



NATIONAL

CONVENIENCE DISTRIBUTORS



BRAND GUIDELINES

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WHY BRAND CONSISTENCY MATTERS

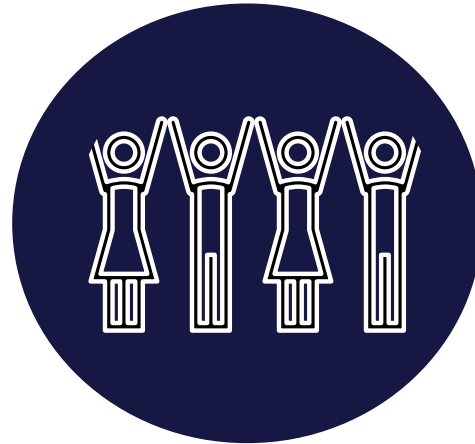
Who is our target audience and what are they looking for?

Retailers, vendors, and potential employees want...



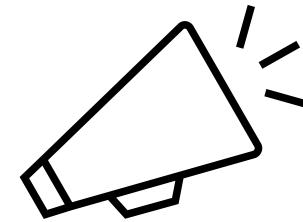
CREDIBILITY

Solidifies NCD as a legitimate, trusted industry leader.



UNIFICATION

Creates a culture of togetherness internally. Contributes to an identity defined by teamwork and efficiency externally.



VISIBILITY

Makes NCD an engaging, recognizable, impressionable brand.

NCD PUBLIC STATEMENTS

TAGLINE- Distributing Products, Delivering Relationships, and Driving Results for Over a Century.

MISSION STATEMENT- Established by the powerful unification of industry leaders, we offer value-added services that build the profitability of both small and large businesses alike. Governed by family values, we are committed to nurturing long-term partnerships and to providing national scale resources with a local touch.

BOILERPLATE STATEMENT- Generations of family leadership combine to form the fourth largest full-line convenience distributor in the United States. Established by Palm Beach Capital in 2020, NCD represents the powerful unification between Allen Brothers Wholesale Distribution, Century Distributors, Harold Levinson Associates, J. Polep Distribution, and Wustefeld Candy. At NCD, our people and our partnerships are our greatest assets. Backed by over a century of knowledge, NCD has been driving profitable growth through impactful marketing, innovation, and an entrepreneurial spirit. Focusing on businesses both large and small, we service 13 states across the Northeast.

NCD LOGO USAGE

ICON



PRIMARY



SUB-BRAND
PRIMARY



ICON+INITIALS
USED SPARINGLY



ICON+INITIALS
USED SPARINGLY



NCD COLOR USAGE



BRAND COLORS

Quick Reference



CMYK: 100, 99, 34, 278
RGB: 30, 31, 89
HEX: # 1E1F59
PMS Coated: 2766 C



CMYK: 8, 29, 71, 9
RGB: 203, 160, 82
HEX: # CBA052
PMS Coated: 7407 C



CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
HEX: # 58595B
PMS Coated: Cool Gray 11 C

**Projects must remain in brand colors.

**Logos must remain in brand colors but are also available in white and black to fit the needs of your project.

NCD FONT USAGE

DDC HARDWARE (FOR HEADINGS)

One place to find a free download

<https://fontsfree.pro/base-web-fonts/sans-serif-grotesque/1417-ddc-hardware.html>

DIN Pro Regular (For Body Text)

<http://fonts3.com/fonts/d/DINPro-Regular.html>

NEW ENGLAND DIVISION

BOILERPLATE STATEMENT- National Convenience Distributors' New England Division, J. Polep Distribution Services, was established in 1898 in Salem, Massachusetts by the Polep family. The New England Division relocated to Chicopee, Massachusetts in 1973, where they have preserved the same dedication to customer success as the family business from which it came. Today, the division passionately leads NCD's chain sales and innovation initiatives, as well as NCD's foodservice programs from a state-of-the-art test kitchen and a USDA Commissary.



Legacy Logos to appear on internal materials such as warehouse, driver, and salespeople communications only. This is important for Union contracts. Although J. Polep is not unionized, this keeps things consistent.

TRI-STATE DIVISION

BOILERPLATE STATEMENT– National Convenience Distributors' Tri-State Division, Harold Levinson Associates, was founded in 1977 in Brooklyn, New York by the Berro and Feldman families when they began selling merchandise from the trunk of their car. HLA relocated to Farmingdale, New York, where they continued to demonstrate their outstanding commitment to customer service. As the first division in the NCD portfolio, HLA is home to the Corporate Headquarters which offers a 550,000+ square foot warehouse and office space, the largest humidor in North America, and an on-premise c-store for training as well as sales and merchandising support. The Tri-State Division has helped NCD in developing strategic, profit-building services for customers and vendors, including several proprietary food and beverage brands as well as one of the nation's largest premium cigar programs.



Legacy Logos to appear on internal materials such as warehouse, driver, and salespeople communications only. This is important for Union contracts.

DELAWARE VALLEY DIVISION

BOILERPLATE STATEMENT– National Convenience Distributors' Delaware Valley Division, Allen Brothers Wholesale Distribution, was formed in 1910 by John J. Allen from the back of his family's horse and buggy in Northeast Philadelphia. For over 100 years, the business has remained in the family, contributing to their local community and delivering high quality service. The expert team at Allen Brothers tenaciously supports NCD's day-to-day functions through the nurturing of long-term customer and vendor partnerships.



Legacy Logos to appear on internal materials such as warehouse, driver, and salespeople communications only. This is important for Union contracts.
**Contact Marketing to Attain Updated Legacy Logos in Brand Colors.

MID-ATLANTIC DIVISION

BOILERPLATE STATEMENT– National Convenience Distributors' Mid-Atlantic Division, Century Distributors, was founded in 1976 by the Sadugor family in Rockville, Maryland. In 2021, the woman-owned and operated business joined the NCD family, expanding NCD's reach as far South as Virginia. Maintaining a close connection with their customers, the Mid-Atlantic Division upholds the standard of excellence set forth by their origins.



Legacy Logos to appear on internal materials such as warehouse, driver, and salespeople communications only. This is important for Union contracts. Although Century is not unionized, this keeps things consistent.

CONCLUSION

- The companywide goal is to have the NACS show in October be the debut of NCD-exclusive branding. Meaning that all external/outward-facing materials and communications must have consistent messaging either before or by then.
- These outward-facing materials include (but are not limited to) digital identities like the website, our email signatures, the NCD mobile ordering app, the LinkedIn page and other future social media profiles, our job application platforms and recruiting outreach communications, as well as tangible assets such as informational pamphlets, posters, booths, signage, etc.
- Branding runs deeper than physical materials. We must adjust our mindset and our language so that way what we say, also matches what we do. From the way we answer phones to the way we approach every project, we are NCD. Consistency is professional and puts our best foot forward out into the world.

MARKETING SERVICES REQUESTS

Need help creating internal or external branded materials or communications on behalf of yourself or a customer?

Submit a Marketing Services request and Marketing will assist in the development of your branding needs!

Marketing Services Request Form:

<https://www.thencd.com/marketing-services/>

To attain Updated Logos and Font Files, please reach out to a Marketing Team Member!
Be on the lookout in Q4 2022 - an intranet will help support corporate files + assets!

QUESTIONS + CONTACTS



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