

Welcome...

With the price of many products rise, this has made products harder to purchase. In this presentation we showcase a new story for the discount stores, Dollar General, a brand with the sole focus on reducing prices and increase accessibility of many items people need.

These are the guidelines intended to guide you on how to use the new branding for Dollar General across its display. From packaging to the websites, these meant to show a new story to the brand, displaying a new tone to the brand.