

Community Relations

Style Guide

Guidelines for the use of Kohl's Cares® **Committed to Kids' Health and Education** branding elements

Introduction

When it comes to kids, Kohl's cares. We actively support kids in our communities, and we're proud to partner with organizations that share our goal. To that end, it is important that communication and advertising are handled in a way that reinforces our brand.

Kohl's has a unique brand voice. We are friendly, approachable and real. Our messaging is conversational, but it is sophisticated in its simplicity. We always strive to engage our audience and make a connection on an emotional level while keeping our messaging clear and direct.

Our hope is that communication and advertising for your program or events, be it via print, billboards, or radio or TV spots, will uphold and support Kohl's brand identity as well as it does your own.

The following guide contains information about our fonts, colors and logo usage, as well as suggested layouts for your marketing materials.

Kohl's is:

- | | | |
|----------------|------------------|------------|
| • Approachable | • Inclusive | • Friendly |
| • Real | • Understandable | |

Kohl's is not:

- | | | |
|-----------|--------------------|---------------------|
| • Surreal | • High maintenance | • Too sophisticated |
| • Edgy | • Dark | |

Logos



KC_K Stck C.eps



KC_K Stck R 4c Icon.eps



KC_K Stck B.eps



KC_K Stck R.eps



KC_K Horz C.eps



KC_K Horz R 4c Icon.eps



KC_K Horz B.eps



KC_K Horz R.eps

Note: These logos can be scaled to any size that fits your design needs; however, they should not be reduced below 20% of the original file size provided. The colored logos should be used on white backgrounds; the all-black or all-white logos can be used on your own backgrounds (but preferably not a pattern); the reversed logos with the 4-color icon should only be used on our blue background (PMS 297 or equivalent).

Please submit all materials to Kohl's for approval.

Colors & Fonts

Kohl's "Kids' Health and Education" Blue

Background Color



PMS 297c
or
49/1/0/5

Reversed w/ 4c icon logos should always be placed on a background of solid PMS 297 or our CMYK equivalent. (See next page for logos.)

Note: The true CMYK equivalent did not produce satisfactory printing results, so we chose an alternative CMYK breakdown that more accurately represented PMS 297.

Icon Colors (as found in "kid" icon—for reference only)



Outside Stroke
& Tagline

PMS 300c
or
100/44/0/0



Inside
Fill Color

PMS 7461c 92%
or
73/25/0/0

Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Note: Only white copy is used on colored backgrounds. We use Bold in our headlines and Roman for body copy, and we suggest you do the same; however, if you have a specific font associated with your brand's identity, we suggest you use that for your main message, and use our Roman for your secondary message and/or body copy.

Do's & Don'ts: Kohl's Cares® Logo

Do:

- A. Follow the guidelines for using PMS 297 as a background (see page 3).
- B. Keep a free space around the logo.
- C. Use best design judgment when selecting either stacked or horizontal logos.

B.

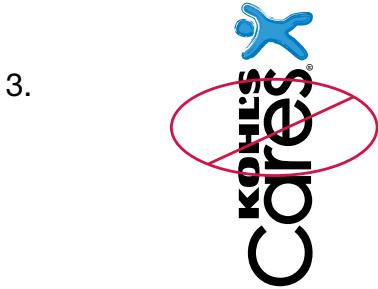


Please leave a free space around our logo when other graphic elements or copy are used nearby. The free space should be no less than the height of the Kohl's logo, as shown above.

Don't:

Alter the logo in any way, including but not limited to:

1. Stretching the logo
2. Tilting the logo
3. Using the logo vertically
4. Changing the colors of the logo
5. Using the Kohl's Cares® lockup by itself
6. Using the "kid" icon by itself
7. Placing the logo on a photo or patterned background
8. Leaving the white knockout box around the logo or contain the logo in a blue box
9. Outlining the logo
10. Using any Photoshop or Illustrator manipulations or filters



Do's & Don'ts: Kohl's Corporate Logo

Program Affiliation Logo Placement

If Kohl's and your organization determine that a new logo should be created for a Kohl's-funded program, use the following as a guide for treatment of the Kohl's logo within the greater logo.

Note: You must have Kohl's approval prior to creating your new logo, and you must get final approval of your finished design.

Do:

- A. Use the standard Kohl's logo without a tagline in either reversed or black.
- B. Use best design judgment when locking up the Kohl's logo with your own.
- C. Include the Kohl's Cares® logo in addition to your program affiliation logo on all program collateral and marketing materials.

Don't:

1. Use any of the Kohl's Cares® logos in a lockup.
2. Lock up any of the Kohl's logos with your own logo if Kohl's is not the partner or a participant in the event or program.
3. Alter the logo (see page 5).



Above is an example of an approved logo incorporating the Kohl's logo.

A. *Blue background for read only*



Do's & Don'ts: Photography

Guidelines

The essence of Kohl's Cares® is captured in this visual story of coming together to make our communities happier, healthier and greener places to live and work. Caring and commitment are the heart of our company, and they are the very values that inspired the photography you see here. Your photo submission has met our standards if it can replace any of the images in this guide and not feel out of place.



Do:

- A. Feature models of a variety of ethnicities and ages.*
- B. Use bright, airy, natural-looking light.
(Use a daylight studio when possible.)
- C. Use clean, simple backgrounds.
- D. Use shots where models are approachable, friendly and authentic.
- E. Style models so they look natural and clean.
- F. Shoot loosely cropped horizontal images unless otherwise specified.



*For a global standard, we use the following:

65% Caucasian
35% Ethnic

- 15% Hispanic
- 10% Asian
- 10% African American

However, in our California markets, we use the following:

45% Caucasian
55% Ethnic

- 35% Hispanic
- 15% Asian
- 5% African American

We prefer to show models of a range of ages, but understand that that may not be appropriate for all programs. Use best judgment.

Don't:

1. Use backgrounds that distract from the focus of the shot.
2. Use shots where models are distant or fake.
3. Style models so they look fussy or overdone.
4. Feature other retailers' logos on clothing.

Preferred Layouts

The following pages contain our preferred layouts for everything from billboards to print ads and more.

We prefer simple, succinct messaging and strong calls to action. When space allows, such as in a print ad or a poster, include messaging that speaks to our partnerships. For example, “Kohl’s Cares and [your organization’s name] have partnered to ...” or “Through our partnership with Kohl’s Cares, [your organization’s name] has ...”

As you look through our preferred layouts, you’ll see that we have suggested placement for both our logo and your own. We have illustrated your logo with a gray box in our examples throughout this guide. Because there may be a need for more than these two logos used in a design, please use best design judgement when placing multiple logos in the area we’ve indicated for your logo(s).

We understand that your company’s branded look may differ from ours; **contact Kohl’s if you have questions about our suggested layouts or if you want to have a design approved.**

Preferred Layouts (continued)

Billboard or horizontal transit sign

It is preferred that you use

Helvetica Neue LT Std 75 Bold

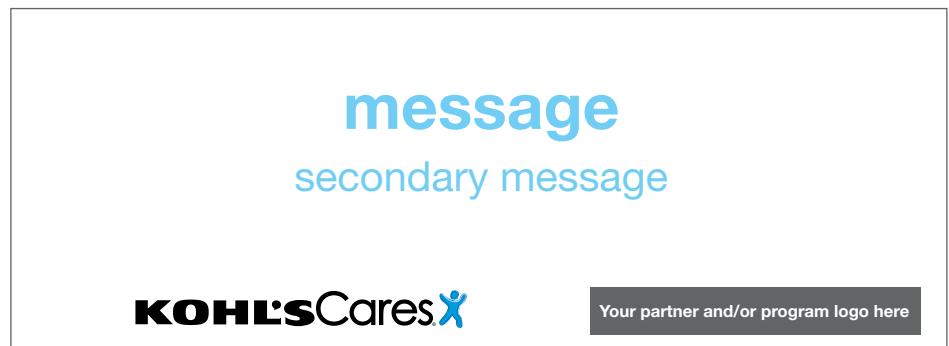
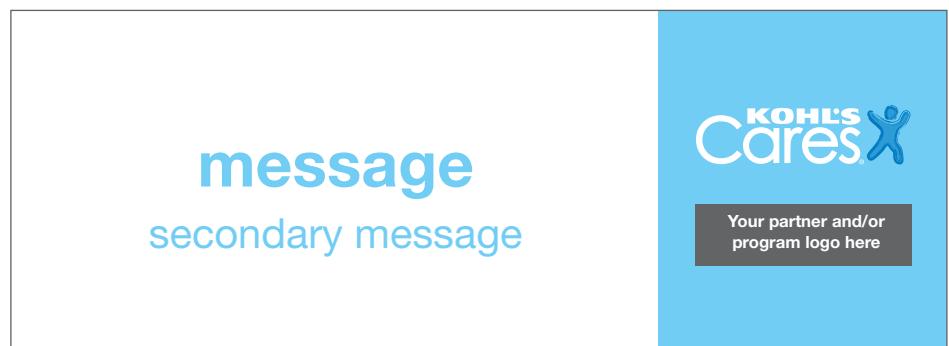
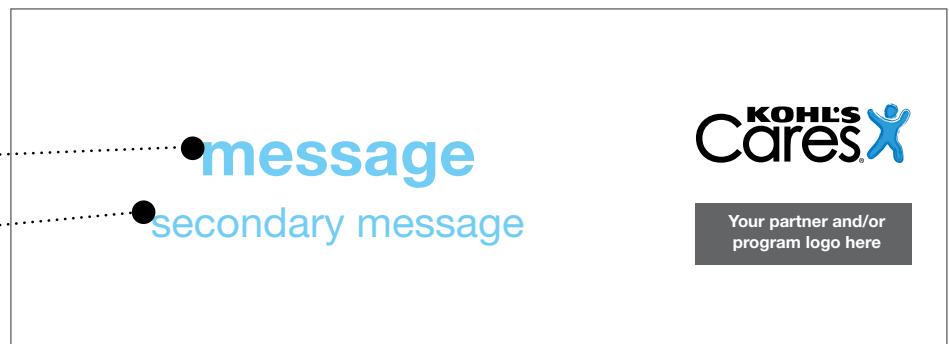
for your main message and

Helvetica Neue LT Std 55 Roman

for your secondary message.

However, if you have a specific font associated with your brand's identity, we suggest you use that for your main message, and use our Roman for your secondary message.

Note: We prefer clean, simple backgrounds, and do not use photography or illustrations.



Preferred Layouts (continued)

Kohl's sample billboard

Nominate a young volunteer for a
\$10,000 scholarship

go to Kohlskids.com

KOHL'SCares

Preferred Layouts (continued)

Vertical transit sign

When creating a vertical transit sign, please follow the same preferred layout options and guidelines provided in the billboard section (see page 9). You may also reference the print ads (see page 12).

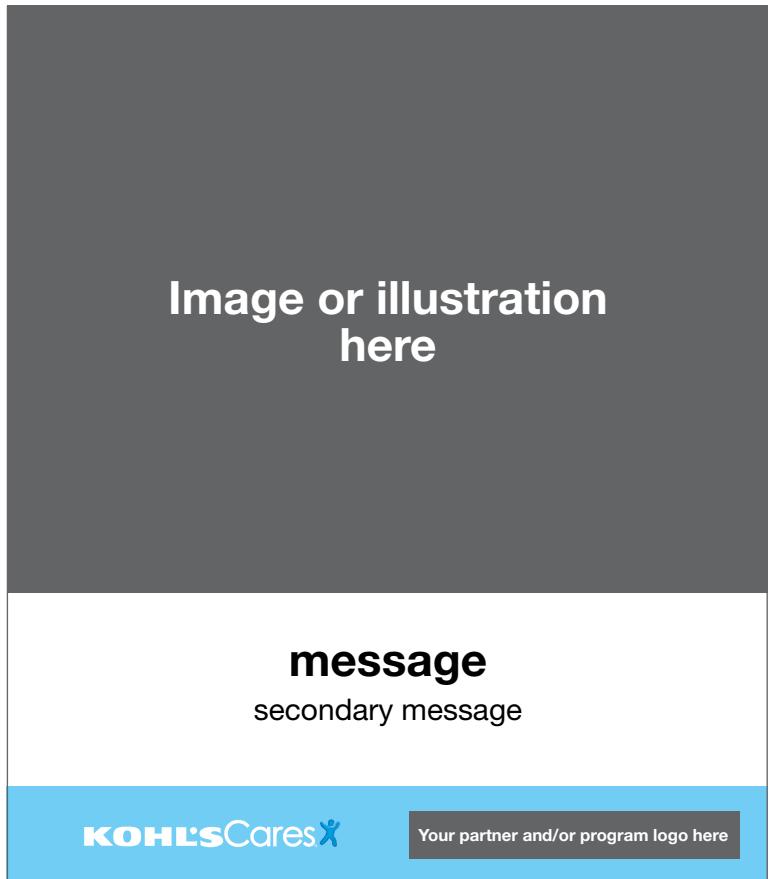


Image or illustration here

message

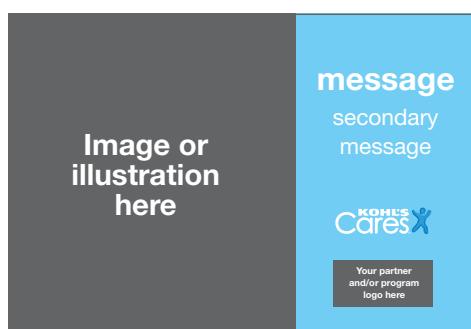
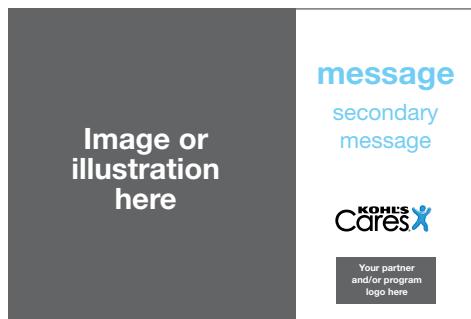
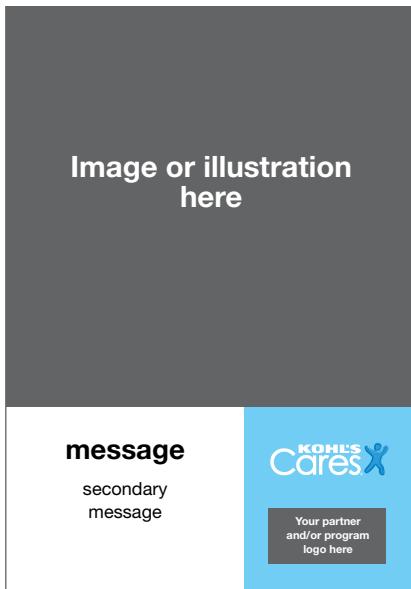
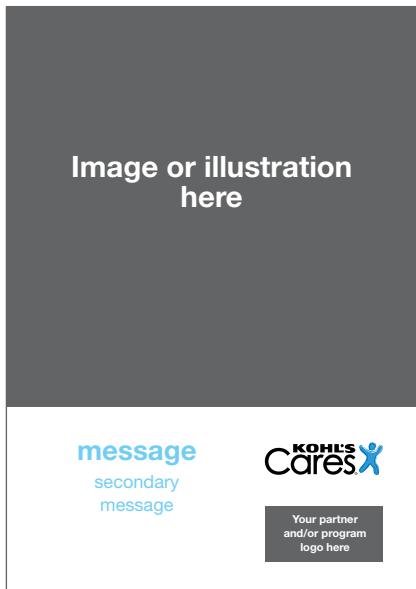
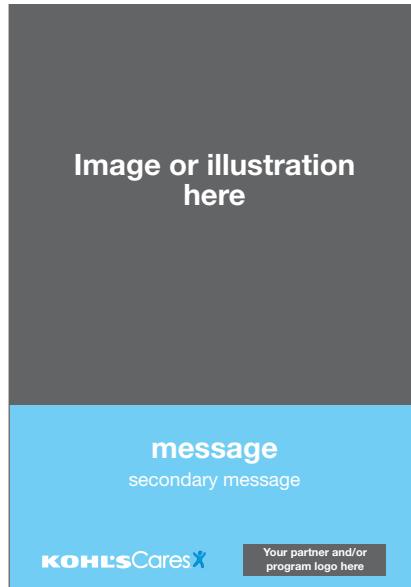
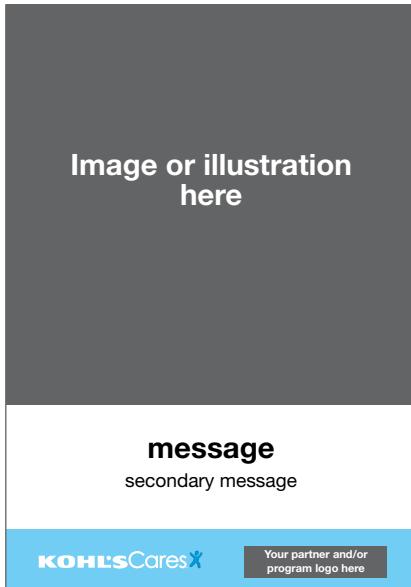
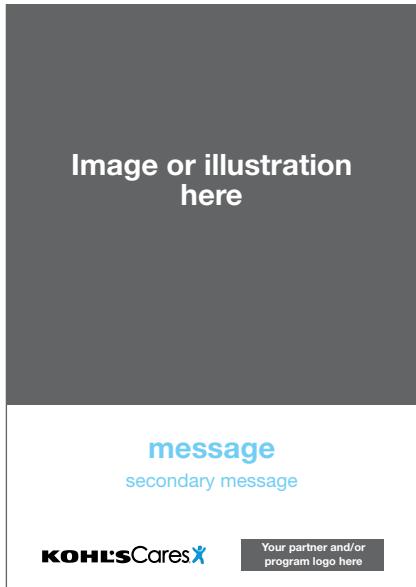
secondary message

KOHL'SCares

Your partner and/or program logo here

Preferred Layouts (continued)

Print ads, posters, postcards and miscellaneous signage



If you don't have a main image or photo, try reversing out your main message and using it on a colored background in the designated area instead.

It is preferred that you use **Helvetica Neue LT Std 75 Bold** for your main message and **Helvetica Neue LT Std 55 Roman** for your secondary message as shown above; however, if you have a specific font associated with your brand's identity, we suggest you use that for your main message or header, and use our Roman for your secondary message or body copy.

Preferred Layouts (continued)

Kohl's sample print ads, posters, postcards and miscellaneous signage



A photograph of four diverse children (two boys, two girls) smiling from below, looking up. They are forming a circle with their heads. The child on the left wears a blue long-sleeved shirt. The child at the top wears a plaid shirt. The child on the right wears a blue and white plaid shirt. The child at the bottom wears a striped shirt.

Aim to give kids a brighter future.

Together we can make a difference
in our communities.

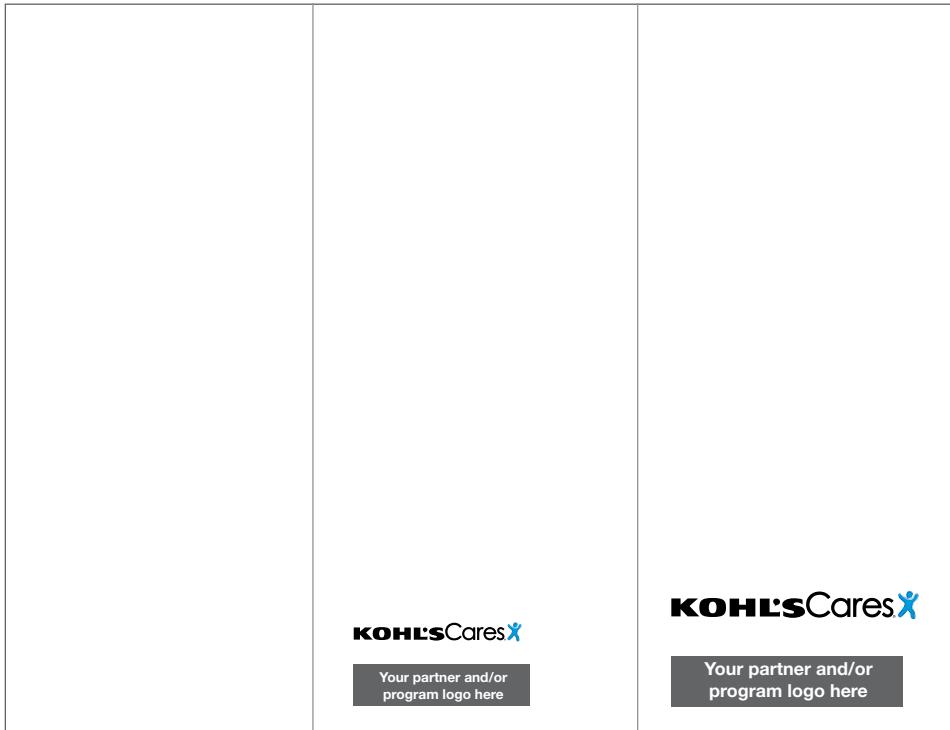
KOHL'S Cares 

Preferred Layouts (continued)

Brochures

Single Sponsor

To the right are two options for Kohl's Cares® logo placement on your brochures. You may do one option or you may do both together.

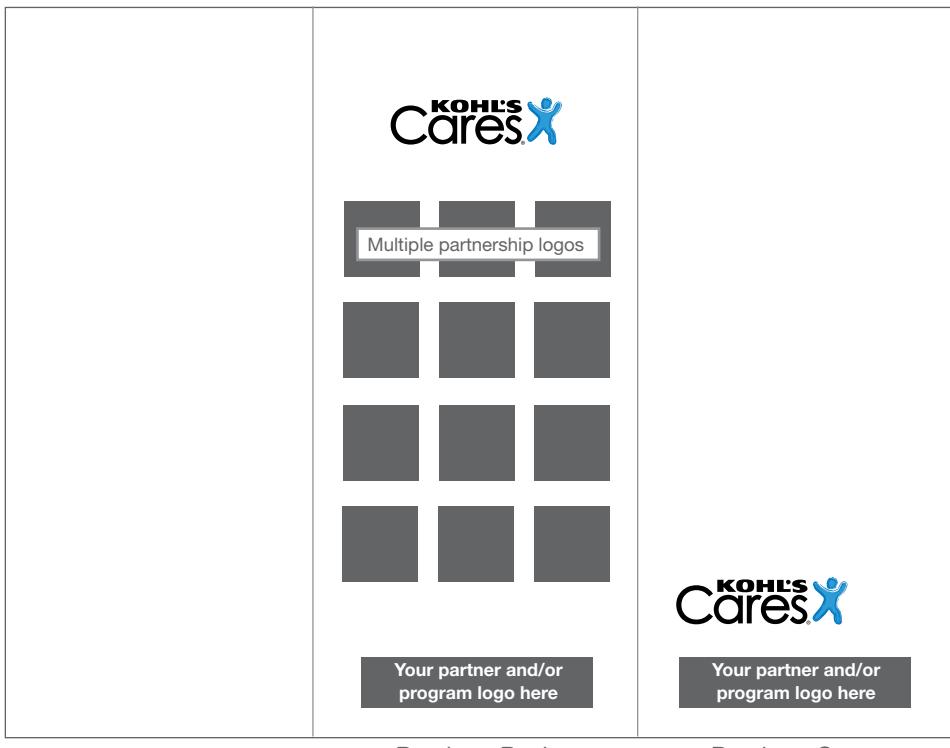


Brochure Back

Brochure Cover

Multiple Sponsors

If Kohl's is a main or presenting partner or is a sponsor of significance, please display the Kohl's Cares® logo prominently. Logo version, spacing and background color guidelines apply.



Brochure Back

Brochure Cover

Preferred Layouts (continued)

Kohl's sample brochure

The image displays two pages of a Kohl's sample brochure. The left page, labeled 'Brochure Back', features a large blue header with the text 'Learn more' and a paragraph about Kohl's Cares programs. Below this is a large photo of two young boys smiling. To the right is a grid of four smaller photos: a woman with a child, a boy in a cap, a woman with two girls, and a group of four children laughing together. The right page, labeled 'Brochure Cover', has a large blue header with the text 'Committed to Kids' Health and Education.' and a paragraph about their aim to give kids a brighter, healthier future. It also features the Kohl's Cares logo and a small note about the paper used.

Learn more

To learn more about how Kohl's helps make a difference for kids in your community, or for information about Kohl's Cares® programs, including Associates in Action, Women's Health and Environmental Initiatives, please visit Kohls.com/Cares.

Kohl's Cares

This brochure is printed on paper containing 40% recycled content, and is printed with soy-based ink.

W1

Brochure Back

Committed to
Kids' Health and
Education.

We aim to give kids
a brighter, healthier future.

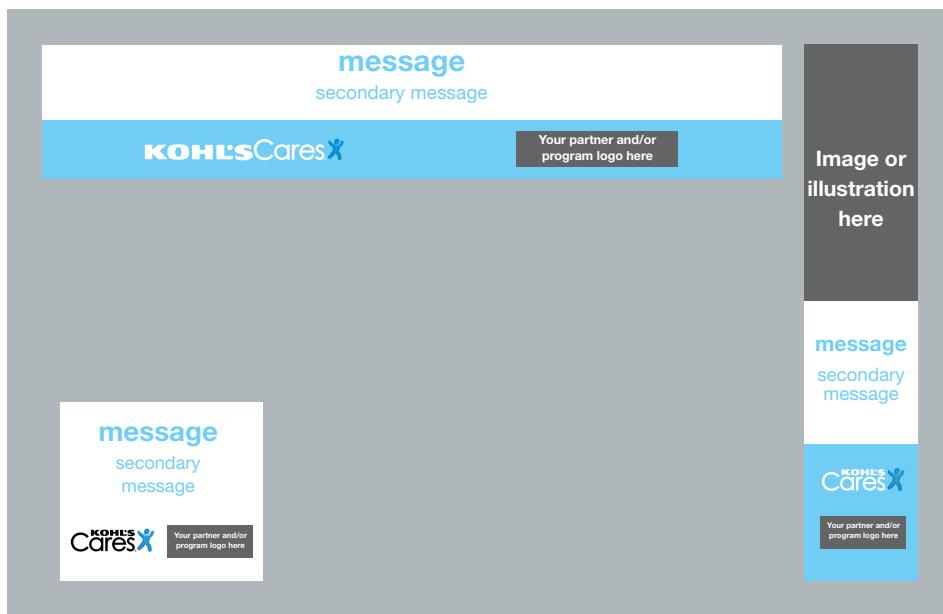
Kohl's Cares

Brochure Cover

Online

Ads and Landing pages

When creating an online ad, please follow the same preferred layout options and guidelines provided in the billboard and print ad sections (see pages 9 and 12).

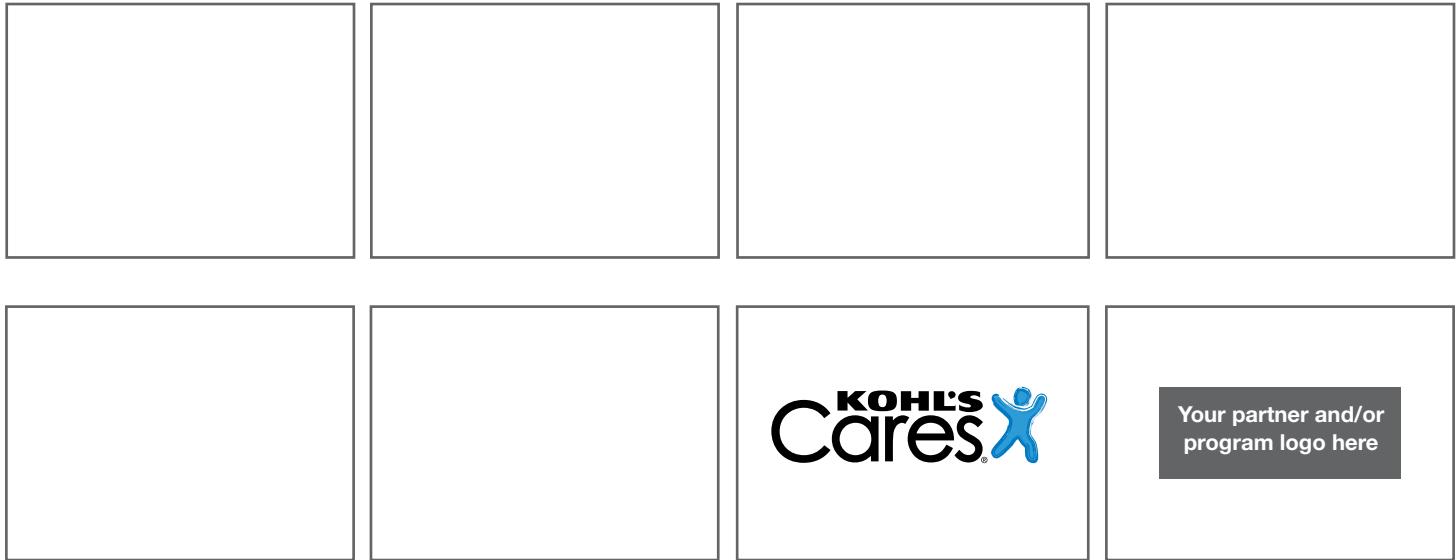


When creating an event landing page that will include our logo or multiple logos, refer to the brochures section (see page 14).



Television

Commercials



Above is an outline of a television commercial. For voice-overs, we prefer a female who is warm and genuine, not hard-selling; the script should feature messaging that is direct while retaining a conversational tone, and is cohesive with what's appearing on the screen. We also encourage live-action commercials versus slideshows; if you feel a slideshow commercial fits your concept best, please submit it to us for approval.

Regardless, we ask that all commercials sign off with the Kohl's Cares® logo as the penultimate image or slide. Your organization's logo and/or website/contact information should follow.

Imagery in our commercials follows the same look and feel guidelines set for our photography (see page 7).

Preferred Commercial Setup

Kohl's sample commercial



Top winners will receive
\$10,000
Scholarships
From Kohl's Cares®

Nominate
a stand-up kid age 6-18 at
Kohlskids.com
by March 15th



KOHL'S
expect great things
Kohlskids.com

Radio

Commercials

Below are two suggested outlines for radio commercials.

Please see page 17 for our suggestions on voice-over talent and scripts.

Intro:

[Your organization's name] and Kohl's Cares have partnered to bring you [event/program name].

Body:

[Event/program details go here]

Signoff:

This is just one more example of how Kohl's cares for kids.

Intro:

[Your organization's name] and Kohl's Cares have partnered to bring you [event/program name].

Body:

[Event/program details go here]

Signoff:

For more information, go to [website].

Note: Per Kohl's style, we do not include the "www" before a URL.

This rule applies to all mediums.