

Dollar General Brand Guidelines

12.12.24

dollar
general

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.

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Brand Overview

Our Story

Founded in the early-to-mid 20th century, Dollar General is a line of discount stores spanning across the United States. We specialize in selling a large assortment of products at cheap prices, allowing many customers from many backgrounds to purchase them without any worries about the price.

Though its popularity in the 20th century allows for many other stores to lower their prices for many of their customers, in the 21st century, our sales have been depleting and many stores were closing down, whether because of the pandemic, low sales, or cases of arson.

Main Message

Low Prices, Big Smiles

With the drastic increase of prices of everyday items needed to live, prepare, and/or repair. Products like food, tools, medicine, and deodorant have been given incredibly inflated value to them, making many of them unreachable to many users.

In Dollar General, we can provide these products at such a low price, our brand is more preferable compared to the ever so expensive stores you see often. With the focus on customer's budget and availability of each and every product, here in Dollar General gives more value to our products by keeping our products at the same quality, yet at lower prices.

Brand Descriptors

Formal

Giving the brand a sense of confidence, this tone help provide a sense of trustworthiness and professionalism to the brand. This tone sets forth a bold visual statement, showcasing the brand being more than willing to be serious when it comes to their customer's pain points.

Casual

Though the main goal is to show a sense of confidence and professionalism, the brand also should reflect a sense of casual comfort as well. The brand can be serious when it comes to issues, yet also provide a casual and comforting feel to have the customers to enter the stores without any worry.

User-Friendly

The brand must show a welcoming tone to the target audience of all backgrounds, allowing many to purchase the products with ease. The brand should show a sense of accessibility and affordability, showing the stores being open-minded with the customer service.

Our Visual Identity

Visual Approach

Simplistic

The new logo design is supposed to be simplistic for viewers of the brand. Not too busy, simplistic and easy to read.

A Modernized Classic

With the aspect of Dollar General being made in the early to mid 20th century, the new logo is meant to reflect off of this fact, while giving a modern, new look to it.

“A Gentle Loudness”

Having the logo on all lower cases shows a softer, gentler voice to the brand, having it not be aggressive to the customers/viewers. Having the typeface of the logo, instead, gives the logo more priority in the branding.

Logo Story

dollar general

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.

Logo Anatomy

Typography

Logo typeface is on all lower cases, with heavy thickness. The logo uses a two-story typeface.

Color Scheme

The main focus a single color scheme. This gives a simple design to the brand.
Can also work in black and white.

Alignment

Logo isn't a complete center-align, the "dollar" text being slightly towards the left. Try to align the closed counter of the "d" to the leftmost part of "e".



Line-Height

The logo has "dollar" stack on top of the ascender of the L of "general"

Logo Color Scheme

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Cinnabar

Hex: #E34234

RGB: (227, 66, 52)

CMYK: (0, 71, 77, 11)

**dollar
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Black

Hex: #000000

RGB: (0, 0, 0)

CMYK: (0, 0, 0, 100)

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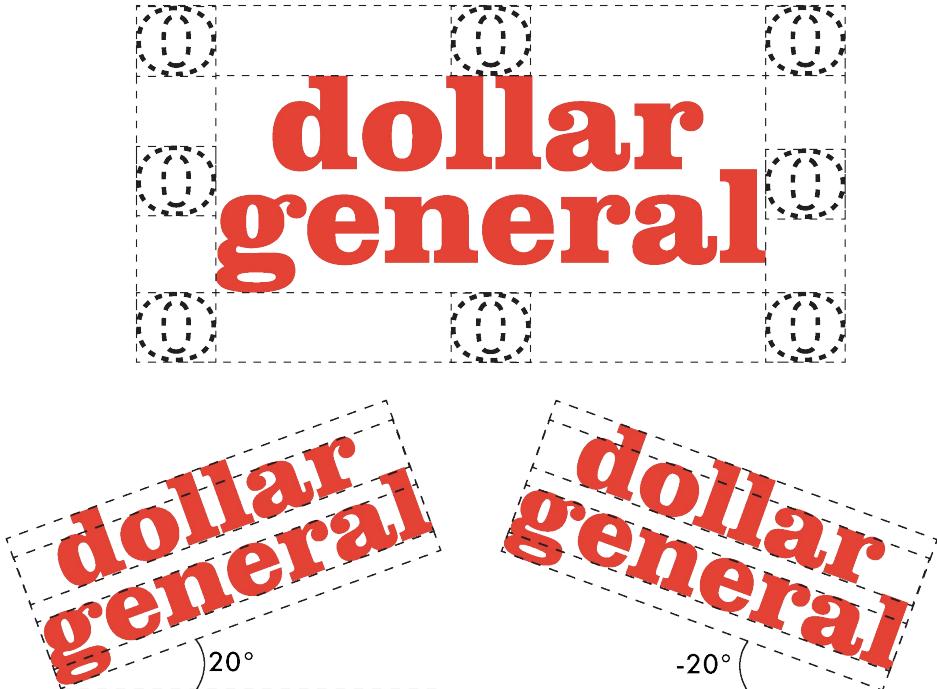
White

Hex: #FFFFFF

RGB: (255, 255, 255)

CMYK: (0, 0, 0, 0)

Logo Formatting



Clearspace

Utilize the size of the O of the "dollar" text to create a clearspace to allow some spacing for the logo when placing it on merchandise, price tags, packagings, etc.

Angling

When placing the logo in a different angle, the most is around 20 degrees (clockwise or anti-clockwise) to keep its legibility

Logo Do Nots



Logo Color

Though many other aspects of the branding can use various colors, the logo should remain as: Black, White, or Cinnabar



Logo Orientation

The logo must be stacked, keeping it on one line may have it losing its significance in the branding.

Logo Angling

Though many other aspects of the branding can use various colors, the logo should remain as: Black, White, or Cinnabar

Logo Alignment

The logo's alignment is similar to center-aligned, any other alignment makes the logo less significant to the branding



Not Completely Centered

Though it's similar to the center alignment, the logo is slightly ajar, the "dollar" to the text leaning a bit towards the left. Imagine lining the "bowl" of the "d" to the leftmost part of the "e".
(Seen to the left)



Logo Style

The logo style shouldn't be replaced, especially the typeface. With the type family to the font weight, the logo shouldn't be replaced to other logos, especially typefaces that don't suit the brand's descriptors.

Brand Color Scheme: Primary Colors

Cinnabar Hex: #E34234 RGB: (227, 66, 52) CMYK: (0, 71, 77, 11)	Pink Salt Hex: #F8EEEC RGB: (248, 238, 236) CMYK: (0, 4, 5, 3)
Black Hex: #000000 RGB: (0, 0, 0) CMYK: (0, 0, 0, 100)	Cinderella Hex: #FEDDDC RGB: (254, 221, 220) CMYK: (0, 13, 13, 0)
White Hex: #FFFFFF RGB: (255, 255, 255) CMYK: (0, 0, 0, 0)	Copper Rust Hex: #9E4244 RGB: (158, 68, 68) CMYK: (0, 58, 57, 38)

The main properties of the primary color scheme for Dollar General would focus around a warm tone, with some uses of white and black.

Mostly focusing with a set of monochromatic shades or red-orange, this color scheme is meant to display a warm, friendly tone to the brand, giving the buyers a welcoming feel to the stores.

Brand Color Scheme: Secondary Colors

Sacramento Green Hex: #043927 RGB: (4, 57, 39) CMYK: (93, 0, 32, 78)	Emerald Hex: #50C878 RGB: (80, 200, 120) CMYK: (60, 0, 40, 22)
Ultramarine Hex: #120A8F RGB: (18, 10, 143) CMYK: (87, 93, 0, 44)	Sky Blue Hex: #ADD8E6 RGB: (173, 216, 230) CMYK: (25, 6, 0, 10)
Goldenrod Hex: #DAA520 RGB: (218, 165, 32) CMYK: (0, 24, 85, 15)	Light Khaki Hex: #F0E68C RGB: (240, 230, 140) CMYK: (0, 4, 42, 6)

Though the main brand color scheme focuses around warmer tones, if there's parts where the shades of red-orange doesn't work, these colors can suit the other aspects of the brand, like produce, internships, or even different parts of the site.

These colors have no major priority to the brand, mostly filling the roles of other parts of the brand. Display such as produce, cleaning materials, and holidays can have a different set of colors to represent the section of the brand

Brand Typeface - Clarendon URW

Clarendon URW Extra Bold

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

**L o r e m i p s u m d o l o r s i t a m e t ,
c o n s e c t e t u e r a d i p i s c i n g e l i t ,
s e d d i a m n o n u m m y n i b h
e u i s m o d t i n c i d u n t u t l a o r e e t
d o l o r e L o r e m i p s u m d o l o r s i t
a m e t , c o n s e c t e t u e r a d i p i s c i n g
e l i t , s e d d i a m n o n u m m y n i b h
e u i s m o d t i n c i d u n t u t l a o r e e t**

The font of choice, Clarendon URW, with the Extra Bold type style gives a strong and “loud” tone to the branding. Mostly used on the logo and a few headings, this gives a strong distinction on which part of the brand takes priority to the brand.

Brand Typeface - Futura PT

Futura PT

Extra Bold

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lore*m* ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Bold

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lore*m* ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Heavy

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lore*m* ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Demi

ABCDEFGHIJKLMNOPQR

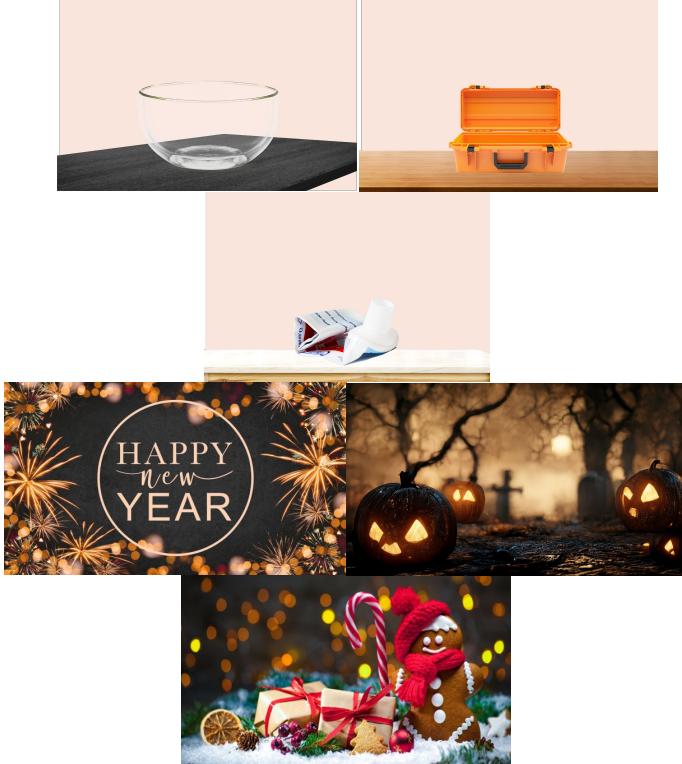
STUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lore*m* ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

With the paragraph typeface, to stand out from the brand's design, Futura PT allows for great distinction from the display typeface, Clarendon URW, and allows for easier focus and legibility to the brand.

Brand Image System



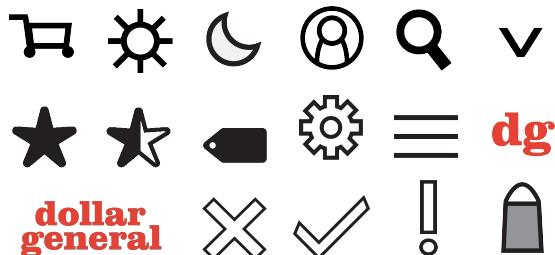
Showcasing Dilemma

When it comes to advertising, showcasing a sense of dilemma pushes forth a sense of reliability to the brand to solve any issues around the lack of expensive items.

Giving Festivities

Another image system for the brand is showcasing a more festive side to the brand, allowing customers to view the brand as appropriate to ready for the holidays.

Brand Illustrative/Iconography



Decorative Patterns

To display a sense of dynamics and diversity with the product lines of the brand, having a pattern showcasing silhouettes of the products.

UI Symbols

Showing the dynamics of websites and apps for the brand. With the main focus on the shopping aspects to the brand, focusing on how the users can explore the website/app.

Where It All Comes Together



Advertisements

The advertisements showcase a dilemma, with the narrator showing an empty container, with the tagline feeling a sense of items being out of reach, alluding to Dollar General providing these goods at a low price.



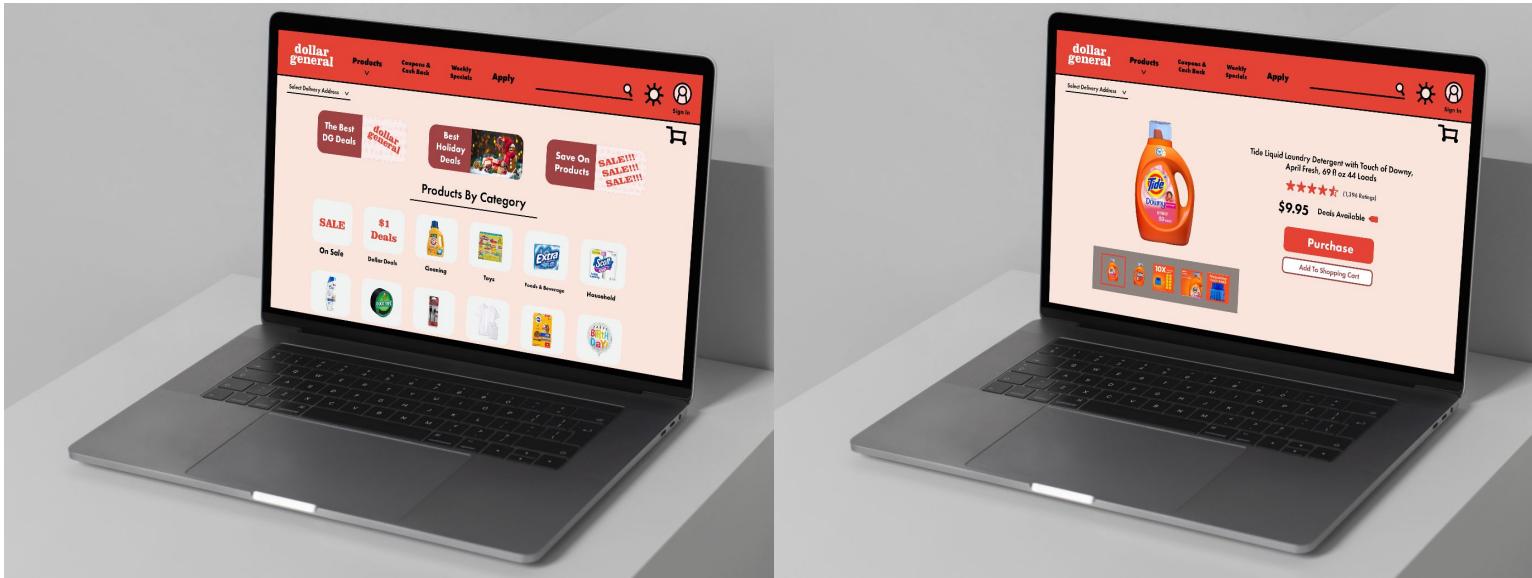
Advertisement Series Display

This is a small display of the advertisements for the brand's advertisement series, showing the ads working as both individual and united media.



Packaging

The packaging, through the shopping bags within the stores to the boxes shipped across the U.S., the branding gives a distinct appearance to show a sense of distinction between this brand and its competition. Even presenting the main brand message to how the strength of the brand.



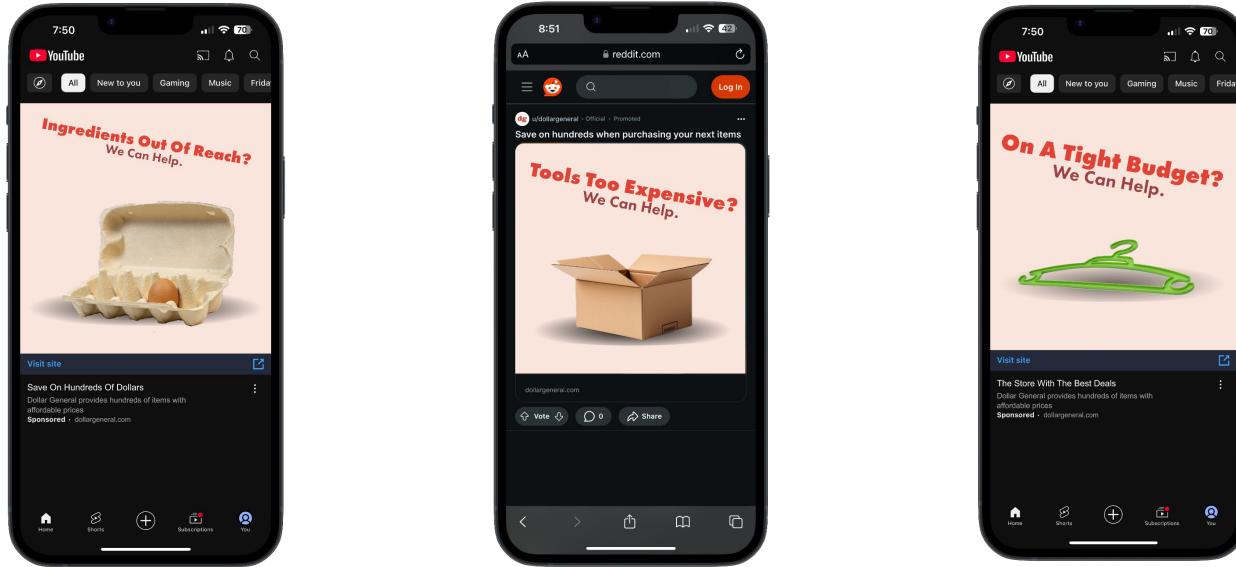
Website

A large overhaul of the website, the new design showcases the new brand identity. From giving a new way for users to order the items and displays on the products quality and appearance with the help of this new design.



Website (Dark / Night Mode)

A different version of the website for those who dislike brighter colors. Considering the customers' preferences on whether they enjoy the brighter or darker color scheme of the website.



Social Media Advertisement

Within different social media platforms, these advertisements further showcase the dilemma they present, inciting that Dollar General being the main solution for any issues presented. These, along with the ad series presented earlier, pushes forth an urgency where Dollar General is the solution.



Signage

A signage customers can see through town, showing where the store is when passing through other establishments. The red being prioritized in the design catches the attention of the customers, alerting them to the store.



Employee Uniform (Spring/Summer)

This employee uniform is suited for warmer weather. With the color white reflecting off of the heat from the weather, keeping the employees cool.



Employee Uniform (Autumn/Winter)

This uniform for employees are for the colder weather. The darker color scheme keeps the employees warm by absorbing any heat around them.



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Logo Animation

This is a short animation featuring the brand logo, showcasing its dynamics with the change of background color. A simple showcase on how flexible the logo can be in comparison to the background.

This animation can switch to black-and-white to showcase the flexibility of the logo in grayscale.

Thank You