. Always use the logo in its original form to maintain visual integrity.

Use the logo on clear, uncluttered backgrounds and avoid alterations that compromise its visibility or message.



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MIDWEST SUPPLY CO.

Typography

Franklin Gothic speaks with authority while Garet speaks with warmth, so together they mirror a voice that is direct but approachable. The strong contrast between the heavy display face and the light body face creates a clear hierarchy, guiding readers from headline to product to price without hunting. Each face also softens the other, so pages feel confident without feeling aggressive. It is clean and modern without feeling cold.

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Display Font

Franklin Gothic

Aa

1 2 3 4 5 6 7 8 9 0

Its heavy, compact letterforms give the logo, headlines and signage an immediate sense of strength and permanence, and they stay legible from a distance.

Body Font

Garet Book

Aa

1 2 3 4 5 6 7 8 9 0

Its open, geometric shapes keep product details, pricing and longer copy clear, quick to scan and approachable at any size.

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Color Palette

Navy builds trust. It is the color of stability and professionalism, widely used in healthcare, finance and government. That reassures buyers at medical facilities, schools and municipalities.

Crimson drives action. Red pulls the eye first, so used sparingly, it points customers to what matters: order buttons, promotions, in-stock alerts.

Navy and red feel rooted. The combination carries a classic, American heritage feel that reinforces the "Midwest" name and suggests a company that has been around and will be around.

Smokey white keeps it clean. It's softer than pure white, reduces glare on screens and gives layouts breathing room, a quiet visual cue of cleanliness.

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Navy Blue
#1b2c59

RGB: (212, 21, 28)
CMYK: (0%, 90%, 87%, 17%)
HSL: (357°, 82%, 46%)

Crimson Red
#9C2A20

RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)
HSL: (0°, 0%, 100%)

Smokey White
#F1F2F0

RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)
HSL: (0°, 0%, 100%)

Black
#1B120B

RGB: (27, 18, 11)
CMYK: (0%, 3%, 9%, 89%)
HSL: (32°, 42%, 7%)

MIDWEST SUPPLY CO.

Imagery Style

Midwest Supply Co. imagery should feel industrial and capable, showing the warehouses, stock and shipping behind every order so customers see a supplier that is organized, well stocked and ready to deliver.

- Logistics in action.
- Organized and well stocked.
- Real people at work.
- Built to grow.









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SUPPLY YOU TRUST.

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