



Greeting and Message from CEO



At The Home Depot, our goal is to provide the best customer service and the best product values in our market, with an underlying principle of disciplined capital allocation.

Our approach to capital allocation is straight forward: after making the necessary investments in our business, we will return excess cash to our shareholders through dividends and share repurchases. We have a goal of achieving a 15 percent return on invested capital, and we have a plan to reach that goal by the end of 2013.

Our “orange-blooded” associates make the difference in our business. We have a Success Sharing bonus program for our hourly associates. Because of their great work in 2010, We are a values-based business, and one of our core values is taking care of our associates.

I hope as you spend time in our stores or on our web site or on our mobile applications, you will see continued improvement in our service and our commitment to our customers.

A handwritten signature in black ink that reads 'Frank'.

Francis S. Blake
Chairman & Chief Executive Officer
March 24, 2011

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Company Background & Overview



History

The Beginning

The Home Depot was founded in 1978 by Bernie Marcus and Arthur Blank, along with investment banker Ken Langone and merchandising guru Pat Farrah. The founders' vision of one-stop shopping for the do-it-yourselfer came to fruition when they opened the first two Home Depot stores on June 22, 1979, in Atlanta, Georgia.

The first stores, at around 60,000 square feet each, were cavernous warehouses that dwarfed the competition and stocked 25,000 SKUs, much more than the average hardware store at that time. Associates helped guide customers through projects such as laying tile, changing a fill valve or handling a power tool, etc. Home Depot also revolutionized the home improvement industry by bringing the know-how and the tools to the consumer and by saving them money.

According to Bernie and Arthur, the customer has a bill of rights at The Home Depot; their philosophy of customer service which is; "whatever it takes" means cultivating a relationship with customers rather than merely completing a transaction.

A Story of Growth

The Home Depot is the fastest growing retailer in U.S. history. In 1981, the company went public on NASDAQ and moved to the New York Stock Exchange in 1984. The 1980s and 1990s spawned tremendous growth for the company, with 1989 marking the celebration of its 100th store opening.

The company arrived in Canada with the acquisition of Aikenhead's home improvement centers in 1994, and it began flying its flag proudly in Mexico in 2001 through the acquisition of Total HOME. Five years later, the company extended its reach to China by acquiring The Home Way, a 12-store chain.

From the beginning, The Home Depot developed strategic product alliances directly with industry leading manufacturers to deliver the most exclusive assortments to customers. Through a combination of national brands and proprietary products like Ryobi® tools, RIDGID® tools, BEHR® paint, LG® appliances, and Toro® and Cub Cadet® lawn equipment, the company sets the standard for innovative merchandise for the do-it-yourselfer and the professional contractor.



Vision, Mission, Values

Vision Statement

The Home Depot is in the home improvement business and our goal is to provide the highest level of service, the broadest selection of products and the most competitive prices.

Mission Statement

The mission of The Home Depot Foundation is simple... to improve homes and improve lives. Through partnership with local non-profits and the volunteer efforts of Team Depot that focus on repairing and refurbishing homes and facilities that serve disadvantaged families and individuals.

Values

Taking care of our people; the key to The Home Depot's success is treating people well. We do this by encouraging associates to speak up and take risks, by recognizing and rewarding good performance, and by leading and developing people so they can grow.

Giving back to our communities

An important part of our culture is community service by giving time, talents and resources to worthwhile causes. We reach out to the communities where our associates live and work through our philanthropic, disaster relief and volunteer support.

Doing the right thing

Associates at The Home Depot exercise good judgement by doing the right thing instead of just doing things right. We strive to understand the impact of our decisions, and we accept responsibility for our actions.

Excellent customer service

Along with our quality products, service, price and selection, we must go the extra mile to give customers knowledgeable advice about merchandise and to help them use those products to their maximum benefit.

Creating shareholder value

The investors who provide the capital necessary to allow our company to grow need and expect a return on their investment. We are committed to providing it.

Building strong relationships

Strong relationships are built on trust, honesty and integrity. We listen and respond to the needs of customers, associates, communities and vendors, treating them as partners.

Entrepreneurial spirit

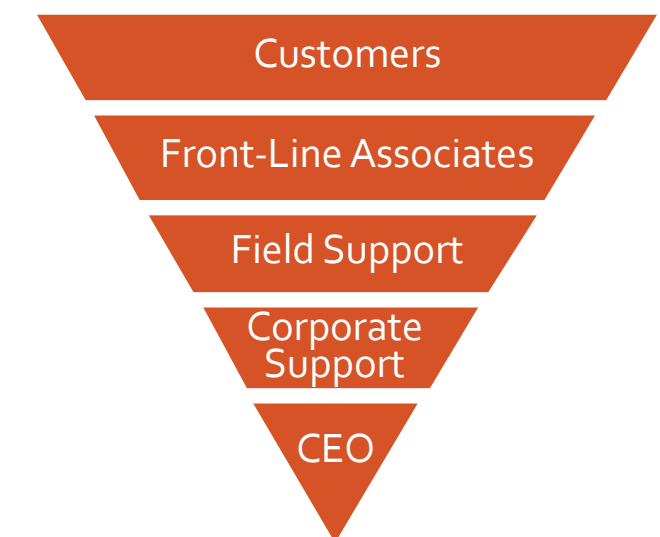
The Home Depot associates are encouraged to initiate creative and innovative ways of serving our customers and improving the business, and to spread best practices throughout the Company.

Respect for all people

In order to remain successful, our associates must work in an environment of mutual respect, free of discrimination and harassment where each associate is regarded as an integral part of the Home Depot team.

Putting Customers and Associates First "The Inverted Pyramid"

The founders of The Home Depot viewed the Company's structure as an inverted pyramid. Stores and customers are positioned at the top, while senior management is at the bottom. Everything in the Company, from senior management to corporate support systems, is designed to support and enable the success of associates and customers.



The Role Of A Brand

The Role of Brand Identity

A brand encompasses all aspects of a company, product or service. The name, brandmark, typefaces, colors and advertising slogans are the most visual aspects, but the brand also includes the whole experience everything that comes together to form image and reputation.

What Our Brand Stands For

Home Depot is a home improvement retailer. The Home Depot stores sell a range of building materials, home improvement and lawn and garden products. The company also provides an array of services including installation services for carpeting, flooring, cabinets, counter tops, water heaters, generators and furnace and central air systems.

The Home Depot stores serve three primary customer groups: Do-It-Yourself (D-I-Y), whereby these customers are typically home owners who purchase products and complete their own projects and installations; Do-It-For-Me (D-I-F-M), whereby these customers are typically home owners who purchase materials themselves and

hire third parties to complete the project or installation; and Professional, whereby these customers are primarily professional remodelers, general contractors, repairmen, small business owners and tradesmen.

Our brand helps give the company an established and professional feel. It increases the customer's trust in the products and services Home Depot offers.

A powerful brand identity is important as in general; the reason behind the symbol of the house that represents Home Depot is because people find it easier to recall images than text. There is an old saying "A picture is worth a thousand words". The brandmark represents that picture and can be remembered and identified with greater ease than a thousand words describing the company. It is worth devoting time and effort to it.

The way you speak can help to make you distinctive but what do you sound like to people? There can be a big difference between what you hear and what they hear when you speak.

How To Use These Guidelines

This manual has been prepared to ensure the integrity of our identity. It is imperative to follow these guidelines to help us maintain an effective and consistent standard in our communications. This guide provides details to the visual elements that constitute the Home Depot brand in a form of consistent use of a few basic elements.

A registered trademark symbol appears in the upper right area outside of the logotype. Do not manipulate or remove the symbol without prior approval from The Home Depot Company. The brandmark should not be presented in a different way than the original existing one.

If there are any questions about how to use any of the brand elements or if additional information is necessary, contact Amal Sanid, Director of Graphic Design, at 1-800-989-3341 or send an e-mail to Amalsanid@homedepot.us.

"A brand is not what you say it is. It's what they say it is."

Marty Neumeier



The New Brand Identity



Old and New Brandmark

Problem

The old brandmark was based only on stencil type rotated to the Left. The brandmark did not show the attribute of the company. The message that the brand was suppose to transmit was unclear.

Solution

The new solution to the Home Depot brandmark represents the house in the form of multiple shapes (squares and triangles) put together to represent the process of building projects, unlike their competitors, Home Depot offers exclusive services designed to make the customer's job easier.

It also refers to inspiration, the company offers their client the possibility to create the design they like, then it helps them to find the better and the right material that satisfies their needs to construct and build their projects the way they want it.

The representation of the house as a group of parts also express our message "do it yourself" our client are able to learn how to construct and build what they want or need in an easy way that might have never done it before.

The "H" illustrates the first letter of Home Depot, and the house in general. The idea behind cutting the letter "H" apart comes from the stencil typeface the Company used for the old brandmark.

The left side of the letter "H" forms the number one to demonstrate that Home Depot is the number one home improvement retail chain in the U.S.

Old Brand



New Brand



Clear Space

The brandmark must be reproduced with a clear area around it, which is free from other graphic elements. To ensure its visibility and impact, no graphic elements of any kind should invade this zone. This area is known as the clear space that is defined by "X". This is the "X" measurement of the logotype. This allows the brandmark to be scaled up or down while still maintaining a constant ratio of the clear space around it.

Brandmark Configuration

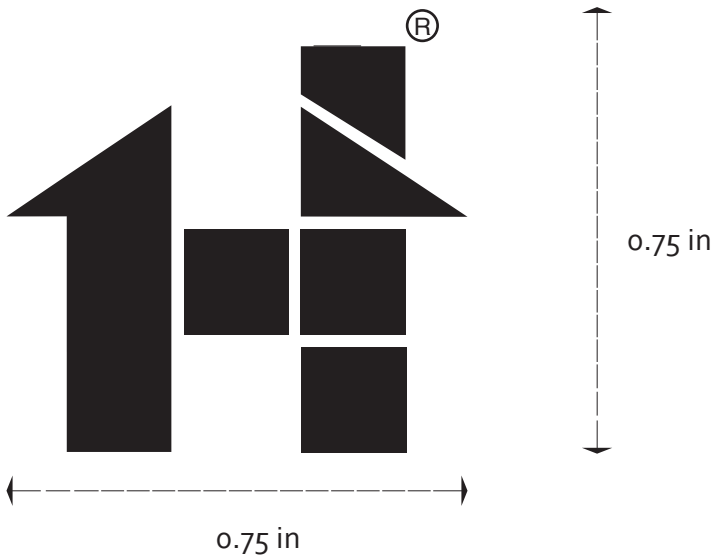
The brandmark on the left is the only configuration that can be used when portraying this brandmark. The letter "H" forms the initial letter of "Home", that represents a house, centered above the logotype.

The typeface used, Gill Sans, is the only typeface that can be utilized for Home Depot lettering. No other font can be used as a replacement to this particular typeface as this is a part of the brandmark.

On the right, the symbol of the house within the brandmark itself can be taken out and placed alone in certain circumstances where the size of the brandmark is too small and is hard for the customer to read the name. This version of the brandmark is to be used only on promotional products like pens, apparel, mugs, etc. and only in primary colors. This symbol alone does not represent Home Depot and should not be used in the stationery system.

Smallest Brandmark Use

The smallest brandmark is the secondary mark. This mark will be no smaller than 0.75 inches wide by 0.75 inches tall. This mark will be used only on small stationery or price tag.

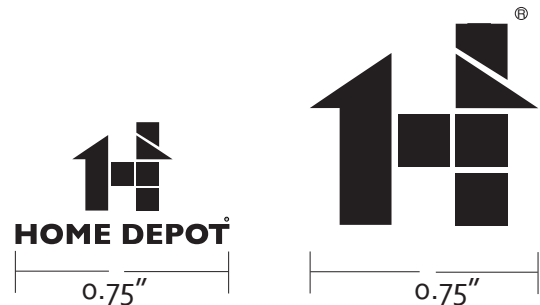


Brandmark Sizing & Scaling

Minimum Size

Minimum reproduction sizes are provided to help maintain the brandmark's integrity and legibility, always refer to the width of the house symbol when measuring the size of the brandmark.

If the corporate brandmark needs to be used in a size smaller than noted above, it is permissible to use the symbol/brandmark only.



Maximum Size

Certain applications will require a larger size brandmark, for example in a road sign, a driver from a certain distance should be able to see it, read it, and know where it is, other sizes will vary based on the size of the application. The brandmark will be positioned using the value "X" and clear space rules.



Store Front Signage

The application of the brandmark to the exterior of a Home Depot needs to be big enough to be seen from the street and should be placed in the center of the front door. The size should be proportional to the defined "X" designator.

The stacked brandmark is the only mark used in this application as it lends itself to large signs and large applications.



Brandmark Primary Color Palette

Black and White

The black and white versions of the brandmark should only be used on applications where color is not an option where technical or budgetary reasons will not permit the use of color printing. For example; faxes, newspaper, anything in low-resolution office printing.

When using the brandmark on a white background use the black version of the brandmark. When reversing the brandmark on a black background use the white version of the brandmark.



Primary Color Palette

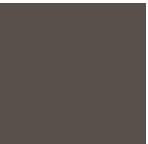
The primary color brandmark is the preferred application to visually represent our brand.

The new color choice of a brown represents the growth, muscular strength and power and the tough work the constructors do, that you as a customer can do, in an easy and simple way "Do It Yourself".


Orange represents the sun, the new beginning to explore new things and starting fresh. It express the creativity of Home Depot to offer their clients the newest and the best products and services in the field.



Primary Color Palette




Pantone: 405C
CMYK: 23C, 29M, 32Y, 67K
HEX: #5F574F
RGB: R:95, G:87, B:79




Pantone: 7414C
CMYK: 4C, 62M, 99Y, 18K
HEX: #B7621B
RGB: R:183, G:98, B:27

Secondary Color Palette




Pantone: 362 PC
CMYK: 72C, 2M, 98Y, 9K
HEX: #3F9C35
RGB: R:63, G:156, B:53




Pantone: 202 PC
CMYK: 10C, 97M, 61Y, 48K
HEX: #822433
RGB: R:130, G:36, B:51





Pantone: 280C
CMYK: 100C, 78M, 5Y, 18K
HEX: #002776
RGB: R:95, G:87, B:79



Pantone: 116C
CMYK: 0C, 12M, 100Y, 0K
HEX: #FECB00
RGB: R:254, G:203, B:0

Brand Identity Secondary Color Palette

Pantone 362 c- Nursery

This color is used in Nursery to relate the fact that Home Depot is moving in an environmental direction for eco friendly projects. Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety.

Pantone 280 c- Hardware

Blue represents calm and relaxation. Blue for hardware represents the idea of a largest selection of hardware items such as, cabinet knobs, bathroom hardware, door hardware, etc, and other quality home improvement products that will allow customers to fulfill their decorative needs.

Pantone 202 c- Lumber

Choosing red for lumber demonstrates the idea of an opportunity to build with enthusiasm and energy projects that last with wood that resist rot, decay, weather and termites. It also is used to attract the customer's attention to an important message. The deep red is for increasing enthusiasm and interest. It is a symbol for energy, action and confidence to go after your dreams.

Pantone 116 c- Lamps/Lighting

Yellow is use to demonstrate that Home Depot carries an extensive selection of indoor lighting, outdoor lighting and different type of fans that will add character and style to your home both inside and out! Yellow is used in clearance signage and special offers. Pure, bright and sunny yellow is the easiest color to see.

Secondary Color Palette



Pantone: 362 C
CMYK: 72C, 2M, 98Y, 9K
HEX: #3F9C35
RGB: R:63, G:156, B:53



Pantone: 280 C
CMYK: 100C, 78M, 5Y, 18K
HEX: #002776
RGB: R:95, G:87, B:79



Pantone: 202 C
CMYK: 10C, 97M, 61Y, 48K
HEX: #822433
RGB: R:130, G:36, B:51



Pantone: 116 C
CMYK: 0C, 12M, 100Y, 0K
HEX: #FECB00
RGB: R:254, G:203, B:0

Typography

Primary Font Family

Gill Sans Regular
Horizontal Scale: 100%
Kerning / Track: 0
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEF-
GHIJKLMNOPQRSTUVWXYZ!@#%&*()

Gill Sans light
Horizontal Scale: 100%
Kerning / Track: 0
Franklin Gothic Medium Regular
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEF-
GHIJKLMNOPQRSTUVWXYZ!@#%&*()

Gill Sans light Italic
Horizontal Scale: 100%
Kerning / Track: 0
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEF-
GHIJKLMNOPQRSTUVWXYZ!@#%&*()

Gill Sans Italic
Horizontal Scale: 100%
Kerning / Track: 0
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEF-
GHIJKLMNOPQRSTUVWXYZ!@#%&*()

Gill Sans Bold
Horizontal Scale: 100%
Kerning / Track: 0
abcdefghijklmnopqrstuvwxyz -
1234567890 ABCDEFGHIJKLM-
NOPQRSTUVWXYZ!@#%&*()

Gill Sans Bold Italic
Horizontal Scale: 100%
Kerning / Track: 0
abcdefghijklmnopqrstuvwxyz -
1234567890 ABCDEFGHIJKLMNOPQRSTU-
VWXYZ!@#%&*()

Primary Font Usage

Font Family
Gill Sans is a modern and contemporary typeface. It shows that Home Depot is up to today's times and is growing strong. Gill Sans is also an integral part of Home Depot brand. This font family is a good representation of some of the key attributes associated with the brand such as simplicity, which is a trademark of the company. Gill Sans Bold reflects the precision and strength inherent in Home Depot products. The different style of the typeface shows the reliability and flexibility of the Home Depot.

Usage
This font family is used in everything from the brandmark, banners, business cards to corporate stationery etc. The font family allows you to differentiate the use of each category. The most dominant ones are Gill Sans Regular and Gill Sans Bold.

Gill Sans Regular should mainly be utilized for large amounts of text. The recommended character styles for large bodies of text are 12pt. size, 14pt. leading, a tracking of 5, and should always be justified to the left with a ragged right.

Gill Sans Bold is used especially for headlines and store signage but should mainly be utilized for small amounts of text for example, packaging, announcements, and important messages like "buying", "special" etc.

Incorrect Usage of the Brandmark

Home Depot Brand Usage

Home Depot relies on a consistent use of its mark to present an easily recognizable image to its consumers. Improper or changing the use of the Home Depot brandmark is prohibited.

For approved brandmark usage, please refer to the previous pages.



DO NOT rearrange the colors of the brandmark



DO NOT use any other colors than the specified primary colors.



DO NOT outline the brandmark.



DO NOT stack the brandmark.



DO NOT change the size of the brandmark



Rearrange or reportion the Home Depot brandmark



Do not change the size of the Home Depot tagline



Do not change The Home Depot brandmark tagline



Never alter the horizontal orientation of the logo or the name of the company.



The New Brand Identity Applications



The New Brand Identity Applications

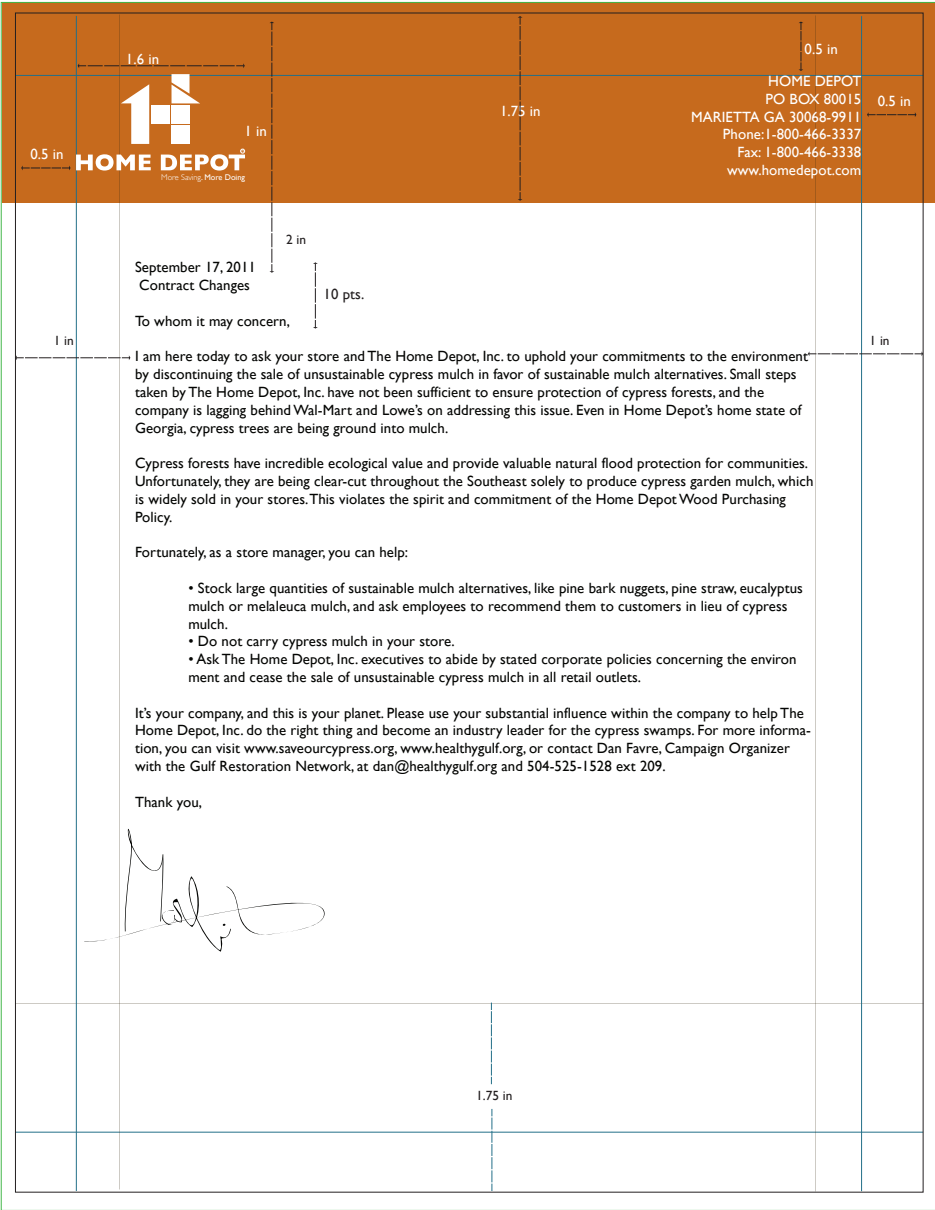
Stationery System

Letterhead

Dimensions: 8.5in. x 11in.
Logo: X designator height = .5in.
Margins: 0.57in.
Bleed: 0.125in.
Primary Pantone colors utilized

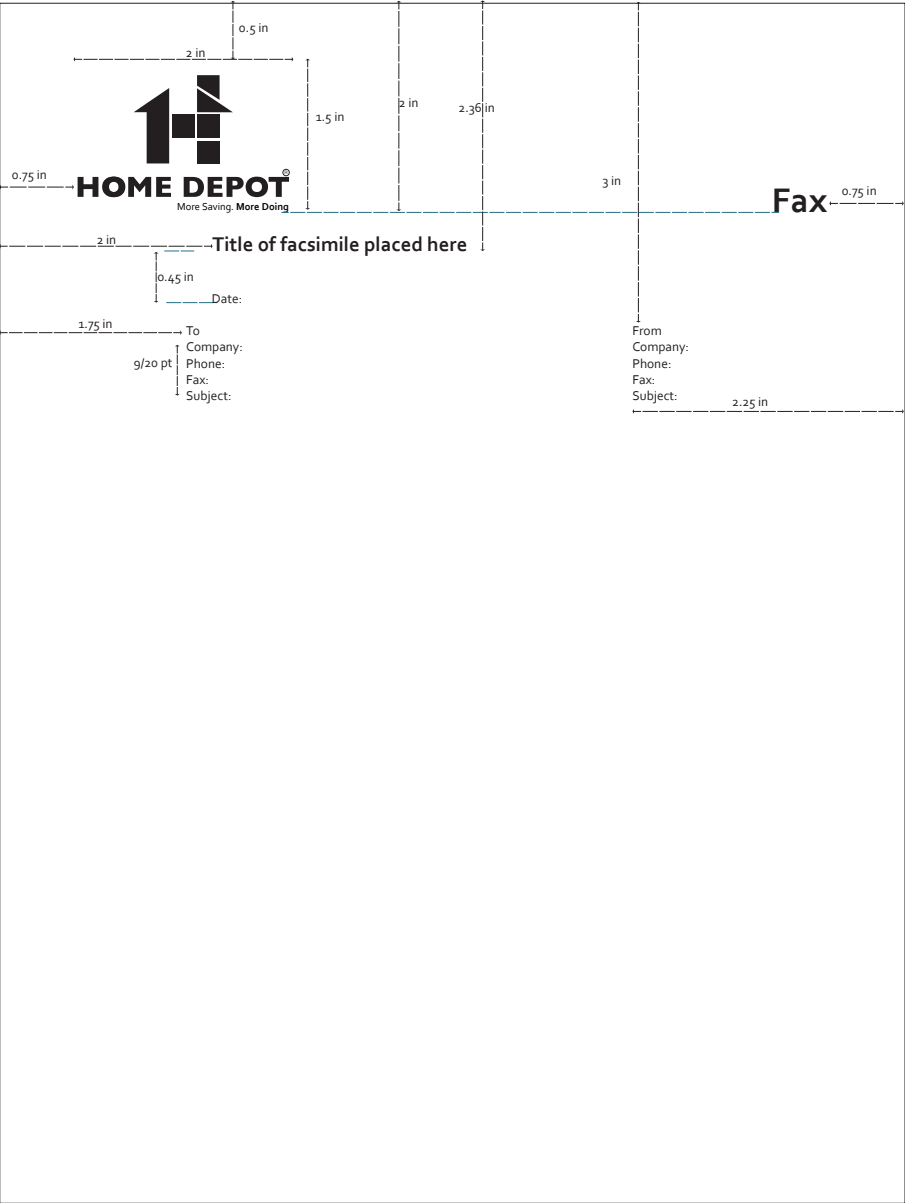
Inner Letter

Side Margins: 1 in.
Top Margin: 1.75 in.
Bottom Margin: 1 in.
Typeface: Gill Sans Regular
Size: 10pt
Leading: 12pt
Tracking: 5
Justification: align left.



Fax

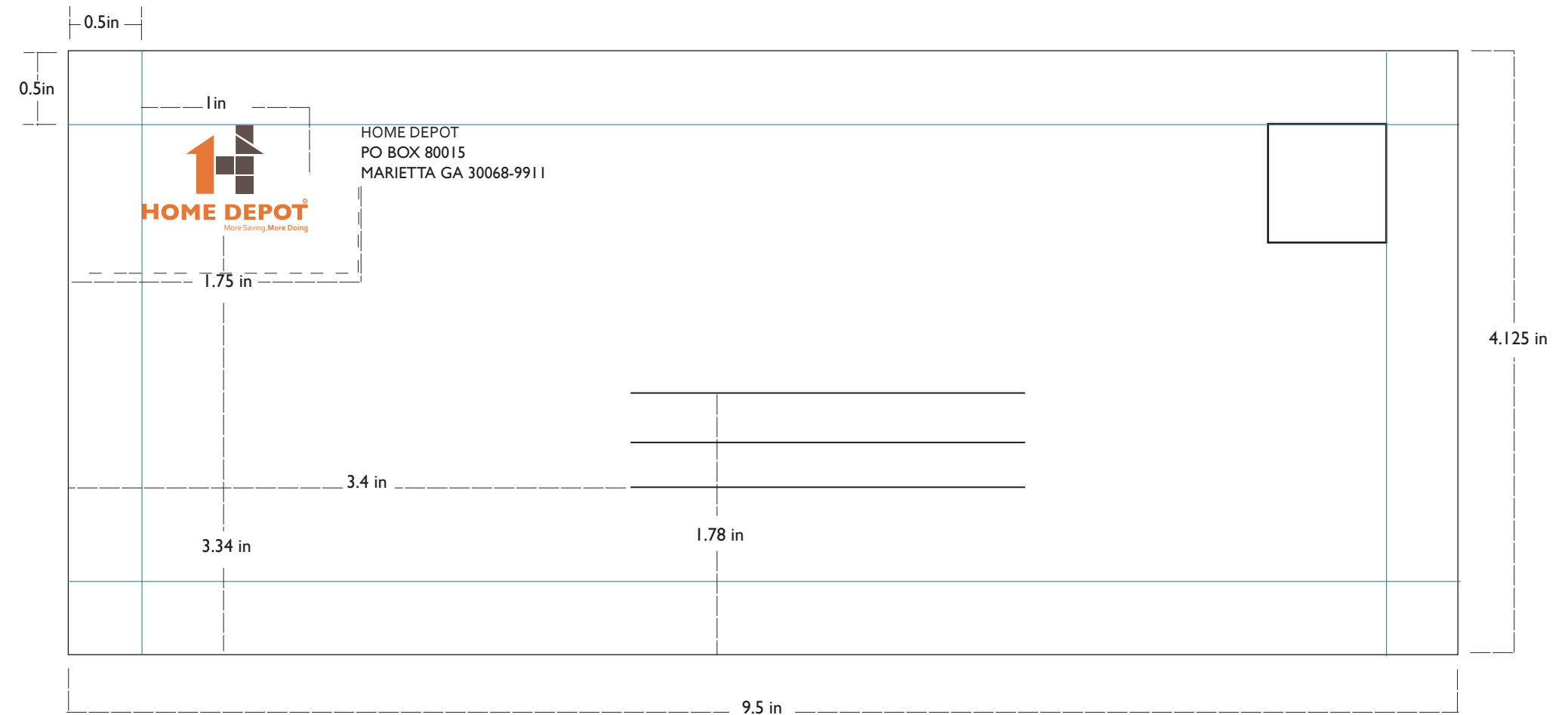
The fax stationery for Home Depot uses the all black horizontal landmark. The address of the store is placed to the left of the word fax. All of the information that is needed to be filled out is placed 2.35 inches from the top to the baseline and is 9/20 point type.



Stationary System Continued

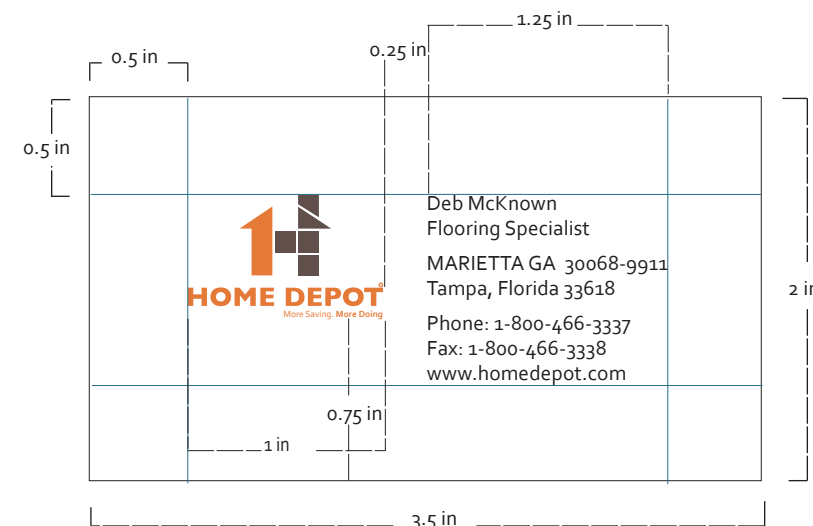
Envelope

Home Depot brandmark located top left
Information.
Dimensions: 9.5in. x 4.125in.
Margins: 0.5in.
Typeface: Gill Sans Regular
Size: 8pt.
Leading: 10pt.
Tracking: 5
Justification: Align left, ragged right



Business Card

Home Depot Brand Identity on the front
Information on the front
Dimensions: 3.5in. x 2in.
Margins: 0.5in.
Typeface: Gill Sans Regular
Size: 8pt.
Leading: 9.25pt.
Tracking: 5
Justification: Align right, ragged right
Bleed: 0.125



The New Brand Identity Applications

Building Exterior/Signage

Front Facade

The picture below is the front façade of Home Depot store. The brandmark utilized for this signage is the full color brandmark of orange and brown on a white background.



Monument Signage

The monument signage representing the brandmark is as important as the actual signage on the front façade of the building. This sign is placed as an advertisement for the store. It is the most visible brand signal to visitors and onlookers and this must be easily recognizable, even from far distances.



Building Exterior

Shopping Cart

Shopping carts are often looked upon as less important forms of brand signals than others. The shopping cart though, clearly should not be over looked or neglected in any way.

The shopping cart is the first thing a customer grabs before even getting in the store. The first impression is always the key to get the customer's attention. A badly designed cart, a malfunctioning cart, or a faded brand when it is not even showing is the first thing a customer will notice about the company.



X height: 1 in.



Building Interior Continued

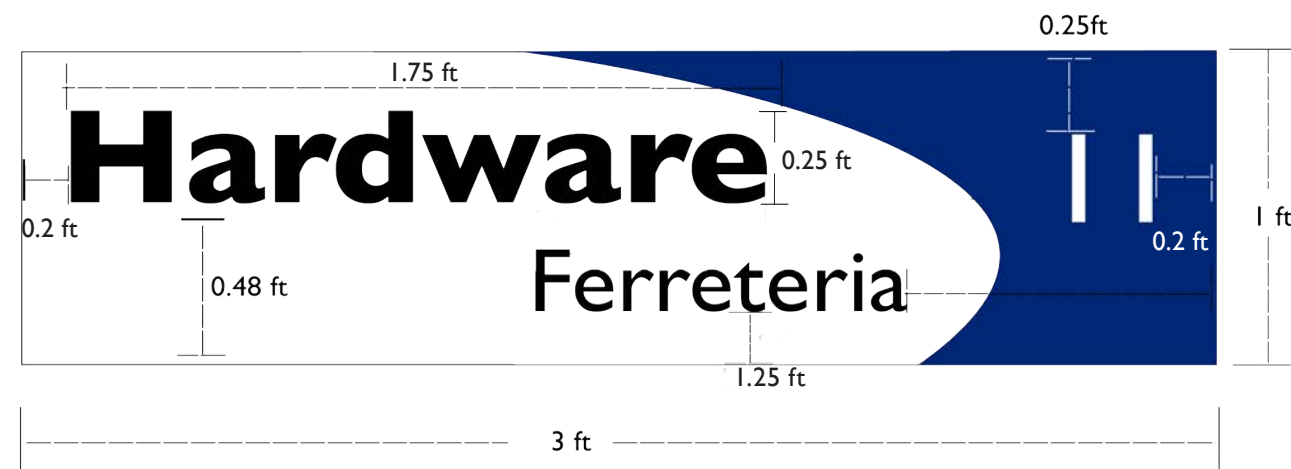
Department Signage

The secondary colors are used to separate departments and divide the perimeter of the store into individual sections devoted to specific products within that department.

This allows the customer to easily navigate throughout the store and to find what she or he is looking for. Each department will also be separated by a specific secondary color chosen for that particular department. The choice of color will correlate with the products offered within that department, in this example brown is used for Hardware.

0.4 ft
0.5 ft

Gill Sans Bold/Regular
Align Left, except the
section area (Hardware)
align right.



PMS: 280C



Color Pantone 280 C

Color Pantone 116C

Gill Sans (Regular/Light)

1.5 ft

Building Interior Continued

When the brand identity is printed on the secondary colors to differentiate each sign it can be either black or white with same color type underneath it.



Gill Sans Regular

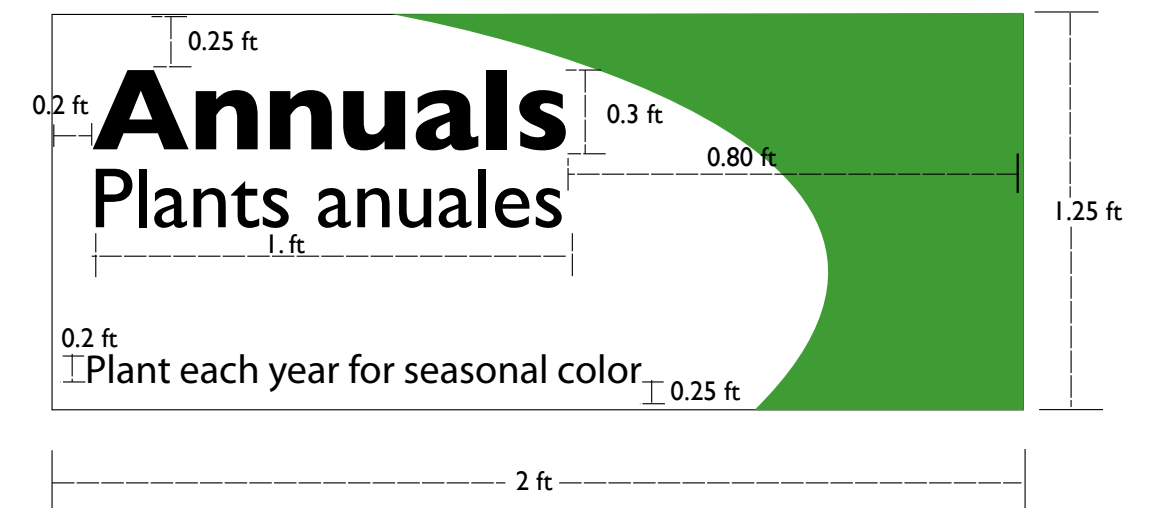
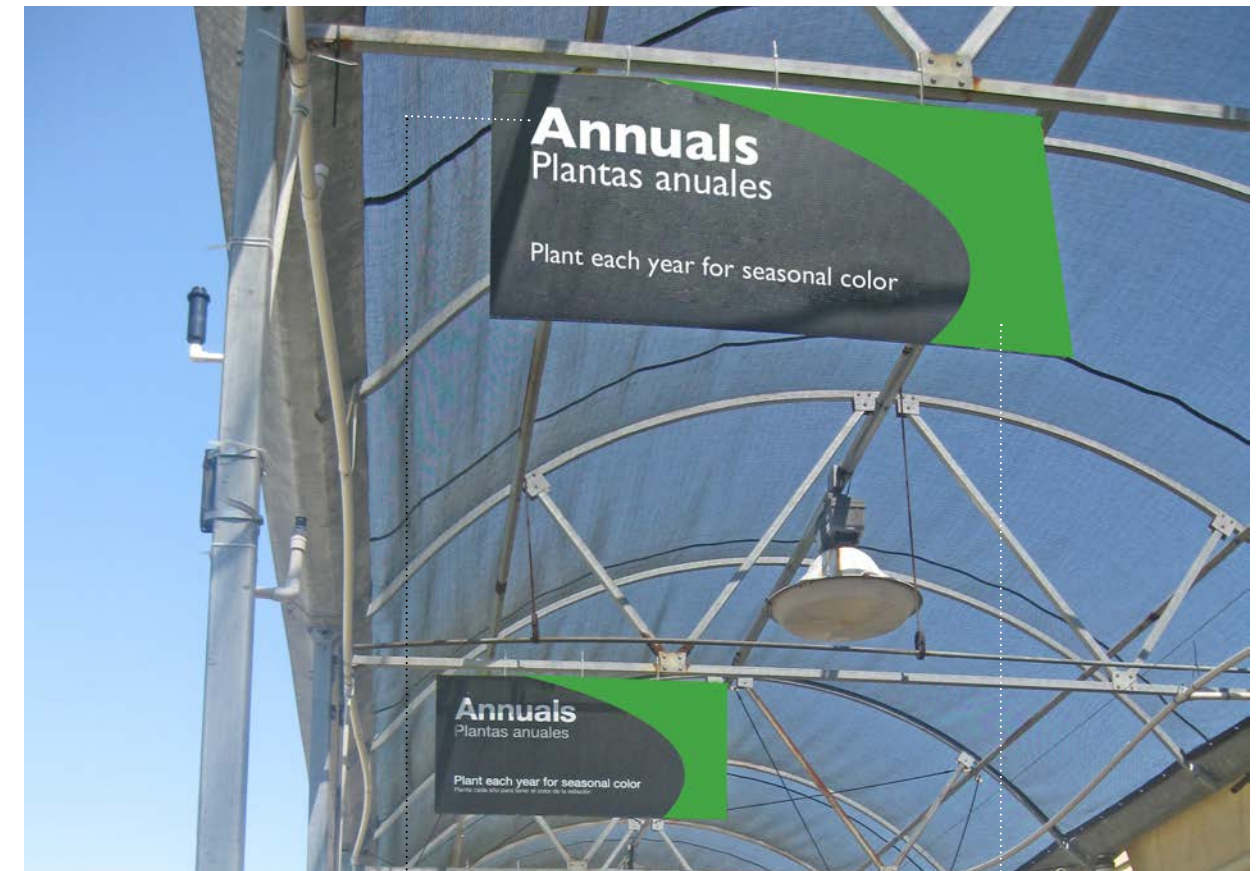
Color Pantone 116C

X height: 2 in.

→ X height: 1 in.

→ Color Pantone 116C

▶ Gill Sans Bold



Building Interior Continued

This signs provide easier navigation through specific sections of the store allowing the customer easier access to items once deemed impossible to find.

The first picture including signs depicting the specific products located within that aisle, it will not be utilized within every aisle but will be placed within aisles that involve products of similar category.

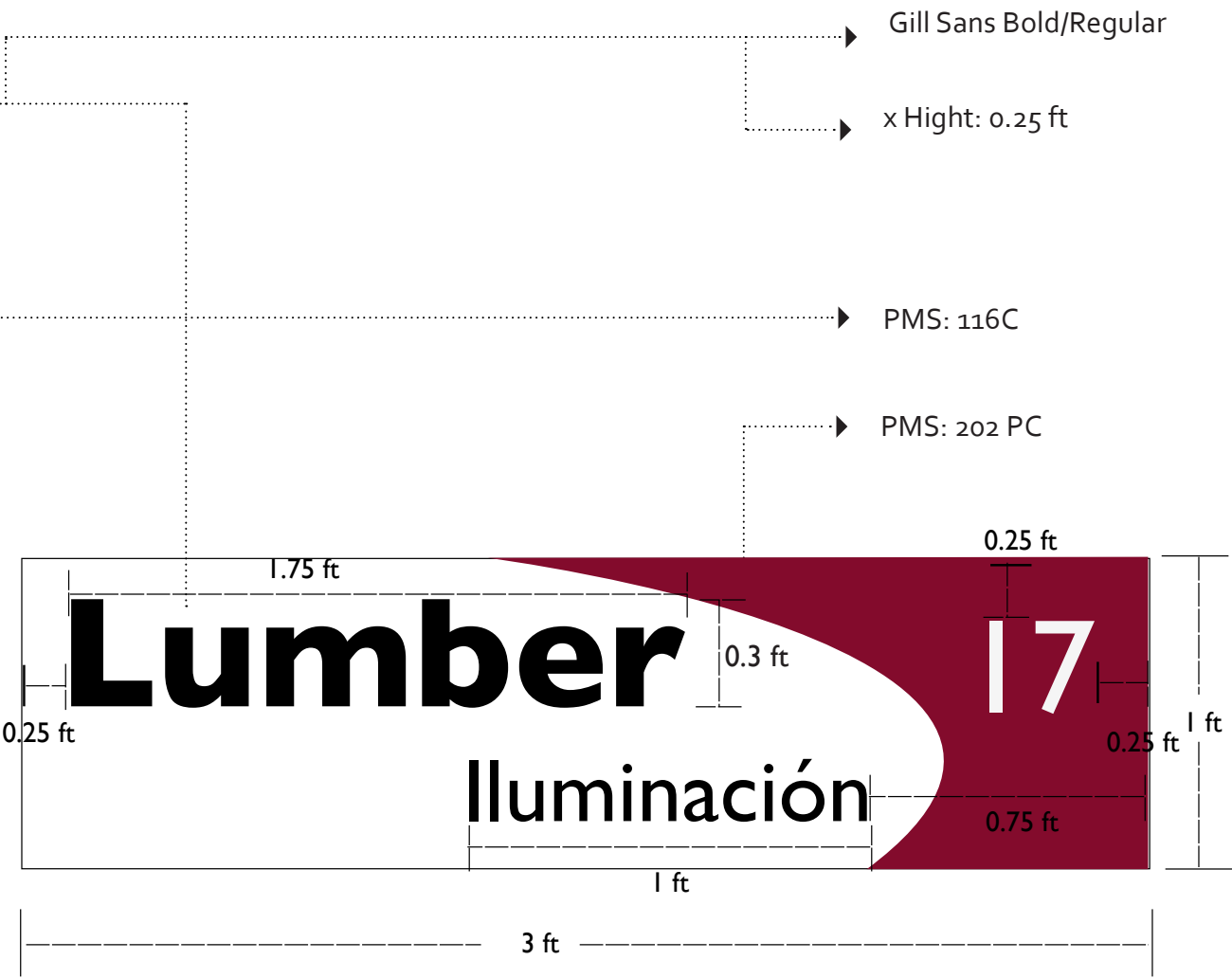
The picture to the bottom is informing the customers about what is special in the lumber aisle and all the new products.

Colors

The deep red on white or white on deep red color is used in the lumber area. Use yellow and red is in specific places to emphasize the message, for example, red for buy and yellow for special or new.

Font

Gill Sans Bold/Regular
Pantone color 202C
Pantone color 116C



Building Interior Continued

The picture on the right shows a different type of signage used at the store to inform clients about specific product presenting a clear image of the item in the store.

A secondary colors, yellow, is used for lighting and fans, it is clear bright and easy for the customer to see, especially with all the different types of lighting that will be presented in the aisle.

PMS: 116 C
Height 0.4 ft
Pantone 429 PC
Gill Sans Bold/Regular
X height: 1.5in
Gill Sans Regular



Private Label Packaging

Box

The boxes of Home Depot come in different sizes:
small, medium, and large.

Home Depot uses these boxes for shipping items

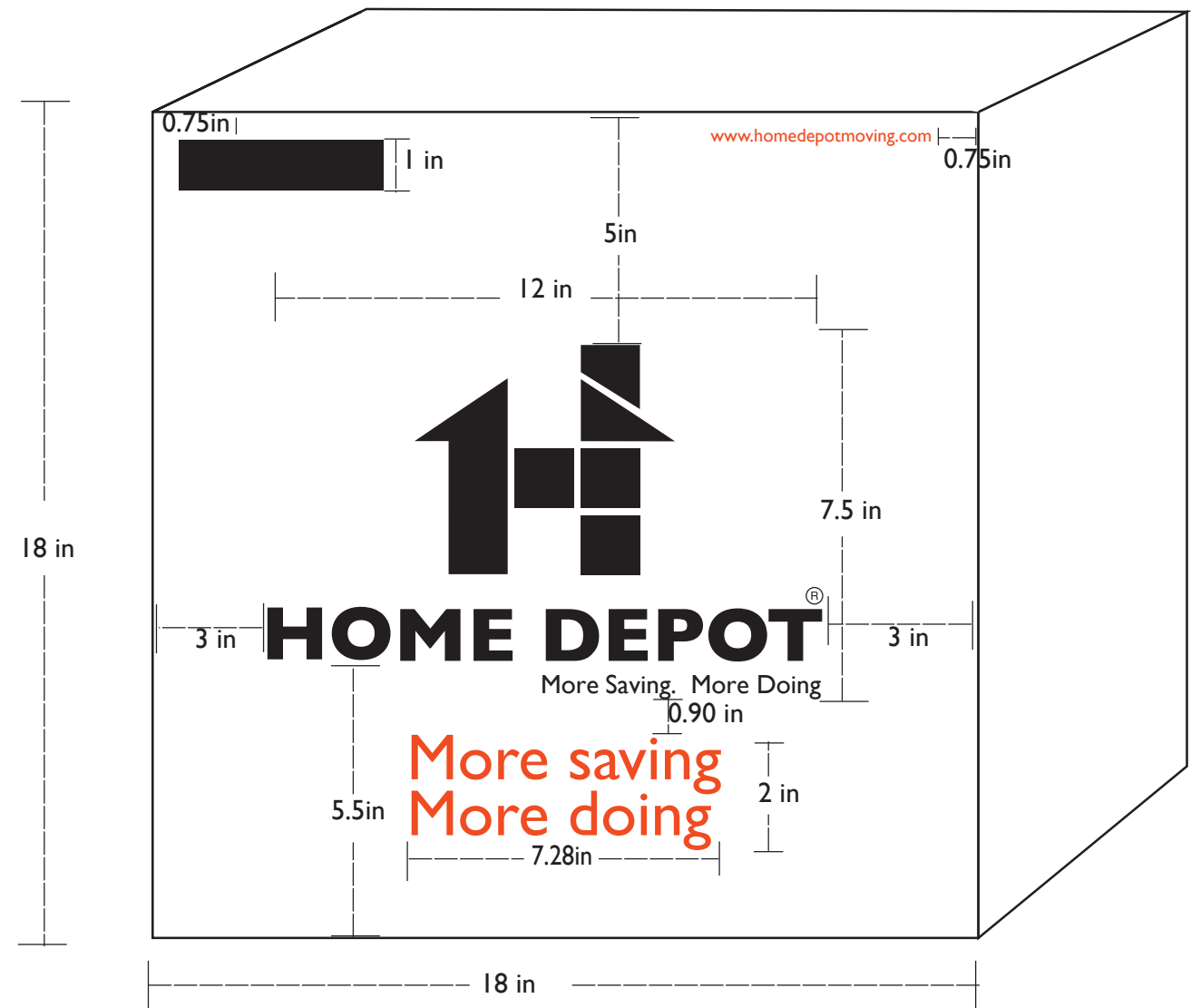
18 in. x 18 in. x 16 in.

100% recycled boxes

Boxes are shipped flat

MFG Brand Name : Pratt Retail Specialties

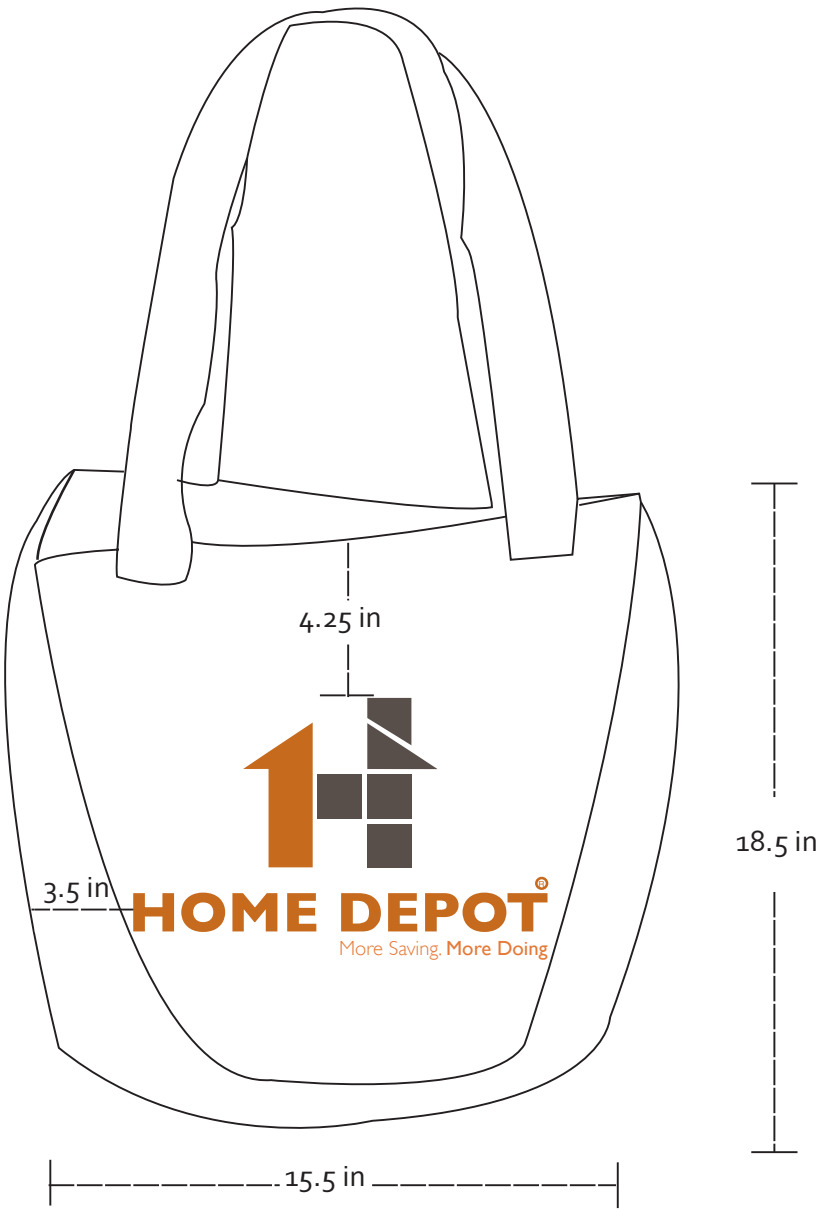
The black rectangle specified the size of the box



Uniforms

Shopping Bag Specifications

Black brandmark, utilized to reduce costs in printing is used in plastic shopping bags. Fabric bag are used for recycling. The brandmark is printed only on one side with a tagline to reinterate brand identity . A black brandmark is used in plastic shopping bags in order to reduce costs in printing.



Uniforms

Uniform

At Home Depot the uniform is in a form of an apron, all employees add their own personal as well as professional buttons.

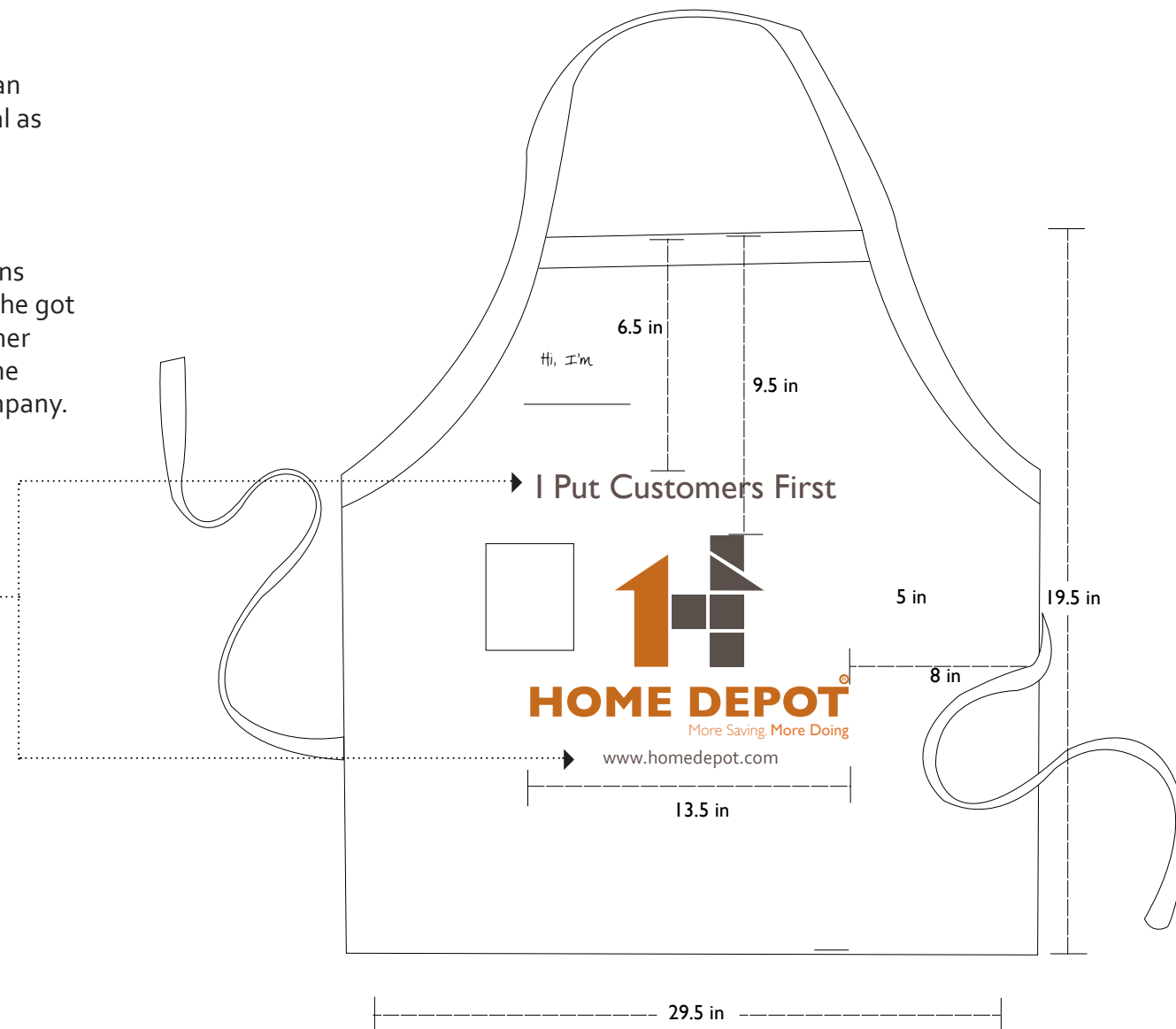
The apron contains the home depot brand identity with the name of employee as well as what service he or she is covering. The pins represent the employee awards every time he got a complement for doing a good job. The other landmark which shown on the picture is the value, the mission and the vision of the company.

Font: Gill Sans Regular

Weight: 36 pt

Size 18 pt

PMS: 405C



Order Form and Receipts

The Tool rental form is a simple way to make the order easy for the customer. The form shows the details of purchasing, in addition information of the customer like name, address, phone etc. are shown.

Home Depot has a wide selection of high-quality equipment available from the most trusted, professional brands. All of the tools are well-maintained and rental-ready. For customer’s convenience, Home Depot is open 7 days a week for more hours than any other rental company.



Gill sans: Bold Regular
Font size: 16 pt
PMS: 000000

RENTAL OUT

Tear off stub when renting and attach to contract

READY FOR RENTAL

Equipment#	Meter/Hour
Description:	Fuel Out:

THE SAFETY AND PERFORMANCE OF THIS EQUIPMENT HAS BEEN VERIFIED.
I am responsible for the daily service and cleaning. As a user of this equipment, I understand the correct operation and function of the controls. And confirm that I have received adequate instruction of operation and safety, and acknowledge the safety sheet, to enable myself and /or my crew to use the equipment in a safe and proper manner without risk to injury. By signing this I accept this equipment in its present condition.

Customer Signature:	Date:
Checked Out By:	Date:

Place Service Tag Here

SERVICE REQUIRED

DO NOT RENT

TOOL TURNING

HOME DEPOT

ToolRental

INSPECTION POINTS

General <ul style="list-style-type: none"><input type="checkbox"/> Clean & Coat<input type="checkbox"/> Safety Labels<input type="checkbox"/> Instruction Labels<input type="checkbox"/> Safety Guards<input type="checkbox"/> HD Labels<input type="checkbox"/> Blade Sharpness<input type="checkbox"/> Operational Check<input type="checkbox"/> Secure Parts<input type="checkbox"/> Tires<input type="checkbox"/> Filters<input type="checkbox"/> Battery<input type="checkbox"/> Paint Overspray	Engine Driven <ul style="list-style-type: none"><input type="checkbox"/> Fuel Full<input type="checkbox"/> Oil & Lube<input type="checkbox"/> Fluids<input type="checkbox"/> Belt/Chain Tension<input type="checkbox"/> Throttle Cable<input type="checkbox"/> Inspect. Muffler<input type="checkbox"/> Spark Plug<input type="checkbox"/> Pull Cords<input type="checkbox"/> Check RPM
Electrical <ul style="list-style-type: none"><input type="checkbox"/> Leakage Current Test<input type="checkbox"/> Amps<input type="checkbox"/> Loose Wires<input type="checkbox"/> Power Cord Inspected<input type="checkbox"/> GFI/Ground	<ul style="list-style-type: none"><input type="checkbox"/> Switches<input type="checkbox"/> Brushes<input type="checkbox"/> Blow Out Vents<input type="checkbox"/> Clean Dust Bags

Inspected By _____ Date _____

SERVICE REQUIRED

ATTACH WORK ORDER TO SERVICE TAG

Equip.#	Meter
Inspected By	Date

TOOL ORDERING FORM

To help us process your order correctly, please print clearly and complete all information. Then bring this form to any The Home Depot Pro Sales or Tool Rental Center Associate to place your order:

VENDOR NAME	S/O VENDOR #	S/O SKU #	MODEL #	PRICE	QTY.

NAME

DATE

ADDRESS

CITY

STATE

ZIP

DAY PHONE ()

EVENING PHONE ()

HDS-044 (04/10)

HOME DEPOT

More Saving. More Doing

The New Brand Identity Applications

Receipts



Receipt Specifications

The receipt is printed in black and white including the landmark.

The landmark should be placed on the top at the middle of the page.

Phone number and other information are available for comments and question.

Price Tag

The signage tag depicted to the right would be placed near products that are new and available for purchase.

The signs shows also the price and the information about the product and what aisle you will be able to find it.

Specifications

Dimensions: 5in. x 4in.

Pantone 485 C for type.

Black color is use for numbers and symbol



Fleet Truck

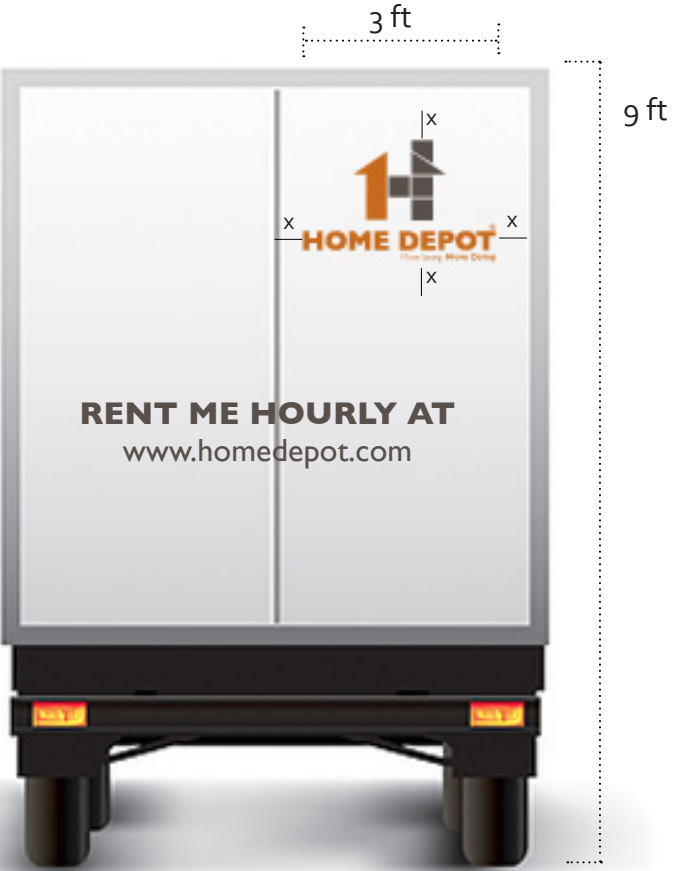
The brandmark is the most dominant aspect of the overall experience of the truck. It is large enough to be viewed from far, and it doesn't compete with anything else as tagline or image. The Home Depot Brand Identity is the brandmark.

"X" Measurement:
minimun of 1.5x centered

Pantone 405 C

Pantone 7414 C

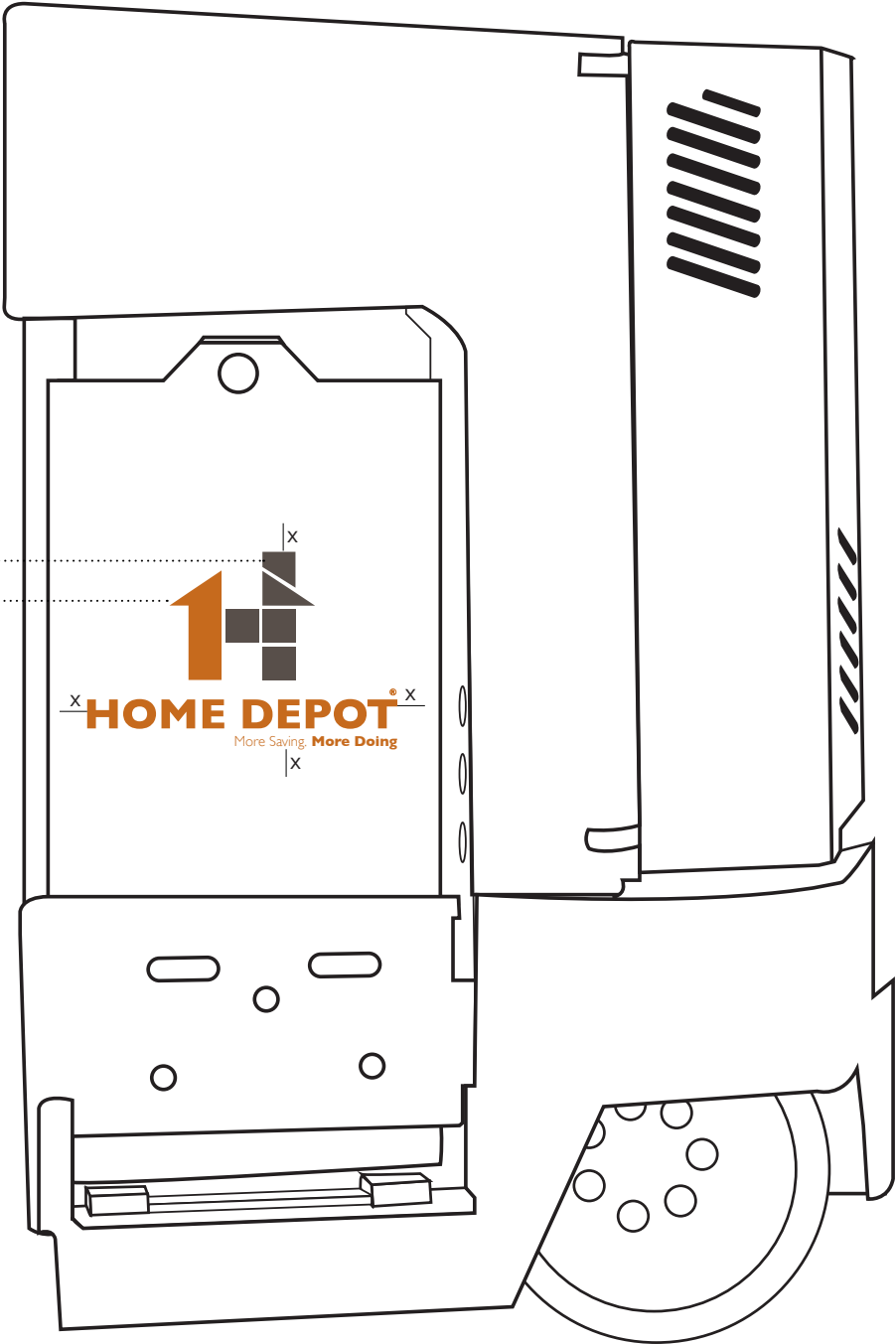
Tagline addition color match
of pantone 405 C




Fleet Truck

Pantone 405 C
Pantone 7414 C

"X" Measurement:
minimun of 1.5x centered



Website



[●Store Finder](#)[●About Us](#)[●Services](#)[●Important Info](#)

Shop by Departments

Tools & Hardware

Kitchen & Flooring

Lighting & Fans

Lumber & Composites

Outdoors

Paint

Plumbing

Decor


MORE WAYS TO SHOP

What's New

Special Values

Most Popular


GO



Add \$49.00 to your cart to receive FREE SHIPPING on eligible items

More saving. **More doing**

DO-IT-YOURSELF
DECKING & FENCING




GARDEN CENTER

We'll help you take your garden from good to great

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DADS LOVE THE
DREMEL® TRIO™



LIGHTING & FANS

Styles and designs for every room

THIS WEEK'S SPECIALS >

ABOUT THE HOME DEPOT

Affiliate Program

Careers

Corporate Info

Government Customers

Investor Relations

Privacy & Security

Supplier Center

Supplier Diversity

The Home Depot Canada

The Home Depot Mexico

STRESS FREE SHOPPING

Gift Cards

Price Match Policy

Privacy Policy

Return Policy

Extended Protection Plans

Site Map

Store Pick Up Policy

PARTNER SITES

Home Improver Club

Home Decorators Collection

Garden Club

The Home Depot Racing

Eco Options

CUSTOMER SERVICE

Contact Us

Home Depot Opinion

Order Status

Product Recalls

Shipping and Delivery

Store Information

† Local store prices may vary from those displayed. Products shown as available are normally stocked but inventory levels cannot be guaranteed.

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A website is the best way for customers to interact with Home Depot company brand without physically visiting the establishment, it contains all the products and services that Home Depot offers. It is also an educational site where a customer can learn how to build and construct through watching online videos. It is clean, simple and easy to navigate.

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Resources

<http://www.homedepot.com/>
http://www.homedepot.com/hdus/en_US/DTCCOM/HomePage/Customer_Support/Privacy_Security/Docs/The_Home_Depot_Inc_Priv_and_Sec_Stmt_Aug_2007_v3.pdf
<http://www.hoovers.com/homedepot.html>
Visual reference from the Diebold Corporate Identity and Brand Standards Manual