



Triad Retail
Media
turn shoppers into buyersSM

Brand Style Guide

June 2016 V1.0

Welcome to the Triad Retail Media Brand Style and Asset Guide. This document provides the guidelines for the appropriate usage and construction of various Triad Retail Media (TRM) identity elements. Use these elements to accurately communicate our brand. We worked hard to develop this brand for you to be proud of.

The Marketing, Communications and Creative team leads are the collective administrators of these elements and their application.



Content



What is this guide?

This guide is an overview of our brand guidelines and most-used assets within the company for internal and external use. It includes our brandmark, typefaces, color, do's and don'ts, and collection of assets.

Why is this guide important?

With more than 600 global employees, we want to keep everyone informed about Triad Retail Media's brand story and guidelines.

Our goal is to eliminate any questions employees might have about brand usage and to help drive consistency of usage.

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Our Brand



Guidelines |

For all permitted uses of our brand,
you may not:

- alter our logo in any way
- place our logo in a way that is indistinguishable from other content; keep true to our designated clear space
- use our logo in a way that suggests any type of association or partnership with Triad (unless allowed via a license from us)
- use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person
- use our logo on websites or other places containing content associated with hate speech, pornography, gambling or illegal activities

Our Logo |

The Triad Retail Media logo is a visual impression of the character of our organization, consistent and recognizable to anyone in contact with our organization. It serves two purposes: it symbolizes Brands and Retailers uniting to turn Shoppers into Buyers as well as our three-pronged approach to digital marketing solutions: one part Shopper Marketing, one part Media Sales, one part Creative and Content Development, and one part Business Intelligence and Data Engineering.



The approved logo can be found here:

<S:\Logos\Triad>

Our Logo |

The logo is a unique piece of artwork and must never be modified or altered in any way without prior approval. The preferred version of the logo is the vertical orientation; however, if a horizontal version is necessary, the secondary, non-stacked version may be used.

The Triad Retail Media brand mark (with or without tagline) is to be used in all internal and external deliverables. This includes correspondence, proposals, contracts, editorial strategies, creative decks, and any other documentation that represents the brand and voice of Triad.

The logo should be placed against a plain white (or very lightly colored) background to optimize the vibrancy of the TRM identity. Depending on the intended medium, challenges may arise when applying the logo. To provide the greatest degree of flexibility, a suite of logos (see file path below) has been created to satisfy a variety of reproduction methods. Whenever possible, use the full four-color version of the logo and never place it on a pattern, harsh gradient or background color matching any of the logo's colors.



The approved logo can be found here:

<S:\Logos\Triad>



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Do's and Don'ts

In order to maintain a consistent brand image for Triad Retail Media, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

add drop shadows or outlines to the logo.



Don't

remove the shopping cart icon or the circles from the logo. Logo text must always be paired with the circles and shopping cart.



Don't

use the logo on a background that blends in and makes the logo unrecognizable.



Don't

place on a patterned background or a complex background that makes the logo unrecognizable.



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One-Color Options |



Do's and Don'ts

In order to maintain a consistent brand image for Triad Retail Media, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

add drop shadows or outlines to the logo.



Don't

use the logo on a background that blends in and makes the logo unrecognizable.



Don't

place on a patterned background or a complex background that makes the logo unrecognizable.



Our Tagline |

We target and reach consumers in the “shopping mindset” while on the path to purchase. We turn shoppers into buyers for brands, advertisers and retailers both online and in-store.

All external communications should make use of the version of the logo containing the tagline to reinforce our brand image.

It is not necessary to include it on all internal communications.

turn shoppers into buyersSM

Brand Usage



Clear Space |

In order to maximize its visual presence, the logo requires the surrounding area to be clear of any other graphical elements or text. This ensures that the logo will be given presence and clarity.

The recommended minimum buffer is equal to the height of the lowercase “a” in “Triad.” Please keep this in mind when placing elements near the logo.



The approved logo can be found here:

[S:\Logos\Triad](#)

Do's and Don'ts

In order to maintain a consistent brand image for TRM, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

let objects or other elements overlap or come too close to the logo.



Don't

let text overlap or compete the logo.



Sizing |

To preserve its integrity, legibility and impact, the logo must be clearly visible and reproduced consistently. It is to be enlarged or reduced proportionately, and never stretched or compressed in either dimension.

The logo should appear at least .5" wide (vertical orientation) or at least 1" wide (horizontal orientation) when printed.

When used on screen, the minimum dimension should be 75px. There is no maximum size.



Do's and Don'ts

In order to maintain a consistent brand image for TRM, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

alter or stretch the logo out of proportion.



Don't

make logo smaller than .5" wide for the vertical version and 1" wide for the horizontal version; logo then becomes illegible and breaks the integrity of our brand.



Brand Colors |

Usage |

Use these colors to guide your designs, both online and offline, to ensure you're staying consistent with our brand. The logo should be placed against a plain white (or very lightly colored) background to optimize the vibrancy of the Triad Retail Media identity. Depending on the intended medium, challenges may arise when applying the logo. To provide the greatest degree of flexibility, a suite of logos has been created to satisfy a variety of reproduction methods. Whenever possible, use the full four-color version of the logo and never place it on a pattern, harsh gradient or background color matching any of the logo's colors.

Control |

Colors used in printing do not have exact equivalents in the electronic world. If you do not use the correct format, the logo colors will look "off." For print and other non-electronic applications, CMYK mode should be used. For electronic and on-screen applications, RGB mode should be used.

There may be instances when using full color is not an option, or when printing requires the use of Pantone Spot colors (PMS). For these cases, one-color versions and a PMS version of the logo have been developed.



The approved logo can be found here:

<S:\Logos\Triad>

The primary colors are our core Triad Retail Media colors: TRM Blue, TRM Dark Blue, TRM Light Blue, TRM Light Grey and TRM Grey. These colors are the approved colors for our logo and for any supporting material where blue is needed.

The secondary colors are only to be used for supporting material: callouts, subheaders and other company core assets. These colors are not approved to be used in our logo: TRM Dark Green, TRM Bright Green, TRM Bright Yellow, TRM Bright Orange, TRM Dark Orange and TRM Dark Grey.

The overlapping colors are only to be used for the overlapping part of our logo. These colors are made up from our three core colors of the Triad Retail Media brand. They should not be used in any other application.

Brand Usage

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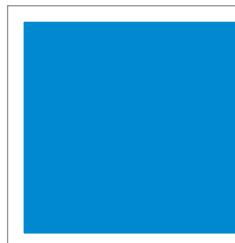
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Swatches |

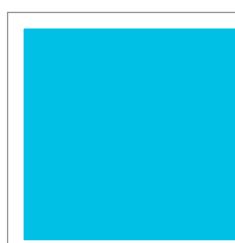
Primary Colors |



TRM Blue
#0089CF / PMS 7461c/ProcessBlue u
C 100 R 0 H 199
M 30 G 137 S 100
Y 0 B 207 B 81
K 0



TRM Dark Blue
#00385E / PMS 7693c/395u
C 100 R 0 H 203
M 75 G 56 S 100
Y 30 B 94 B 36
K 36



TRM Light Blue
#00BFE6 / PMS 637c/637u
C 70 R 0 H 189
M 0 G 191 S 100
Y 6 B 230 B 90
K 0

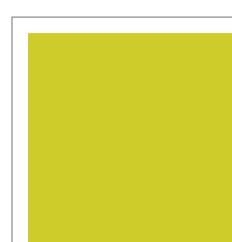


TRM Grey
#43525A / PMS 432c/433u
C 74 R 67 H 200
M 57 G 82 S 25
Y 50 B 90 B 35
K 31

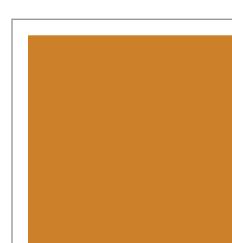
Secondary Colors |



TRM Bright Green
#92C83E / PMS 375c/374u
C 48 R 146 H 83
M 0 G 200 S 69
Y 100 B 62 B 78
K 0



TRM Bright Yellow
#CECC2A / PMS 3965c/395u
C 23 R 206 H 59
M 9 G 204 S 80
Y 100 B 42 B 81
K 0

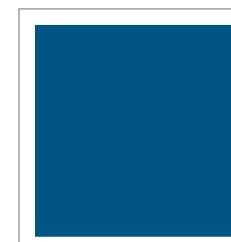


TRM Bright Orange
#CC8029 / PMS 1375c/1347u
C 17 R 204 H 32
M 55 G 128 S 80
Y 100 B 41 B 80
K 3

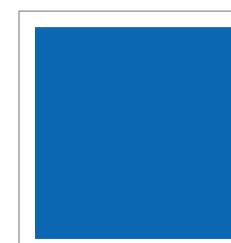
Overlapping Colors |



TRM Blue + Dark Blue
#0A456F
C 100 R 10 H 205
M 76 G 66 S 91
Y 33 B 111 B 43
K 18



TRM Dark Blue + Light Blue
#005485
C 98 R 0 H 205
M 69 G 85 S 100
Y 25 B 135 B 55
K 8



TRM Blue + Light Blue
#0B67B2
C 91 R 11 H 207
M 61 G 103 S 94
Y 0 B 178 B 70
K 0

Do's and Don'ts

Don't

modify or substitute colors within the logo that could compromise the integrity of the brand.



Our Typefaces Logo |

The official typefaces chosen to represent the Triad Retail Media brand are Magna EF Light and Trade Gothic LT Std. With its sharp edges and clarity of characters, Magna EF Light presents the Triad name as a trusted leader.

Magna EF Light and Trade Gothic LT should only be used within our logo unless approved by the Marketing team.

Magna EF Light

AaAa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

Trade Gothic LT Std

AaAa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



The approved font can be found here:

<S:\Fonts\TRM Fonts>

Our Typefaces Print |

The official typefaces chosen to represent the Triad Retail Media brand in print is Lato. The semi-rounded details of the letters in Lato give it a feeling of warmth, while the strong structure provides stability and seriousness. Lato should be the standard font choice when creating print materials. However, if a larger font family is needed, Helvetica Neue LT STD maybe be used.

Lato Light |
Body Copy 8 - 14pt

Lato Regular |
Subheader 10 - 18pt

Lato Bold |
Headline Copy Set in Title Case 12 - 24pt



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



The approved font can be found
here: <S:\Fonts\TRM Fonts>

Our Typefaces Print |

To accommodate all different print materials, a large font family that is legible, clean and modern (like Helvetica Neue LT Std) may be used to create a professional and cohesive look on Triad Retail Media's print material. Helvetica Neue LT Std is a clean, simple font, which is good for anything from headlines to text. Use Helvetica Neue LT Std when a larger font family is needed for print collaterals.

Helvetica Neue Lt Std Light |
Body Copy 8 - 14pt

AaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

Helvetica Neue LT Std Roman |
Subheader 10 - 18pt

AaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



The approved font can be found here:
<S:\Fonts\TRM Fonts>

Helvetica Neue LT Std Condensed |
Alt Subheader 10 - 18pt

AaAaAaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

Helvetica Neue LT Std Bold |
Headline - Set in Title Case 12 - 24pt

AaAaAaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

Helvetica Neue LT Std Extended |
Alt Headline - Set in Title Case 12 - 24pt

AaAaAaAa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

Our Typefaces Online |

For a clean look that works across browsers, Tahoma creates a clean and legible experience when looking at a site.

Tahoma Regular |
Body Copy
Headline Copy

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*+=?()



The approved font can be found here:

<S:\Fonts\TRM Fonts>

Assets

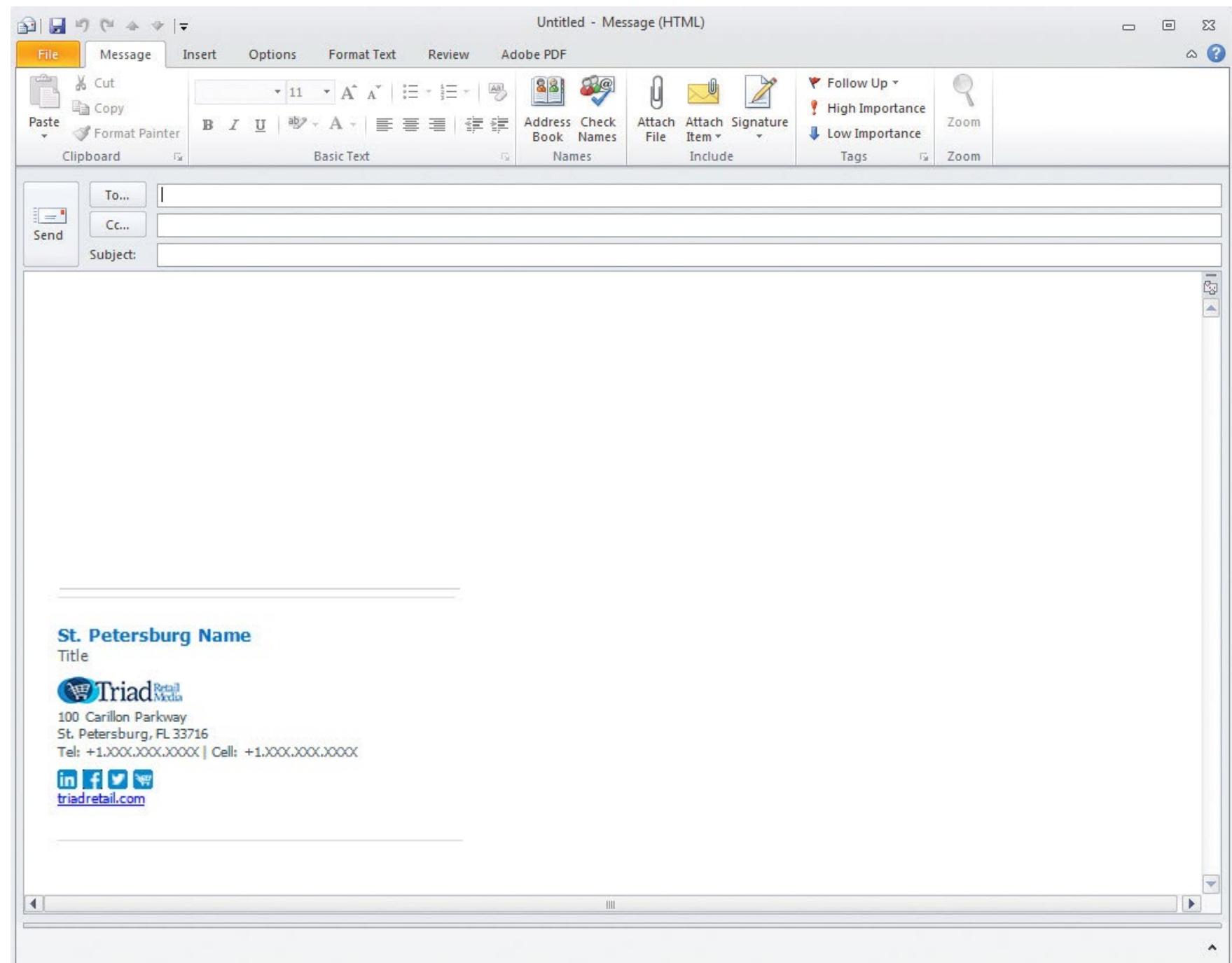


Corporate Email Signatures |

You can find the approved template and setup instructions by following the link below. The signature may not be altered in any way other than what is laid out in the approved template. Please contact Corporate Marketing for any questions.



The approved templates can be found here: [Tripod - Templates](#)

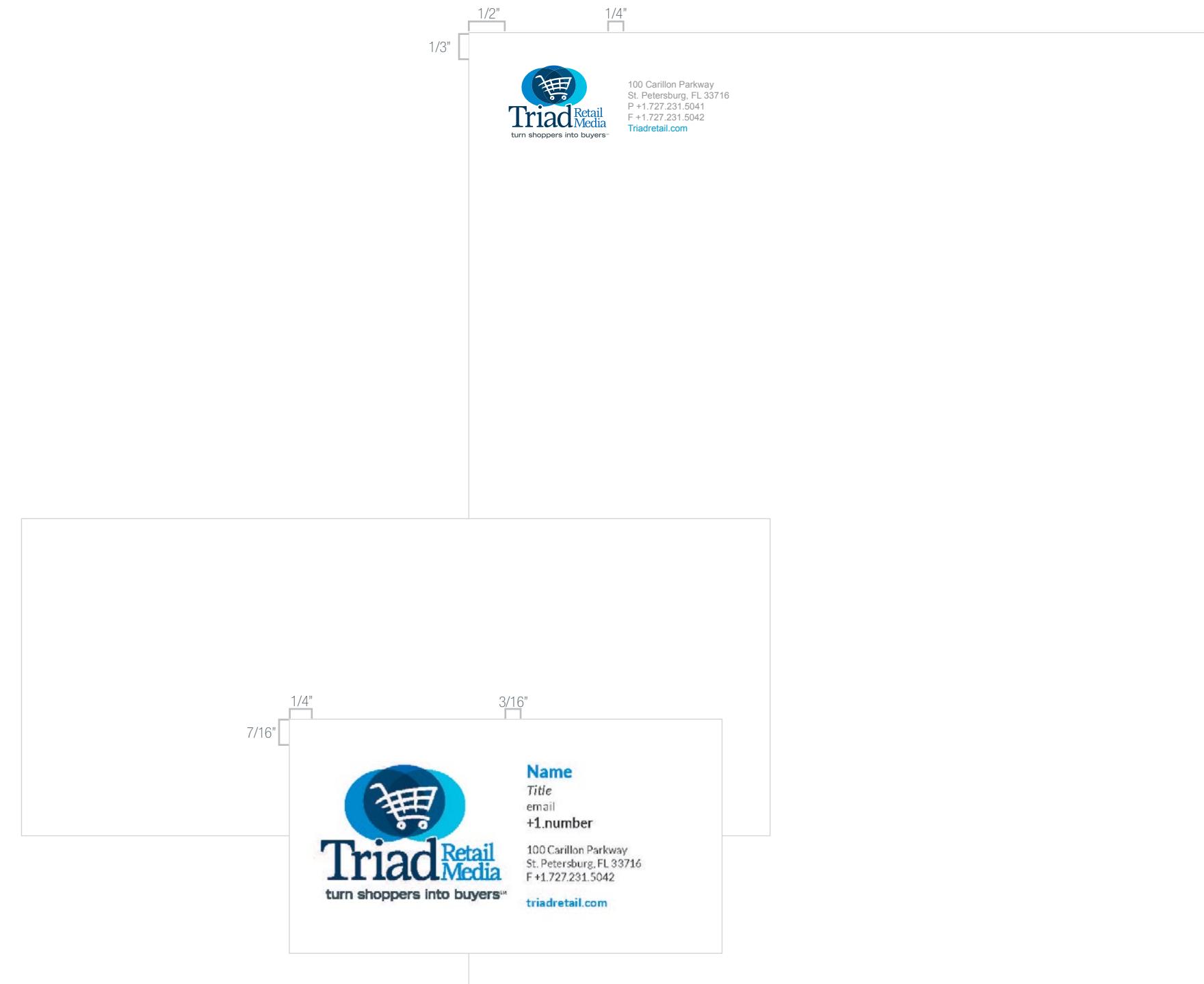


Corporate Stationery |

You can find the approved template by following the link below. The Corporate stationery continues to use the standard Triad Retail Media logo as shown. Please contact Corporate Marketing for any questions.



The approved templates can be found here: [Tripod - Templates](#)



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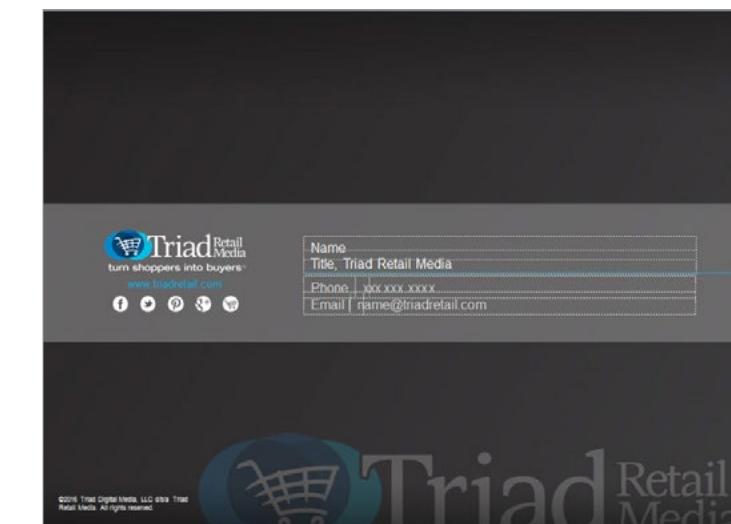
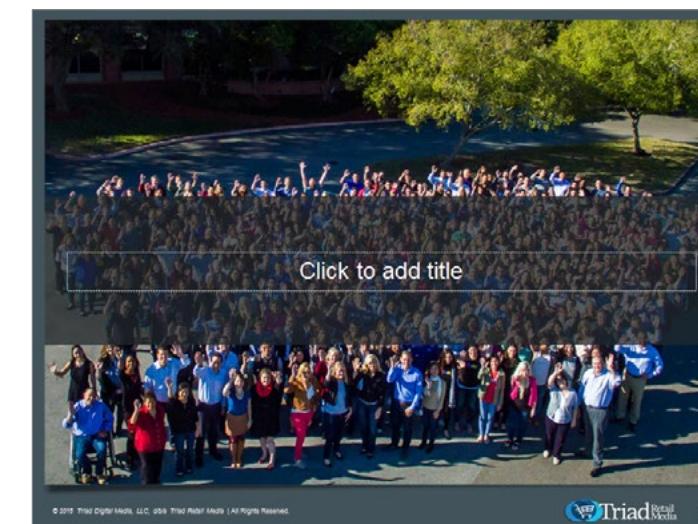
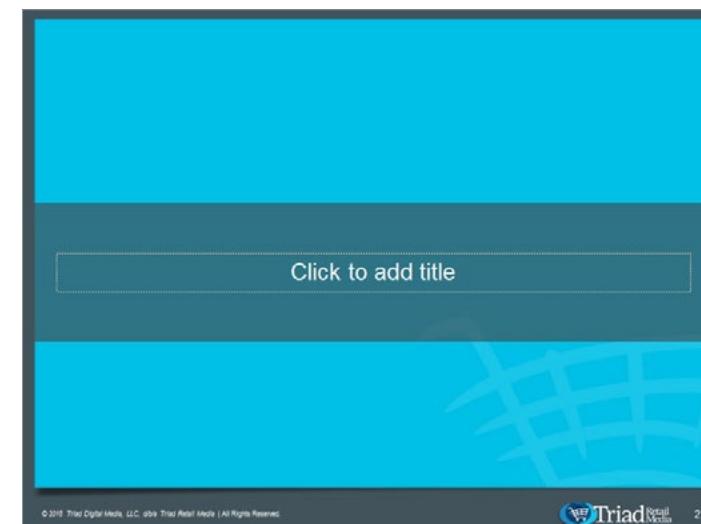
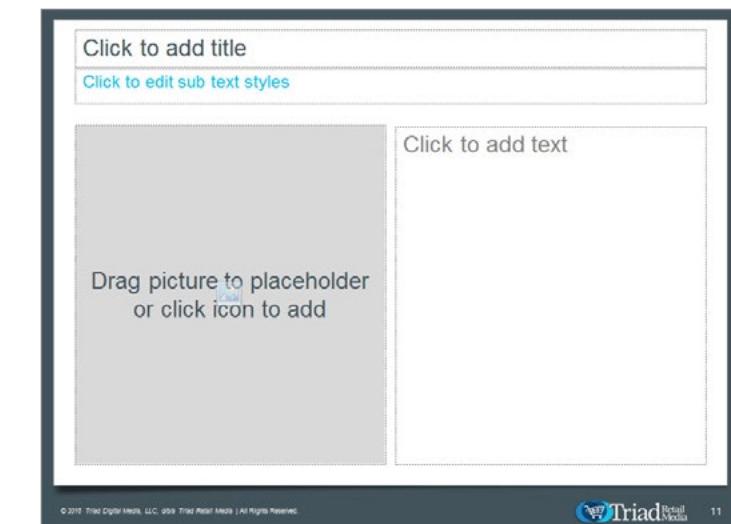
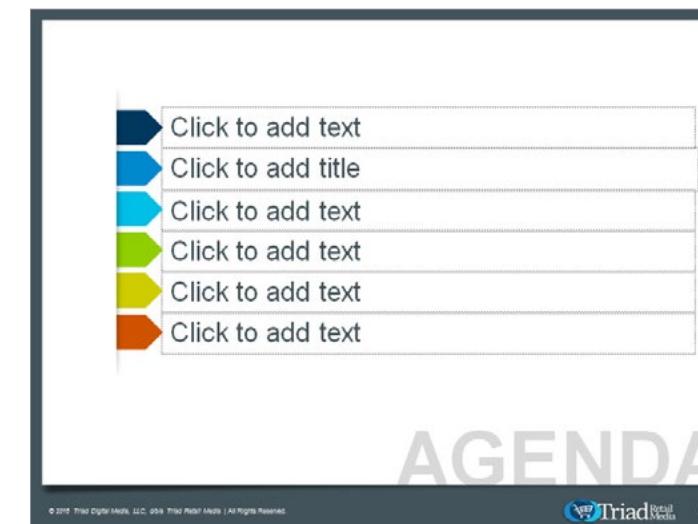
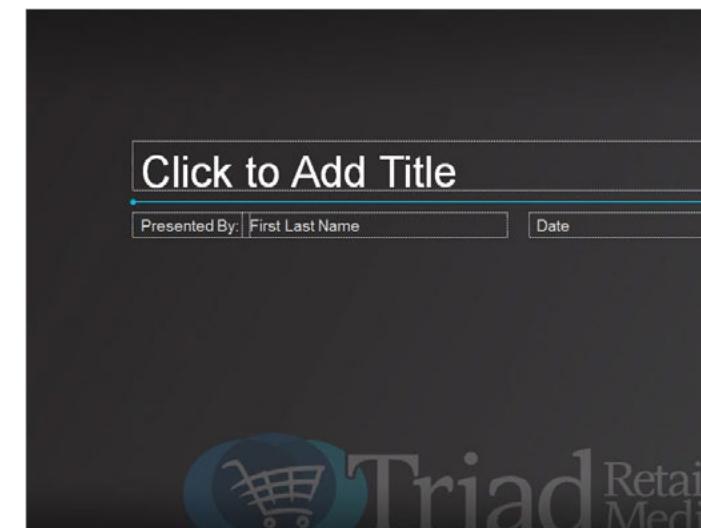


Triad Retail Media Deck |

Based on our brand style, our deck templates are clean, minimalist and modern. You can customize the deck that meets your needs as long as it keeps in line with our core brand style. The Title Screen is the Triad logo with a gray band and deck title followed by “Presented By” and the date. Sub slides will follow with a gray footer with the TRM logo and slide number. Closing slide will have our contact information and copyright information. Please contact Corporate Marketing for any questions.



The approved Standard and Widescreen Templates can be found here: [Tripod - Templates](#)



Our Typefaces Decks |

To accommodate all different PowerPoint versions, Arial is a universal system font that all computers should have. Arial is a large font family that is legible, clean and modern; it creates a professional and cohesive look to all Triad Retail Media print material. Arial is a nice, simple font, which is good for anything from headlines to text. Use Arial for all decks unless you have specific company approval or publisher-specific approval.

Arial Regular |
Title Slide Header - 36pt
Title Slide Subheader - 20pt
Subpage Title - 22pt
Bullets - 14pt
Page Sections - 48pt
Page Section Subtitle - 32pt

Arial Bold |
Body Copy - 22pt

AaAa

AaAa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*+=?()



The approved font can be found here: <S:\Fonts\TRM Fonts>

Our Publishers



ASDA Approved Logo |



Do's and Don'ts

In order to maintain a partnership with ASDA, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

change the colors of the identity.



Don't

distort the ASDA logo.



Don't

add a drop shadow or stroke to the logo.



Don't

place the ASDA logo on top of patterns, logos, or any other graphics or complex areas of a photographic background. Logo must be prominent and legible.



Our Publishers

Our Brand 04

Brand Usage 11

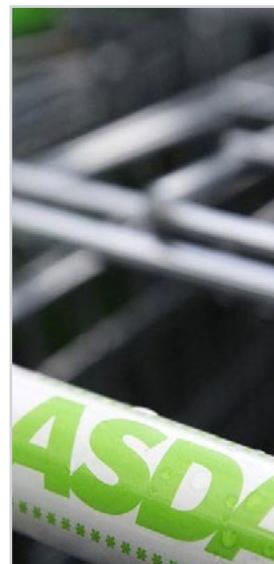
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ASDA Deck |

The deck is the only approved deck for ASDA. No modifications should be made to this deck without approval from the business owner.



ASDA Media
Partnerships

22 May, 2015

Arial (Headings) – 30pt
Arial (Body) – 18pt



Transition Text

Left Text, No Subhead

Arial – 14pt

Image Area

ASDA Media Partnerships 10

ASDA Media
Partnerships

Name
Title, Triad Retail Media
Phone: XXX.XXX.XXXX
Email: name@triadretail.com

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Babies“R”Us Approved Logo |



*NOTE: Unless otherwise specified, all Registry sweepstakes creative should utilize the Registry logo lockup and corresponding colors. Use of the Baby Registry branding must be reviewed and approved by Babies“R”Us.

*NOTE: Horizontally, allow the width of 25% of one “R” Monogram from the left and right margins as shown. Vertically, the clear-space requirement is more relaxed, but be sure to allow sufficient clearance for the Babies“R”Us logo at the top and bottom margins so it doesn’t appear too constrained by other graphic elements.

Do’s and Don’ts

In order to maintain a partnership with Babies“R”Us, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don’t

rearrange the elements of the Babies“R”Us logo.



Don’t

stretch, elongate or distort the logo in any way. It should be kept in the approved proportions at all times.



Don’t

alter any logo colors or fill the negative space in the “R” with a color that differs from the background color.



Don’t

place over similar background colors and don’t use busy backgrounds or backgrounds that have no contrast.



Our Publishers

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Brand Usage 11

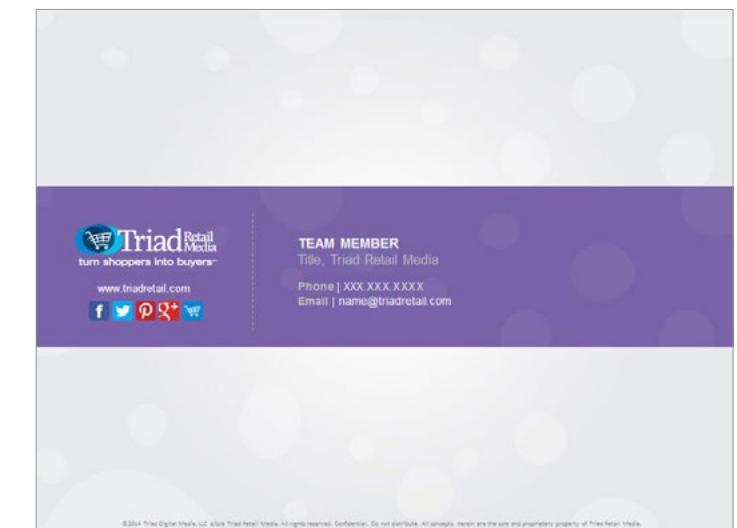
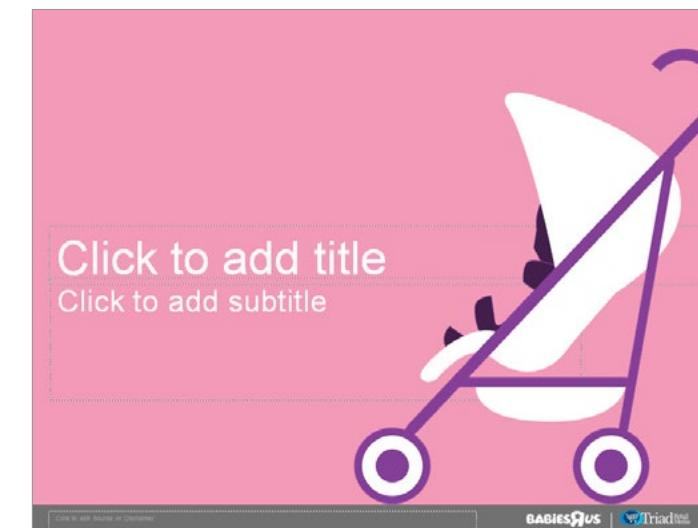
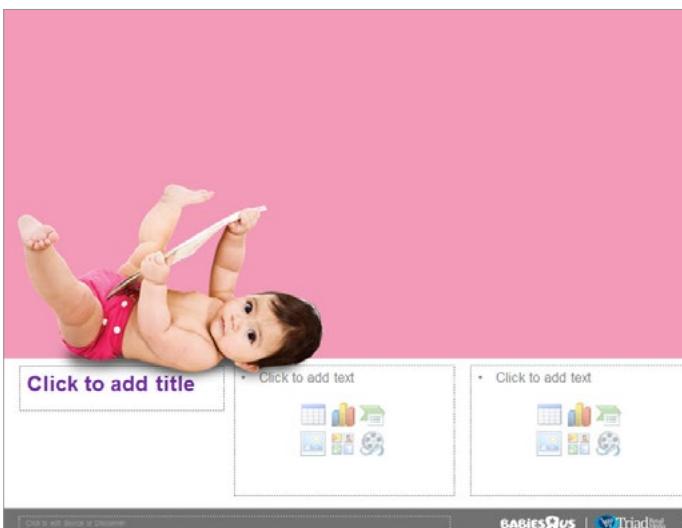
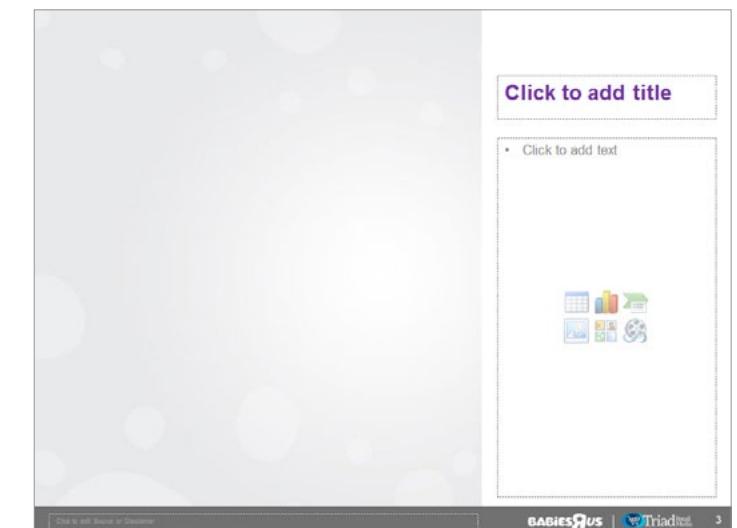
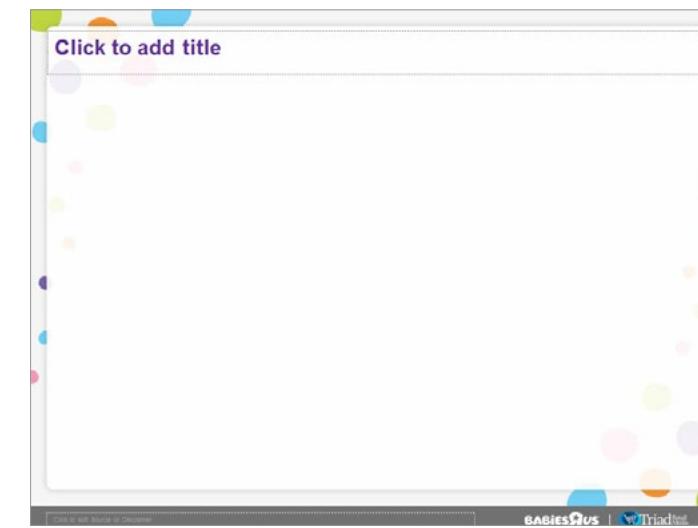
Assets 21

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Babies“R”Us Deck |

The deck is the only approved deck for Babies“R”Us. There should not be any modifications made to this deck without approval by the business owner.



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CVS/pharmacy Approved Logos |



Do's and Don'ts

In order to maintain a partnership with CVS/pharmacy it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

rearrange the elements of the CVS/pharmacy logo.



Don't

stretch, elongate or distort the logo in any way. It should be kept in the approved proportions at all times.



Don't

remove the slash between CVS and pharmacy. All elements and letters must stay within their approved lockup.



Don't

apply complicated patterns or photographs that impair legibility of the logo. The logo is only effective when it can be seen.



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CVS Deck |

The deck is the only approved deck for CVS. There should not be any modifications made to this deck without approval by the business owner.

CVSHealth

Presentation Titles Are Title Case; Three Lines Max

Enter speaker name in this placeholder
Enter date on line 2



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Title and Content layout; slide titles Arial 26pt bold, sentence-case

FIRST LEVEL TEXT ARIAL 18PT BOLD, ALL CAP, BLACK

- Second level text Arial 18pt regular, sentence-case, bulleted, dark gray
 - Third level text Arial 16pt regular, bulleted, dark gray
 - * Fourth level text Arial 16pt regular, bulleted, dark gray
 - » Use fifth level text only when absolutely necessary

Source: enter source copy and/or notes in this live text box.
Text will wrap up from bottom of text box. Do not resize or reposition this text box.

CVSHealth / Digital

Section Header Green Option

Speaker name bold
Speaker title not bold



CVSHealth / Digital

Three Comparison layout

HEADER BOLD ALL CAP	HEADER BOLD ALL CAP	HEADER BOLD ALL CAP
• First level text Arial 16pt regular, bulleted	• First level text Arial 16pt regular, bulleted	• First level text Arial 16pt regular, bulleted
– Second level text Arial 14pt regular, bulleted	– Second level text Arial 14pt regular, bulleted	– Second level text Arial 14pt regular, bulleted
• Third level text Arial 14pt regular, bulleted	• Third level text Arial 14pt regular, bulleted	• Third level text Arial 14pt regular, bulleted

Source: enter source copy and/or notes in this live text box.
Text will wrap up from bottom of text box. Do not resize or reposition this text box.

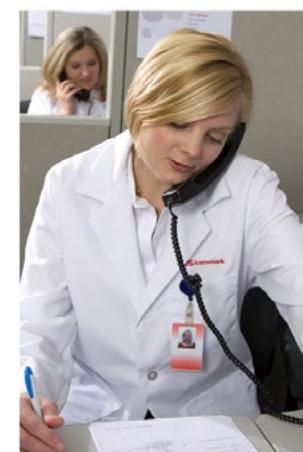
CVSHealth / Digital

Two Content layout with half page image

IMAGE FOR EXAMPLE ONLY*

This page design utilizes the Two Content layout with modifications:

- Enter copy in left placeholder
- Delete right placeholder
- Insert an approved image onto the slide (do not use a content placeholder)
- Preferred image height is 6.4" high (to maintain correct logo clear space)
- Position vertically at .5"
- Right-align image with slide title placeholder
- Resize slide title placeholder from the right so that title copy does not run over / behind image



CVSHealth / Digital

Thank You

Click to add text



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CVSHealth / Digital

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Dollar General Approved Logos |



Save time. Save money. **Every day!**[®]



Save time. Save money. **Every day!**[®]



Save time. Save money. **Every day!**[®]



Do's and Don'ts

In order to maintain a partnership with Dollar General, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

rescale or adjust any part of the identity.



Don't

change the colors of the identity.



Don't

place the Core Logo on yellow. The one-color black version of the logo should be used.



Don't

place the logo on complicated backgrounds. The logo is only best represented when legible.



Our Publishers

Our Brand 04

Brand Usage 11

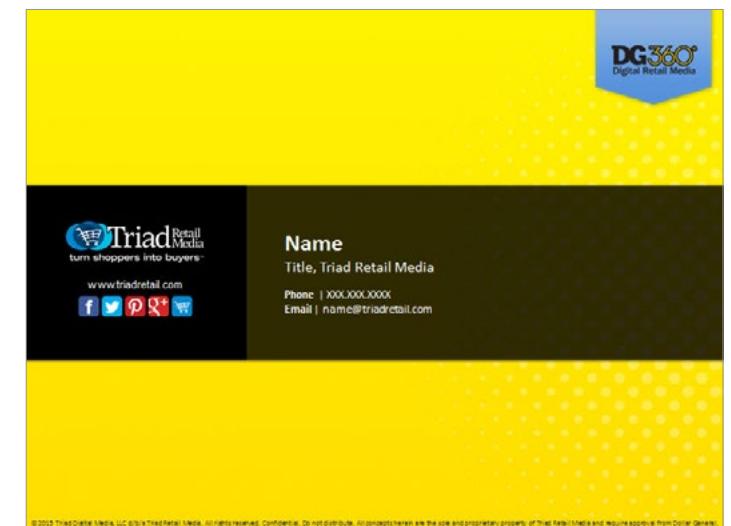
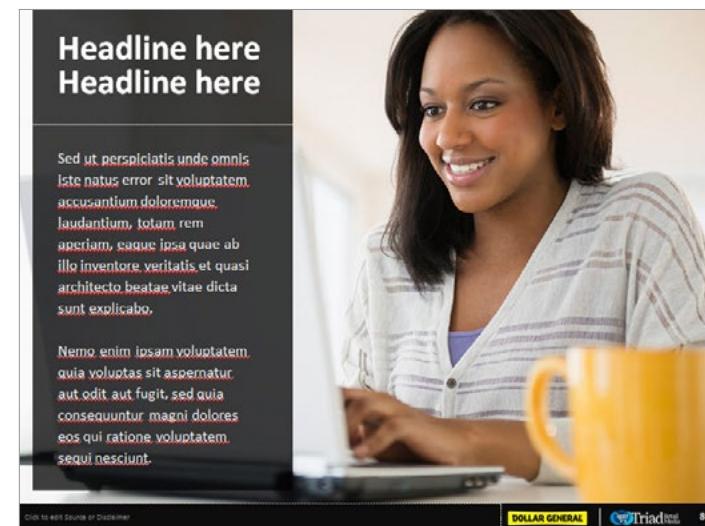
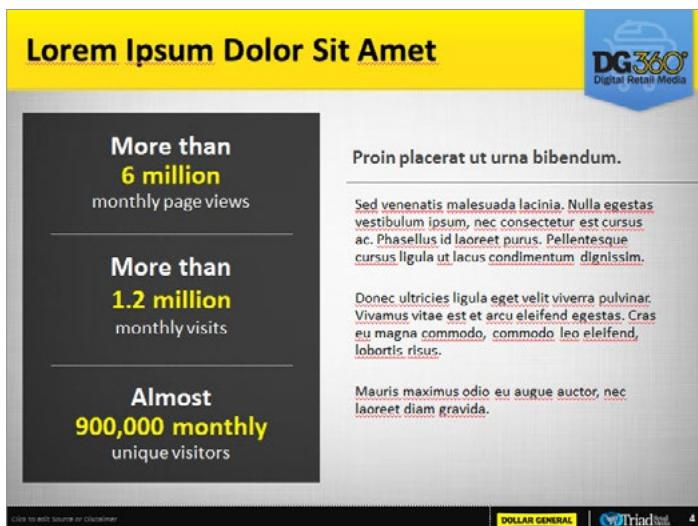
Assets 21

Our Publishers 26

Thank You 57

Dollar General Deck |

The deck is the only approved deck for Dollar General. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



eBay Approved Logo |



Do's and Don'ts

In order to maintain a partnership with eBay, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use logo as part of text.

Check out **ebay**'s new Facebook page!

Don't

use the logo as part of another logo as a design element.



Don't

condense, extend, skew, distort, manipulate, modify, rotate, scale or otherwise alter the logo.



Don't

rely on old branding. The brand is constantly evolving; please be mindful of which brand marks are being used.



Don't

add a border, drop shadow or other specialty effects to the logo. Don't use an image, pattern or any color background that will conflict with the brand.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Other eBay Approved Logos |



eBay Motors Logo

Use this logo only on promo items and Motors event materials.



Do's and Don'ts

In order to maintain a partnership with eBay, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use these logos, they are apart of the eBay brand but are not approved to use.



Our Publishers

Our Brand 04

Brand Usage 11

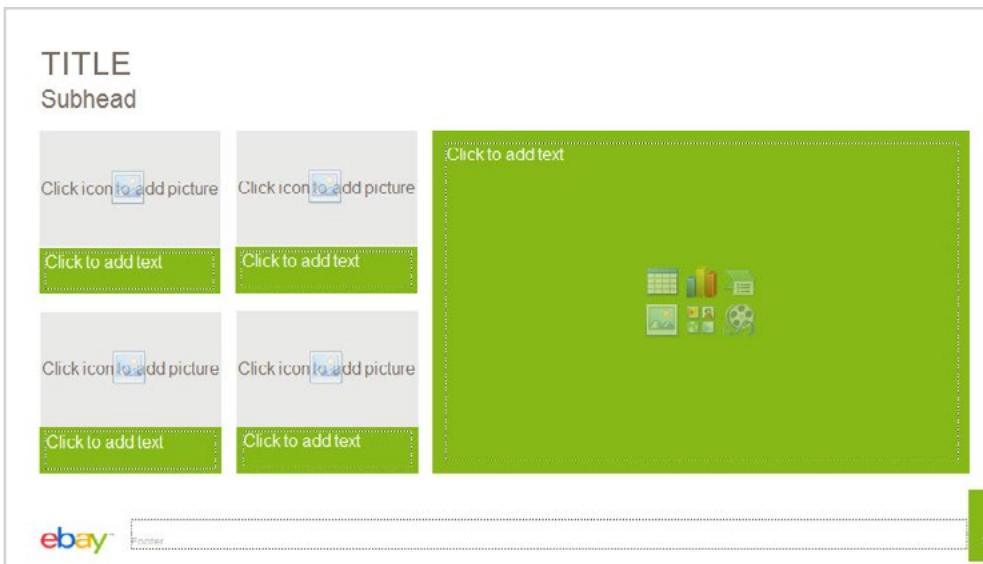
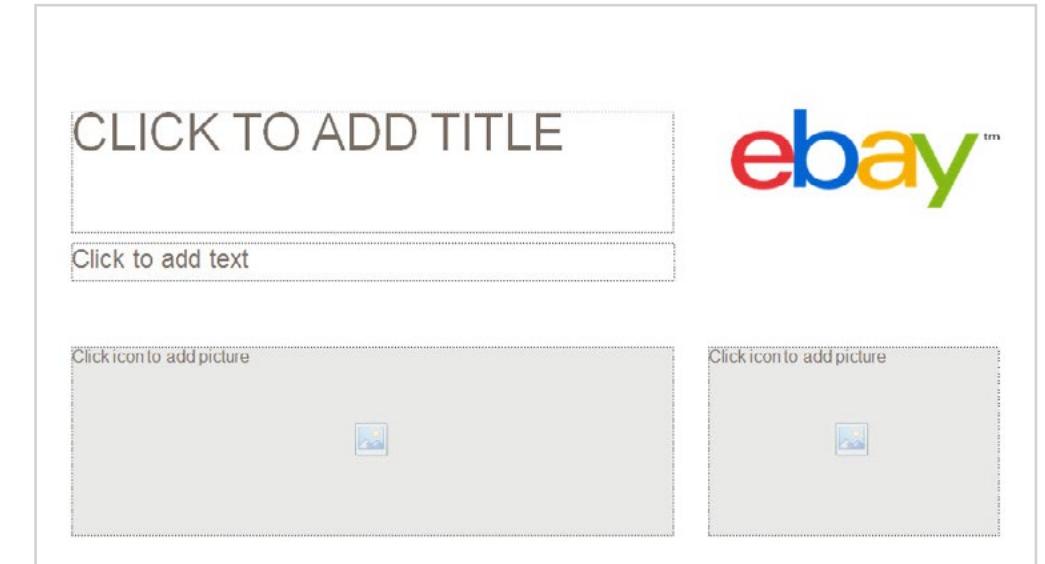
Assets 21

Our Publishers 26

Thank You 57

ebay Deck |

The deck is the only approved deck for eBay. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Halfords Logo |

*NOTE: As of **October 2014**, We have received approval from Halfords to use their logo in the following ways:

- Triad website and mobile site
- Publisher Deck Template
- Publisher Media Kit
- Triad Marketing & Sales Materials
- Industry Events & Conferences (prints, kiosk/booth collateral)
- Paid ads that Triad takes out in publications
- Social media & blogs (Path to Purchase which is owned by Triad, etc.)



We **MUST** abide by the following parameters:

- Logo usage MUST follow all of their brand guidelines.
- For any in depth materials such as the Publisher Deck Template, Media Kit, and any materials (print, social media, blogs) that are developed exclusively around Halfords should be submitted to them for approval before publication.

If requested to develop sales and marketing materials you **must receive notice of approval from Isabel Jagoe**.

Our Publishers

Our Brand 04

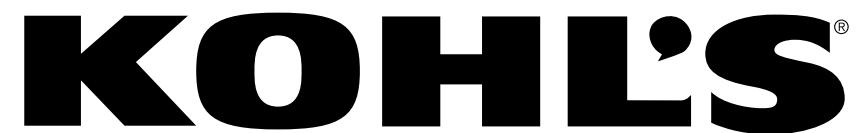
Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57

Kohl's Logo |



Do's and Don'ts

In order to maintain a partnership with Kohl's, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use this logos, it is are apart of the Kohl's brand but is not approved to use.



Don't

condense, extend, skew, distort, manipulate, modify, rotate, scale or otherwise alter the logo.



Don't

change the core colors of the Kohl's logo other than what is stated in the approved Kohl's style guide.



Not approved right now:

- Social media and blogs, including Path to Purchase
- Paid ads that Triad takes out in publications, unless these are specific to industry/trade
- Press releases and PR

Important Notes:

- It is essential that we all follow the rules outlined above. Even one infraction could cause the Kohl's team to revoke our permissions to use their corporate identity, which would significantly impact our ability to represent them in the market.
- We must get Kohl's approval before publishing the logo/identity on everything, even approved use cases.
- Please contact **Lorraine Cooper** or the dedicated Kohl's account lead, if you have any questions or concerns.

Our Publishers

Our Brand 04

Brand Usage 11

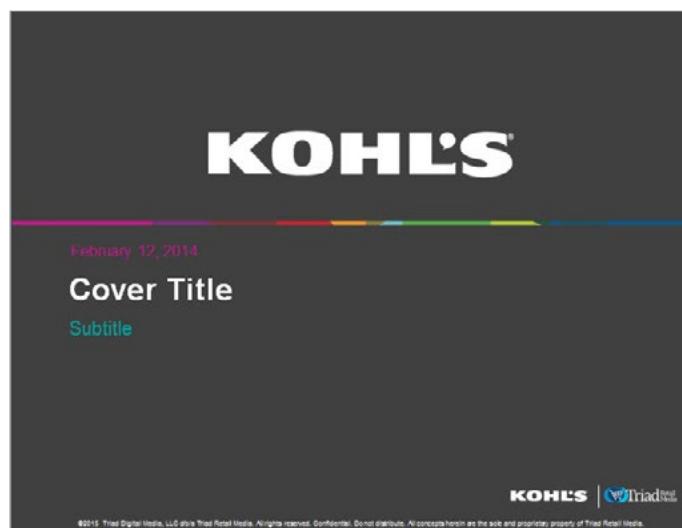
Assets 21

Our Publishers 26

Thank You 57

Kohl's Deck |

The deck is the only approved deck for Kohl's. There should not be any modifications made to this deck without approval by the business owner.



Fullwidth Page Sample
Subhead (Arial - 20pt)

Title Sample
Vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis, qui facit eorum claritatem. Investigationes demonstraverunt

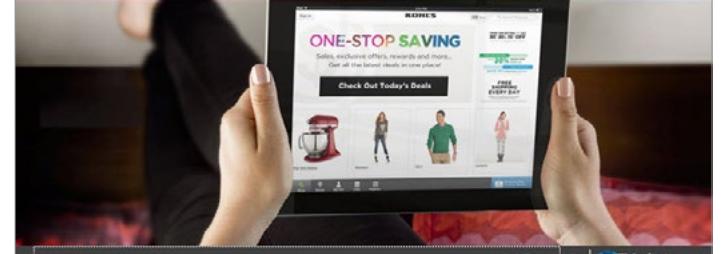
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis, qui facit eorum claritatem. Investigationes demonstraverunt

Click to edit Source or Disclaimer

Fullwidth Page Sample – 2 column
Subhead (Arial - 20pt)

Title Sample
Vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.



Click to edit Source or Disclaimer

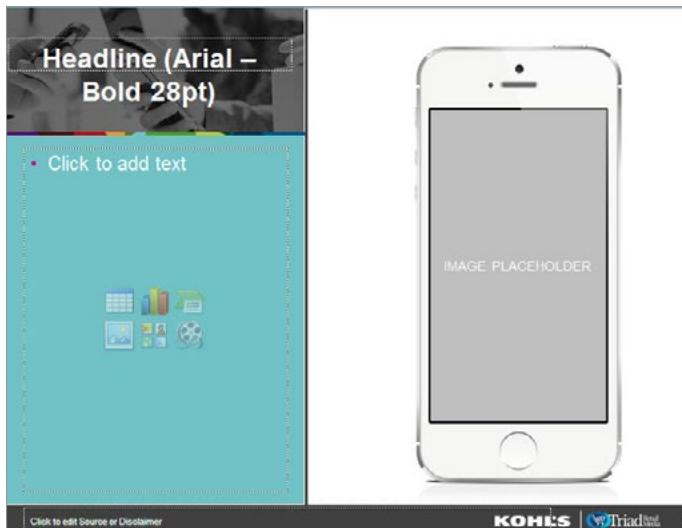


IMAGE PLACEHOLDER

Headline (Arial – Bold 28pt)

• Click to add text

IMAGE PLACEHOLDER

Click to edit Source or Disclaimer

Name
Title, Triad Retail Media
Phone | XXX.XXX.XXXX
Email | name@triadretail.com



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Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Media-Saturn Holding Logo |



*NOTE: As of **APRIL 2014**, per the master agreement, **we are not authorized to use Media-Saturn Holdings logos or make any public announcement of our relationship with Media-Saturn Holdings or its retailers** without prior written approval. This includes, but isn't limited to, press releases, client lists, ads, website listings, and/or Triad Retail Media promotional materials.

We must request approval of logo usage and outline PR restrictions for each individual Statement of Work that we sign with an Media-Saturn Holdings retailer.

If requested to develop sales and marketing materials you **must receive notice of approval from Marc Johannsen before you proceed**.

*UPDATE: As of **JULY 2014**, neither party will make any public announcement of this Framework Agreement or the relationship contemplated hereunder (including, but not limited to, any press release, client list, advertisement or any promotional material) as well as in sales/promotional materials for the Omni Channel Media Program and on Triad Retail Media's website **without the prior written approval of the other party**.

Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Media Markt Logos |



*NOTE: As of **October 2014**, We have received one-year approval to use the MediaMarkt Germany logo in the following ways.

- Triad website and mobile site
- Publisher Deck Template
- Publisher Media Kit
- Triad Marketing & Sales Materials
- Industry Events & Conferences (prints, kiosk/booth collateral)
- Paid ads that Triad takes out in publications
- Social media & blogs (Path to Purchase which is owned by Triad, etc.)

Important Notes for MediaMarkt Germany:

- The **one-year period expires August 29, 2015**. (Marc and Christian will work with both publishers to renew approvals for each year prior to the expiration of our approval.)
- Please e-mail **Marc Johannsen and Christian Schirduan**, if you need to use a different variation of the logo.
- For any in depth materials such as the Publisher Deck Template, Media Kit, and any materials (print, social media, blogs) that are developed exclusively around each publisher should be submitted to them for approval before publication.
- For reference, the specific language from the MSA for Media Saturn Holding (MSH), parent company of MediaMarkt and Saturn, is copied below.

Trademarks & Logos: Except as expressly provided, no right, property, license, permission or interest of any kind in or to the use of any trademark, trade name, logo, color combination, insignia or device ("Marks") owned or used by a party are or are intended to be given or transferred to or acquired by the other party by the execution, performance or non-performance of this Framework Agreement or any party of it. In addition, neither party shall utilize any such Marks in any manner that would diminish their value or harm the reputation of the other party. Notwithstanding the foregoing, MSH shall grant TRM, in the respective SOW and solely for the purpose of rendering the Services thereunder, a limited license to use the MSH Marks on marketing materials for the Omni Channel Media Program and on TRM's website, in sales communications and in a initial press release to communicate the new partnership to advertisers upon MSH's prior written approval.

Neither party will make any public announcement of this Framework Agreement or the relationship contemplated hereunder (including, but not limited to, any press release, client list, advertisement or any promotional material) as well as in sales/promotional materials for this Omni Channel Media Program and on TRM's website without the prior written approval of the other party.

Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57

Office Depot OfficeMax Logos |

**Office DEPOT®
OfficeMax®**



**Office DEPOT®
OfficeMax®**



*NOTE: Office Depot and OfficeMax should never be placed next to the Staples Logo.

Do's and Don'ts

In order to maintain a partnership with eBay, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use logo as part of text.

I love shopping at **Office DEPOT®
OfficeMax®**

Don't

add other elements like drop shadows or an outline to the logo.

**Office DEPOT®
OfficeMax®**

Don't

condense, extend, skew, distort, manipulate, modify, rotate, scale or otherwise alter the logo.

**Office DEPOT®
OfficeMax®**

Don't

change the color or the font of the logo.

**Office DEPOT®
OfficeMax®**

Don't

use an image, pattern or any color background that will conflict with the brand.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Redbox Approved Logo |



Do's and Don'ts

In order to maintain a partnership with Redbox, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

change the colors of the Redbox logo. Only used the approved colors above.



Don't

distort the Redbox logo.



Don't

crop the Redbox logo.



Don't

place the Redbox logo on top of patterns, logos, or any other graphics or complex areas of a photographic background. Logo must be prominent and legible.



Don't

add a drop shadow to the logo or stroke.



Our Publishers

Our Brand 04

Brand Usage 11

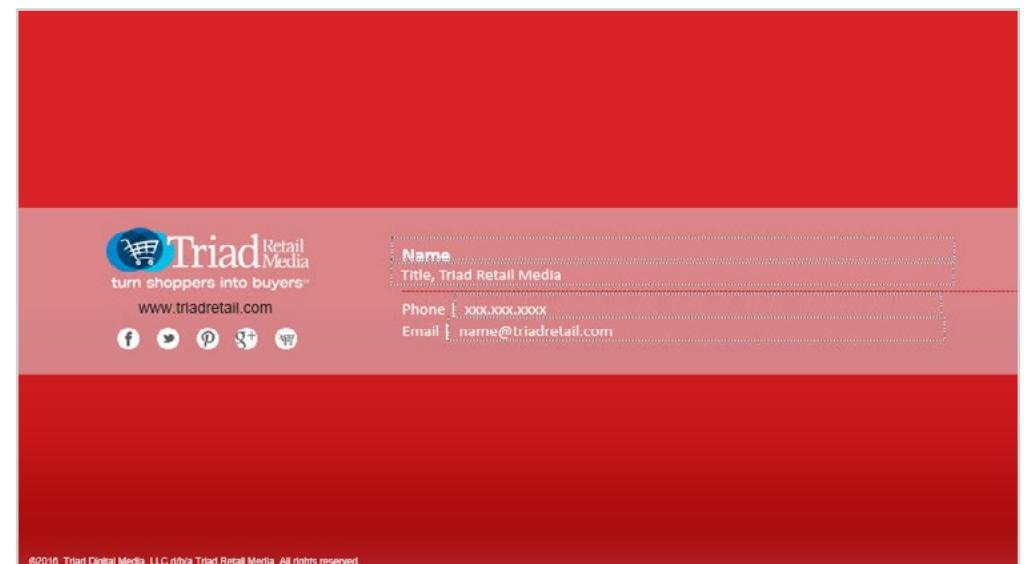
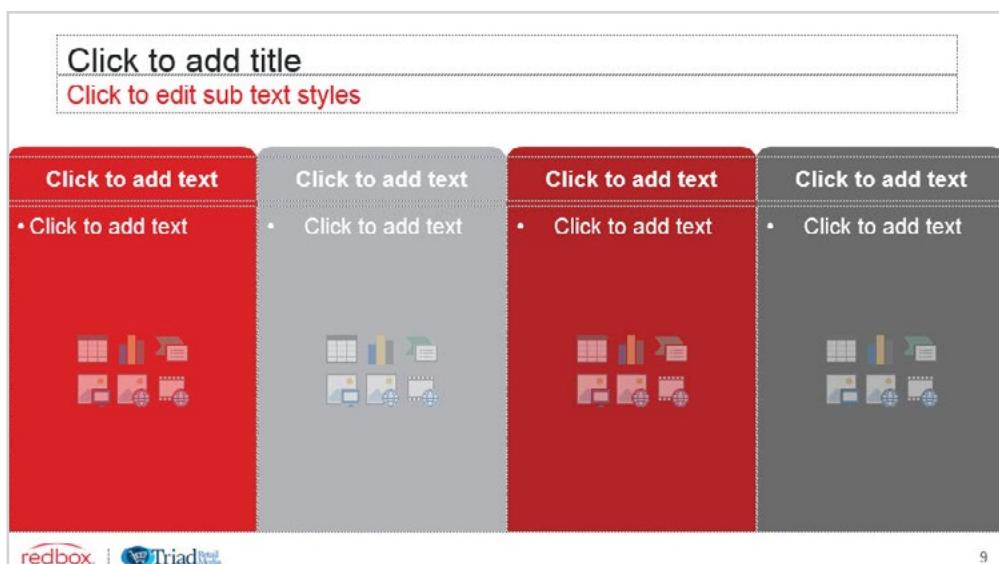
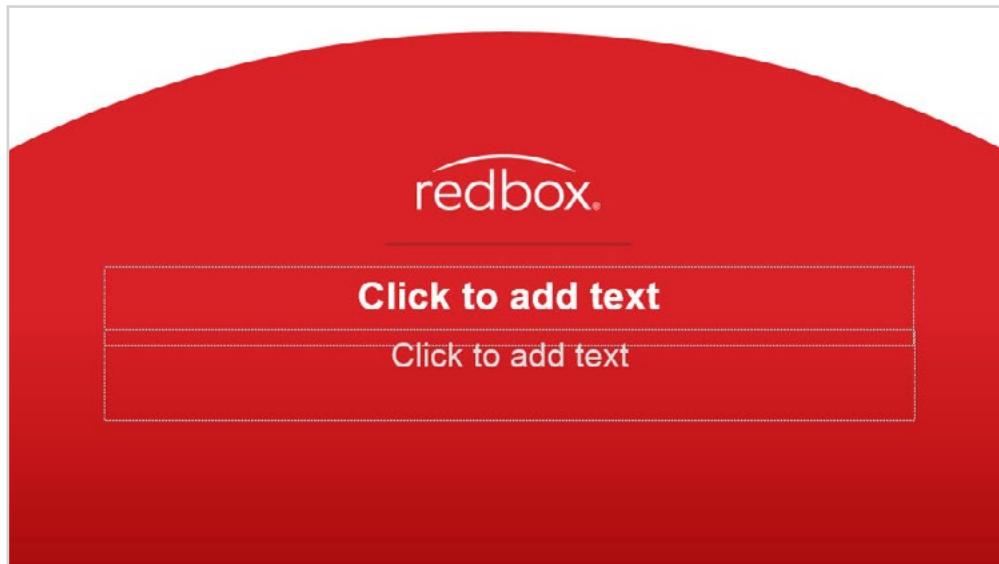
Assets 21

Our Publishers 26

Thank You 57

Redbox's Club Deck |

The deck is the only approved deck for Redbox. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Saturn Logos |



*NOTE: As of **October 2014**, We have received one-year approval to use the Saturn Germany logo in the following ways.

- Triad website and mobile site
- Publisher Deck Template
- Publisher Media Kit
- Triad Marketing & Sales Materials
- Industry Events & Conferences (prints, kiosk/booth collateral)
- Paid ads that Triad takes out in publications
- Social media & blogs (Path to Purchase which is owned by Triad, etc.)

Important Notes for Saturn Germany:

- The **one-year period expires August 29, 2015**. (Marc and Christian will work with both publishers to renew approvals for each year prior to the expiration of our approval.)
- Please e-mail **Marc Johannsen and Christian Schirduan**, if you need to use a different variation of the logo.
- For any in depth materials such as the Publisher Deck Template, Media Kit, and any materials (print, social media, blogs) that are developed exclusively around each publisher should be submitted to them for approval before publication.
- For reference, the specific language from the MSA for Media Saturn Holding (MSH), parent company of MediaMarkt and Saturn, is copied below.

Trademarks & Logos: Except as expressly provided, no right, property, license, permission or interest of any kind in or to the use of any trademark, trade name, logo, color combination, insignia or device ("Marks") owned or used by a party are or are intended to be given or transferred to or acquired by the other party by the execution, performance or non-performance of this Framework Agreement or any party of it. In addition, neither party shall utilize any such Marks in any manner that would diminish their value or harm the reputation of the other party. Notwithstanding the foregoing, MSH shall grant TRM, in the respective SOW and solely for the purpose of rendering the Services thereunder, a limited license to use the MSH Marks on marketing materials for the Omni Channel Media Program and on TRM's website, in sales communications and in a initial press release to communicate the new partnership to advertisers upon MSH's prior written approval.

Neither party will make any public announcement of this Framework Agreement or the relationship contemplated hereunder (including, but not limited to, any press release, client list, advertisement or any promotional material) as well as in sales/promotional materials for this Omni Channel Media Program and on TRM's website without the prior written approval of the other party.

Our Publishers

Our Brand 04

Brand Usage 11

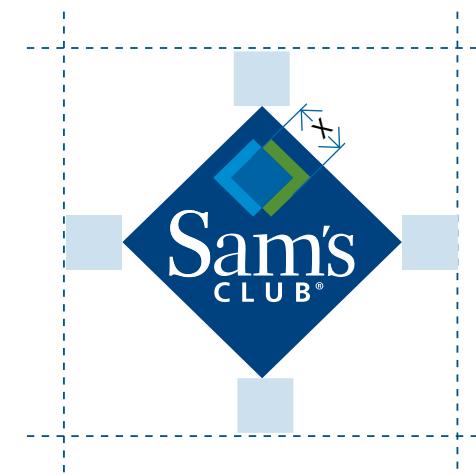
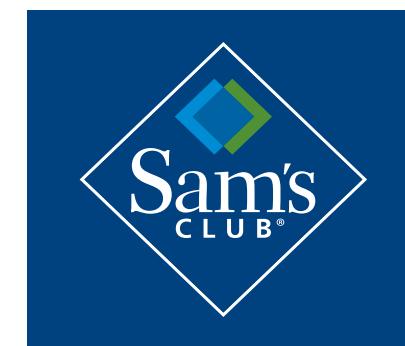
Assets 21

Our Publishers 26

Thank You 57



Sam's Club Approved Logos |



Do's and Don'ts

In order to maintain a partnership with Sam's Club, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use the horizontal logo.
Only approved to use
the diamond logo.



Don't

stretch, elongate or
distort the logo in
any way. It should be
kept in the approved
proportions at all times.



Don't

remove the white
stroke around the
diamond logo.



Don't

combine the different
brand marks together.
They are two separate
logos.



Sam's Club

Our Publishers

Our Brand 04

Brand Usage 11

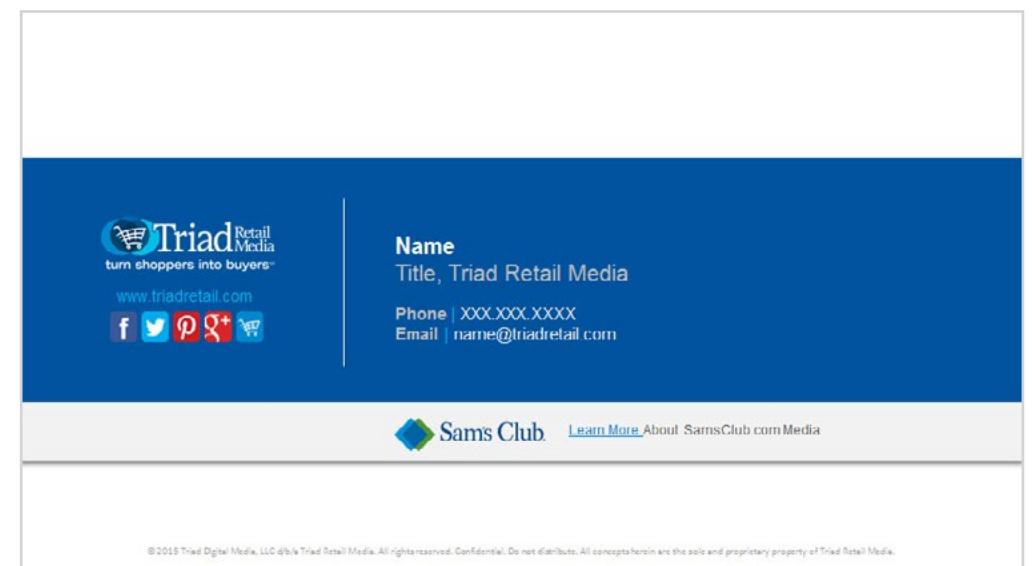
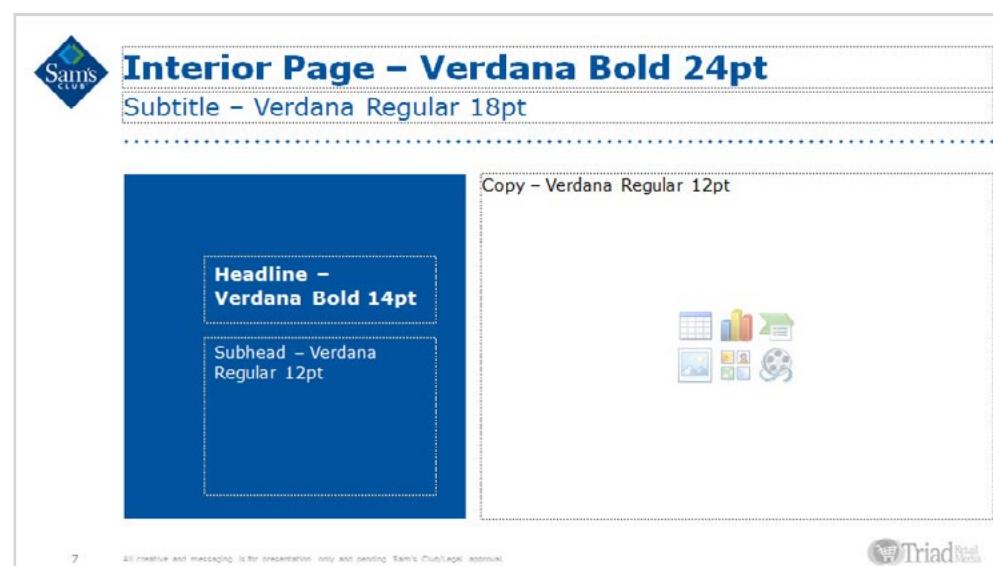
Assets 21

Our Publishers 26

Thank You 57

Sam's Club Deck |

The deck is the only approved deck for Sam's Club. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Sears Approved Logo |

sears



sears



*NOTE: Logo is only approved for internal communications.
Please contact the business owner if you have any questions
regarding the usage of the logo.

Do's and Don'ts

In order to maintain a partnership with Sears, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

put the Sears logo on a background color that is not Sears blue or black.



Don't

distort the Sears logo.



Don't

crop the Sears logo.



Don't

place the Sears logo on top of patterns, logos, or any other graphics or complex areas of a photographic background. Logo must be prominent and legible.



Don't

add a drop shadow to the logo or stroke.

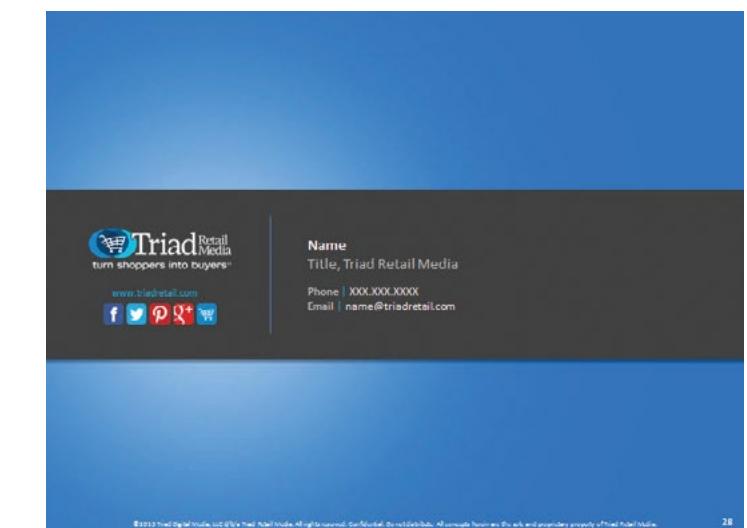
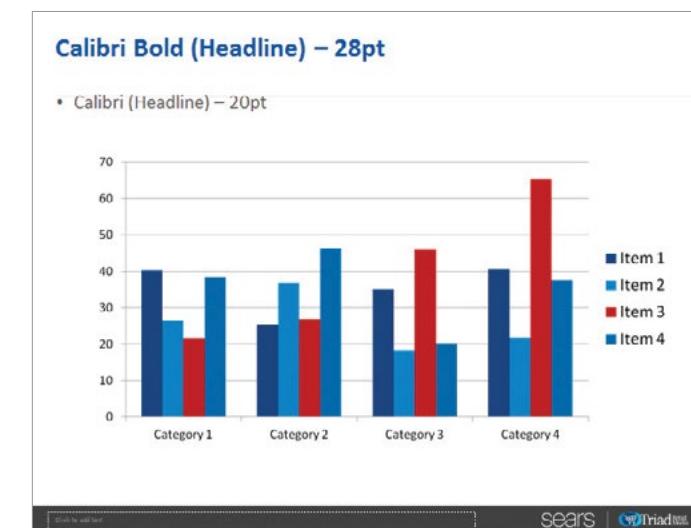
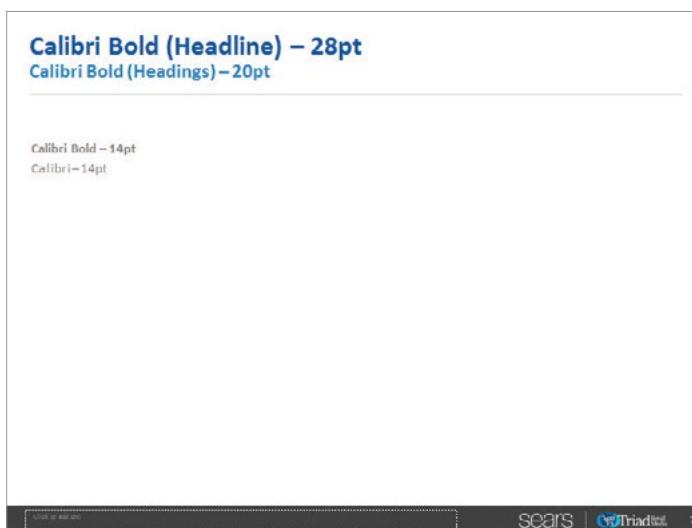
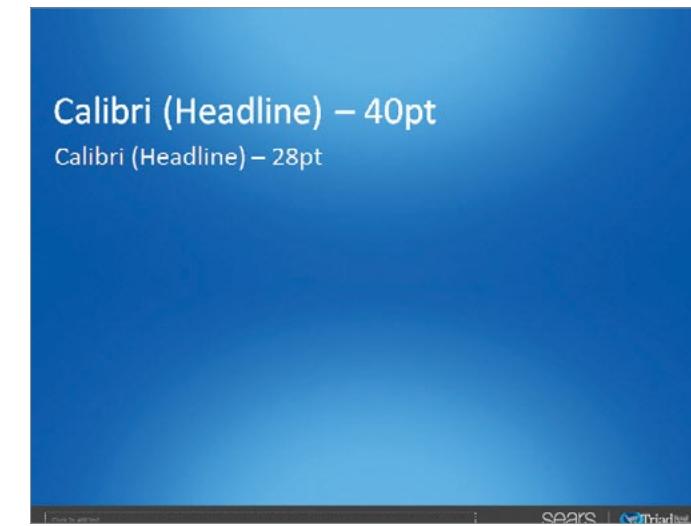


Our Publishers

[Our Brand 04](#)
[Brand Usage 11](#)
[Assets 21](#)
[Our Publishers 26](#)
[Thank You 57](#)

Sears Deck |

The deck is the only approved deck for Sears. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57

Staples Approved Logo |

STAPLES®



*NOTE: As of **July 2015**,

Triad Retail Materials including:

- Representation within Triad Retail Media's logo parade **Approved**
- Industry Events & Conferences (prints, kiosk/booth collateral) **Must request Staples approval for every instance**
- "About Triad" decks and other Triad-specific presentation decks **Approved**
- Social media and blogs, such as Path to Purchase which is owned by Triad **Must request Staples approval for every instance**
- Paid ads that Triad takes out in publications **Must request Staples approval for every instance**

If you have any questions regarding how to use the Staples logo please reach out to Mark Fishkin for assistance.

Do's and Don'ts

In order to maintain a partnership with Staples, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use this logo going forward.



Don't

change the shape of the approved logo.



Don't

place the logo on a non color contrasting background, use the outlined logo for similar color backgrounds



Don't

place the logo on complicated backgrounds. The logo is only best represented when legible.



Our Publishers

Our Brand 04

Brand Usage 11

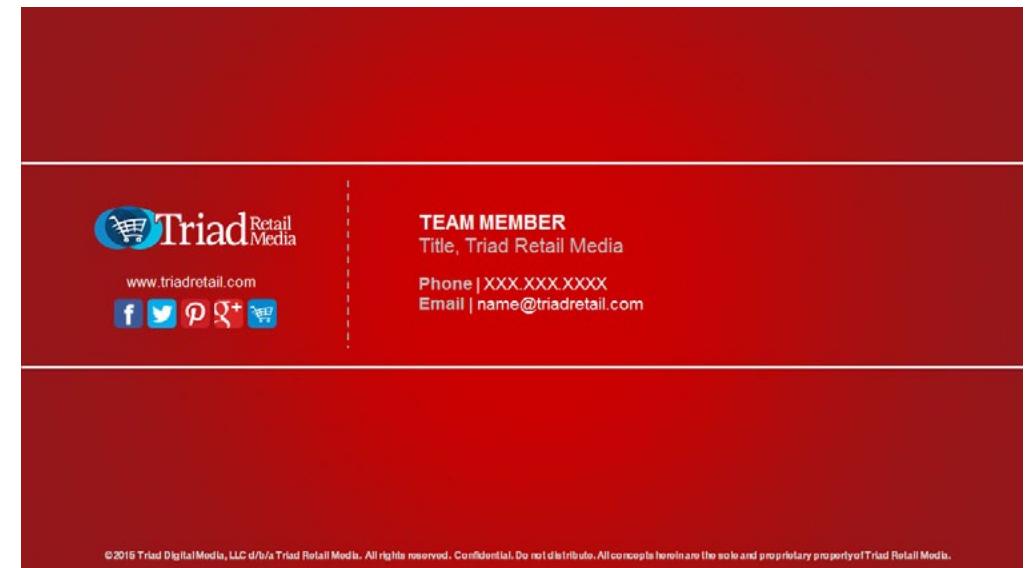
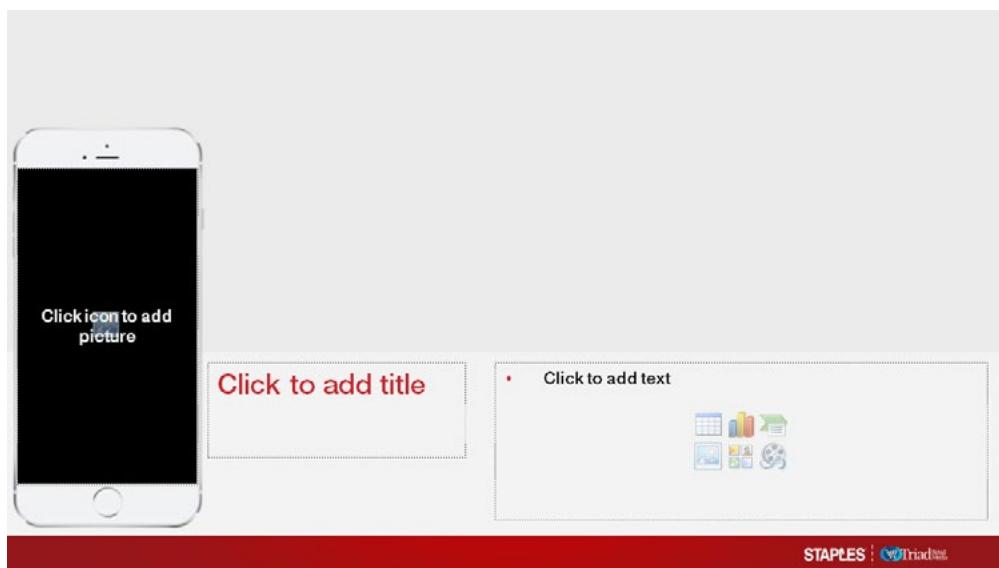
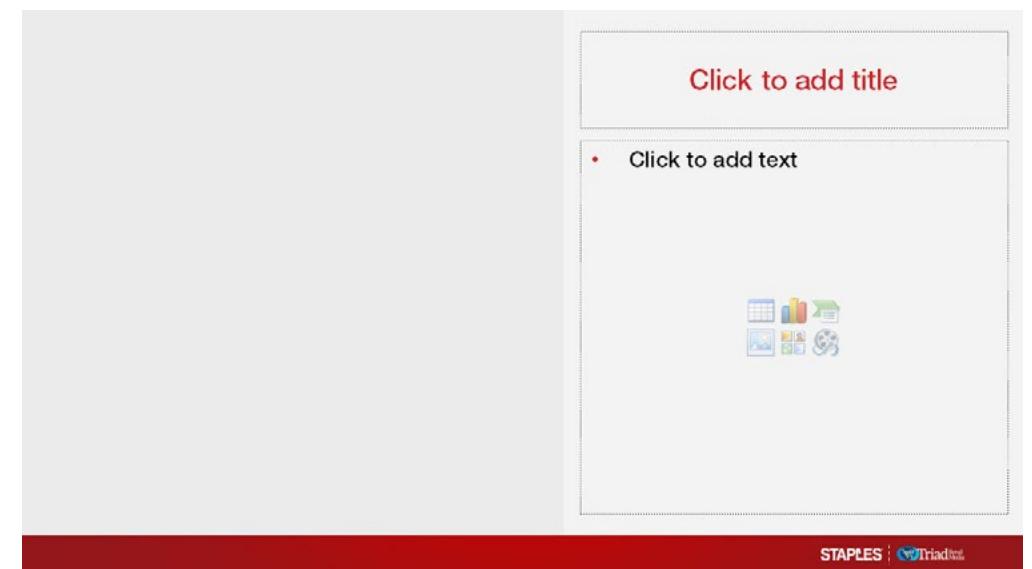
Assets 21

Our Publishers 26

Thank You 57

Staples Deck |

The deck is the only approved deck for Staples. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

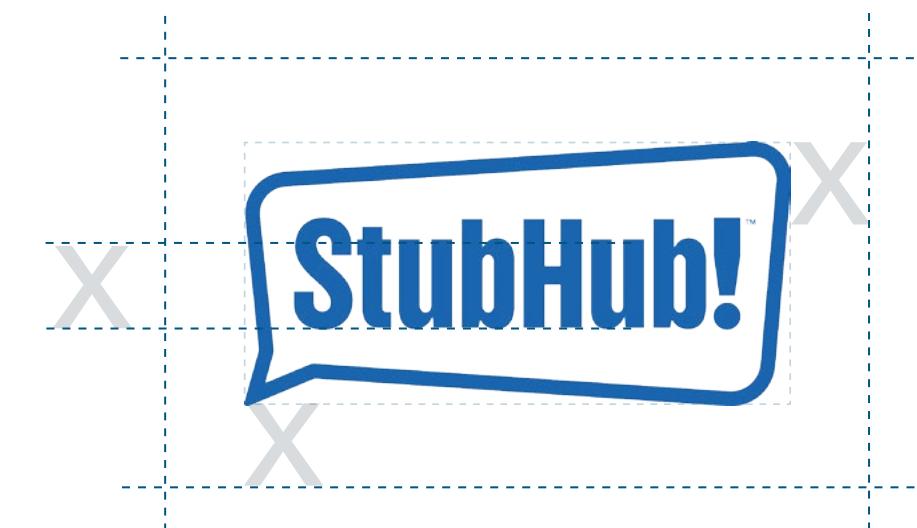
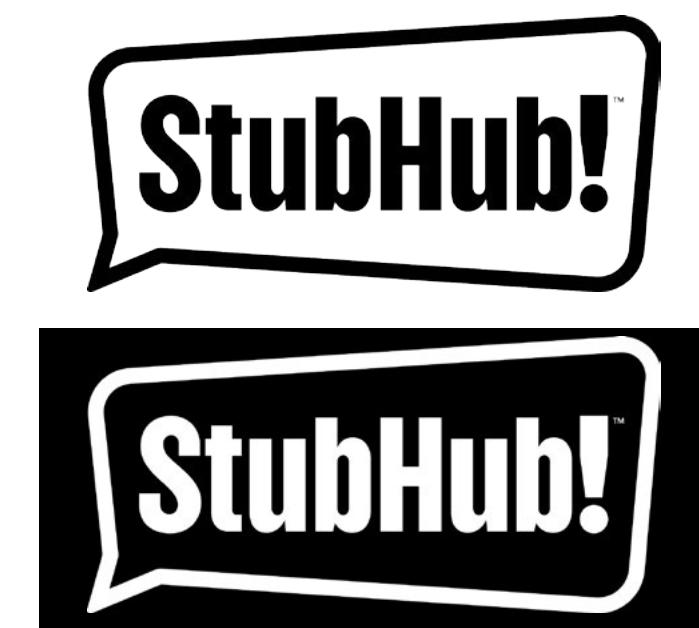
Assets 21

Our Publishers 26

Thank You 57



StubHub Approved Logos |



Do's and Don'ts

In order to maintain a partnership with StubHub, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

add additional elements



Don't

stretch or otherwise distort the letters.



Don't

rotate or display the logo at an angle.



Don't

use the multiple colors logo



Don't

add additional fill colors



Our Publishers

Our Brand 04

Brand Usage 11

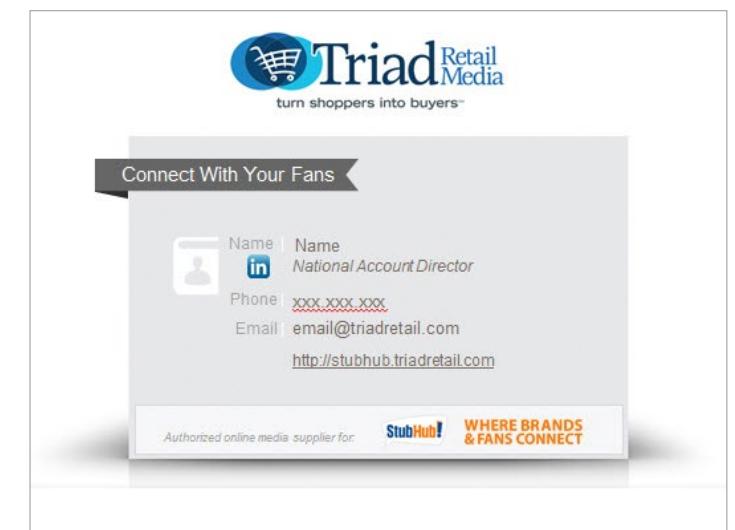
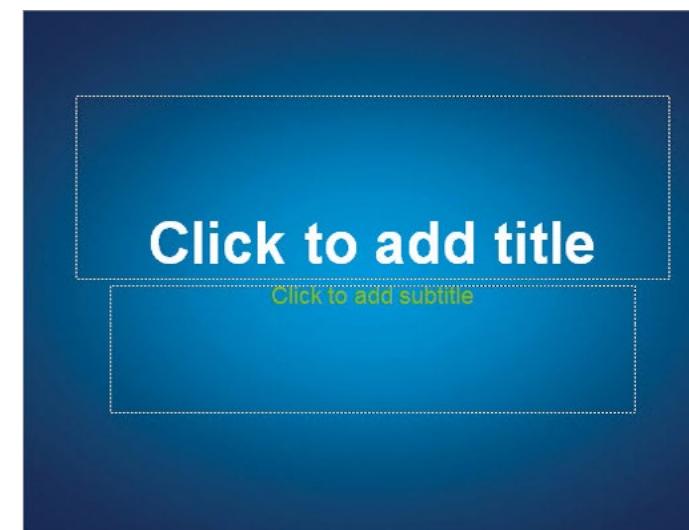
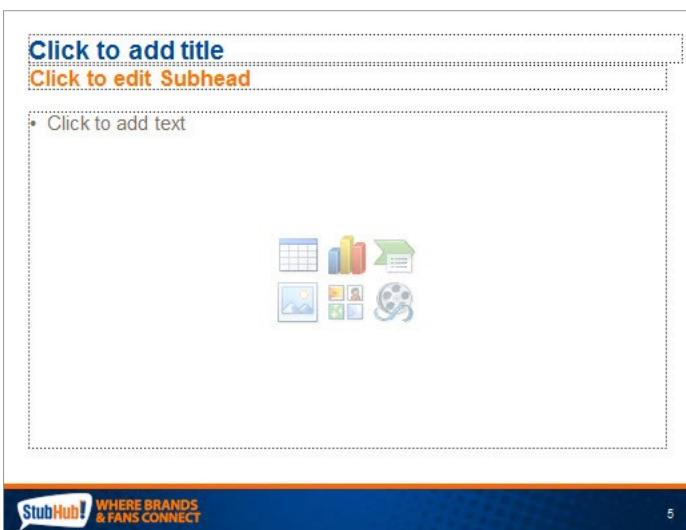
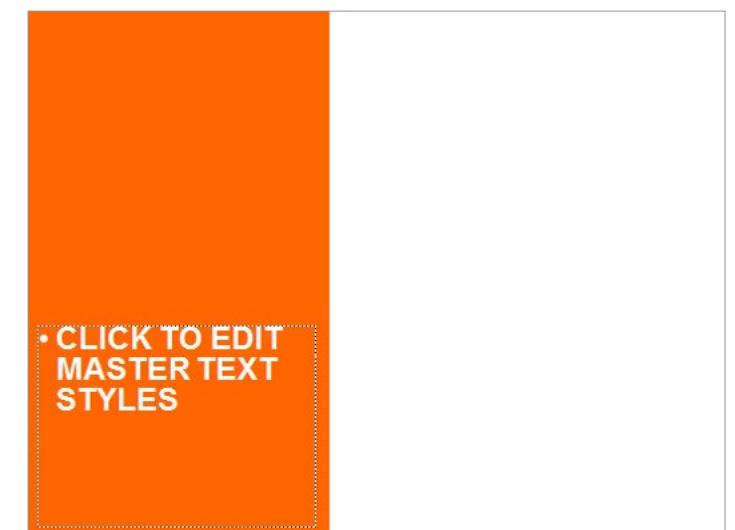
Assets 21

Our Publishers 26

Thank You 57

StubHub |

The deck is the only approved deck for StubHub. There should not be any modifications made to this deck without approval by the business owner.



Our Publishers

Our Brand 04

Brand Usage 11

Assets 21

Our Publishers 26

Thank You 57



Toys“R”Us Approved Logo |



Do’s and Don’ts

In order to maintain a partnership with Toys“R”Us, it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don’t

rearrange the elements of the Toys“R”Us logo.



Don’t

stretch, elongate or distort the logo in any way. It should be kept in the approved proportions at all times.



Don’t

change the core colors of the Toys“R”Us logo other than what is stated in the approved Toys“R”Us style guide.



Don’t

apply complicated patterns or photographs that impair legibility of the logo. The logo is only effective when it can be seen.

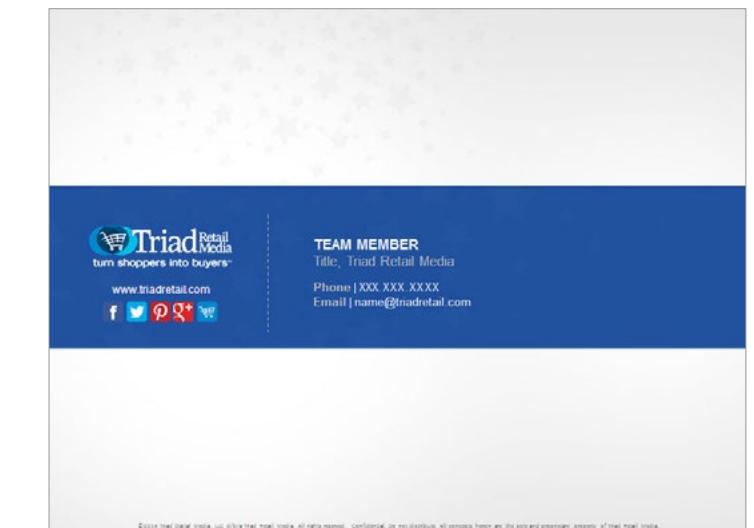
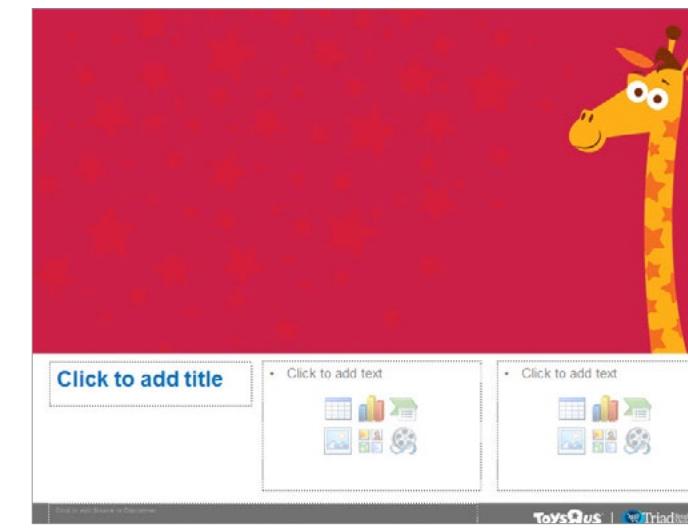
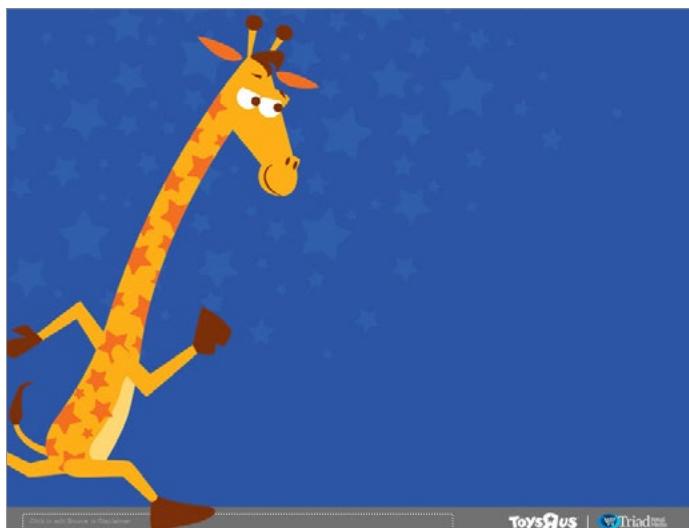
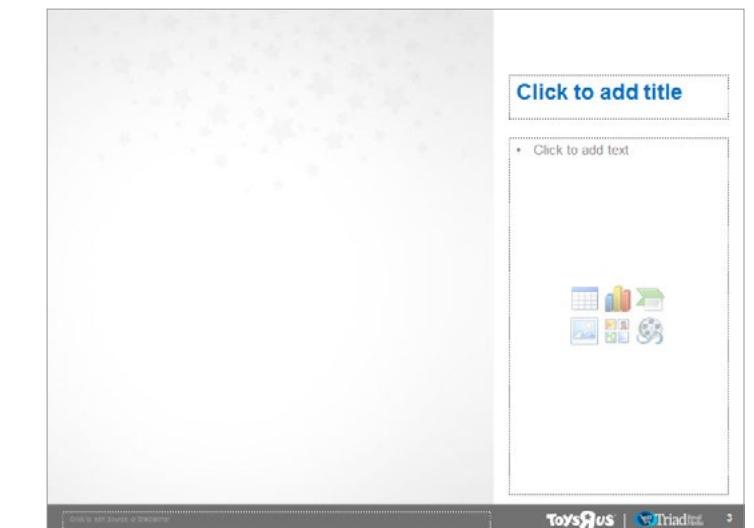
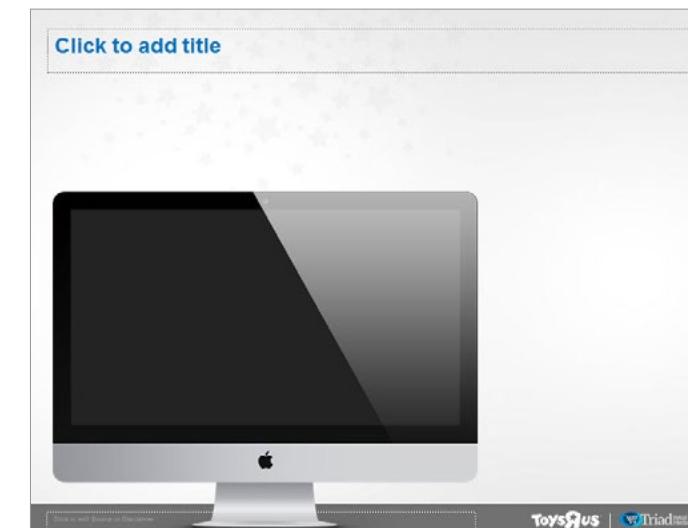
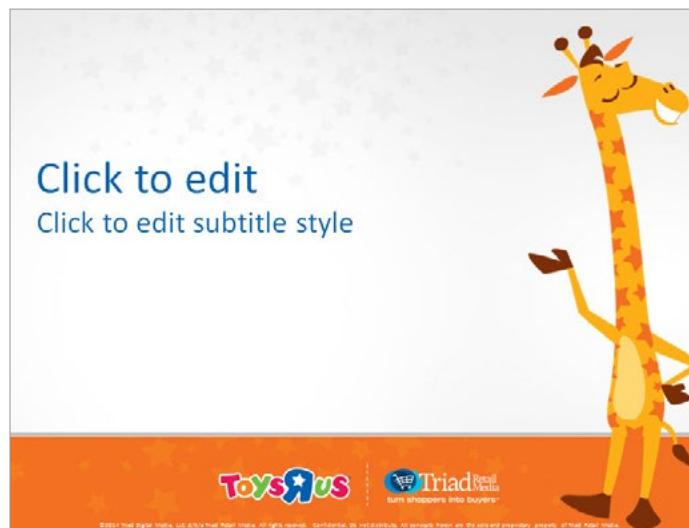


Our Publishers

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Toys“R”Us Deck |

The deck is the only approved deck for Toys“R”Us. There should not be any modifications made to this deck without approval by the business owner.



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Walmart Approved Logos |



Do's and Don'ts

In order to maintain a partnership with Walmart it is important to adhere to the style guidelines for the logo. If you are ever in doubt about a design or layout, please contact the Marketing team for design direction.

Don't

use the Walmart star lockup



Don't

use Walmart with spark logo artwork where the spark is raised above the baseline of "Walmart."



Don't

create variations of the Walmart logo



Don't

assign arbitrary colors to any part of the logo.



Don't

place the logo on unauthorized colored backgrounds. Do not place the logo on imagery.



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Our Brand 04

Brand Usage 11

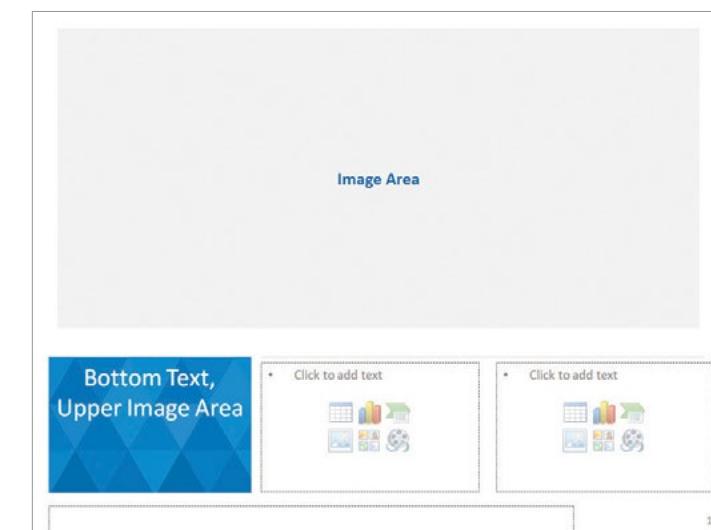
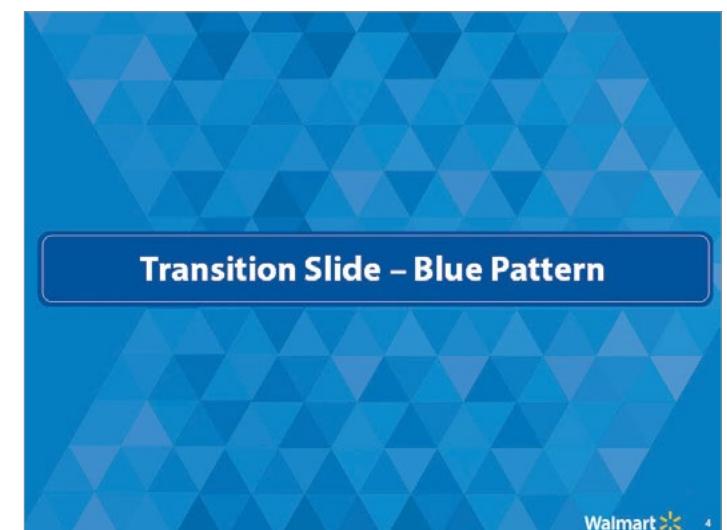
Assets 21

Our Publishers 26

Thank You 57

Walmart Deck |

The deck is the only approved deck for Walmart. There should not be any modifications made to this deck without approval by the business owner.



Final Thought: If you're ever in doubt, please refer back to this style guide or reach out to the Marketing team for more details.

David Blinn

SVP, Marketing

Christina Calle

Interactive Designer