

## Logo Story

The image shows the Dollar General logo in a bold, red, lowercase serif typeface. The word "dollar" is on the top line and "general" is on the bottom line. The letters are thick and have a classic, slightly rounded appearance.

The logo presents a warm, welcoming feeling to their customers. A good way to display it is to provide a warm tone to the branding, providing a welcoming feel to the company. Having the two-story typeface provides a classical look to the design, signifying the stores being a classic across America.

The type displayed in all lower cases gives a calming, softer tone, in comparison to the aggressive and loud all caps with the other brands. The type weight being a very heavy thickness would provide a stronger significance in the brand.