



QUICK REFERENCE GUIDE



The visual style of the Kmart brand is bright, warm, and full of life. The brand look is organic and authentic- not stylized or abstract. Our visual style expresses the brand by being modern, joyful, optimistic and fresh. The brand color palette is vibrant and down to earth. Brand images are in the moment, have emotional context, and reflect our customers' reality. Brand images tell stories about how our customers can share their lives with the people they care about through Kmart merchandise. The visual look of Kmart should elicit a warm smile and be life affirming.

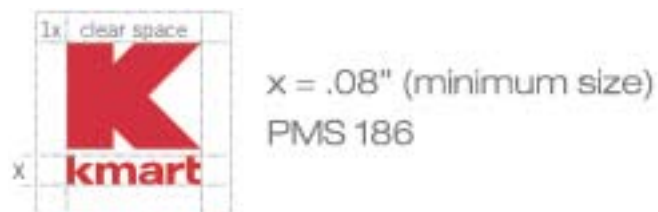
WHAT WE LOOK LIKE

Our logo is iconic. To maintain its stature as one of the most recognized brand signatures, there are very specific guidelines for how it can be used.

#### CORRECT USAGE

**Minimum size:** To ensure legibility and detail, our logo should measure no less than .4" in height.

**Clear space:** The area (1x) surrounding the signature that should be free of competing visual elements.



**Logo color:** When printing in one, two or four colors - reproduce the logo only in PMS 186. The black should only be used when color printing is unavailable. The white, only when needed. only in PMS 186. The black should only be used when color printing is unavailable. The white, only when needed.



#### INCORRECT USAGE

To preserve the integrity of the Kmart logo, never alter the approved configurations or deviate from the logo color guidelines.

Never use the Kmart logo in the possessive form.



OUR KMART LOGO



Our core customer is always at the heart of every image we show. In our advertising, you see the key components of what is important to our customer: family, friends and the enjoyment of all the little things that life has to offer. We strive to capture how Kmart products and services fit into her life of simple, shared pleasures.

#### IMAGE TONE

We use images that are optimistic, fun and human. We show families interacting, smiling faces and sunny days. There's always a twinkle in the eye and a sense of honesty evident in our photography, speaking to the truth of our customer's everyday experiences.

#### IMAGE SELECTION

Our style of photography is genuine. The images are dynamic and full of movement.



#### CROPPING

When cropping, emphasize the human relationships and emotions present in the photo being edited. Always show the core emotion of the picture.



original image



crop 1



crop 2

#### MERCHANDISE

Show merchandise in-environment/situation and in natural light when possible.



OUR PHOTOGRAPHY

Kmart's fonts are clean, modern and easy to read. Deviating from font usage guides should only be done under rare circumstances and should be approved by your Kmart representative. Occasionally, promotional fonts are used. Please reference seasonal guidelines where appropriate.

**Helvetica Neue (85 Heavy)**

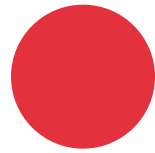
**Helvetica Neue (75 Bold)**

Helvetica Neue (55 Roman)

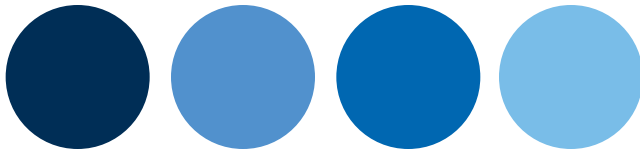
Helvetica Neue (53 Extended)

OUR TYPOGRAPHY

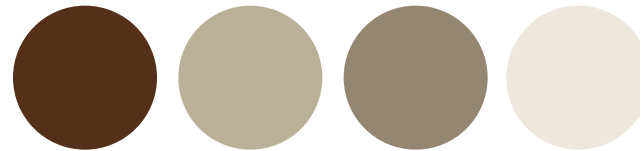
We develop our color palettes to create the best environments for our advertising communications. Our palette is modern, optimistic and fresh. We use tones that are vibrant and full of life with colors that are inviting and warm.



Kmart Red



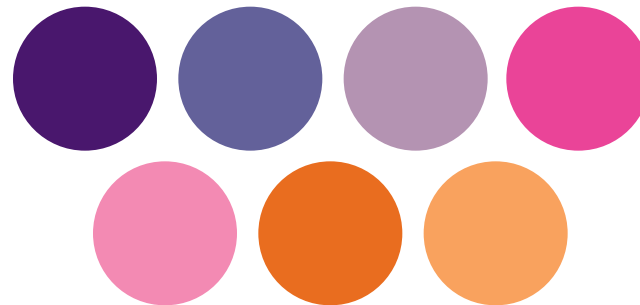
Blues (Mr. Bluelight, Special Offers)



Warm Neutrals (softlines)



Greens (Value, Finance, Layaway)



Seasonal

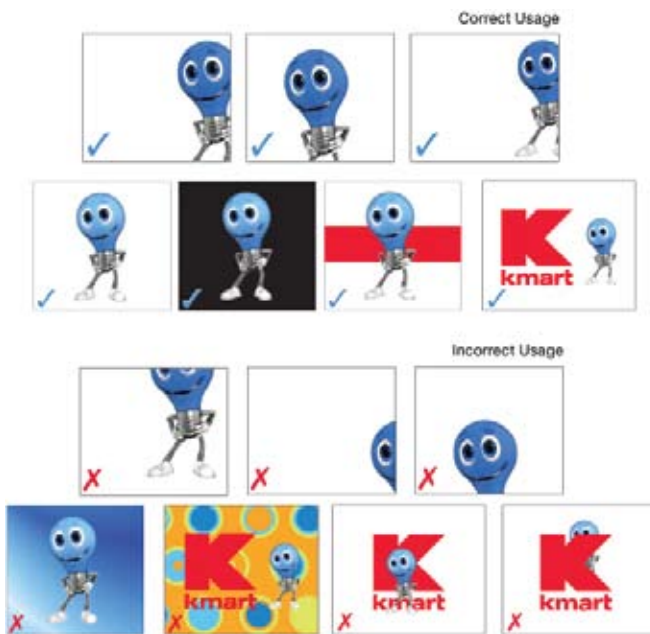
OUR COLOR PALETTE

## TONE & PERSONALITY

Mr. Bluelight is: upbeat, quizzical, adventurous, funny and most of all smart. He always has a friendly and welcoming tone and is usually used to connect directly with the audience.

Mr. Bluelight does NOT: represent deep discounts, but rather, brings attention to sales events and promotions for Kmart, and always introduces you to all things new, different, better and special about Kmart"

## CROPPING & USAGE



## FACTS



Mr. Bluelight is 14" tall  
(the height of a bowling pin.)



Mr. Bluelight is always referred to as Mr. Bluelight, and is trademarked (TM) in print and online.



Mr. Bluelight can wear accessories/hats but not clothes/outfits

## APPROVED POSES



# HOW TO USE MR. BLUELIGHT