

**DOLLAR GENERAL®**

# **Dollar General Creative Brief**

09-19-2024



## **Objective:**

- The main objectives of the project is to modernize the brand, so it fits the modern style, while standing out from the competition
- The new brand must keep with the original theming to keep a more familiar tone
  - Color theme, similar font, similar imagery, and manage the tone of the new design the same
- The stores are closing as well, so appealing to the modern age may help with sales
  - Despite the logo being made in 2009, the brand seems to have aged poorly in comparison to other discount stores

# Background

# The Story

*Dollar General* is a chain of small discount stores that have been founded in 1939, formally as *J.L. Turner and Son*, as it was founded by both James Luther Turner and his son, Cal Turner.

Later renamed to *Dollar General* in 1955, the focus of the stores to provide goods at a low prices. Looking more into the history of *Dollar General*, it has been shown a sense of outdated branding, despite some stores remaining strong to this day. Even when many brands are established around the late 2000s and remain strong, *Dollar General*, however, remained generic and doesn't really stick out from their competition.

The aim is to update the design to modernize the design, while keeping the tone consistent with the overall brand. The tone needs to match a formal, yet casual tone, to give a sense of welcoming tone to the rebrand.

# Target Audience

# Primary Audience

**Name:** John Douglas

**Age:** 25

**Gender:** Male (he/him/his)

**Occupation:** Design Firm Company

**Salary:** \$70K annually

**Background:** Working as a designer in a design firm company, Douglas often use physical and digital materials to help push his ideas to his team.

**Needs:** With many projects he's been assigned to, he needs many art and designing materials and tools to help create his designs.

**Pain Points:** The issues Douglas is facing are the products he was searching for are the prices of the many items, often being overwhelmed by how expensive the items are.



# Secondary Audience

**Name:** David Mitchell

**Age:** 20

**Gender:** Male (they/them/their)

**Occupation:** Freelance Artist/Designer

**Salary:** \$20K annually

**Background:** To help push their experiences and skills as a designer/artist, Mitchell works as a freelance artist/designer for many small companies

**Needs:** Despite mostly working with digital designs, they need many physical products to help sketch, iterate, and design many ideas to share with their workers.

**Pain Points:** Issues Mitchell has are the durability and availability of the many items needed for their work.



# **Key Message**

**Want some goods? Come to the General!**

Here at Dollar General, we provide the best products at a small price. Our array of items are worthy of supporting an army.

# **Brand Description**

## **Recognizable**

In modern society, many brands stand out. From their friendly, welcoming iconography, to the use of typefaces, the brand is meant to stand out in the marketplace full of shopping stores.

## **Formal**

Not only the stores must give a casual, comfortable tone, but also mean to be presentable in comparison to other discount stores.

## **Casual**

To keep their target audience from moving away from their brand, we need to keep a casual tone to their design, giving a sense of comfortability for their customers.

# Competitive Landscape



3.5/5 - Indeed Jobs  
3.45/5 - GlassDoor



3.4/5 - WalletHub  
3.7/5 - GlassDoor



3.6/5 - Yelp  
3/5 - GlassDoor

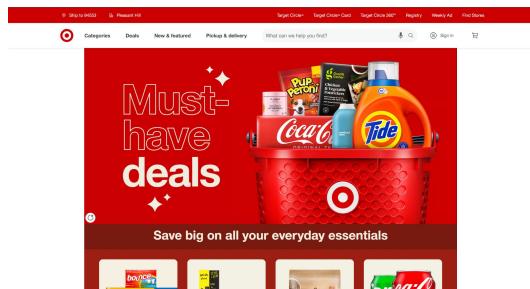


3.3/5 - Yelp  
4.7/5 - Google Play Store



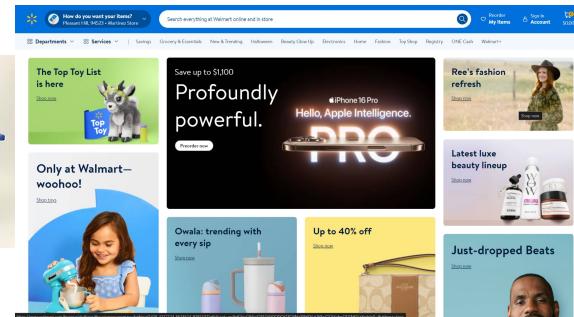
# Target

- Target is a well-known discount store found across many countries
- The logo features a symbol of a target, with the sans-serif typeface
- Has a focus with the color scheme of white and red
  - Even the physical stores reflect the color scheme
- Text is on all lowercase
- Uses physical products to present themselves in the site



# Walmart

- Walmart is a discount "hypermarket" (a market with a large range of products) chain
- Color scheme is focused around blue, with a small use of yellow
- - The blue is inverted many times, with the background is blue, with the text being white
- The text has the beginning letter in cap, with the other letters being in lowercase
- - Text is also a type of sans-serif typeface
- Logo also contains a symbol of a "star"
- Though the logo haven't been changed since 2008, the logo remained timeless



# Dollar Tree

- Dollar Tree is a small chain of discount markets found across the United States and Canada
- Text is on ALL CAPS, with a sans-serif typeface
- Color scheme seems to consist of: light green, medium green, black, and white
- Many physical stores dos exclude the symbol
- The logo does contain the symbol of a tree
  - The tree trunk being the number 1 reflects on how many items from the shop are mostly priced around \$1.
- Similarly to Walmart, despite the logo being made in 2006, it does keep the brand relevant.



ONLY \$1.00 

1986 - 1991 1989 - 1991



2006 - now



# Costco Wholesale

- Costco is a large chain of warehouse discount retail stores
- The chain is multinational company
- Color scheme is the clashing of red and blue
- Text is on ALL CAPS
- The typeface is sans-serif
- Though the logo doesn't have a symbol, it does mesh with typography, making a "blocky" shape with the type.



PRICE CLUB PRICE CLUB **Costco**

1976 - 1993

1993 - 1997

1983 - 1997

**COSTCO**

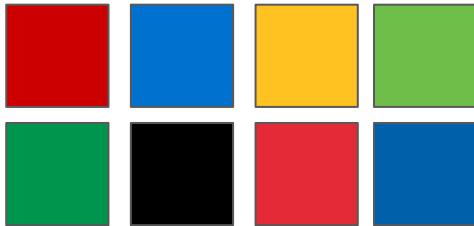
**COSTCO**  
WHOLESALE

1993 - 1997

1997 - now



# Observations



When looking into the logos, there has been many similarities with their branding

- **Type:** The types of typefaces use are around sans-serif. Some are on ALL CAPS, some on all lowercase, some are a mix of both
- **Color:** The color schemes are mostly a focus on the warm colors, such as shades of red or yellow
- **Imagery:** Many use real images on their sites to help sell their company to their target audience
- **Voice:** Mostly loud or attention-grabbing
- **Iconography:** The brands with the icons uses warmer shades

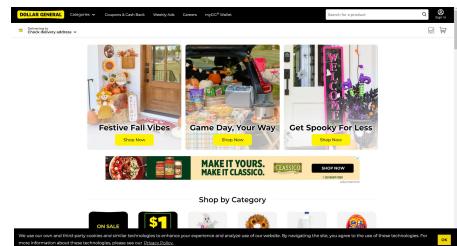
# Creative Direction

- Focus on the font and capitalization
  - Utilizing the sans-serif typeface , while focusing on making the typeface on ALL CAPS
- Color Scheme around a warmer color
  - Utilizing a warm shade of yellow can help with rebranding the small discount store chain
- Utilizing heavy typeface weight
  - No matter if the text is on ALL CAPS or all lowercase, they all do contain text with a heavy amount of type weight
- Shape the "yellow background" to be attention-grabbing
  - Though it may not include a symbol, the rebrand does still plan on creating a design to be attention-grabbing, standing out in comparison to the competition.



2.9/5 - Indeed Jobs  
2.7/5 - GlassDoor

DOLLAR GENERAL



LEE  
STUDIO

# Thoughts? Questions? Concerns?

**Thanks for listening.**

**Have a nice day!**

