



STYLE  
GUIDE

# VALASSIS DIGITAL BRAND STYLE GUIDE

VERSION 1 / AUGUST 2018



## WHO SHOULD USE THIS STYLE GUIDE?

This style guide outlines the Valassis Digital brand identity. Copy writers, designers, product and corporate marketing, and outside creative vendors should follow these guidelines to create consistency across all Valassis Digital assets and build brand recognition among our customers.

# TABLE OF CONTENTS

## LOGO

Variations	03
Logo Centerpoint	04
Uses of Logo	05
Copyright	08

## IMAGERY

Look and Feel	15
Brand Attributes	16
Envrionment	16
Photo Guidelines	17

## COLOR

Primary	09
Secondary	09

## ICONOGRAPHY

Valassis Digital	19
Valassis Consumer Graph	20
Solutions	21

## TYPOGRAPHY

Typefaces	10
Color and Weight	11
Treatment for Print	12
Treatment for Web	13

# LOGO

The Valassis Digital logotype is the public representation of our brand. Refer to these guidelines for proper use.



*Registered (U.S.)*

## Variations of the Logo

The preferred version of the logo is Full Color (Navy) on a white background. When using the logo on a dark background, use the Reverse Color option. It is also acceptable to use the Bright Blue version for print purposes only, as Navy has the tendency to appear almost black when printed.

Full Color (Navy)



Reverse Color



Option for Print Only (Bright Blue)



## Logo Centerpoint

The center point of the logo does not include the registered trademark symbol (®).



✓ Do



✗ Don't

# Uses of Logo

Below are acceptable and unacceptable treatments of the logo. Use these guidelines when designing for both web or print.

## Clear Space

The Valassis Digital logo should always have ample space around it to keep clear of other visual elements and colors. The minimum clear space around the logo should be the height of the ‘V’.

minimum clear space



## Minimum Size

The minimum size requirements have been set to ensure legibility. Do not reduce the logo below the recommended size.

### Print

1.5 inch wide

### Web

90 pixels wide



## Logo Visibility

The Reverse Color logo should always be visible and never be paired with an image with excessive white space. Add an overlay to bring the Reverse Color logo forward. The Full Color logo should never be paired with a background color that will affect any part of its legibility. Pair with a lighter background for visibility.



✓ Do



✗ Don't



## Logo Paired with Text

The logo should never be in place of text as shown below. It should not be paired with text to read as a sentence. Use “We are Valassis Digital” rather than “We are [Logo].”



We are Valassis Digital

 Do

We are *Valassis* Digital.

 Don't



# Copyright

This copyright line should be used in the footer of all 'copy' property of Valassis Digital (marketing materials, web use, PPT, PDF, etc.), US and UK.

"© 2018 Valassis Digital. All rights reserved."

# COLOR

The Valassis Digital color palette consists of three primary colors and two secondary colors. Our primary colors should be used by default, while secondary colors should serve as supporting colors.

## Primary Colors



**Dark Navy**

HEX      #121C4F  
RGB      18 / 28 / 79  
CMYK    100 / 96 / 36 / 38



**Poppy Red**

HEX      #FF4141  
RGB      255 / 65 / 65  
CMYK    0 / 19 / 52 / 0



**Bright Blue**

HEX      #3452F4  
RGB      52 / 82 / 244  
CMYK    87 / 55 / 0 / 0

## Secondary Colors



**Text Navy**

HEX      #031B92  
RGB      3 / 27 / 146  
CMYK    100 / 96 / 10 / 5



**Pale Yellow**

HEX      #FED189  
RGB      254 / 209 / 137  
CMYK    0 / 88 / 74 / 0

# TYPOGRAPHY

Our typefaces are used for our website and print collateral, as well as in our product user interface (UI). Typography that is ideal for web may not present well for UI or print, etc. Below are recommendations for font choices by use case.

## Typefaces

Aa

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
(.,:;?!@#\$%&\*)

Regular   **Semibold**   **Bold**

Used on body copy, as well as our website UI elements such as buttons and links.

Aa

DIN 2014

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
(.,:;?!@#\$%&\*)

Light   Regular   **Demi**   **Bold**

Generally used as header text, as well as some instances of body copy.

Aa

DIN 2014

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
(.,:;?!@#\$%&\*)

Light   Regular   **Demi**   **Bold**

Used in headers, primarily in all caps for a tech and future/modern feel. Generous letter spacing (kerning) used to give an airy/breathable feel to the type.

## Type Color and Weight

While headers and titles may consist of various color treatments, body copy should always remain neutral. For body copy use full color or 10-50% tints of Navy, avoiding tints above 50% to maintain the text’s legibility.

Body copy should never be solid black to avoid harsh contrast. This does not apply to text paired with a background color other than white. If the use of gray is necessary, these specified tints of Navy below are acceptable as grays.

Acceptable tints for body type color: 0-50%



Unacceptable tints for body type color: 60-90%



✓ Do

### GET A COMPLETE CONSUMER VIEW

50%

Know the neighborhoods where people live, what stores they frequent, and the difference between someone interested in running shoes, running for office, or running a small business.

✗ Don't

### GET A COMPLETE CONSUMER VIEW

80%

Know the neighborhoods where people live, what stores they frequent, and the difference between someone interested in running shoes, running for office, or running a small business.



## Type Treatment for Print

This is an example of type hierarchy and treatment used on a one sheet, a PDF document for print. Refer to it for a general idea of type treatment rather than definite rules.

- 1 **Section Label**  
DIN 2014 Narrow, Regular - 11pt, all caps, 75em spacing
- 2 **Headline**  
DIN 2014 Narrow, Regular - 24pt, all caps
- 3 **Subhead**  
Proxima Nova, Regular - 12pt
- 4 **Body Copy**  
Proxima Nova, Regular - 10pt
- 5 **Bullet Highlight**  
Proxima Nova, Bold - 10pt, Bright Blue #3452F4  
*(print version of Bright Blue appears different from digital version)*
- 6 **Ordered List**  
DIN 2014 Narrow, Bold - 35pt, 75em spacing, Poppy #FF4141

example print material

**Valassis Digital.**

1 **ADVERTISING & PROMOTION**

2 **ADD-TO-CART DISPLAY ADS**

3 Streamlining the online shopping experience

4 As more consumers enjoy the ease and convenience of shopping online, competitive pressure builds for traditional mass grocery and pure-play ecommerce retailers. Personally connecting with the consumer is critical in growing this expanding ecommerce sector, 23% of all shoppers in a recent survey bought groceries online in the past year.<sup>1</sup> Shopper marketing decision makers stand the best chance of winning by building loyalty and making personalized and shoppable digital ads.

5 **+ BENEFITS**

- **Precision meets scale:** Target ideal online shoppers by their interests, product purchases, and preferred retailer's location
- **Easy shopping:** Deliver cutting-edge shopper marketing creatives across devices with add-to-cart functionality for an effortless shopping experience
- **Dedicated team:** Benefit from a group of digital experts who will work to ensure a successful campaign from start to finish

**HOW IT WORKS**

6 **01** User clicks on "ADD TO CART" from mobile or desktop ad unit

**02** User is automatically linked to retailer's site\*

**03** Selected item (one SKU) is added to user's cart for checkout

\* User will need to sign-on or if already signed on will automatically bypass this screen.

**\$50,000 Will Get You:**

- Customized targeting of ideal shoppers
- Digital creative build
  - Desktop and mobile static media impressions
  - One SKU featured and added to cart on retailer's website
- Four weeks of targeted display ads
- Real-time campaign optimization for best results
- Customized wrap-up report with audience insights

1. Coresight Research, March 2018

Make your advertising personalized and shoppable with Add-To-Cart Display Ads. For more information, **contact our experts today at [digitalinfo@valassis.com](mailto:digitalinfo@valassis.com).**

VALASSISDIGITAL.COM | © 2018 Valassis Digital

**Valassis Digital.**



## Type Treatment for Web

This is an example of type hierarchy and treatment used throughout the website. Refer to it for a general idea of type treatment rather than definite rules.

### 1 Title of Phrase with Emphasis

DIN 2014 Narrow, Light - 50pt, all caps, 15px spacing

DIN 2014 Narrow, Demi - 50pt, all caps, 15px spacing

### 2 Headline

DIN 2014 Narrow, Regular - 40pt, 50pt line height, sentence case, 1px spacing

### 3 Bold Stats

Demi bold numbers paired with light symbols or abbreviations for contrast. The number should always been no less than 11pt smaller than its paired number.

#### Numbers

DIN 2014 Narrow, Demi - 100pt, 2.75px spacing

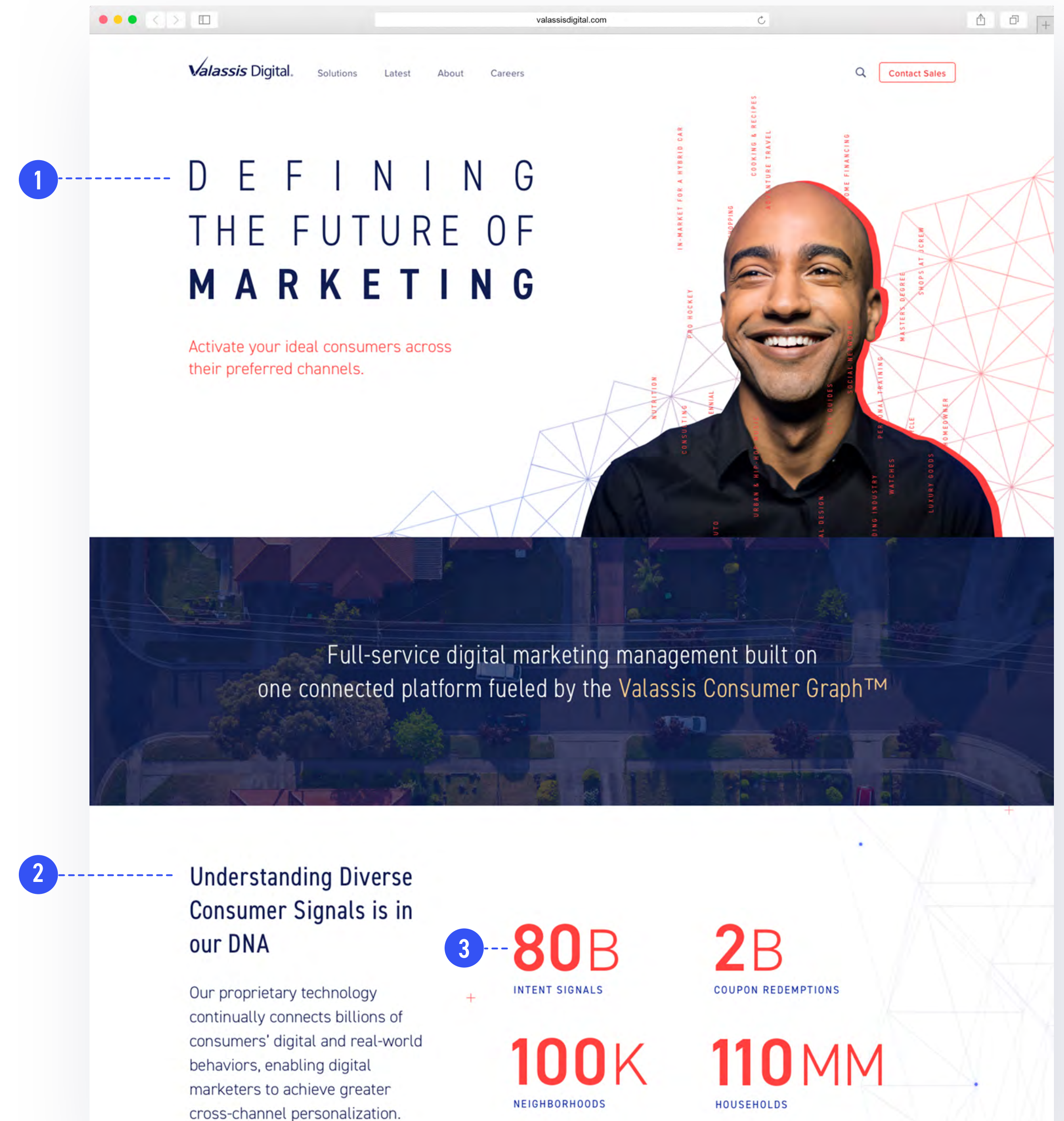
#### Symbols and Letters

DIN 2014 Narrow, Light - 89pt, all caps

#### Stat Descriptor

DIN 2014, Regular - 15pt, all caps, 2px spacing

example website page





#### 4 “Whisper Shout” Accent Text

For use behind text as subtle layering effect  
DIN 2014, Bold - 60pt, all caps, 3px spacing

#### 5 Section Labels

DIN 2014 Narrow, Regular - 18pt, all caps, 3px spacing

#### 6 Header

DIN 2014 Narrow, Regular - 36pt, 45pt line height, all caps, 1px spacing

#### 7 Body Copy

Proxima Nova, Regular - 18pt

#### 8 CTA Button

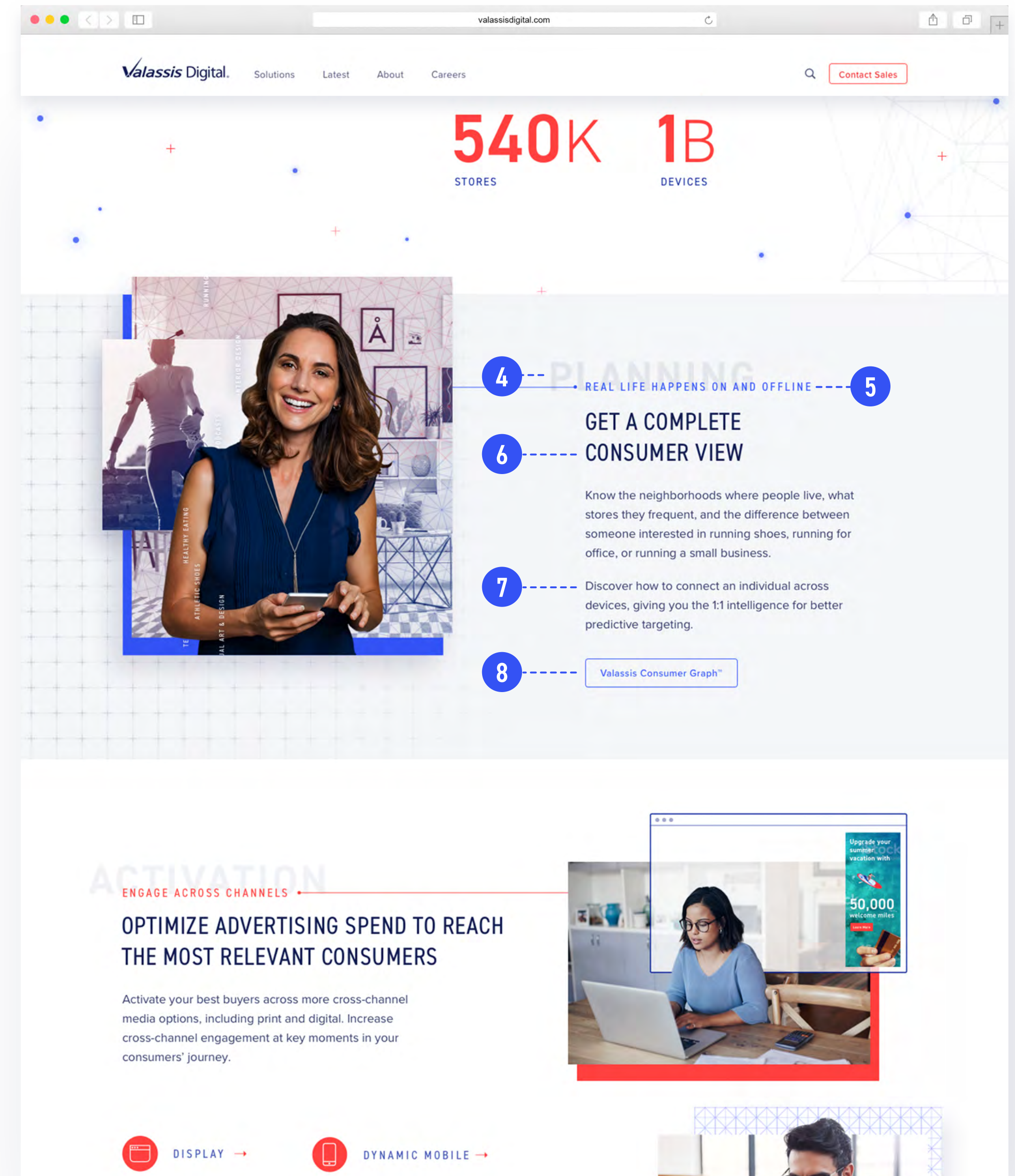
##### Outlined Button

Proxima Nova, Medium - 14pt, sentence caps, .54px spacing

##### Solid Button

Proxima Nova, Semibold - 14pt, sentence caps, .54px spacing

example website page





# IMAGERY

Our imagery should maintain a consistent style in terms of color, tone, light, and simplicity. It should be expressive and authentic, depicting real-life captured moments as opposed to one that is staged. Use these guidelines to help you select photography that best represents the Valassis Digital brand.

## Look and Feel

People in photos should look natural, real, with an appropriate mix of race, age, and gender to reflect our audience. They should be shown interacting with one another or engaging in an activity. Avoid overly contrasted or saturated photos, and edit photos towards a cooler tone to better fit our color palette. If you need further assistance finding an image for your needs, contact [dl\\_visual@valassis.com](mailto:dl_visual@valassis.com).





# Brand Attributes

During the research phase of Valassis Digital’s new design identity, the design team outlined key brand attributes to provide direction for visual elements including photography.

# Environment

Settings for photos should be carefully chosen to correlate with products or audiences. We tend to work with big brands and large department or grocery stores. Avoid photos that depict boutique stores and coffee shops because our customers won't relate to these images.

CURATED/CLEAN

FRESH

AIRY/OPEN

AUTHENTIC

CONTEMPORARY

FLUID

In general, think about global users and avoid images that could offend or be controversial. When selecting an image, be aware of background objects that might be distracting to the focus of the message.





# Photo Guidelines

Shots should be simple, direct, and feature real people, not fashion models. They should show interaction to reflect relationships between people. People should look positive, approachable, and natural with an appropriate mix of race, age, and gender to reflect the area.

## Brands

Avoid images that feature any identifiable brand. Always choose generic product images. This applies to all products and places.

### ✓ Do



### ✗ Don't





## Children and Devices

We do not target children with our intelligence and thus do not depict children with devices of any kind in our advertising. Children depicted with a parent without devices present are acceptable if need be, but an alternative image option is encouraged.

✓ Do



✗ Don't





# ICONOGRAPHY

Our icon style is simple, composed of regular shapes with a consistent stroke weight. They are designed to match the look and feel of the more complex graphics on the site.

## Valassis Digital Icons

This is a sample of our icon set. For the complete library of icons, please contact [dl\\_branding@valassis.com](mailto:dl_branding@valassis.com). To download icons for PowerPoint, visit [www.valassisdigital.com/styleguide/iconography](http://www.valassisdigital.com/styleguide/iconography).

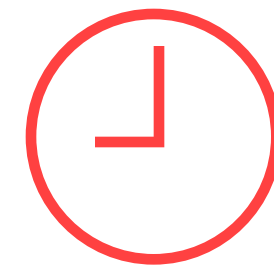
General				Design/Office				Communication				Shopping/Financial			
															
															
															
															

# Valassis Consumer Graph™ Icons

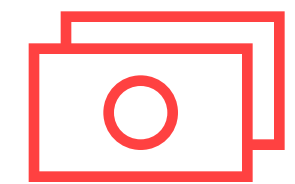
When referring to the Valassis Consumer Graph™ the icons below should be used to represent the six data categories.



In-Market Signals



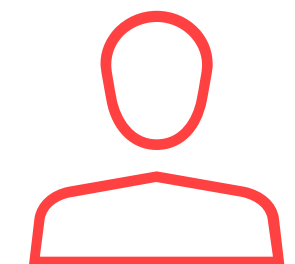
Interest Over Time



Purchases



Store Visits



Demographics



Coupon Redemptions

# Solutions Icons

When referring to our specific solutions, the below icons should be used to represent our products.

## Advertising and Promotion Solutions



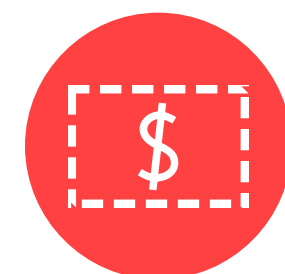
Display Advertising



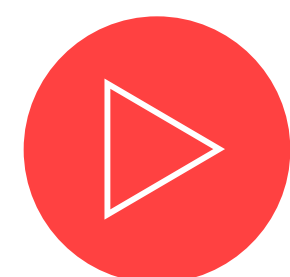
Dynamic Mobile



Email Marketing



Digital Coupons



Video Advertising

## Measurement Solutions



Foot Traffic Impact



Sales Impact

## Data Enrichment Solutions



Audience Segments



Customer Catalyst