Albertsons Companies, Safeway & Vons Foundation Brand Standards

SOUTHWEST DIVISION

November 2017

TABLE OF CONTENTS

Dedicated to bettering the lives of people in our neighborhoods.

Our mission

Our Foundation supports causes that impact our customers' lives. Albertsons, Safeway and Vons stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through our employees' passion, partnerships with our vendors, and the generous contributions by our customers. We take pride in ensuring that the vast majority of the funds we raise stays in local communities and reflects what is important to our customers and employees.

Visual identity

Our brand personality traits are the qualities that personify the way we want our voice to sound. They provide a filter to ensure our communications always stay true to our brand. **We're compassionate, trustworthy, knowledgeable, approachable, and generous.** These 5 characteristics should resonate in our tone, whether verbally or in our written word.

Our logo communicates our brand personality. The Foundation logo consists of the banner logo and the word "Foundation" with a red heart. The heart graphic represents our passion for our community and the compassion that's at the core of everything we do.

Photography styles

FEELING:

Warm, friendly, genuine, compassionate, in the moment, nothing overly styled or posed

COLORS:

Color and Duotone

Typography

Our brand communicates through typestyles that work together to reinforce our personality traits.

Our primary font is Helvetica, a classic, clean font that allows us to express ideas simply, confidently, and in an approachable manner.

If Helvetica is unavailable, Arial may be used instead.

Primary Typeface

Helvetica (Family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

6

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.

ALBERTSONS DARK BLUE
Pantone® Reflex Blue C

CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F

ALBERTSONS BLUE
Pantone® Process Blue C

CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0

FOUNDATION RED
Pantone® 186 C

CMYK 0-91-76-6
RGB 228-23-32
HEX E41720

FOUNDATION BLACK
Rich Black

CMYK 50-40-40-100

7

Primary expression

Albertsons Companies Foundation horizontal logo is the preferred logo lockup. Use this version whenever possible.

Secondary expression

Albertsons Companies Foundation vertical logo is used primarily for spaces where the horizontal logo cannot be used due to space restrictions and/or legibility concerns.

One-color logos

When Albertsons Companies Foundation colors are not available, the logo should print in black or white.

These are the only black and white versions of the logo.

PRIMARY BLACK LOGO (PREFERRED)

PRIMARY WHITE LOGO (PREFERRED)

SECONDARY BLACK LOGO

SECONDARY WHITE LOGO

Clear space

As shown in the example, the clear space of the Albertsons logo is equal to the height of the uppercase letter "A" in the word Albertsons. This measurement extends from the baseline to the top of the art.

The clear space of the secondary logo is equal to the height of the topleaf of the Albertsons logo. This measurement extends from the baseline to the top of the art.

Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

A) Add graphics to the logo.

B) Disproportionately scale the logo.

C) Place an image inside the logo.

11

Please do not (continued)

D) Change the color of the logo.

E) Embed the logo in copy.

F) Scale elements of the logo separately.

G) Break apart/omit elements of the logo.

Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

A) Add graphics to the logo.

B) Disproportionately scale the logo.

C) Place an image inside the logo.

13

Please do not (continued)

D) Change the color of the logo.

E) Embed the logo in copy.

F) Scale elements of the logo separately.

G) Break apart/omit elements of the logo.

ALBCo_UPDATED_Banner_FoundationLogo_Horz_CMYK_RICHBLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Horz_RICHBLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Horz_WHITE.ai

ALBCo_UPDATED_Banner_FoundationLogo_Horz_CMYK_BLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Horz_BLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Vert_CMYK_RICHBLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Vert_RICHBLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Vert_WHITE.ai

ALBCo_UPDATED_Banner_FoundationLogo_Vert_CMYK_BLK.ai

ALBCo_UPDATED_Banner_FoundationLogo_Vert_BLK.ai
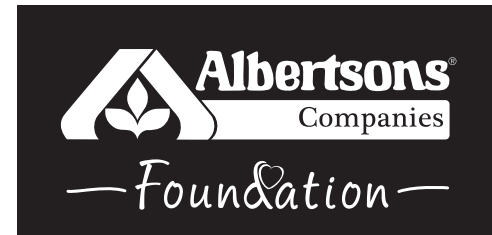
AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_CMYK.ai

AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_BLK.ai

AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_WHT.ai

AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_CMYK.ai

AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_BLK.ai

AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_WHT.ai

17

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.

SAFEWAY RED
FOUNDATION RED
PANTONE® 186 C

CMYK   0-91-76-6
RGB   228-23-32
HEX   E41720

SAFEWAY BLACK
FOUNDATION BLACK
Rich Black

CMYK   50-40-40-100

SAFEWAY WHITE

CMYK   0-0-0-0
RGB   255-255-255
HEX   FFFFFF

Primary expression

Safeway Foundation horizontal logo is the preferred logo lockup. Use this version whenever possible.

Logo on color backgrounds

White is the preferred background. If logos must be used on a color background, attention should be given to the amount of contrast that exists between the logo and the background to ensure readability.

One-color logos

When Safeway Foundation colors are not available, Safeway Foundation logo should print in black or white.

These are the only black and white versions of the logo. The "S" in the S-mark icon MUST remain white as shown.

BLACK LOGO

WHITE LOGO

Clear space

As shown in the example, the clear space of Safeway Foundation logo is equal to the height of the "E" in the Safeway logo. This measurement extends from the baseline to the top of the art.

Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

A) Add graphics to the logo.

B) Disproportionately scale the logo.

C) Place an image inside the logo.

Please do not (continued)

D) Change the color of the logo.

E) Embed the logo in copy.

F) Scale elements of the logo separately.

G) Break apart/omit elements of the logo.

H) Reverse the colors of the S-mark.

SWY_UPDATED_Banner_FoundationLogo_Horz_CMYK_RICHBLK.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_RICHBLK.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_WHT.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_CMYK_BLK.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_BLK.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_WHT_RED.ai

23

SWY_UPDATED_Banner_FoundationLogo_Horz_CMYK_.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_WHT.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_BLK.ai

SWY_UPDATED_Banner_FoundationLogo_Horz_WHT_RED.ai

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.

**VONS RED/
FOUNDATION RED**
Pantone® 186 C

CMYK   0-91-76-6
RGB   228-23-32
HEX   E41720

FOUNDATION BLACK
Rich Black

CMYK   50-40-40-100

Primary expression

Vons horizontal logo is the preferred logo lockup.
Use this version whenever possible.

One-color logos

When Vons Foundation colors are not available,
Vons Foundation logo should print in black or white.

These are the black and white versions of the logo.
There is no grayscale version of the logo. The
logo should always print at 100% black or white,
as shown in the correct examples at the right.

BLACK LOGO

WHITE LOGO

26

Clear space

As shown in the example, the clear space of Vons Foundation logo is equal to the width of the "V" in the Vons logo. This measurement extends from the baseline to the top of the art.

Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

A) Add graphics to the logo.

B) Disproportionately scale the logo.

C) Place an image inside the logo.
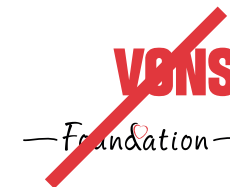
28

Please do not (continued)

D) Change the color of the logo.

E) Embed the logo in copy.

F) Scale elements of the logo separately.

G) Break apart/omit elements of the logo.

VNS_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai

VNS_UPDATED_Banner_FoundationLogo_RICHBLK.ai

VNS_UPDATED_Banner_FoundationLogo_WHT.ai

VNS_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai

VNS_UPDATED_Banner_FoundationLogo_BLK.ai

Vons_UPDATED_Banner_FoundationLogo_CMYK_.ai

Vons_UPDATED_Banner_FoundationLogo_BLK.ai

Vons_UPDATED_Banner_FoundationLogo_WHT.ai

Multi-foundation logo usage

Logos are available for use when multiple foundations partner.

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.

ALBERTSONS DARK BLUE
Pantone® Reflex Blue C

CMYK   100-72-0-6
RGB   0-83-159
HEX   00529F

ALBERTSONS BLUE
Pantone® Process Blue C

CMYK   100-6-0-3
RGB   0-160-224
HEX   009FE0

**SAFEWAY RED
FOUNDATION RED**
PANTONE® 186 C

CMYK   0-91-76-6
RGB   228-23-32
HEX   E41720

**SAFEWAY BLACK
FOUNDATION BLACK**
Rich Black

CMYK   50-40-40-100

SAFEWAY WHITE

CMYK   0-0-0-0
RGB   255-255-255
HEX   FFFFFF

Primary expression

Albertsons Companies/Safeway Foundation horizontal logo is the preferred logo lockup. Use this version whenever possible.

Secondary expression

One-color logos

When Albertsons Companies/Safeway Foundation colors are not available, the logo should print in black or white.

These are the only black and white versions of the logo.

PRIMARY BLACK LOGO (PREFERRED)

PRIMARY WHITE LOGO (PREFERRED)

SECONDARY BLACK LOGO

SECONDARY WHITE LOGO

35

Clear space

As shown in the example, the clear space of Albertsons Companies/Safeway Foundation logo is equal to the height of the uppercase letter "A" in the word Albertsons. This measurement extends from the baseline to the top of the art.

The clear space of the secondary logo is equal to the height of the uppercase letter "A" in the word Albertsons. This measurement extends from the baseline to the top of the art.

Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

A) Add graphics to the logo.

B) Disproportionately scale the logo.

C) Place an image inside the logo.

37

Please do not (continued)

D) Change the color of the logo.

E) Embed the logo in copy.

F) Scale elements of the logo separately.

G) Break apart/omit elements of the logo.

ALBCo_SWY_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_RICHBLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_WHT.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_BLK.ai

39

SWY_ALBCo_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_RICHBLK.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_WHT.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_BLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_BLK.ai

ALBCo_SWY_UPDATED_Banner_FoundationLogo_WHT.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_BLK.ai

SWY_ALBCo_UPDATED_Banner_FoundationLogo_WHT.ai

Vector Logos - .ai, .eps and .pdf

Vector logos are scaleable images best used for print applications. Images that need resizing, down to the size of a penny or as large as a skyscraper, vector images remain visually crisp. AI, EPS, and PDF files are all vector files. Note: A raster file that is saved as a vector file retains its raster properties and should not be resized.

AI

AI files are reliable file formats for print projects. AIs are created by Adobe Illustrator, a preferred program of graphic designers. As a vector file, AIs are easy to manipulate, remain crisp, and are preferred to retain the integrity of logos.

EPS

EPS files are similar to AIs, except they are a universal file format (much like PDFs). Many programs can save and use EPS files.

PDF

PDFs are the most universal file type. They can be viewed from any application, on any computer. As long as a PDF is saved from a vector file, it will retain it's vector capabilities. If a PDF is saved from a raster file, it will remain raster. This file format is a great way to share a printable file.

Raster Logos - .jpg and .png

Raster logos are created by a series of pixels, or tiny squares that form the logo or image. Photographs and images online are popular examples of raster images. JPGs and PNGs are raster image file formats and should never be increased in size from their original size. Doing so will cause these logos to appear blurry and "pixelated."

JPG (or JPEG)

JPGs are a common type of raster file found across the web and as art placed into other documents. High resolution JPGs can be used in print applications as long as they are not scaled up. Paying attention to the resolution of a JPG is essential if they are going to printed. However, JPGs used on the web can be low resolution and still retain their image quality. Plus, this type of file will help to keep final file size lower than placing a vector image.

PNG

PNGs are great for web pages, but are not suitable for print applications. PNGs can be saved with a transparent background, meaning they won't be surrounded by a white box, and thus, can be placed on other colors. JPGs must have some type of background, if even just white.

Legal

Where the logo is used, the disclaimer at the right must accompany the logo. The disclaimer should appear somewhere on the page, preferably at the bottom left or right on the page.

Albertsons Companies Version:
This campaign is managed by Albertsons Companies Foundation.

Safeway Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Safeway Foundation.

Vons Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Vons Foundation.

Albertsons Companies/Safeway/Vons Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Albertsons/Safeway/Vons Foundation.

Albertsons Companies/Safeway Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Albertsons/Safeway Foundation.

Safeway/Albertsons Companies Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Safeway/Albertsons Foundation.

Albertsons Companies/Vons Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Albertsons/Vons Foundation.

Vons/Albertsons Companies Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Vons/Albertsons Foundation.

Safeway/Vons Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Safeway/Vons Foundation.

Vons/Safeway Version:
This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Vons/Safeway Foundation.

44

Thank You Sign (11"w x 17"h)

LIVE AREA

0.25" margin
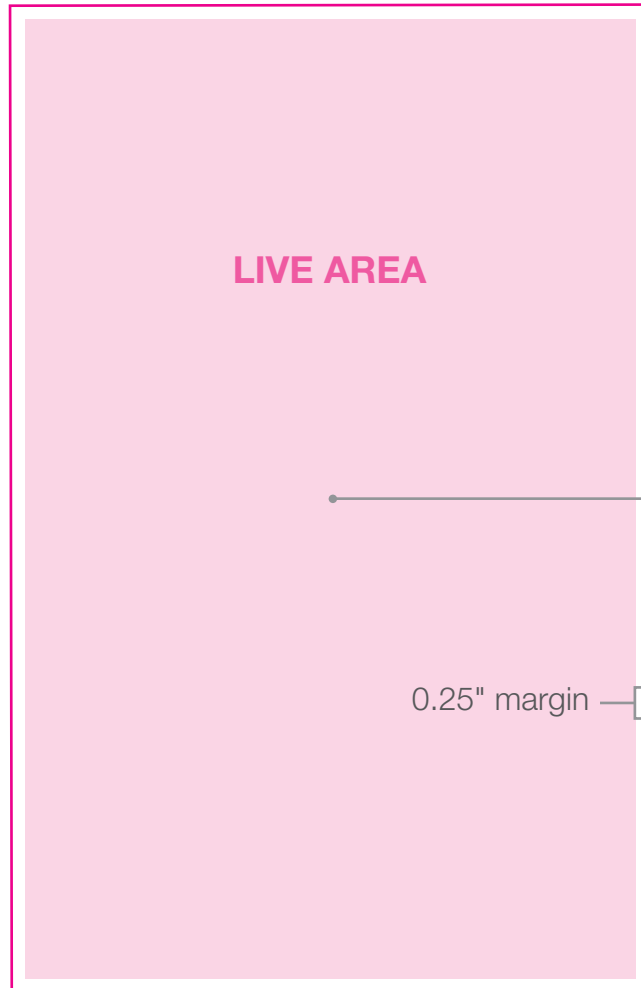
The thank you sign can also be used in kiosk as well as other places.

Key Elements to Include:

Place logo (Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the thank you sign.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 20, 27, and 35 of the style guide.

Logo sizing maximum is 6" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the thank you sign is to garner donations. Please include the call to action, "Donate Today".
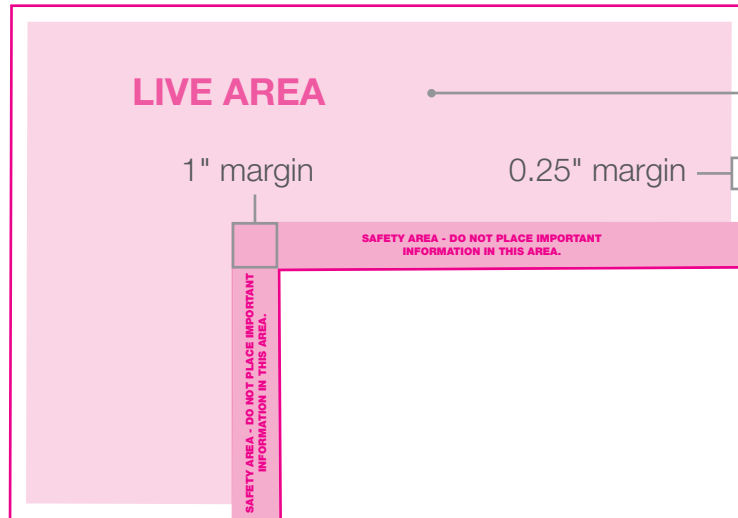
Donate today sizing maximum is 72pt.
Donate today sizing minimum is 48pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 10pt.
Legal sizing minimum is 8pt.

Monitor Frame (15.75"w x 11"h)

LIVE AREA

1" margin   0.25" margin

SAFETY AREA - DO NOT PLACE IMPORTANT INFORMATION IN THIS AREA.

SAFETY AREA - DO NOT PLACE IMPORTANT INFORMATION IN THIS AREA.

Key Elements to Include:

Place logo (Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the monitor frame.

LOGO

Leave space around the logo, and avoid touching other elements.
For clear space information, see pgs. 10, 20, 27 and 37 of the style guide.

Logo sizing maximum is 3.5" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the monitor frame is to garner donations. Please include the call to action, "Donate Today".
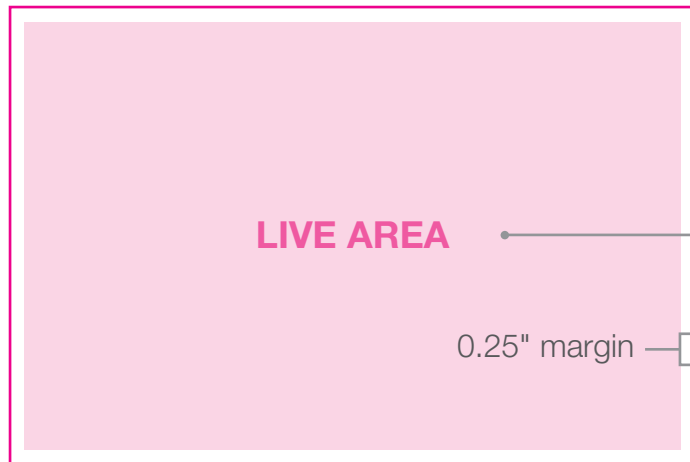
Donate today sizing maximum is 46pt.
Donate today sizing minimum is 30pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Monitor Sign (12"w x 8"h)

LIVE AREA

0.25" margin

Key Elements to Include:

Place logo (Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the monitor sign.

LOGO

Leave space around the logo, and avoid touching other elements.
For clear space information, see pgs. 10, 20, 27 and 36 of the style guide.

Logo sizing maximum is 4" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the monitor sign is to garner donations. Please include the call to action, "Donate Today".
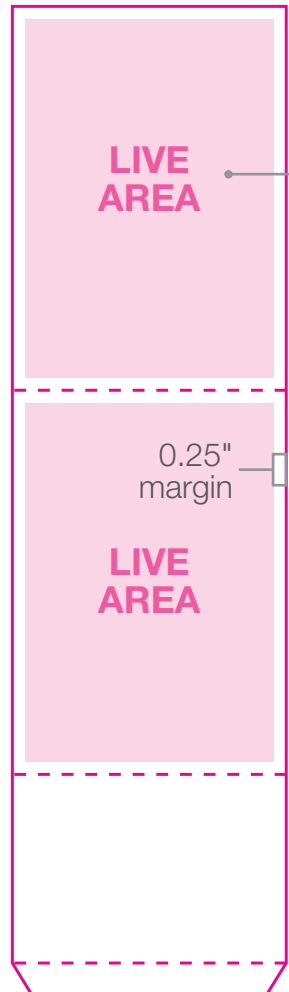
Donate today sizing maximum is 50pt.
Donate today sizing minimum is 30pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Table Tent (5"w x 7"h)

LIVE
AREA

0.25"
margin

LIVE
AREA

Key Elements to Include:

Place logo (Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the table tent.

LOGO

Leave space around the logo, and avoid touching other elements.
For clear space information, see pgs. 10, 20, 27 and 36 of the style guide.

Logo sizing maximum is 3" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the table tent is to garner donations. Please include the call to action, "Donate Today".
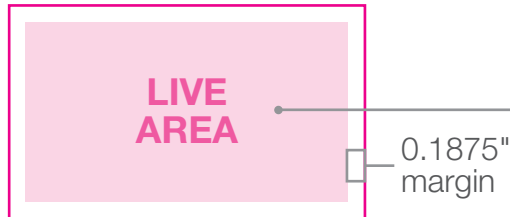
Donate today sizing maximum is 36pt.
Donate today sizing minimum is 18pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Scan Card (5"w x 3"h)

LIVE AREA

0.1875" margin

Key Elements to Include:

Place logo ((Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the scan card.

LOGO

Be conscious to leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 20, 27 and 36 of the style guide.

Logo sizing maximum is 1.5" wide
Logo sizing minimum is 1" wide

DONATE TODAY

The goal of the scan card is to allow store associates to accept cash donations from customers. Please include the call to action, "Donate Today".

Donate today sizing maximum is 30pt.
Donate today sizing minimum is 18pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 6pt.
Legal sizing minimum is 6pt.

BARCODE

Barcodes should always be 100% black, set to overprint. When placing on a colored background, a white box should be placed behind the barcode, if not already present. The barcode file needs to be vector art (.AI, .EPS). Raster art (.JPG) can cause the fine lines to pixelate. See pg. 43 for more information about file types.

Barcode sizing maximum is 2".
Barcode sizing minimum is 80% of its original size or no smaller than .75" wide.

Large Coin Canister
(5"w x 4.75"h)
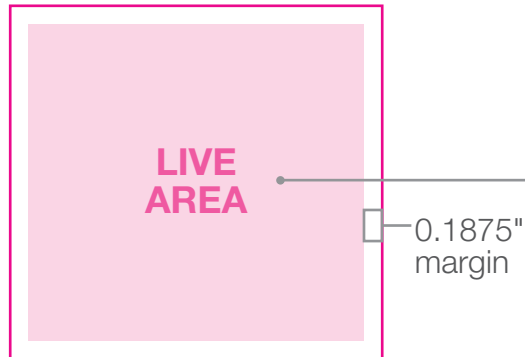
LIVE AREA

0.1875" margin

Key Elements to Include:

Place logo (Albertsons Companies Foundation, Safeway Foundation, Vons Foundation, or one of the multi-foundation logo lockups), the message, "Donate Today" and the legal copy within the live area of the coin canister.

LOGO

Leave space around the logo, and avoid touching other elements.
For clear space information, see pgs. 10, 20, 27 and 36 of the style guide.

Logo sizing maximum is 1" wide
Logo sizing minimum is 1" wide

DONATE TODAY

The goal of the coin canister is to garner donations. Please include the call to action, "Donate Today".

Donate today sizing maximum is 24pt.
Donate today sizing minimum is 12pt.

LEGAL

Please include legal copy. See pg. 44 of the style guide for copy and placement.

Legal sizing maximum is 6pt.
Legal sizing minimum is 6pt.

In-store POS

Thank You Sign

The thank you sign can also be used in kiosk as well as other places.
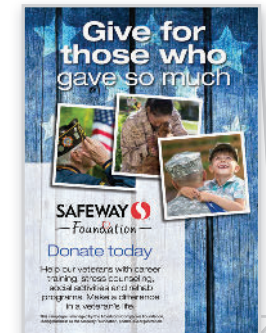
Monitor Frame

Scan Card

The barcode is the most important element of the scan card. Since the scan card is for an internal audience only (store associate), other creative elements can be compromised to preserve the integrity of the barcode.

Table Tent

Monitor Sign

Coin Canister

In-store POS

Thank You Sign

The thank you sign can also be used in kiosk as well as other places.

Monitor Frame & Table Tent

Scan Card

Monitor Sign

In-store POS

Thank You Sign

The thank you sign can also be used in kiosk as well as other places.

Monitor Frame

Scan Card

The barcode is the most important element of the scan card. Since the scan card is for an internal audience only (store associate), other creative elements can be compromised to preserve the integrity of the barcode.

Coin Canister

Monitor Sign

In-store POS

Thank You Sign

The thank you sign can also be used in kiosk as well as other places.

Monitor Frame

Scan Card

Monitor Sign

front

front
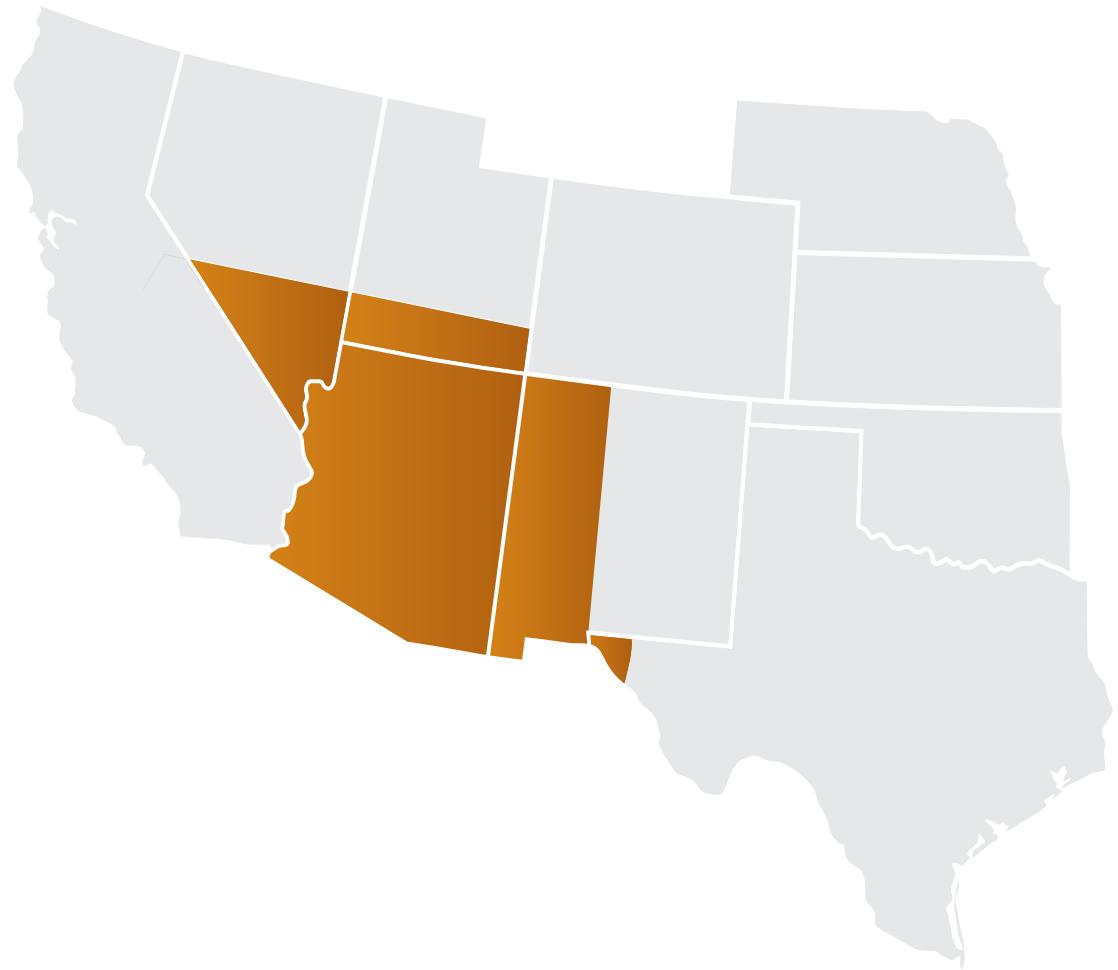
front

back

back

back

ALBERTSONS/SAFEWAY/VONS FOUNDATION

Nancy Keane
Nancy.Keane@safeway.com
Tel. 623.869.5632

Logo Usage Approval Process

Before printing any campaign or marketing materials, all creative with logo placement must be approved by your local Foundation contact and Felicia Gray.

ALBERTSONS COMPANIES FOUNDATION

Felicia Gray
Program Officer
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