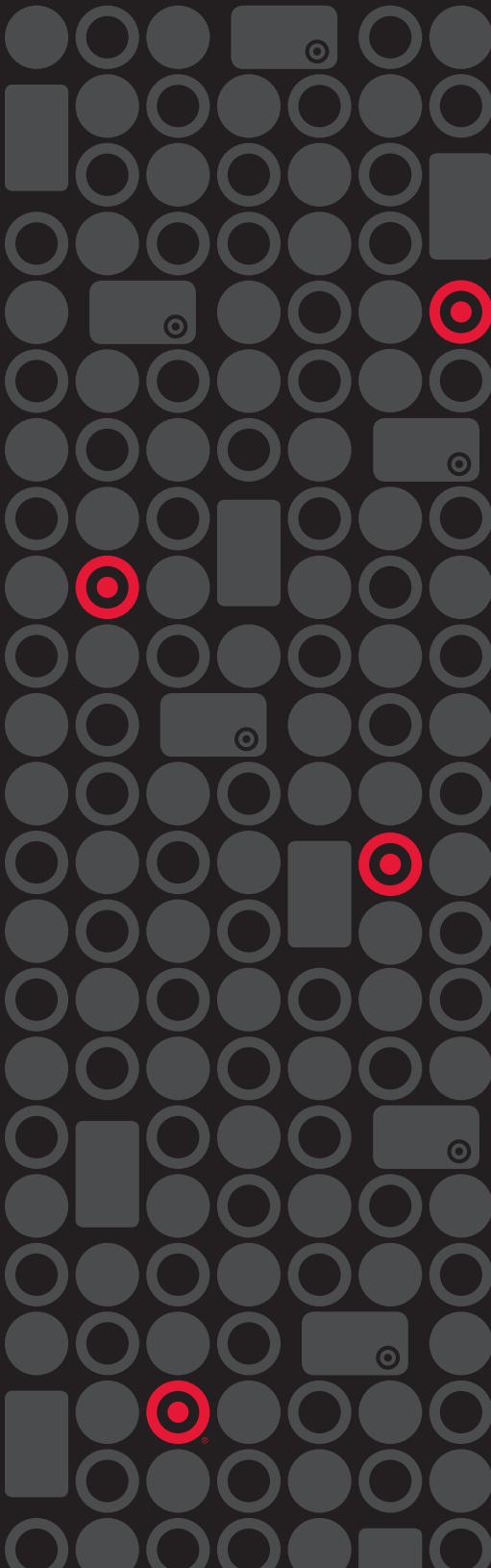




 **GiftCards**^{TM/MC} The perk that works.^{TM/MC}



2013 Usage Guidelines
for Target Canada Co. Licensed Materials

2013 Usage Guidelines
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2013 Usage Guidelines

Getting Started

Hi.

We appreciate you choosing Target GiftCards® as part of your promotional mix. This set of guidelines is designed to help you use the power of the Target brand to your best advantage.

Please take a moment to read through each section, and feel free to reach out to our Target GiftCard® team should you have any questions or concerns.

Getting Started: Step-by-step instructions

1 Sign the Licensed Materials Agreement and fax or mail it to:

Fax: 1-800-440-4510

Address: Target Corporate GiftCard Approvals
TCW-2BH
3701 Wayzata Blvd.
Minneapolis, MN 55416 USA

2 Target will send you the Licensed Materials (artwork/images) and the Program Information Form.

3 Submit the Program Information Form with your marketing materials to:

TargetGiftCardApprovals@Target.com.

All third-party promotional collateral using any of the Licensed Materials must be reviewed and approved by Target prior to use. Target must sign off on any and all changes to collateral before use or reuse.

Grouping: Send all collateral components together. If a campaign consists of a postcard, brochure and an email, submit all pieces for approval at the same time.

Format: Adobe PDF format is preferred.

Title: All email communication and artwork should be titled with your company name, promotion name and marketing channel. For example, Daily News Holiday Acquisition Direct Mail.

Approval Timing:

Marketing Channel . . . Turnaround Time (per version)

Print	Up to 3 business days
Email/Mobile	Up to 3 business days
Website	Up to 3 business days
Digital Media	Up to 3 business days
Social Media	Up to 3 business days
Television Ad	Up to 5 business days
Radio Ad	Up to 5 business days
Non-English Materials	Up to 5 business days

4 Receive final approval from Target.

5 Send hard copy and/or sample of all final collateral to Target:

Address: Target Corporate GiftCard Approvals
TCW-2BH
3701 Wayzata Blvd.
Minneapolis, MN 55416 USA

2013 Usage Guidelines

Visual Guidelines

Visual Guidelines:

Artwork: The Target GiftCard image must be used exactly as provided. Please choose only one of the two options listed below (Bullseye Logocentric or Iconic Puppy). It must be shown in its entirety and cannot be cropped or cut off along the sides.



Bullseye Logocentric



Iconic Puppy

Treatments: The Target GiftCard image cannot be positioned at the top of your promotional material, tilted or rotated. Additionally, the Target GiftCard image cannot be turned into a sticker or made into a scratch-off. If you'd like to add a drop shadow to the Target GiftCard image, the shadow should always fall toward the bottom and off to the right. Lastly, should you incorporate a drop shadow, please use a subtle gradient. See below for examples.

Color: The Target GiftCard image must always appear in the colors provided and cannot be altered in any way. For newspaper and other black-and-white uses, the Target GiftCard image may be converted to grayscale. To separate a card from a same-color background, use a .5-point border rule on Target GiftCard images.

Correct Usage



Color Target GiftCard images



Correct .5pt border



Grayscale Target GiftCard images



Correct drop shadow

Incorrect Usage



Do not alter colors



Do not use borders thicker than .5 pt



Do not alter cropping or distort proportions



Do not rotate card



Incorrect drop shadow

2013 Usage Guidelines

Visual Guidelines

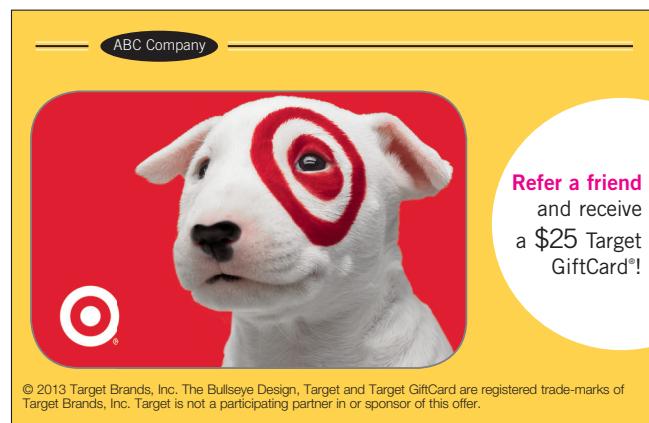
Sizing: We're pleased to be a part of your promotional mix, but remember, your materials should look and feel like it's your promotion, not Target's. Any and all Target GiftCard images must always be less visually prominent than your company's identity.

At no time should the Target GiftCard image dominate or compete with your company's identity. For example, a postcard with the Target GiftCard image spanning the entire front side is not permitted. See below for examples.

Correct Usage



Incorrect Usage



Clear space: Clear space must always surround the Target GiftCard image. The image should be separate from other elements such as headlines, body text and imagery, as well as the outside edge of printed and electronic materials.

Correct Usage



Use .125" for images reproduced smaller than 2" wide and .25" for images reproduced larger than 2".

Incorrect Usage



2013 Usage Guidelines

Target Signature

Target Signature

The Target Signature consists of the Target Bullseye Design and the Target Logotype. The Target Logotype is rarely used alone. The relative position and placement of these two elements should always remain consistent and never be altered, re-created or rearranged in any way. Use provided electronic artwork to ensure consistency.

The Target Signature cannot be used as a word within a sentence. It must stand alone.

Correct Usage



Bullseye Design



Target Logotype

Incorrect Usage



TARGET



TARGET



TARGET

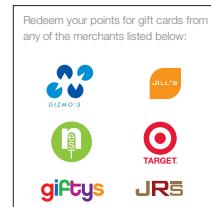
Placement: The Target Signature can be used only in promotional materials in which several redemption options are featured, and all the participating retailer logos are displayed together for selection purposes. Whenever possible, Target should have prominent placement. In all other cases, the Target GiftCard image should be used instead of the Target Logotype.

Example: In a hotel loyalty program, guests earn points that can be redeemed for a variety of items, including a Target GiftCard. In this case, the Target Signature may be used in the catalog of redemption options or on the redemption website.

Correct Usage



Incorrect Usage



Color: The Target Signature must always appear in either Target Red (Pantone 186), black or white. When it appears in a dark field, the entire signature must be reversed to white.

Correct Usage



TARGET



TARGET



TARGET

Incorrect Usage



TARGET



TARGET



TARGET

2013 Usage Guidelines

Copy Guidelines

Copy Guidelines:

Referring to Target GiftCards in offer: The offer must be stated in the correct order: "Do X, and receive a Target GiftCard." Whenever the Target GiftCard is used as part of the offer, we would prefer you to say:

- Correct: Receive a \$25 Target GiftCard.
- Correct: Get a \$25 Target GiftCard.
- Incorrect: Get a \$25 GiftCard from Target.
- Incorrect: Get a \$25 GiftCard to Target.
- Incorrect: \$25 off at Target.
- Incorrect: Get a \$25 shopping spree at Target.

Avoid using phrases with Target-related words, like "Savings that are right on target" or "Hit the bullseye with ABC Bank!"

Referring to Target GiftCards in copy: Use benefit-driven copy when promoting Target GiftCards.

Examples:

A Target GiftCard® is your opportunity to shop for thousands of items at more than 125 Target Stores. From home décor, small appliances and electronics to fashion, accessories and music, find exactly what you're looking for at Target.

Target GiftCards® let your shop for thousands of items at more than 125 Target stores. From home décor to fashion to electronics, find what you're looking for at Target.

Target GiftCards® let you shop for thousands of items at Target stores in Canada, except for prescription drugs, certain other pharmacist-dispensed items and purchases at Target Mobile.

Check your spelling: When referring to Target GiftCards, the correct spelling and capitalization is "Target GiftCard".

Correct: Target GiftCards® are the most popular gift cards out there.

Incorrect: Target gift cards are the most popular GiftCard out there.

Foreign Languages: Materials created in French, or any other language, must include a complete English translation and must list the French disclaimer (see page 8). "Target" must always be in English. "GiftCard" can appear in both French and English.

Registration Mark: The first time you refer to Target GiftCard, Target GiftCards or the Target GiftCard tagline in copy, please label with the following registration marks:

Target GiftCard®

Carte-cadeau TargetTM

Legal Copy

Target's standard disclaimer must be included on all marketing pieces and must be one click away from all banners and/or social media updates that refer to a Target brand. The preferred placement for this disclaimer is directly under the Target GiftCard image. Target is not covered under generic disclaimers. Use 6-point type for disclaimers.

Standard Disclaimer:

©2013 Target Brands, Inc. The Bullseye Design and Target are registered trade-marks of Target Brands, Inc. Target is not a participating partner in or sponsor of this offer.

French Disclaimer:

©2013 Target Brands, Inc. Le logo de la cible et Target sont des marques déposées de Target Brands, Inc. Target n'est pas partenaire participant ni commanditaire de cette offre.

Radio Disclaimer:

Target GiftCard is a registered trade-mark of Target Brands, Incorporated. Target is not a participating partner in or sponsor of this offer.

2013 Usage Guidelines

Promotion Tips

Promotion Tips:

To avoid confusion, keep your promotion clearly focused by making sure your products, trademarks and logos are prominent on all materials. Use of the Target name and the Target GiftCard image should be secondary. Also, your messaging, layout and design must not imply Target sponsorship or endorsement of your products, services or website. Remember, it's your promotion, not ours.

Sample Promotion: Correct Usage



Correct

- Company creating the promotion is prominently identified
- Target name and Target GiftCard image are secondary
- Design does not imply Target sponsorship
- Target GiftCard image is used correctly and has not been altered (p. 4)
- Target GiftCard is spelled correctly (p. 7)
- Offer is stated in correct order (p. 7)
- Target standard disclaimer is shown (p. 8)

Sample Promotion: Incorrect Usage



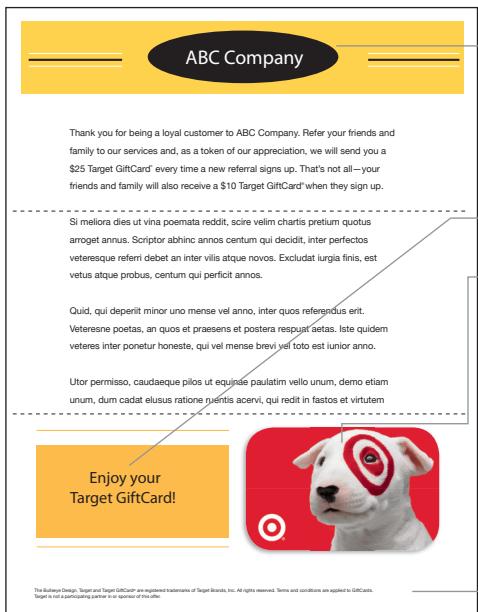
Incorrect

- Design implies Target sponsorship or endorsement
- Target GiftCard is spelled incorrectly (p. 7)
- Multiple Target GiftCard images are used (p. 4)
- Target GiftCard images are rotated (p. 4)
- The clear space is violated (p. 5)
- Incorrect drop shadows are used under the Target GiftCard images (p. 4)
- Offer is stated in the incorrect order (p. 7)
- Avoid using phrases with Target-related words (p. 7)
- Target standard disclaimer is missing (p. 8)
- Company creating the promotion is subordinate to Target branding

Delivery Tips:

When presenting Target GiftCards to recipients, keep the look and feel of your delivery mechanism (Target GiftCard carrier) consistent with your company's brand standards. The carrier should be letter-sized and bifolded for easy delivery (see Figure 1). The Target GiftCard should be positioned on the bottom right side of your letter. This will help to avoid brand confusion, ensuring that your brand is prominently displayed. Always be mindful of your own brand standards.

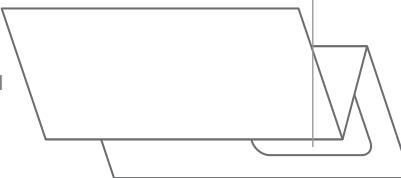
Sample Promotion: Correct Usage



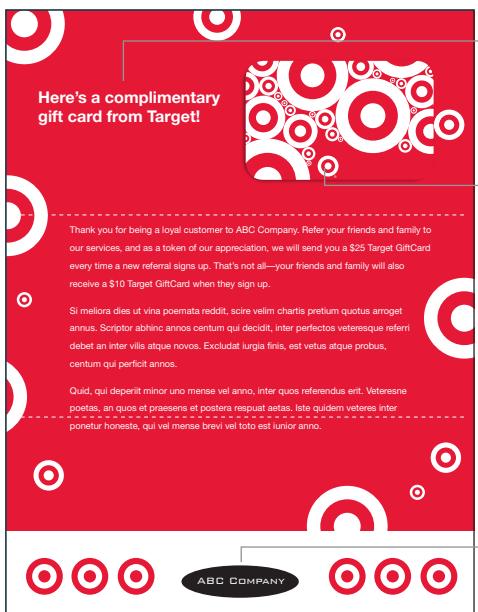
Correct

- Company creating the promotion is prominently identified
- Target name and Target GiftCard image are secondary
- Design does not imply Target sponsorship
- Target GiftCard is spelled correctly (p. 7)
- Target GiftCard is positioned at the bottom right side of the letter (8.5x11)—allowing the page to be bifolded and the Target GiftCard concealed when mailed in a #10 envelope
- Target standard disclaimer is shown (p. 8)

Figure 1



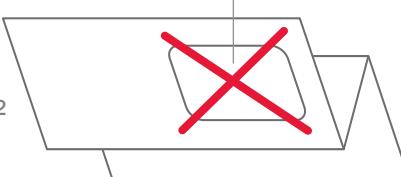
Sample Promotion: Incorrect Usage



Incorrect

- Incorrect use of Target and Target GiftCard in headline copy (p. 7)
- Design and messaging imply Target sponsorship or endorsement
- Target GiftCard is positioned at top right side of the letter
- Company creating the promotion is subordinate to Target branding
- Target standard disclaimer is missing (p. 8)

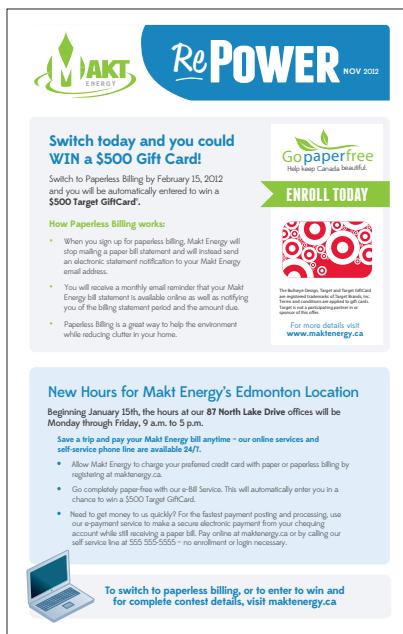
Figure 2



2013 Usage Guidelines Examples

Examples:

Print Ads: The Bullseye Design or Target GiftCard image can be used on collateral intended for promotional purposes.



Things to consider

- The Bullseye Design or Target GiftCard image must stand alone
- Company creating the promotion must be prominently identified
- Design must not imply Target sponsorship
- Target standard disclaimer must be shown

Television and Video: The Bullseye Design or Target GiftCard image can be used in television commercials. It's preferred to place the Bullseye Design or Target GiftCard image prominently, relative to other retailer's logos if applicable.

Online: This includes online banner ads, websites, email, social and mobile communications.



Things to consider

- Offer must be stated in the correct order
- The Bullseye Design or Target GiftCard image must stand alone
- The Bullseye Design or Target GiftCard image must be smaller than your logo
- Clear space must always surround the Target GiftCard image