

Safeway Foundation Brand Standards

EASTERN DIVISION

November 2017



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(Eastern Division)

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**Dedicated to bettering
the lives of people in
our neighborhoods.**

Our mission

Our Foundation supports causes that impact our customers' lives. Safeway 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 tpestyles 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

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 FFFFFFFF

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” of 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



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

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 its 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 be 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.

CREATIVE MANDATORIES

(Eastern Division)

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.

Safeway Version:

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

**Give for
those who
gave so much**

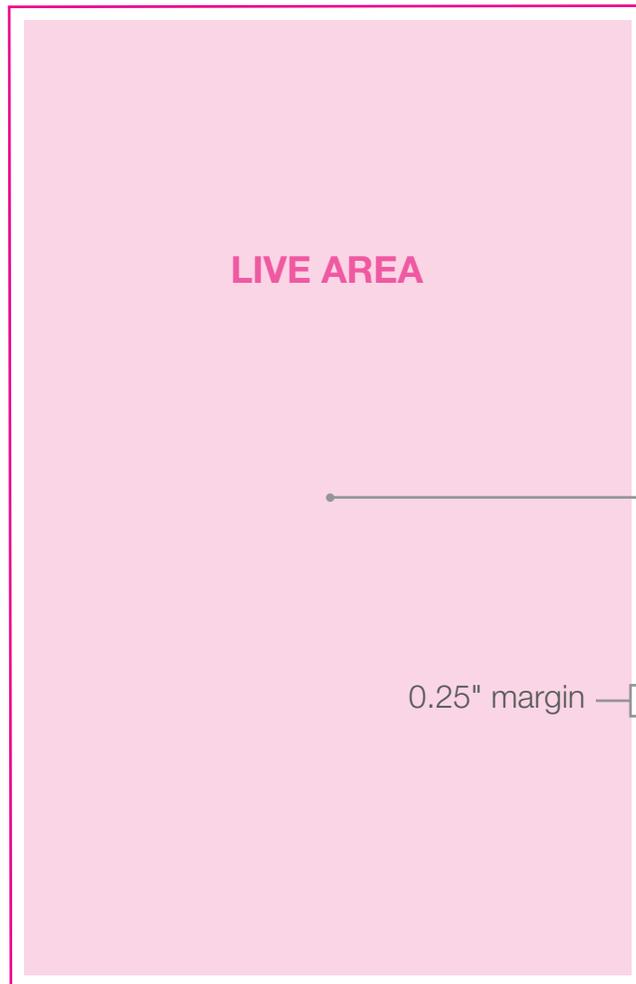
SAFeway 
— Foundation —

Donate today

Help our veterans with career training, stress counseling, social activities and rehab programs. Make a difference in their lives.

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

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



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

Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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".

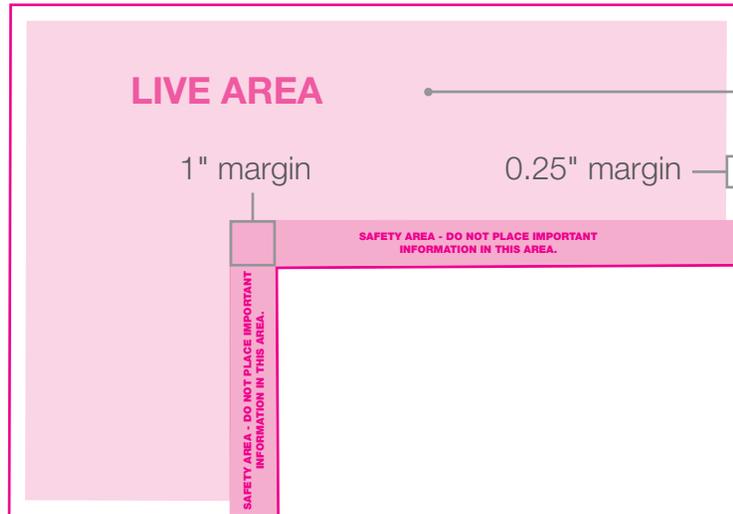
Donate Today sizing maximum is 72pt.
Donate Today sizing minimum is 48pt.

LEGAL

Please include legal copy. See pg. 15 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)



Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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. 15 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)



Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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".

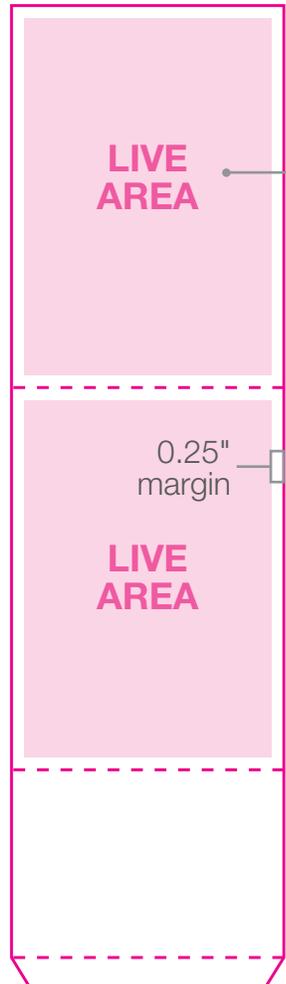
Donate Today sizing maximum is 50pt.
Donate Today sizing minimum is 30pt.

LEGAL

Please include legal copy. See pg. 15 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)



Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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".

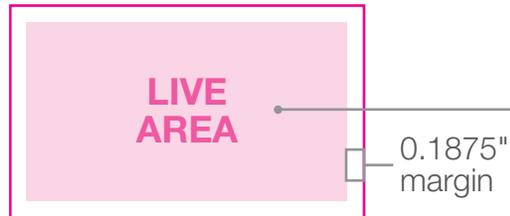
Donate Today sizing maximum is 36pt.
Donate Today sizing minimum is 18pt.

LEGAL

Please include legal copy. See pg. 15 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)



Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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. 15 of the style guide for copy and placement.

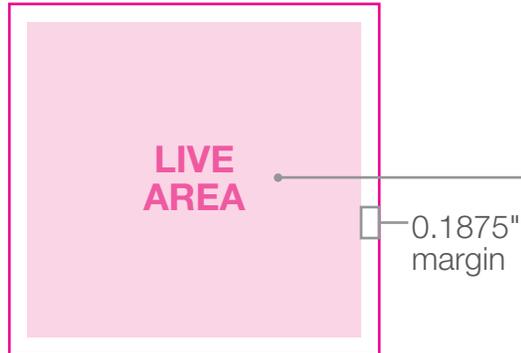
Legal sizing maximum is 6pt.
Legal sizing minimum is 6pt.

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. 14 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)



Key Elements to Include:

Place Safeway Foundation logo, 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 pg. 9 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. 15 of the style guide for copy and placement.

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

EXAMPLES: CREATIVE/LAYOUT TREATMENTS

(Eastern Division)

In-store POS

Thank You Sign



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

Monitor Frame

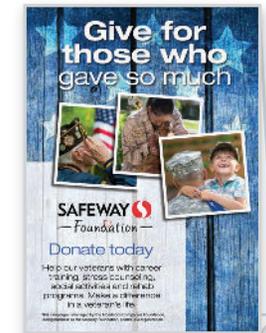


Scan Card



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



EXAMPLES: CREATIVE / LAYOUT TREATMENTS

(Eastern Division)

In-store POS

Thank You Sign



Monitor Frame & Table Tent



Scan Card



Monitor Sign



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

EXAMPLES: CREATIVE / LAYOUT TREATMENTS

(Eastern Division)

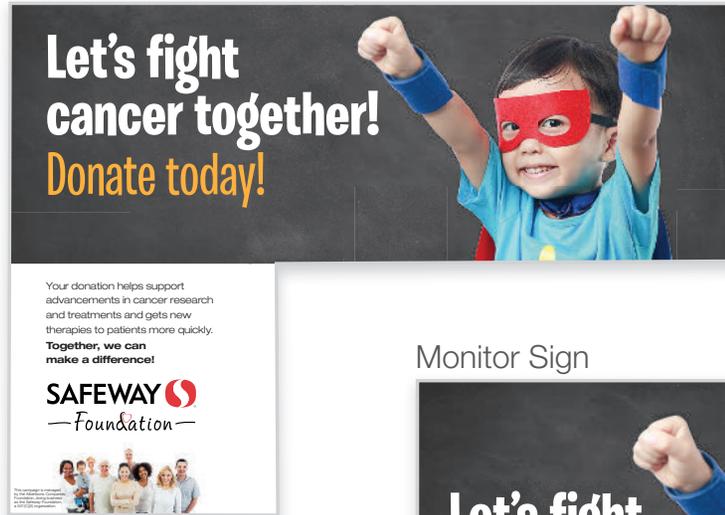
In-store POS

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



EXAMPLES: CREATIVE / LAYOUT TREATMENTS

(Eastern Division)

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



T-SHIRT LAYOUT EXAMPLES

(Eastern Division)



SAFeway FOUNDATION

Beth Goldberg

Beth.Goldberg@safeway.com

Tel. 301-918-6787



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

Felicia.Gray@Alberstons.com

Tel. 925-226-5624