

2010 Brand Style Guide v2

sears

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Section 1

The Sears Brand

- Introduction
- Brand Manifesto
- Brand Brief
- Brand Essence
- Our Target Audience

Welcome to the Sears Brand Style Guide

This document provides comprehensive guidelines to the Sears brand and sub-brands. It will help you create Sears communications consistent with both the tangible and intangible aspects of our brand identity.

The Sears brand does more than simply identify us in a crowded marketplace; it communicates our values, beliefs and personality.

Our brand is our promise to help today's families achieve their American Dream with superior value, trusted service and an extensive selection of great products and brands. We want customers to feel good about shopping at Sears, because we understand what matters most—family and home.

We also want them to trust what Sears represents, which is why following these guidelines is so important. Please adhere to them without exception. They are critical to conveying a strong, consistent experience with the Sears brand across all business units, sub-brands, departments and communication channels.

You carry the responsibility of guarding this trust in every communication you create.



When it comes down to it, we all want the same thing: A better life for our families.

No longer is the American Dream defined by outward displays of accumulation. No more two-car garages, big houses or keeping up with the Jones's. There is no longer a unified look that represents the dream. No white picket fence and 2.5 kids.

Families are now bound together by a collective value system. Valuing the family and a belief that tomorrow will be better than today. An unending quest to put smiles on the faces of our children. To provide a home that is safe and comfortable.

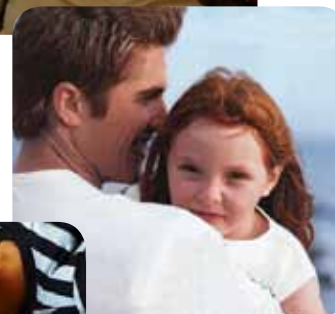
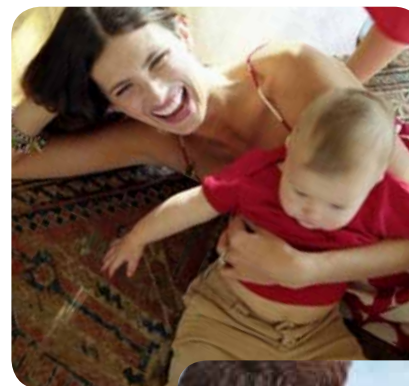
It's now about having just enough—not more than we can afford to simply impress the neighbors. Living within our means to achieve the dreams of our family.

Sears shares these values.

We believe that we should help make the dream possible by providing a fair price for great quality. By standing behind what we sell, with guarantees that provide peace of mind. By letting our customers shop the Sears experience any way they want, whenever they want. And by making the dream possible through flexible payment options to fit any budget.

If we do this, do what's right for the customer always, we will deliver:

Life. Well spent.



The Sears Brand: **Brand Brief**

What's our challenge?

Sears has not communicated its differentiated position, and hence, does not have a strong emotional connection with consumers. It needs to return to its iconic stature by creating a meaningful perception in consumers' minds. In addition, Sears must inspire and energize employees and associates, and provide them with a clear sense of mission and purpose.

Who are we talking to?

Today's American Family who represents the Sears consumer segments (2,4,6) with a younger, aspirational family lifestyle. They are optimistic and are looking to create the best home life for their family. Their decisions are shaped around maximizing the enrichment of their family life. It's with that filter in mind that they shop for their family and home life. They view the things they buy as helping them to build and strengthen their home.

What is the key insight?

Today's American Family views the American Dream through the richness of their family life.

What's the main idea?

The Sears community enables your family to achieve your American Dream.

Reasons to believe

Sears provides superior value through our extensive service network and authoritative selection.

Attainability

Pricing and financing that keeps you within budget (e.g., price-match guarantee, 0% financing, etc.) Quality brands you trust and can't get anywhere else – Kenmore, Craftsman, DieHard, Lands' End, LL Cool J, Ty Pennington.

Service Network

Shopping and service options that fit within your schedule (e.g., next-day delivery, buy online, pick up in store). Plus 10,000+ courteous and trained service professionals to help improve your home and keep it running smoother.

Authoritative Selection

Quality product/solutions assortment that helps you find what's right for you (e.g., largest selection of tools and appliances).

The Sears Brand: **Brand Essence**



sears

The Sears Brand: **Our Target Audience**

Today's American Family is our target audience.

They view the American Dream through the richness of their family life. Their outlook is optimistic, and creating the best home life possible is a priority. As they shop for their family and home, their decisions are shaped around maximizing the enrichment of their family life. They view the things they buy as helping them to build and strengthen their home, and their dream.



Homebuilders



Affluent Bargain Hunters



Sophisticated Shoppers

Sears Brand Identity

- Introduction
- Sears Logo
- Logo Colors
- Protected Space
- Logo with Tagline
- Small Application Logo
- Sub-Brand Logos
- Sub-Brand Logo Colors
- Sub-Brand Logo Examples
- Sub-Brand Logo Horizontal
- Corporate Department Names
- Unacceptable Usage
- Using Sears in Copy
- Sears, Roebuck and Co.

The Sears brand identity is one of our most fundamental and powerful assets

Our brand identity is how we bring our brand to life, creating an emotional connection with our customers in every communication, across all media channels.

This guide is designed to help you consistently communicate the Sears brand. Please take the time to review the brand identity principles in this section. By strictly following the guidelines outlined here, you will create communications consistent with the Sears brand identity. In addition, you will maintain the strength and clarity of the Sears brand, and build trust in every phase of the customer's experience.

If you have any questions or require further assistance, please contact Sears Integrated Marketing Communications (IMC):

Dominick Lewis 847.286.1445

Joe Michaelson 847.286.2019



Sears Brand Identity: **Sears Logo**

The Sears Logo is one of our most important assets. Please follow the basic identity guidelines carefully to protect its value, preserve its strength, and create consistent communications. The logo must appear on every type of communication from Sears.

Always reproduce the Sears Logo accurately from the original source file.

Never alter the logo in any manner.

All Sears marketing assets can be found on the SHC Impact DAMM:

<https://impactdam.intra.searshc.com/Impact/templates/login.html>

If you need assistance or have questions, please email the Impact team at:

Impact_dam@searshc.com

The image shows the word "sears" in a blue, lowercase, sans-serif typeface. The letters are evenly spaced and the font is clean and modern.

Sears Brand Identity:

When using color, the Sears Logo must appear in Sears Blue on a white background or reversed in white.

In cases where color selection is more limited and Sears Blue is not available, a black Sears Logo is acceptable. The Sears Logo may also reverse to white on a black background in these applications.

Color Matching

Always match colors to the Sears Blue and Sears Sub-Brand Red specifications. The colors shown here and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards. Pantone is a registered trademark of Pantone, Inc.

Due to the manner in which color is represented on screen, the colors shown here may not accurately represent the true Sears Corporate Colors. Please do not compare the colors printed here (or on a copy of this page) for color matching. Instead, always refer to the PMS Formula Guide.

Note

Always ensure precise 100/74/0/0 cmyk build. Sears Blue may automatically convert inaccurately in some software programs.

sears

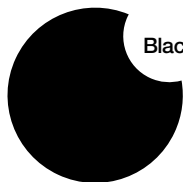


Sears Blue

Pantone 072
CMYK: 100/74/0/0
RGB: 0/0/153
Web: 000099
3M Vinyl Film (for signage): Sears Blue (custom)



sears



Black

Black
CMYK: 0/0/0/100
RGB: 0/0/0
Web: 000000



Sears Brand Identity: Protected Space

In order to protect the Sears Logo, a unit equivalent to the space between the top of the “e” and the top of the “s” is used to construct a minimum “area of isolation,” or a protected space, around the logo at all times. Copy, design elements and image borders should never invade the Protected Space.

When using the Sears Logo on a photograph, ensure that clear space is maintained and that no detailed portions of the photograph invade the logo. Always ensure full readability when overprinting the logo on photography.

Protected Space should be observed on any version of the Sears Logo.

Note

Please be aware that the standard Sears logo may fill in, plug-up, or appear to lack weight and “disappear” when reduced at less than 1”. When a smaller size logo is required, follow the Small Application Logo guidelines on p. 13.



Sears Brand Identity: Small Application Logo

When printing at a reduced size, or on lower grade substrates or fabrics, use the small application logo. The small application logo has a heavier weight and its letters have been adjusted to avoid it from *filling in*, *plugging-up*, *appear to lack weight* or *“disappearing”* when reduced at less than 1”.

The Small Application Logo may be used from 0.5" to 1" wide.

Do not use the logo at sizes smaller than 0.5".

Do not attempt to recreate the small application logo by reducing the size of the standard logo.

Always reproduce the Sears logo accurately from the original source file.



Sears Brand Identity: Sub-Brand Logos

Certain Sears businesses, services and other initiatives are identified graphically by creating a typographical lockup with the Sears Logo. The format for the Sub-Brand Lockup has been created to assure clarity and consistency. Please follow these guidelines very carefully.

The height of the space from the top of the “S” to the top of the “e” is a single unit of measurement. This unit is scaled proportionately as the logo is scaled, and is used to determine the height and position of the Sub-Brand Name. The Sub-Brand Name is set in Helvetica Neue Condensed Medium, utilizing initial caps.

The Sub-Brand Name is always justified to the right edge of the final “S” in the Sears Logo. If a Sub-Brand Name is long enough, it may extend past the left side of the Sears Logo. A longer Sub-Brand Name may be stacked onto two lines. **If the sizing and positioning of the Sub-Brand shown here is not visually appropriate in a particular application (for example, certain types of signage), other options may be possible with special permission.**

Maintain Protected Space around the Sub-Brand Logos in the same way that Protected Space is maintained for the Sears Logo.



Sears Brand Identity: Sub-Brand Logo Colors

The Sub-Brand Logo uses Sears Blue (Pantone 072) as well as Sears Sub-Brand Red (Pantone 485). Only the Sub-Brand Name should be set in Sears Sub-Brand Red. Do not use other colors for the Sub-Brand Name.

If you are printing a limited-color piece and Pantone 485 is not available, use Sears Blue. If Sears Blue is not available, use solid black.

If you are printing a two-color piece that includes black and the other color is not Sears Blue, use an all-black logo. Do not combine black and the second color, even if it is Sears Sub-Brand Red.

The Sears Logo may only be reversed out of Sears Blue or solid black. Do not reverse the Sears Logo out of Sub-Brand Red or any other color. (see page 21 for more examples.)

Color Matching

Always match colors to the Sears Blue and Sears Sub-Brand Red specifications. The colors shown here and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards. Pantone is a registered trademark of Pantone, Inc.

Due to the manner in which color is represented on screen, the colors shown here may not accurately represent the true Sears Corporate Colors. Please do not compare the colors printed here (or on a copy of this page) for color matching. Instead, always refer to the PMS Formula Guide.

Note

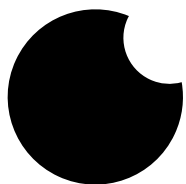
Always ensure precise 100/74/0/0 cmyk build. Sears Blue may automatically convert inaccurately in some software programs.



Pantone 072
CMYK: 100/74/0/0
RGB: 0/0/153
Web: 000099
3M Vinyl Film (for signage): Sears Blue (custom)



Sub-Brand Red
Pantone 485
CMYK: 0/95/100/0
RGB: 255/0/0
Web: FF0000
3M Vinyl Film (for signage): Tomato Red



Black
CMYK: 0/0/0/100
RGB: 0/0/0
Web: 000000

Sears Brand Identity: **Sub-Brand Logo Examples**

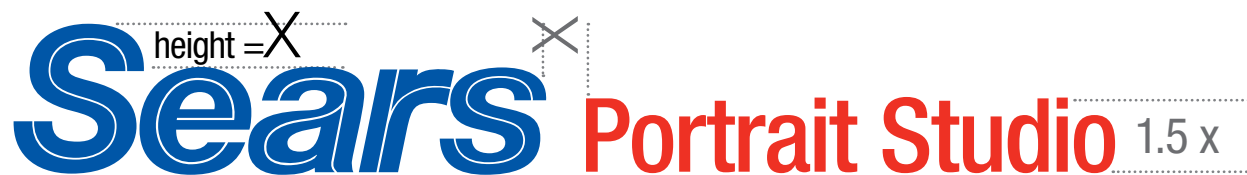


Sears Brand Identity: **Sub-Brand Logo Horizontal**

Exterior Building Signage Option

Use the horizontal version of the Sub-Brand Logo when vertical space is extremely restricted, such as in storefront signage. Note that the height of the Sub-Brand Name (Portrait Studio) is 1.5x, and is NOT the same height as in the stacked version (1.0x).

Other configurations are possible and must be developed in conjunction with Store Operations and IMC.



Sears Brand Identity: Corporate Department Names

If a corporate department, organization, activity or other group is not considered a business, service or Sub-Brand, present it in conjunction with the Sears Logo. This treatment will reinforce the entity's association with Sears.

Position the Sears Logo separate from the Corporate Department Name and maintain Protected Space. Do not create a lockup. Set the department name off on its own, in Helvetica Neue Condensed.

Please follow the Sub-Brand Logo Color guidelines on page 16 when printing any of these names in conjunction with the Sears Logo.



Sears

Creative Services

Sears

Marketing



Sears Brand Identity: Unacceptable Usage

Here are common examples of Sears Logo misuse. Please make every effort to understand our Logo Guidelines and avoid misuse of our brand identity assets.



Do not put the Sears Logo on a background color that is not Sears Blue or black.



Do not put the Sears Logo in a color that is not Sears Blue or black.



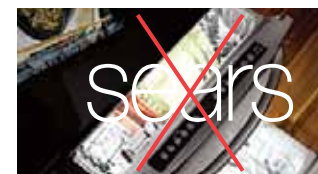
Do not use the Sears Logo in low resolution. It must always appear sharp and clean.



Do not place the Sears Logo on top of patterns, logos or any other graphics.



Do not crop the Sears Logo.



Do not place the Sears Logo on complex areas of a photographic background. Logo must be prominent and legible.



Do not distort the Sears Logo.



Do not place the Sears Logo in a shape.



Do not add a drop shadow to the Sears Logo.



Do not use other colors for the Sub-Brand name. Sub-Brand Red and white are the only colors allowed.



Do not put the Sears Sub-Brand Logo on a background color that is not Sears Blue or black.



Do not create new logos using the Sears Logo.

Sears Brand Identity: Using Sears in Copy

When referring to Sears in copy, the word “Sears” should be set in Helvetica Neue. Do not use a special typeface or formatting just for the word “Sears” to separate it from the surrounding copy. Do not use the Sears Logo in copy.

Sears repairs all major brands

Correct usage

~~Sears~~ repairs all major brands

Incorrect usage

~~sears~~ repairs all major brands

Sears Brand Identity: **Sears, Roebuck and Co.**

"Sears, Roebuck and Co." is always set in Helvetica Neue Bold or Bold Condensed if it is being used as an entity, or if it is being shown with the standardized address block.

Do not use the Sears Logo in place of "Sears, Roebuck and Co." Do not substitute "&" for "and." Do not spell out "Company" in place of "Co."

Copyright Notice

Sears copyrighted materials are owned by Sears Brands, LLC.

Sears, Roebuck and Co.
3333 Beverly Road
Hoffman Estates, IL 60179

Correct usage

Sears, Roebuck and Co.
3333 Beverly Road
Hoffman Estates, IL 60179

Correct usage

~~**sears Roebuck and Co.**
3333 Beverly Road
Hoffman Estates, IL 60179~~

Incorrect usage

~~**© 2010 Sears Brands, LLC**~~

Incorrect usage

© 2010 Sears Brands, LLC

Correct usage

~~**Sears, Roebuck & Company**
3333 Beverly Road
Hoffman Estates, IL 60179~~

Incorrect usage

~~Copyright 2010 Sears Brands, LLC~~

Incorrect usage

Section 3

Typography

Corporate Typeface
Lowercase Headlines

Typography: Corporate Typeface

Corporate Typeface: Helvetica Neue

The Sears Corporate Typeface (font) is Helvetica Neue. It is used within all Sears Logos and corporate communications.

Helvetica Neue may be used for sub-branding, headlines, body copy, and any other use where typography is required.

Within Helvetica Neue, there are six weights and italics available.

Leading (Line Spacing)

In general, type should be spaced at approximately 120% of the type point size for maximum legibility. For example, each line of 12 pt. type should be spaced about 14.5 pt. apart. Line spacing may be increased above 120% depending upon design needs, but do not go below 120%.

Tracking (Letter Spacing)

Tracking may be set from (0) to (-20) for maximum legibility. Word spacing should be set to 85% (Adobe settings). Spacing may be tightened below 85% if necessary to maximize type size in a limited space.

Alignment

Whenever possible, align type flush left.

For electronic usage, see Online Style Guide.

Limited Usage of Helvetica Neue Condensed

Helvetica Neue Condensed may only be used for legal and disclaimer copy.

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01213456789!@#\$\$%&*

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01213456789!@#\$\$%&*

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01213456789!@#\$\$%&*

Helvetica Neue 57 Condensed (see limited usage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01213456789!@#\$\$%&*

Correct Leading (Line Spacing)

12 pt Helvetica Neue 75 Bold
justified left,
with 14.5 pt leading

Incorrect Leading (Line Spacing)

12 pt Helvetica Neue 75 Bold
justified left,
with 10 pt leading

Typography: Lowercase Headlines

The preferred type style for headlines is all lowercase. This adds a friendly, approachable tone to communications and gives them the feeling of a personal conversation. Emphasize key words or phrases with medium type or all caps.

Please note: brand names or registered names are the exception to this rule, they should always be capped.

Use initial caps for the first word of each sentence in body copy and longer text to facilitate readability.

- **all shoes on sale**
- **save on all tires**
- **15% off** all Craftsman power lawn & garden
- **extra 20%** off all Energy Star appliances

Section 4

Color Palette

Primary Corporate Palette
Secondary Support Palette

Color Palette: **Primary Corporate Palette**

Consistent use of the Sears primary palette is a major factor in recognition and memorability of the Sears brand.

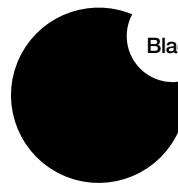
The primary palette includes the standard colors: Sears Blue and black.

These colors are consistently used in store, online and in print to establish and maintain brand identity.



Sears Blue

Pantone 072
CMYK: 100/74/0/0
RGB: 0/0/153
Web: 000099
3M Vinyl Film (for signage): Sears Blue (custom)



Black

Black
CMYK: 0/0/0/100
RGB: 0/0/0
Web: 000000

Color Palette: Secondary Support Palette

It's important to note that the Sears brand signature color is blue. The secondary palette includes a wide range of blue tones and gradients. This extensive range of shades consistently and unmistakably link the Sears brand with the color blue. In essence, Sears owns blue.

This broad palette also allows for contrast and subtlety in design.

When using a gradient, be sure to create enough contrast between dark and light to avoid banding.

Note

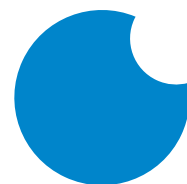
Seasonal accent colors are not shown. All lifestyle images & holiday elements can be found on the DAMM. Contact IMC if you have any questions or require further assistance.



CMYK: 100/74/0/0
RGB: 0/0/153
Web: 000099



CMYK: 100/56/0/23
RGB: 0/86/149
Web: 005695



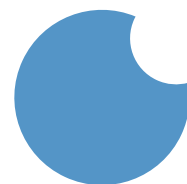
CMYK: 100/34/0/0
RGB: 0/132/203
Web: 0084CB



CMYK: 100/23/0/0
RGB: 0/146/215
Web: 0092D7



100/0/0/0
0/174/239
00AEEF



CMYK: 67/31/05/00
RGB: 84/149/199
Web: 5495C7



CMYK: 60/0/0/05
RGB: 65/190/232
Web: 41BEE8



CMYK: 40/0/0/5
RGB: 135/205/236
Web: 87CDEC



CMYK: 24/1/1/00
RGB: 189/227/245
Web: BDE3F5

Gradients



100/74/0/0 to
100/34/0/0



100/74/0/0 to
100/0/0/0



100/56/0/23 to
40/0/0/5



100/34/0/0 to
60/0/0/5



100/34/0/0 to
24/1/1/00



60/0/0/5 to
24/1/1/00

Section 5

Visual Language

Circle Treatment
Rectangle Treatment
Icon Usage and Design

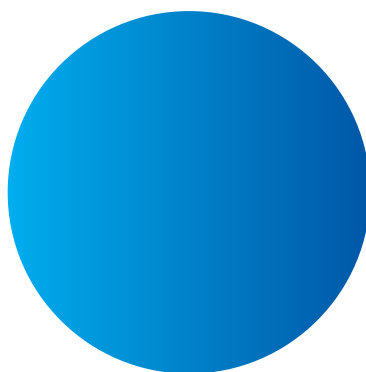
Visual Language: Circle Treatment

The Sears circle is a differentiating graphic element. It adds an approachable, more contemporary feel to Sears communications. It also allows for structure without rigidity.

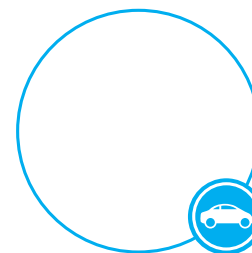
The circle can stand alone to create a single point of focus. It should be used sparingly to inform and direct the consumer's eye. Circles can also be used to create a grid-like pattern.

Circles can contain product images, or icons with or without accompanying copy. They also can be used to emphasize a singular message, offer or call to action.

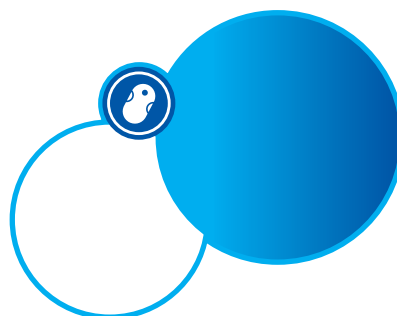
For more examples of circle treatments, see Section 8, *Shop Your Way*.



Single circle graphic



Single circle graphic with icon



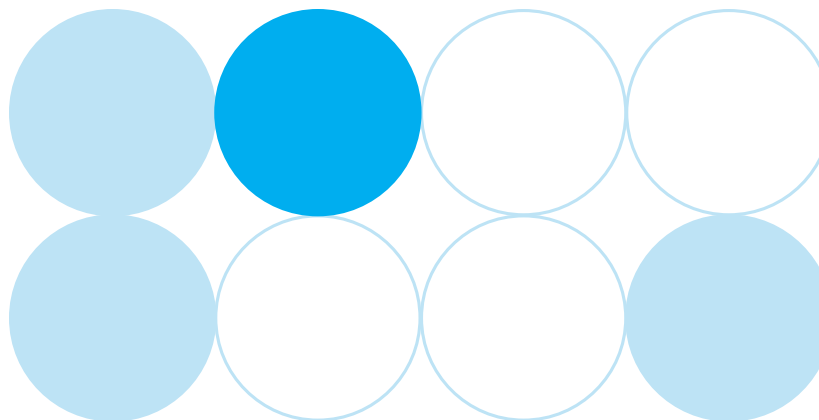
Multiple circle graphic with icon



Multiple circle graphic with copy.
For more example of copy treatments
within circles, see pages 53–55.

Visual Language: **Circle Treatment (cont'd)**

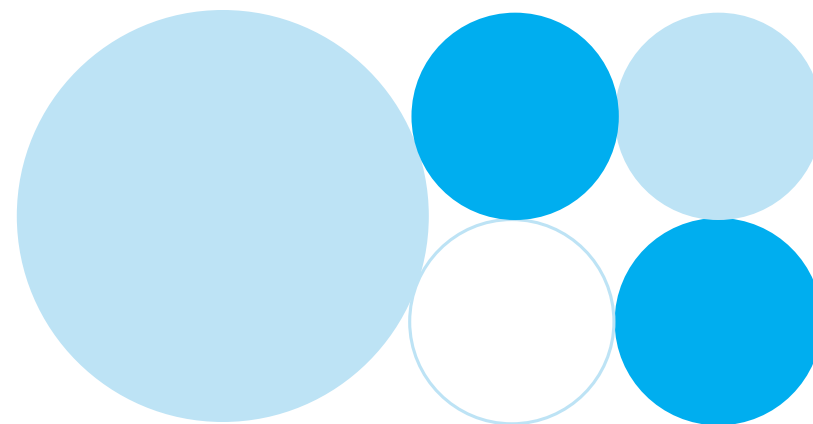
Layouts are loosely based on a grid of circles and may be used as fully or sparsely as needed when incorporating lifestyle imagery. When used as a full grid, the circles must create tangents.



Multiple circle grid



Multiple circle grid with circles for photos



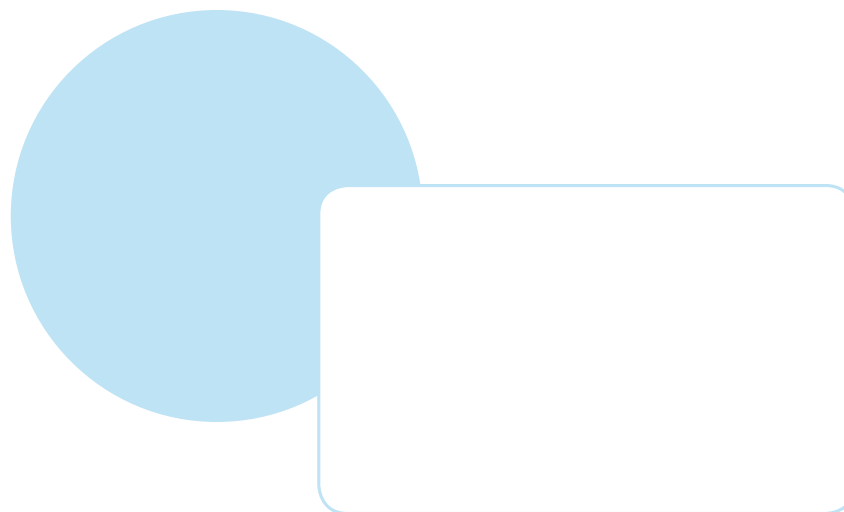
Multiple circle grid with various sizes

Visual Language: **Rectangle Treatment**

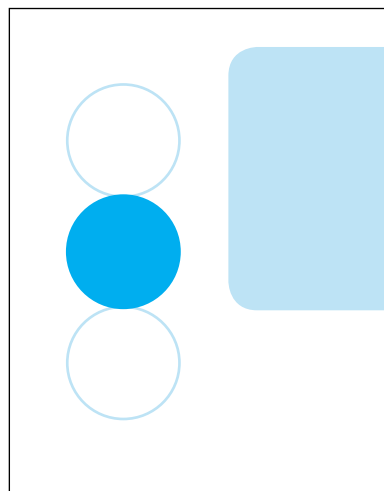
A rectangle with rounded corners is another graphic option for organizing images and information in Sears communications.

It may be used to contain images, highlight important information or separate a copy-heavy message. Use a rectangle when a circle is too small to hold the image and/or copy, or when presenting many images on a page.

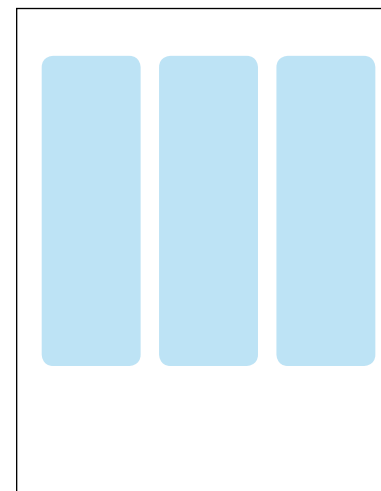
Rectangles and circles may also be used together on the same page.



Rounded corner rectangle with circle



Rounded corner rectangle bleeding off page



Rounded corner rectangle 3 columns

Visual Language: Icon Usage and Design

Sears icons are used sparingly to illustrate or symbolize Sears proprietary services or offerings. Icons must stand for something important or exclusive to the brand, e.g., distinct, ownable and differentiated format and/or channel propositions/capabilities.

The style of Sears iconography is simple, contemporary and consistent across all channels. There is an established illustrative style, using rounded shapes and corners with minimal detail. Thin lines are also incorporated to further define each object.

Minimum size of icons: 0.375" - 0.9525cm

DOs

Do create icons that are unique and distinctly different from other icons in the brand's portfolio.

Do incorporate a solid, single-color design, positive or reverse treatments. Colors may be assigned depending on the service or offering it represents.

When appropriate, do include a brief caption with the icon to help define more complex services or offerings.

DON'Ts

Do not overuse icons. Icons should be used sparingly to maintain the integrity of the graphic message and the brand.

Do not create a new icon if an icon already exists for a related message, even if it is for a different business or capability.

Do not incorporate multi-color or shaded areas, as they tend to fill in when reduced down to small space applications.

PLEASE NOTE: All icon usage/development must be approved by Sears Integrated Marketing Communications.



Shop Your Way icons



Section 6

Brand Voice

Brand Copy Tone
Promotional Copy Tone

Brand Voice: Brand Copy Tone

The tone and style of Sears copy works with our visual imagery to create a brand personality unique to Sears. Copy presents a valuable opportunity to initiate and sustain an ongoing dialogue—and relationship—with our shopper.

Our copy should create an emotional connection with the consumer, enabling her to make the right choices for her family and home. Regardless of channel, every communication should implicitly reinforce our brand promise: **A better life for you and your family**

Sears fulfills this promise explicitly with **superior value, trusted service, extensive selection and great brands**. This combination of offerings is what distinguishes us from the competition.

Keep in mind that each piece of copy carries the words of Sears, so it must convey a tone that is consistent with our brand personality. In every communication, copy must reflect these qualities:

- Genuine
- Trustworthy
- Friendly
- Informative
- Clear



Brand Voice: **Promotional Copy Tone**

Most of our communications are promotional in nature because their primary purpose is to sell our products and services. They should be concise messages that convey meaningful and differentiating value that drives customers to take action. These messages typically include a special offer or savings opportunity.

Depending on the channel and objective, there are varying degrees of emphasis on offers and prices. For example, value is the lead message in circulars. In the online channel, sears.com features special offers and sale events, but also includes value-add content such as buying guides, tutorials and more.

Television ads strike a balance between heavy brand messaging with price and special offers. While emphasis on promotional messaging will vary, every communication must reflect the Sears brand copy tone (see previous page), even when it is not the lead message.

Since these communications ask our shoppers to take some kind of action, they should use active verbs and include a clear, prominent call to action.

Promotional communication channels include:

- Broadcast
- Online
- Digital
- FSI
- Catalog
- Direct Mail
- In Store
- Circular
- Email

spend your day
not your budget.

find head-to-toe style
in store or at sears.com

get the lawn you want
with these Craftsman® deals

Section 7

Photography

- Overview
- Lifestyle
- Product
- Dos and Don'ts

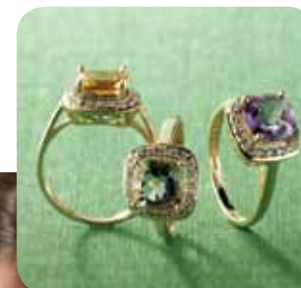
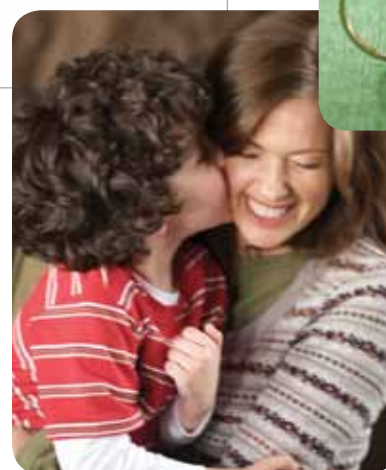
Photography: Overview

Photography is a key component in defining a distinct visual identity for Sears. It sells our product and has the power to connect with our consumer on an emotional level while reinforcing our brand promise:

A better life for you and your family

- Lifestyle
- Product featured in lifestyle setting
- Product with a background or silhouetted

Please find specific guidelines for each style on the following pages.



Photography: Lifestyle

Lifestyle photography should convey a true reflection of the Sears customer living their American Dream. Images should express a sense of “life as it happens,” focusing on the home and enriching everyday family life, whenever possible. Photography must always be authentic and realistic—never staged—in order to connect with our customer.

Keep in mind that lifestyle photos must sell product in addition to the promise of a better life. After all, Sears products and services are the means to that better life. So it’s critical to design each photo to emphasize key product features without appearing posed. Products should always be organically part of the moment, never gratuitously placed.

Whenever possible, prop lifestyle photography with Sears products. For example, an apparel shot can be propped with appropriate hard lines products. This helps reinforce the idea that Sears pervades every aspect of everyday life.

Models should look like typical Sears customers, which include a variety of races and ethnicities. Use natural lighting and dynamic composition to avoid photography that appears posed or staged.



Photography: Product

Photography must always present the featured product as an enhancement to everyday life. There are two types of product photography employed. The type of photo will depend on how it will be used.

Product featured in lifestyle setting:

- product should be the focal point of the photograph, even when model is engaged in activity
- setting and activity should be secondary
- models do not need to interact with product, but must interact with each other
- models should project a positive emotional feeling

Product with background or silhouetted:

- background should be subtle, not overpowering
- crop to emphasize product attributes
- shoot so that brand logo is clearly visible, whenever possible

Please refer to the guidelines on the previous page for more details on lifestyle photography.

The standardized photography styleguide which contains direction for non-creative shots (laydown, outline), is located on the DAMM.

Please contact IMC if you have any questions or require further assistance.



Photography: **Dos and Don'ts**



DO
capture real, everyday emotions



DO
present families interacting with
product or each other



DO
clearly feature product in environment



DO
crop to enhance product



DON'T
pose or stage models



DON'T
present family members as distant
or isolated



DON'T
let background overshadow product



DON'T

Shop Your Way

- Introduction
- Strategy
- Logo
- Masthead and Icon Bar
- Icon Bar Treatments
- Masthead and Icon Bar Misuse
- Icon Definitions
- Individual Icon Usage
- Circle Treatment
- e-buys
- Footer Treatment
- Creative Samples
- Multi-Channel Messaging

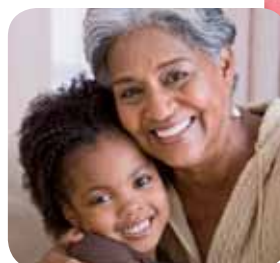
How to communicate the multi-channel shopping experience at Sears.

The following pages will help you consistently communicate Sears' **Shop Your Way** campaign. **Shop Your Way** elevates Sears' multi-channel offerings to give Sears a critical differentiation in the marketplace. That is why it's important to incorporate **Shop Your Way** into communications whenever possible.

Please take the time to review this section and follow the design principles of **Shop Your Way** as you create and write Sears marketing communications.

With any new campaign, consistency is critical. By following the guidelines outlined in this section, you will create a strong visual identity that will reinforce the quality of **Shop Your Way** in every phase of the consumer's experience.

Please contact IMC if you have questions or require further assistance.



Shop Your Way is about more shopping choices, more selection and more value.

Our mission:

Communicate the multi-channel shopping experience at Sears—send a breakthrough message to shoppers everywhere that Sears offers more shopping choices, more selection, more value, 24/7.

Our audience:

Today's American Family, living the American Dream through the richness of family life—always looking for more ways to increase and enhance family time.

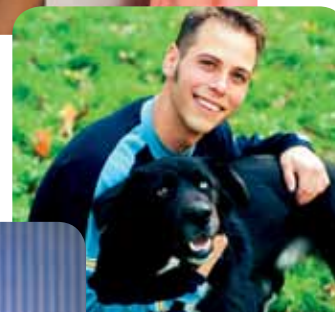
What we want our shoppers to take away:

Selection: “I get the brands and the styles I want.”

Attainability: “With Sears, the things I need for my home and family are always within my reach, thanks to great value, convenient financing, and even payment protection on big purchases. I can always get what I need, when I need it.”

Service/satisfaction guaranteed: “I won't have to worry down the road.”

Seamless shopping: “It's shopping on my terms.”



Shop Your Way: Logo

The campaign includes a logo identity that sums up the essence of *Shop Your Way*.

There are various iterations of the logo for use across and within communication channels.

In addition to the *Shop Your Way* logo, there is the tagline “Where shopping revolves around you 24/7.” The logo may be used without the tagline, but the tagline may never be used without the logo.

The icons bring *Shop Your Way* to life, explaining the six ways that consumers can shop Sears. Collectively they demonstrate how Sears puts the consumer in control by working around their busy schedule. They also establish a visual “shorthand” and verbal “sound bite” describing each way to shop.

Where shopping revolves around you 24/7
shopyourway

shopyourway Where shopping revolves around you 24/7

sears.com | web2store | 1.800.MY.SEARS® | sears2go | stores | home services

shopyourway Where shopping revolves around you 24/7

sears.com | web2store | 1.800.MY.SEARS® | sears2go | stores | home services

Shop Your Way: Icon Definitions

In the masthead and icon bar, each icon's descriptor sits beneath it (sears.com, web2store, etc.). The descriptor defines the shopping service represented by its icon. Included here is a more complete description of each icon and its shopping service. These longer descriptions are not intended to be included in the masthead.

When using an icon outside of the masthead, include the brief descriptor from the masthead, the more complete descriptions shown here, or no description. Never rewrite any of the copy shown here.



sears.com

web2store
Buy online, pick up
at your favorite
full-service store—
usually the same day

1.800.MY.SEARS®
Place & check your
orders, find store
locations, make credit
inquiries & more

sears2go
Now you can shop
anytime, anywhere
with your
web-enabled phone

stores
See it, touch it,
and try it for yourself—
our great selection,
name brands &
expert service

home services
Your trusted
source for repairs,
parts, installations,
delivery, home
improvements & more

Shop Your Way: Individual Icon Usage

The *Shop Your Way* icons illustrate Sears' many shopping options. Each icon is a demonstration of how Sears revolves around consumers 24/7. Individual icons are made even stronger when paired with a relevant message or offer.

Using icons individually: Icons may be used individually in ads, FSIs, mail, etc. In these types of usage, write copy linking the icon benefit to the product category with which it appears. Include the icon's descriptor in the copy so that it doesn't have to appear as a graphic element, shown here.



Example

Shop Your Way: Circle Treatment

The multiple circle graphic communicates a singular idea to reinforce an aspect of *Shop Your Way* or cross-sell a complementary product or service.

Examples at right illustrate the following:

- The largest circle contains messaging with key benefit anchored by the *Shop Your Way* logo
- The medium circle holds a photo of a product or service
- The small circle holds one of the six icons (or logo, in the case of Craftsman and the Sears Blue Crew)



Shop Your Way: Circle Treatment (cont'd)

When space won't permit the usage of multiple circles, use one of these additional circle graphics.

You can include the icon descriptor one of two ways: place it beneath as shown in example A, or put in the copy in bold face type as shown in examples B, C and D. The copy and *Shop Your Way* icon may be placed inside or outside the circle. In addition, an image may be included. Note that inclusion of the icon is preferred, but optional when space is limited.

A: Double circle with photo and icon, and message reflection below.

B: Single circle with message adapted to product category and icon.

C: Double circle with message, icon and product violator.

D: Single circle with message and product violator, but no icon.



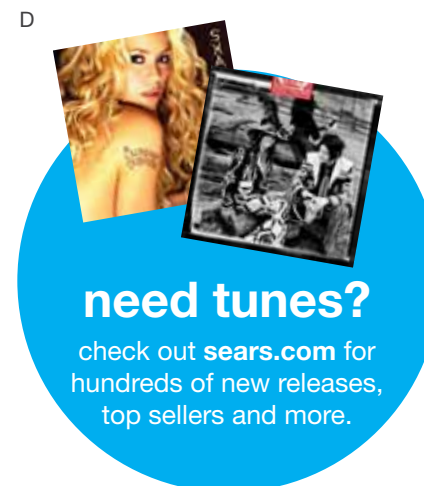
get cooking.
buy it online, get same-day
web2store pickup.



mow the lawn today.
buy it online
get same-day
web2store pickup.



want more?
mix & match over
300 new looks at
sears.com/instantglamour
shopyourway



need tunes?
check out **sears.com** for
hundreds of new releases,
top sellers and more.

Shop Your Way: e-buys

e-buys are special offers available only online at sears.com. They are distinguished from other “specials” with consistent graphic treatment and copy.

Single-product treatment:

- e-buys logo type and sears.com icon introduce offer in top left of circle
- Include a product photo, price and offer details

Multiple-product treatment:

- e-buys logo type and sears.com icon introduce offer in top left of bar
- Include product photos, prices and offer details



Single-product treatment



Insert page/usage



Multiple-product treatment



Shop Your Way: Footer Treatment

The **Shop Your Way** footer may be used on pages where the masthead does not appear. It contains the full spectrum of **Shop Your Way** icons, emphasizing one in particular, as shown. Emphasize the icon that is most relevant to messaging in the footer and on the page.

- Only the magnified icon should include its descriptor, as shown
- Footer message will change depending on product focus of page



Footer treatment with magnified icon



Magnified icon reinforces message in footer as well as headline

Shop Your Way: **Multi-Channel Messaging**

A messaging matrix has been developed to support Shop Your Way. Messages cover online expanded assortment, online-only selection and multi-channel offerings. Intended for use in graphic circles or footers, they are concise and usually include a call to action.

For a copy of the Multi-Channel Messaging Matrix, contact Allison Patz, Marketing Planning Manager, at 847.286.6332.

Section 10

Campaign Addendum

Contact Information

Campaign Addendum: **Contact Information**

If you have any questions or require further assistance, please contact Sears Integrated Marketing Communications (IMC):

Dominick Lewis 847.286.1445

Joe Michaelson 847.286.2019