



Brand Identity and Standards



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Questions?

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Brand Identity logo standards

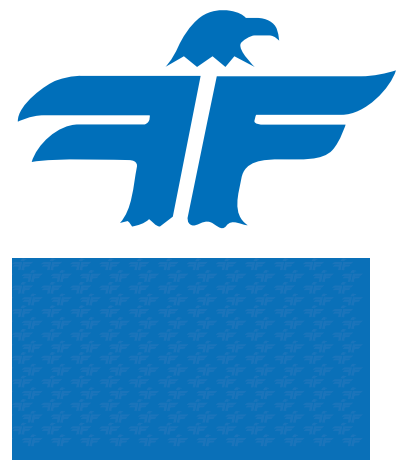
Primary



Secondary



Tertiary Icon (DO NOT use unless approved by the Blain's Marketing Department)



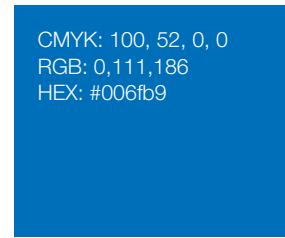
PANTONE 1797



PANTONE Reflex Blue U



Pantone CP 2935



Brand Identity

logo unacceptable usage



Do not distort the logo



Do not put the logo on a background color that is not Blain's Blue, Red or black



Do not place the logo on complex areas of a photographic background. Logo must be prominent and legible



Do not distort the logo



Do not add a drop shadow to the logo



Do not crop the logo



Do not distort the logo



Do not place the logo in a shape

Brand Identity color guidelines



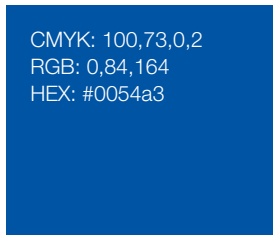
Primary colors

The consistent use of our company colors is an effective tool for promoting our visual identity. Our primary colors are PMS 1797, and PMS Reflex Blue U. When communicating with printers or partners, always specify the company colors in the provided PMS, CMYK, RGB or HEX values. This will help maintain brand consistency and avoid confusion.

PANTONE 1797



PANTONE Reflex Blue U



Use for graphic elements only

Usage

The primary color palette consists of the two logo colors. These colors should be used for backgrounds and graphic elements only.

For the copy, all corporate communications should only use black, grey, or white.

Black

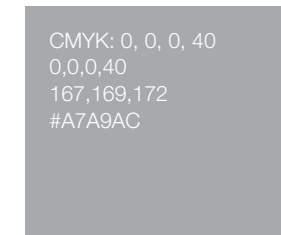


Use for copy only

Grey



Light Grey



EXAMPLE



Brand Identity

typography: corporate typeface

Primary font

The Helvetica Neue LT Std font has been chosen for its simple, friendly appearance, legibility and strength. Helvetica Neue LT Std should be used in the body of all text in corporate communications.

Do not use special effects, such as drop shadows.

Helvetica Neue LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Std 55 Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Std 75 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary font – limited usage

Helvetica Neue LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Download and purchase Helvetica Neue LT Std at:
<https://www.myfonts.com/search/helvetica+neue+lt+std/>

Brand Identity

photography guidelines

Target segments

- Lifestyle marketing. Building a community. Think about Nike. They don't necessarily market towards a specific demographic or age, they market towards a lifestyle: the kinds of ideals, philosophies, and life experiences wanted by their "tribe."

Design and mood:

- Focus on inspiration, rather than perfection.
- Human beings self-reference in photography. Product is the hero, however, always add our target marketing in the images.

Lighting:

- Use 100% natural light or simulated to look "natural" light. Soft light. Lighting is captivating and adds mood.
- No artificial look or light.

Camera angles and composition:

- Varied and interesting.
- Depth of field: More depth creates a sense of environment and adds dimension.

Signage story

- All signs must have one consistent visual story. Must feel like it's from one photo-shoot.



Natural light or simulated to look "natural" light.
Soft light. Lighting is captivating and adds mood.



NO hot spots in photography: Smaller area within a larger illuminated area that is brighter or more intensely lit than the surrounding area: the bright part of an unevenly lit area.



In-Store Environmental
Signage Brand Standards



In-Store Visual Merchandising overview



Visual merchandising is our silent salesperson that guides our customers throughout the stores. Our customers will navigate their Blain's stores.

Our commitment to quality product, fair and honest prices with friendly, straightforward expertise exceed our customers' expectations. We believe this is demonstrated in our visual merchandising. Your brands will help create a unique mix of empowering end-caps, welcoming topper signs, informational signs, and focus point displays. Our visual merchandising will allow our customers to fulfill the needs of their work, home, and active lifestyles.

Blain's visual merchandising is an important tool in accomplishing this goal. Using customer-centric signage to communicate with the customer will provide a unique shopping experience.

" Up to 80 percent of all shopping decisions are unplanned. This makes the store design and visual merchandising ideal marketing tools. "

Claus Ebster
Store Design and Visual Merchandising:
Creating Store Space That Encourages Buying

Purpose in-store signage



Our purpose is to empower our customers to experience an enjoyable and engaging shopping environment.

Studies have shown that your signs have less than 5 seconds to engage customers. It has to be straightforward and readable. Use simple language and make the signs easy to read.

Signage also serves as a way to reinforce your brand. Blain's is proud to showcase carefully selected quality brands in our stores. Signage is an important way of reinforcing your brand.

To ensure an enjoyable brand experience and engaging shopping environment, it is essential to maintain consistency in our store to strengthen our brands. These guidelines are designed to help you; quality takes precedence over quantity. You will be creating a unique shopping experience for our customers.

We ask all of our vendors to adhere to the following brand standards and signage guidelines to achieve this goal.

Studies have shown that your signs have less than 5 seconds to engage customers. It has to be straightforward and readable.

In-Store Hierarchy for Blain's guidelines

Blain's has two zones for speaking to the customer. The Announce Zone in the store is exclusive to Blain's.

The Promote Zone offers vendor branding opportunities and product information to assist customers in their decision making process.

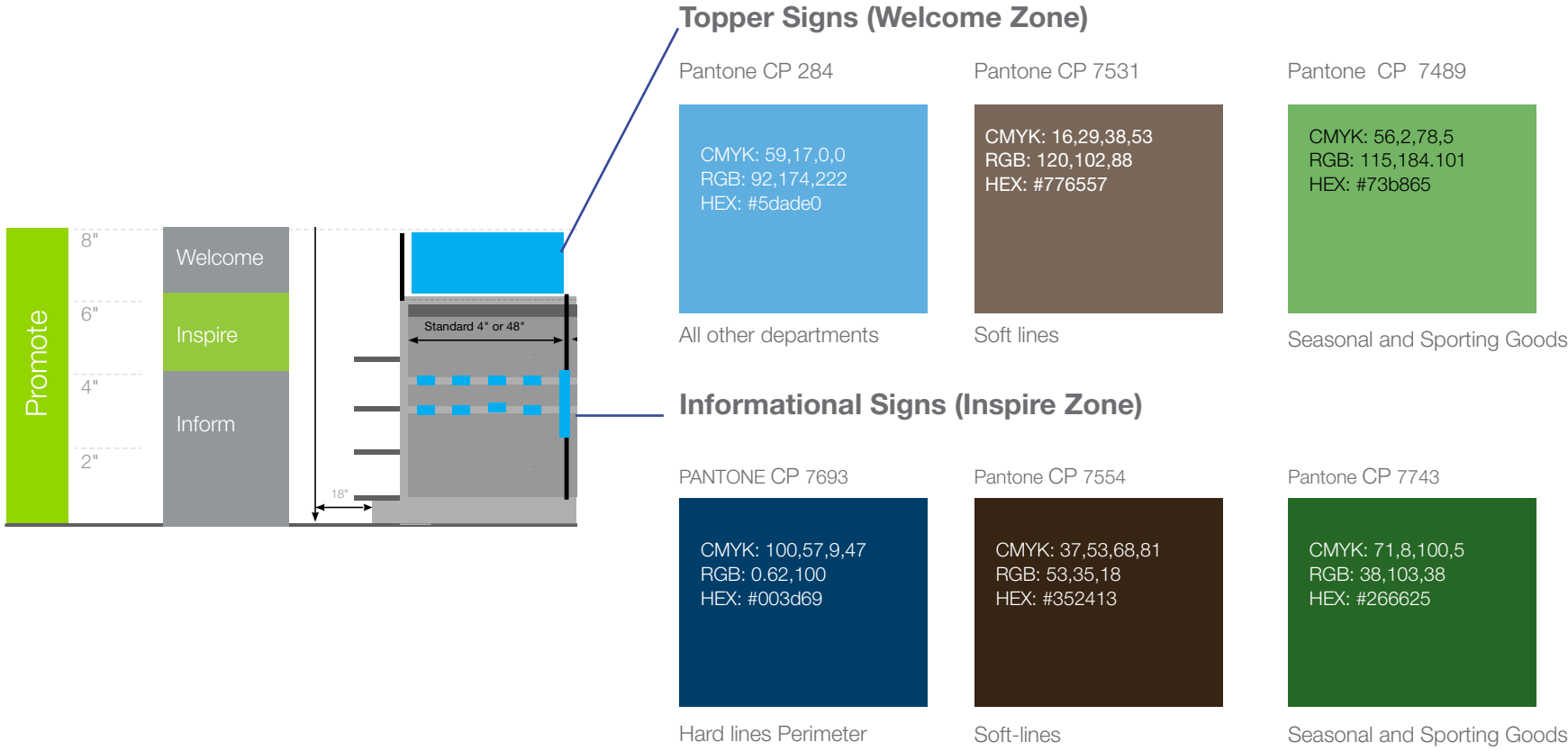
Both zones work in tandem together to:

- Assist with navigation and the guest journey in our stores
- Demonstrate value, quality, and style
- Welcome customers with engaging and inspiring imagery

Standards reinforce our brand image and simplify the consumer shopping experience.



Marketing must approve all signage.





Brand End-Caps create focus points in our store which will lead the shopper along the loop.

Blain's Display End-Cap Standards

Endcaps are end-of-aisle displays typically placed on the end of a gondola with the intent to promote impulse merchandise and encourage customers to make additional, unplanned purchases.

The endcaps themselves can be freestanding units, independent of the gondola and more easily relocated to a different area of the store, or they can act as attached extensions. Blain's endcaps are essential not only because they create additional sales opportunities, but also because they establish transitions between the central aisle and branch aisles making our store more customer-focused.

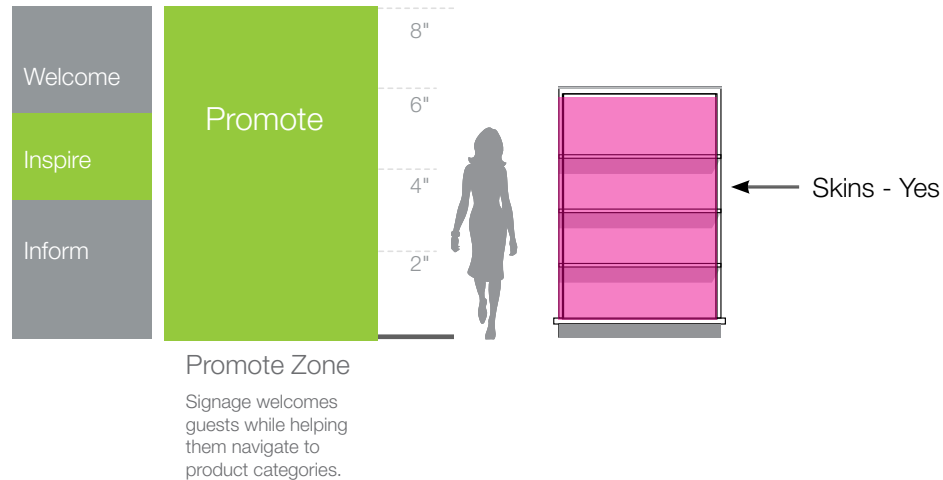
"30% of all store sales come off end-aisle displays"

Claus Ebster
Store Design and Visual Merchandising:
Creating Store Space That Encourages Buying

Inspirational images that welcome your customer. Invite the guest to see what they need from your brand.

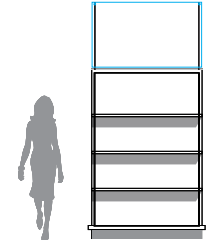
Here is what you're looking for.

Here is where we help our customer decide, by providing features and benefits of the product and the critical difference in the categories.



Large End-Cap Signage guidelines

Usually for national brands only, with the exception of introducing a new brand within our product selection to our customer. Once again reinforcing one of our brand promises—Great Brands, Great Value.



Large End-Cap Signage printer specifications*

34" Brand Message Large Sign



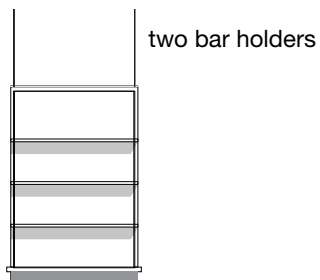
Printer Specifications
stock: 3/16" Black Ultraboard
size: 20.5" x 34"
bleeds: .25"
color: 4/0 (4 color/one sided)

46" Brand Message Large Sign



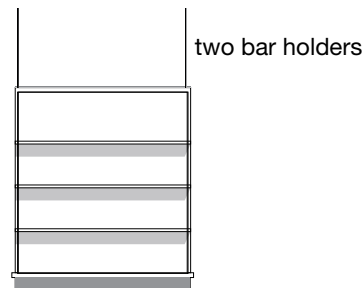
Printer Specifications
stock: 3/16" Black Ultraboard
size: 20.5" x 46"
bleeds: .25"
color: 4/0 (4 color/one sided)

34" Hardware



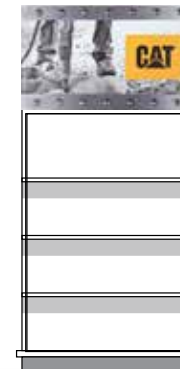
two bar holders

46" Hardware

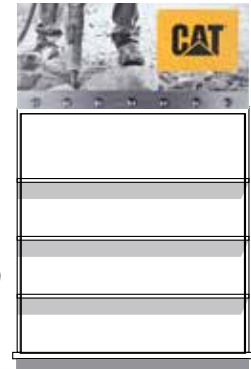


two bar holders

3ft End Cap



4ft End Cap

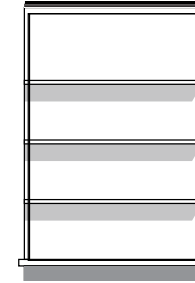


* Usually for national brands only, with the exception of introducing a new brand within our product selection to our customer. Once again reinforcing one of our brand promises—Great Brands, Great Value.

Blain's Display End-Cap Signage guidelines

Criteria

- Provides one or two key information points that offer fact-based, easy-to-understand reasons to buy.
- Use the four critical elements of visual merchandising displays: color is power, create focal points, tell a story, and impactful presentations.
- Display lifestyle graphics that help customers make associations with your product.



Brand End-Caps create focus points in our store which will lead the shopper along the loop.



Blain's Information Signs standards

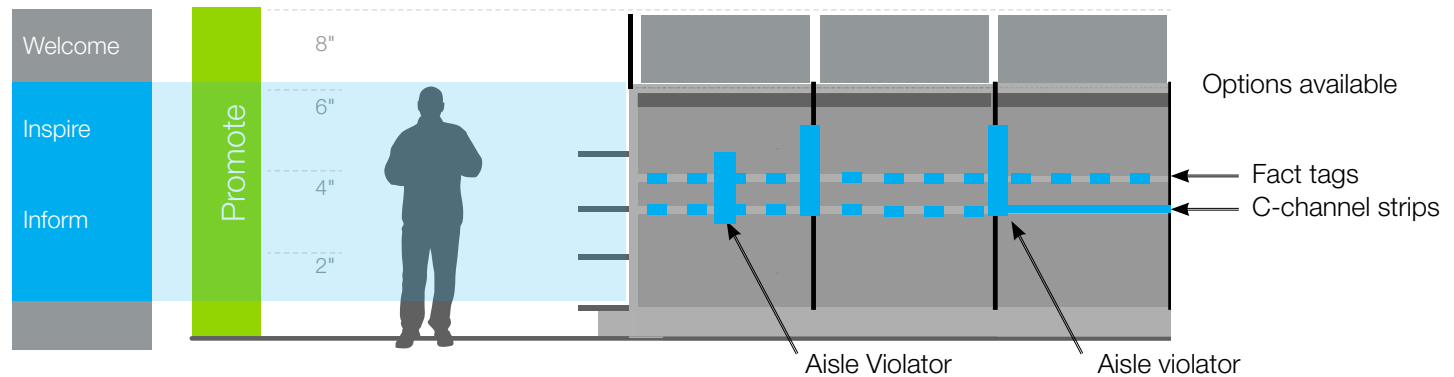
Criteria

- Provides one or two key information points that offer fact-based, easy-to-understand reasons to buy.
- Used to compare multiple brands, show breadth of a product line or compare various materials within a product line.
- Includes product categories to help shopper select your product.
- Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.
- Marketing must approve all signage.
- Other information signs are prohibited in the aisles.

Inspirational images that welcome your customer. Invite the guest to see what they need from your brand.

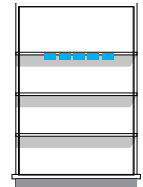
Here is what you're looking for.

Here is where we help our customer decide, by providing features and benefits of the product and the critical difference in the categories.



Information Signs – Aisle department fact tags

Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.



KEURIG®



Warranty: 1 year

K15 Brewer

- 3 brew sizes
- Small footprint
- Single cup water reservoir

Blain's pricing labels here

Product Logo →

← Blain's Department Color

Photo Art Direction: →

Outlined image only; background white. Prefer photography to be straight on view




← Product Name
 Font Family: Helvetica Neue LT Std
 Font Style: 65 Medium
 Size: 21 pt
 Leading: 10.8 pt
 Title case, black, left-aligned

Vendor Warranty or Guarantee:

Font Family: Helvetica Neue LT Std
 Font Style: 65 Medium
 Size: 8 pt
 Title case, black, centered under product image

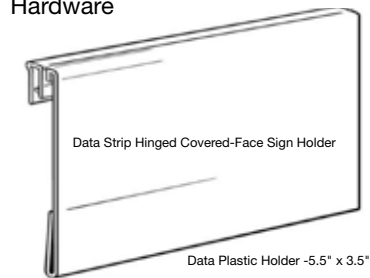
Printer Specifications:

Size: 5.5" x 3.5"
 Stock: 100# Gloss Cover
 Department colors:

<p>Hard-lines Perimeter</p>  <p>Pantone 7693</p>	<p>Soft-lines</p>  <p>Pantone 7554</p>	<p>Seasonal and Sporting Goods</p>  <p>Pantone 7743</p>
---	---	--

Three bullets: communicates features and benefits
 Font Family: Helvetica Neue LT Std
 Font Style: 55 Roman
 Size: 12 pt
 Leading: 14 pt
 Sentence case, black, left-aligned
Standard Character Maximums:
 Characters 45, 1 line

Hardware



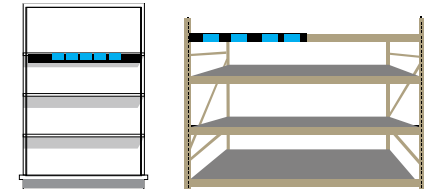
Hardware: Data Strip Hinged Covered-Face Sign Holder

<https://www.ffr.com/product/316/dsh-universal-data-strip-hinged-covered-face-sign-holder>


* Dimensions vary based on planogram

Information Signs – Aisle/Widespan department fact tags

Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.



KEURIG®



Warranty: 1 year

K15 Brewer

- 3 brew sizes
- Small footprint
- Single cup water reservoir

Blain's pricing labels here

Product Logo →

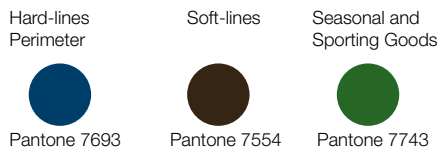
Photo Art Direction: →
 Outlined image only;
 background white.
 Prefer photography to be
 straight on view

Vendor Warranty or Guarantee: →
 Font Family: Helvetica Neue
 LT Std
 Font Style: 65 Medium
 Size: 8 pt
 Title case, black, centered
 under product image

← **Blain's Department Color**

← **Product Name**
 Font Family: Helvetica Neue LT Std
 Font Style: 65 Medium
 Size: 21 pt
 Leading: 10.8 pt
 Title case, black, left-aligned

Printer Specifications:
 Size: 5.5" x 3"
 Stock: 100# Gloss Cover
 Department colors:



* Dimensions vary based on planogram

Three bullets: communicates features and benefits
 Font Family: Helvetica Neue LT Std
 Font Style: 55 Roman
 Size: 12 pt
 Leading: 14 pt
 Sentence case, black, left-aligned
Standard Character Maximums:
 Characters 45, 1 line

Hardware

<http://www.southernimperial.com/47-5-x-3-price-rail-for-pallet-racking-data-trax-p-5298.html>



Clear Plastic to holds the Fact Tags/Black Signs
 Part #RDBTT3047E-C

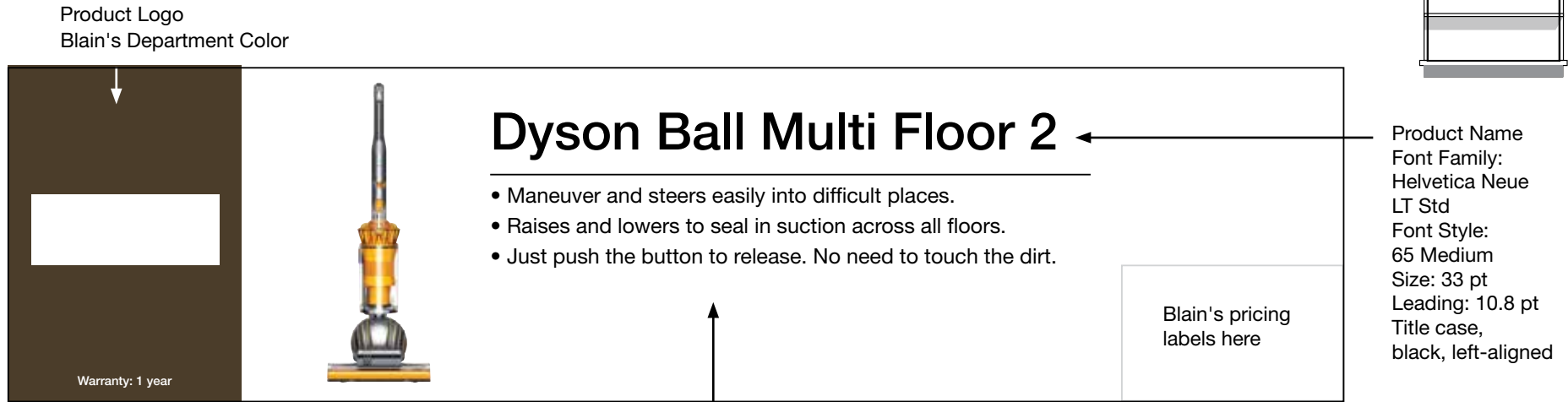
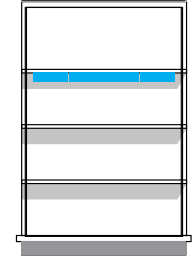
47 5/8" x 3"

Black Vinyl .010

47.5625" x 2.875"

Information Signs – Aisle department fact tags

Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.

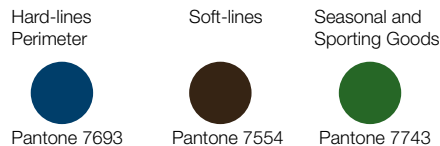


Vendor Warranty or Guarantee:
Font Family: Helvetica Neue LT Std
Font Style: 65 Medium
Size: 8 pt
Title case, black, centered under the logo

Photo Art Direction:
Outlined image only; background white. Prefer photography to be straight on view.

Three bullets: communicates features and benefits
Font Family: Helvetica Neue LT Std
Font Style: 55 Roman
Size: 14 pt
Leading: 20 pt
Sentence case, black, left-aligned
Standard Character Maximums:
Characters 59, 1 line

Printer Specifications:
Size: 12" x 3"
Stock: 100# Gloss Cover
Department colors:



* Dimensions vary based on planogram

Confidential. ©2017 Blain Supply, Inc.

Hardware



Clear Plastic to holds the Fact Tags/Black Signs
Part #RDBTT3047E-C

47 5/8" x 3"

Black Vinyl .010

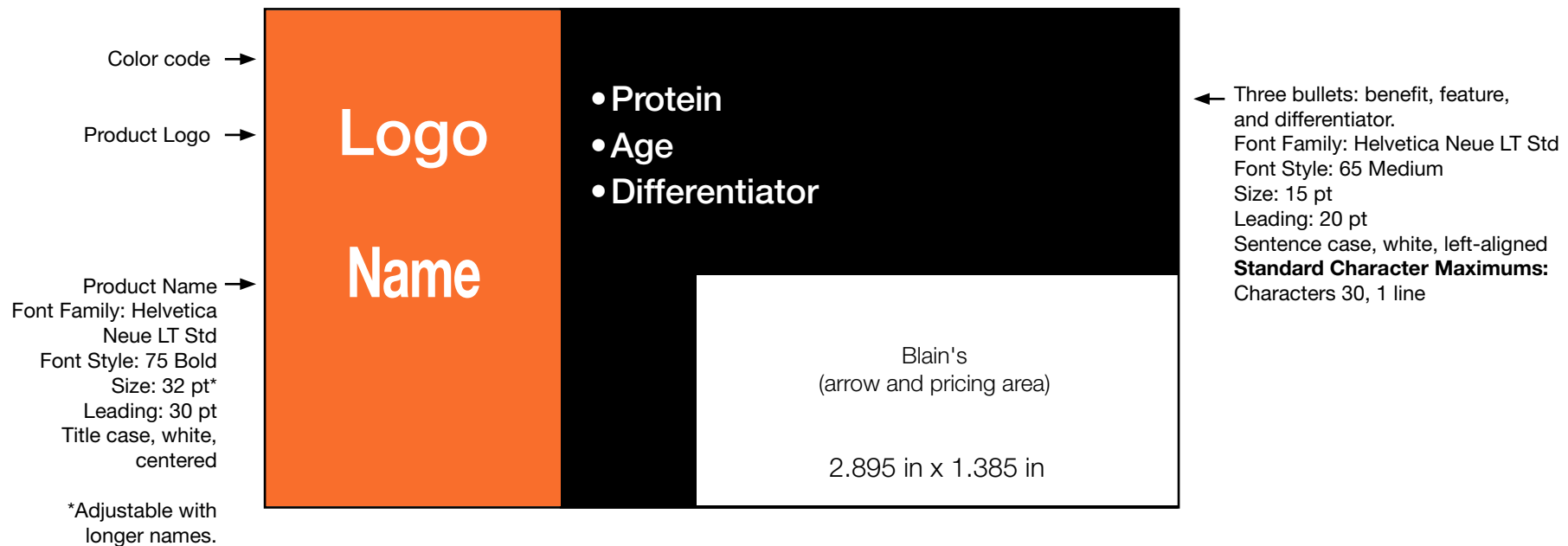
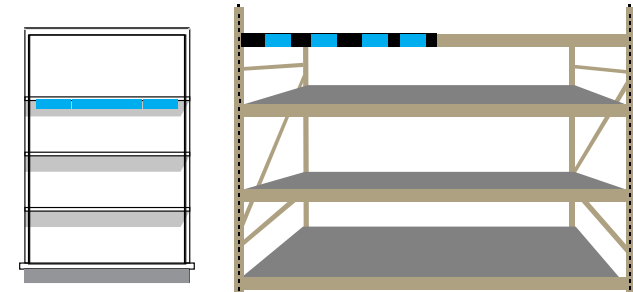
47.5625" x 2.875"

Information Signs – Aisle/Widespan color coded fact tags



Color coded to assist the consumer in the decision-making process.

The color code should be based on the product packing, product segmentation or product category.



Printer Specifications:

Size: 5.5" x 3"

Stock: 100# Gloss Cover

Colors:

Rich Black:
C 30, M30, Y30, K100

Hardware

<http://www.southernimperial.com/47-5-x-3-price-rail-for-pallet-racking-data-trax-p-5298.html>



Clear Plastic to holds the Fact Tags/Black Signs
Part #RDBTT3047E-C

47 5/8" x 3"

Black Vinyl .010

47.5625" x 2.875"

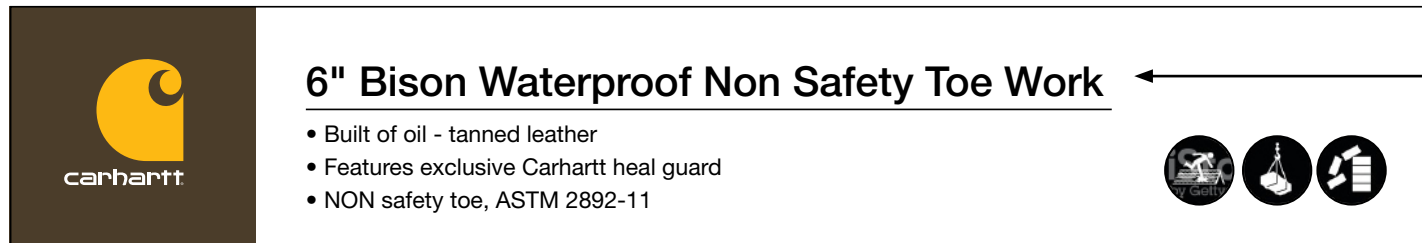
Information Signs

shoe fact tags

Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.

Each Tag will be placed in Plexi holder and suspended on Boot Platform

Product Logo
Blain's Department Color



Product Name
Font Family:
Helvetica Neue
LT Std
Font Style:
65 Medium
Size: 25 pt
Leading: 10.8 pt
Title case,
black, left-aligned



3 Icons
sample only

Three bullets: communicates features and benefits
Font Family: Helvetica Neue LT Std
Font Style: 55 Roman
Size: 14 pt
Leading: 20 pt
Sentence case, black, left-aligned
Standard Character Maximums:
Characters 66, 1 line

Printer Specifications:

Size: 10" x 2"

Stock: 65 lb Card-stock

Department colors:

Hard-lines
Perimeter



Pantone 7693

Soft-lines



Pantone 7554

Seasonal and
Sporting Goods



Pantone 7743

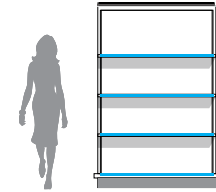


Rich Black:

C 30, M30, Y30, K100

* Dimensions vary based on planogram

Information Signs – Aisle c-channel snypes



Two options

- Blain's Department Color
- Soft Departments Only: brand logo, product category and features

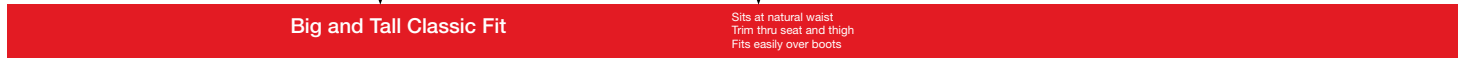
Blain's Department Color



Brand logo



Product Category



Big and Tall Classic Fit

Three bullets



Sits at natural waist
Trim thru seat and thigh
Fits easily over boots

Soft Departments only



2 (W) X 1.125 (H)
Blains Pricing Label

Printer Specifications:

Size: 48" x 1.125"*

Stock: 8 mil poster paper

Department colors:

Hard-lines
Perimeter



Pantone 7693

Soft-lines



Pantone 7554

Seasonal and
Sporting Goods



Pantone 7743

Rich Black




C 30, M30, Y30, K100

* Dimensions vary based on planogram


Information Signs - Aisle Violators

product category


Dyson Ball Multi Floor 2




HYGIENIC BIN EMPTYING
Just push the button to release. No need to touch the dirt.



TURNS ON A DIME
Maneuver and steers easily into difficult places.



SELF-ADJUSTING CLEANER HEAD
Raises and lowers to seal in suction across all floors.



6x24

Confidential. ©2017 Blain Supply, Inc.

← **Headline:**
Font Family: Helvetica
Neue LT Std
Font Style: 85 Heavy
Size: 48 pt
Leading: 10.8 pt
Sentence case, black,
left-aligned

← **Subhead:**
Font Family: Helvetica Neue LT Std
Font Style: 85 Heavy
Size: 20 pt
Leading: 23 pt
All Caps, black, left-aligned
Standard Character Maximums:
Characters 55, 1 line

← **Photo Art Direction:**
The image is demonstrating
the body copy.


Body copy:
Font Family: Helvetica
Neue LT Std
Font Style: 55 Roman
Size: 15 pt
Leading: 17 pt
Sentence case, black,
left-aligned

← **ONLY three points**
Standard Character
Maximums:
Characters 55, 1 line

← **Product Logo**

Hardware:
2 per Aisle Violator SuperGrip® Sign Holder, Metal
Item number 7909128402: Shelf-Top
Order: <https://www.ffr.com/shelf-top-supergrip-sign-holder-metal>


**Three reasons:
Why buy Dyson?**



Maneuver and steers easily into difficult places. Sedis aut as et evenis volores simust od ut

faccum iliqui od quam sum imus quamus estet, omnimusam sinvelique volo ium que conet e

faccum iliqui od quam sum imus quamus estet, omnimusam sinvelique volo ium que conet e



6x18

← **Photo Art Direction:**
Outlined image only with shadow; background white. Prefer photography to be straight on view

Body copy:
Font Family: Helvetica
Neue LT Std
Font Style: 55 Roman
Size: 15 pt
Leading: 17 pt
Sentence case, black, left-aligned, .25 after space
ONLY three bullet
Standard Character
Maximums:
Characters 85, per bullet

← **Product Logo**

Printer Specifications:
Stock: 2mm white sintra
Department colors:

Hard-lines
Perimeter



Pantone 7693

Soft-lines

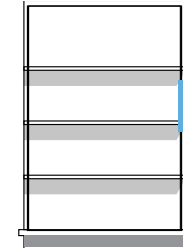


Pantone 7554

Seasonal and
Sporting Goods



Pantone 7743



Customer-centric signs helping our customers purchase the right product selection.



How do you choose the right vac?

Maneuver and steers easily into difficult places. Sedis aut as et evenis volores simust od ut

faccum iliqui od quam sum imus quamus estet, omnimusam sinvelique volo ium que conet e

faccum iliqui od quam sum imus quamus estet, omnimusam sinvelique volo ium que conet e

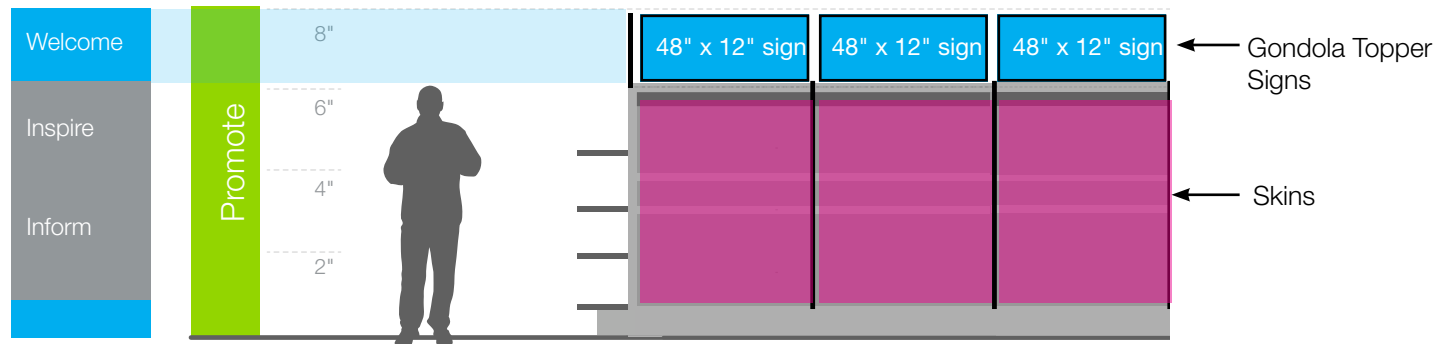
6x18

Blain's Gondola Topper standards

Criteria

- Signage that welcomes guests while helping them navigate to product categories.
- Vendor qualification for the gondola in the Blain's welcome zone — must meet the Blain's general criteria of the 12ft. consistent product down the aisle.
- Minimum qualifications require approval: 8ft. Consistent product down the aisle. Must receive approval from both Kristin Stewart and Paul Miller.
- Marketing must approve all signage.

Inspirational images that welcome your customer. Invite the guest to see what they need from your brand.

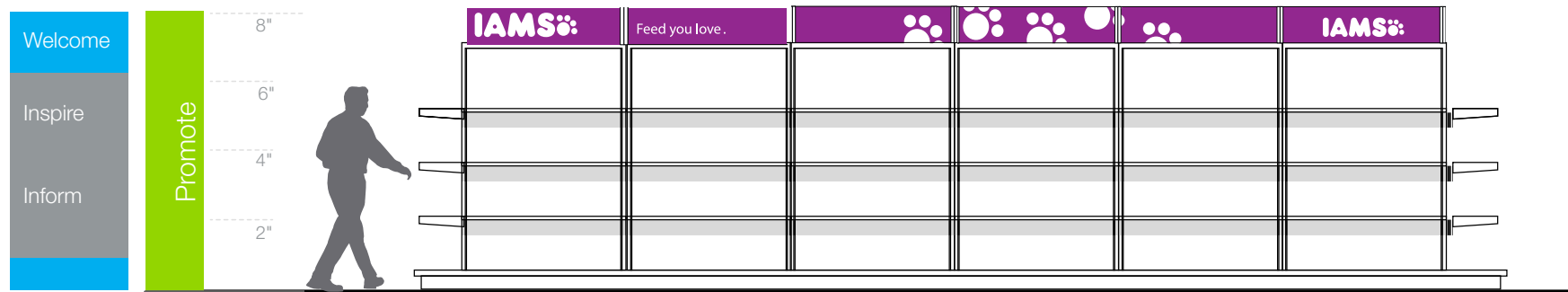


MANDATORY: One consistent visual story down the aisle

Branded Gondola Toppers guidelines

Criteria

- Signage that welcomes guests while helping them navigate to product categories.
- Vendor qualification for the gondola in the Blain's welcome zone —must meet the Blain's general criteria of the 12ft. consistent product down the aisle.
- Minimum qualifications require approval: 8ft. consistent product down the aisle. Must receive approval from both Kristin Stewart and Paul Miller.
- Marketing must approve all signage.



MANDATORY: One consistent visual story down the aisle. Must feel like it's from one photo-shoot.

Gondola Toppers

printer specifications



Templates for 48"x12" signs are available

All signs down an aisle should tell one story. Must feel like it's from one photo-shoot.



Signage Stock Standard .030 ml styrene dead black

Example -Front (2 sided)

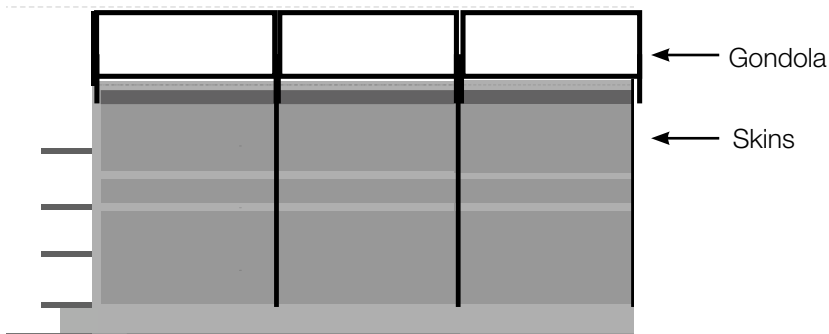
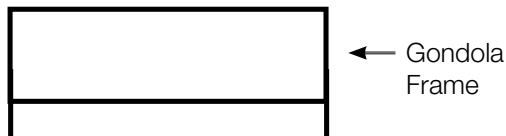


Back



Hardware for Gondola - 2 options

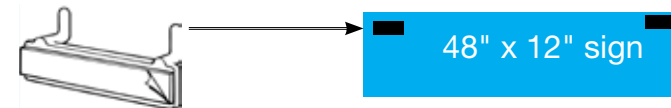
Aisle Hardware - Announce Zone



Frame mounts into shelf frame

Elevated 1' to provide room for product with extension bar

Aisle Hardware - Promote Zone*



PBS Pegboard/Slat-wall Adapter

Part # 7101997200 - 2 Prong with adhesive

Purchase here: <https://www.ffr.com/pbs-pegboard-slatwall-adapter>



Mounts into peg board

* The top of the promote zone changes in stores with a lower ceiling, in order not to block the customers journey experience

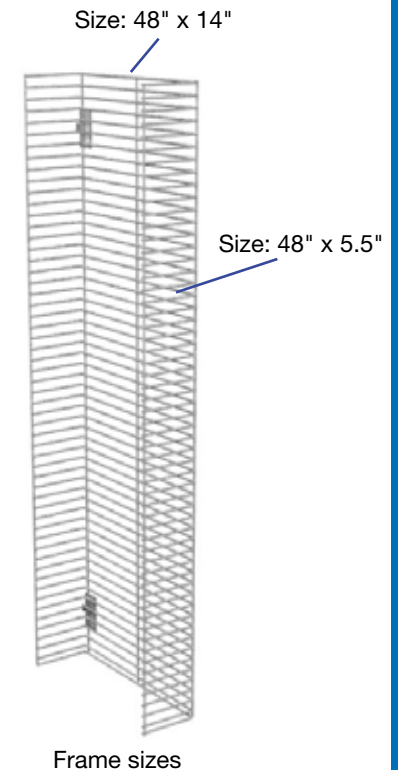
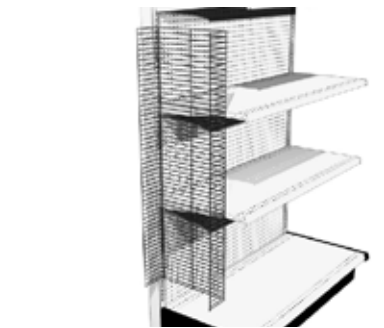
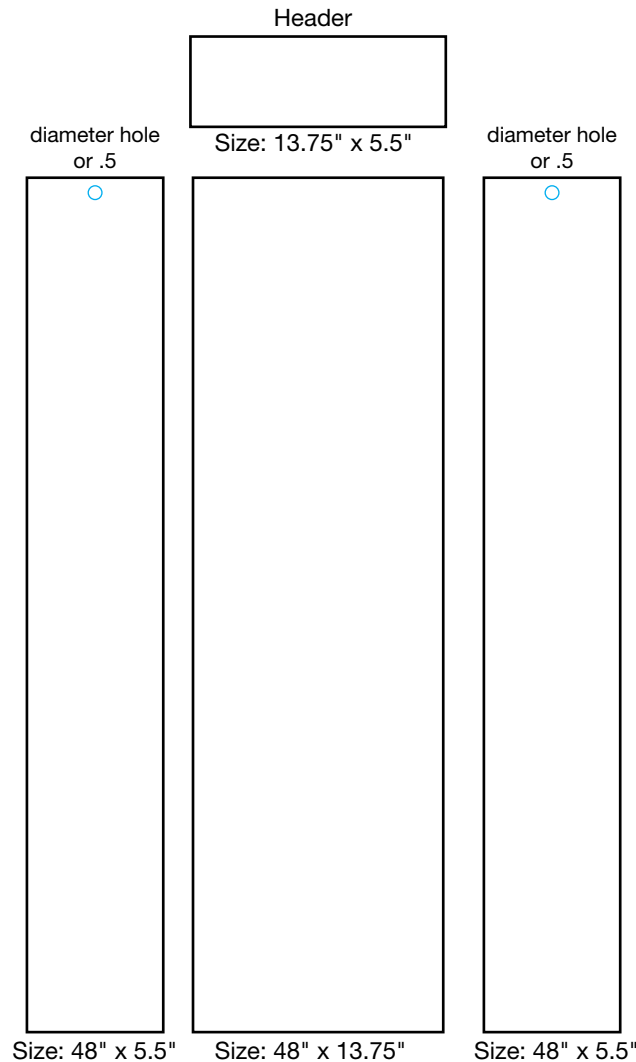
Blain's "Sidekick" Wire Wing Panels standards

Visual Merchandising options

- Vendor Point of Purchase (POP) Display
- Bin Tickets: Blains use wire wing panel as tool for "Taking orders."
- Product listings: Blains use wire wing panel to list products that are not on the floors. For example, propane gas.

Criteria

- Provides **only three** key information points that offer fact-based, easy-to-understand reasons to buy.
- Includes product categories to help shopper select your product or order product.
- Quick and easy to read for customer experience.
- Quick, one-glance takeaway of key features and benefits; easy to read for customer experience.
- Use the four critical elements of visual merchandising displays: color is power, create focal points, tell a story, and impactful presentations.
- Display lifestyle graphics that help customers make associations with your product.
- Mounts to many different styles of store displays
- Marketing must approve all signage.

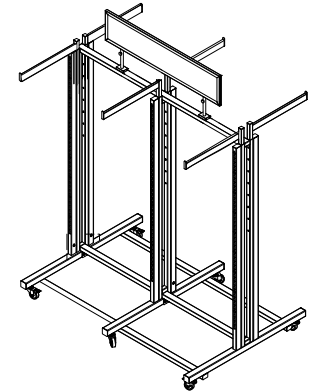


Blain's Six Way Display Signature standards



Criteria

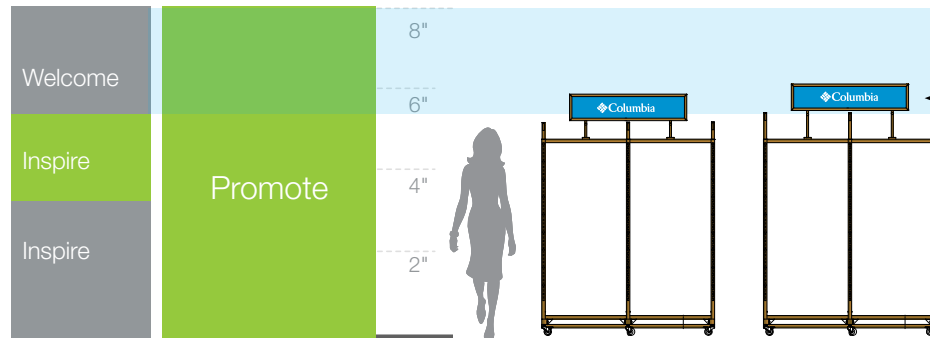
- Brand logo and color
- Please keep the welcome zone clear of product. Product should never cover the branding sign's message to customers.



Inspirational images that welcome your customer. Invite the guest to see what they need from your brand.

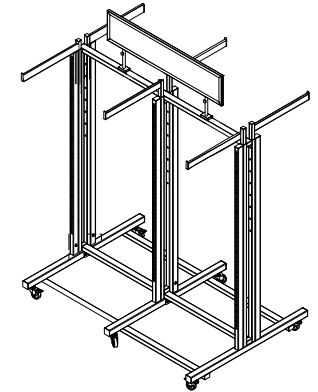
Here is what you're looking for.

Here is where we help our customer decide, by providing features and benefits of the product and the critical difference in the categories.



Branding Message Signs - Standard - Mandatory
Brand color and logo

Blain's 7" x 33" signs printer specifications



Six Way Sign - Front



Printer Specifications
 stock: 8mil Poster Paper
 size: 7" x 33"
 bleeds: .125"
 color: 4/4 (4 color/double sided)

Six Way Sign - Back



Printer Specifications
 stock: 8mil Poster Paper
 size: 7" x 33"
 bleeds: .125"
 color: 4/4 (4 color/double sided)

Six way sign front - Hardware



Six Way Metal holder

Big and Tall Sign here

Six way sign back - Hardware



Six Way Metal holder

Big and Tall Sign here

Contact guidelines

Contacts - Branding

The Blain's brand standards are developed, implemented and overseen by the Marketing department.

If you have any questions about these standards or need assistance in applying them properly, please contact one of the following individuals.

Tanya Mordecai

Creative Director

(608) 754-2821 ext: 5048

TMordecai@blainsupply.com

Antonia Garcia-Breitweiser

Senior Graphic Designer

(608) 754-2821, ext: 5060

abreitweiser@blainsupply.com

Contacts - Hardware

The Blain's hardware standards are developed, implemented and overseen by the Merchandising department.

If you have any questions about these standards or need assistance in selecting the correct hardware, please contact the following individual.

Alan Ryder

Senior Manager of Merchandising

(608) 754-2821

ARyder@blainsupply.com