

The Walgreens logo, featuring the brand name in its signature red cursive script font.

Balance® Rewards

Guide for 3rd Party Partners

Version 1.1 – October 2014

© 2014 Walgreen Co. All Rights Reserved. Walgreen Co. Proprietary and Confidential

statement of purpose

This document clarifies the relationship between Walgreens and our loyalty program Balance® Rewards.

It shows how Balance Rewards should appear in marketing materials for partner apps and websites.

This document includes basic tools such as logos and messaging that 3rd Party Partners can use to make small updates to their app and/or website. Updated creative must be approved by Walgreens.

This document does not include typographic specifications and button styles – the assumption is that 3rd Party Partners will maintain the look and feel of their page design.

Balance Rewards program overview

Customers must have (or create) a Walgreens.com account to join Balance Rewards. Members get points when they purchase featured items, refill prescriptions and for the healthy choices they make every day. Points can be redeemed for savings in store and online.

Points offers for healthy choices

- Get 250 points when you sync a fitness tracker or app
- Get 250 points when you set your first healthy goal
- Get 20 points for every mile you walk, run or cycle
- Get 20 points per daily weigh-in
- Get 20 points per Blood Pressure Test and Blood Glucose Test

WALKING, RUNNING AND CYCLING		20 POINTS/MILE*
WEIGHT TRACKING		20 POINTS/LOG*
BLOOD PRESSURE TEST		20 POINTS/TEST*
BLOOD GLUCOSE TEST		20 POINTS/TEST*
SET FIRST HEALTHY GOAL <small>One-time reward per member.</small>		250 POINTS/FIRST GOAL*
LINKED DEVICE OR APPLICATION <small>One-time reward per device, maximum 500 points per month.</small>		250 POINTS/DEVICE*
FREQUENT ACTIVITIES		20 POINTS/LOG*

Balance Rewards enterprise branding

Walgreens Brandmark & Icon

The brandmark is a standardized representation of a company's name. The application of distinct typography creates instant recognition of the brand and what it represents.

The Walgreens brandmark – one of our most important visual elements – consists of a customized script logotype that conveys the heritage, authenticity and quality of our product offerings and services. The consistent use of our brandmark builds visibility, brand equity and recognition with our customers, so it must be protected.

Our brandmark should always appear in Corporate Red on a white field unless it is being used on a black-and-white-only piece, in which case it should appear as black.

On rare occasions, the Walgreens brandmark may be reversed, but please reserve this use for unavoidable circumstances.

Clear space is the minimum “breathing room” maintained around the brandmark and can be measured using an identically proportioned W. It should be kept free of graphics, text and other marks.

The icon does not need to adhere to any clearspace guidelines. Do not alter the icon in any way. Use only approved Walgreens artwork for both the brandmark and the icon.

Brandmark

corporate red

HEX: #E31837



Reversed Mark

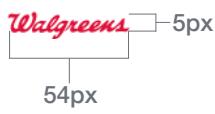
white on corporate red



Clear Space



Minimum Size



Balance Rewards enterprise branding

Duane Reade Brandmark

There are two standard configurations of the Duane Reade brandmark – Horizontal, and Compact. The Horizontal Duane Reade brandmark is the primary expression of the Duane Reade brandmark and is to be used in most applications. The Compact Duane Reade brandmark Alternate is the tertiary expression of the Duane Reade brandmark and is only to be used when the preferred Vertical Duane Reade brandmark is not suitable for available proportions, e.g. a perfect square or other conditions.

It is important to maintain a minimum protective clear space surrounding the Duane Reade brandmark in all applications to ensure the visual integrity of the Duane Reade Brand Identity.

The minimum clear space measure is based on the width of the “e” letterform in the Duane Reade logotype and surrounds the entire Duane Reade brandmark.

This protective clear space may not be encroached upon by any auxiliary information. However, background elements such as photography, colors, and patterns may lie within clearspace provided that they do not interfere with the legibility of the Duane Reade brandmark.

Do not alter the brandmark in any way. Use only approved Duane Reade artwork.

Brandmark

Horizontal - Primary Expressions



Compact - Secondary & Tertiary Expressions



Color Usage

Black

HEX: #330000



White

HEX: #FFFFFF



Red

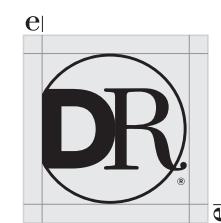
HEX: #E51937



Clear Space



Horizontal Duane Reade Brandmark
Protective Clear Space



Compact Duane Reade Brandmark
Protective Clear Space

Balance Rewards loyalty branding

Colors



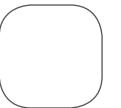
R:100 G:166 B:0
#64a600



R:244 G:244 B:244
#f3f4f4



R:0 G:155 B:218
#009ad9



R:255 G:255 B:255
#ffffff



R:187 G:189 B:192
#bbbdc0



R:88 G:88 B:91
#58585b

Typography

HELVETICA NEUE LT STD 45 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE LT STD 55 ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE LT STD 75 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE LT STD 77 BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Balance Rewards additional visual assets

Walking, running
and cycling



Blood pressure test



Blood glucose test



Linked device



Setting first goal



Frequent activity and
weight tracking



Add the following message to
the general disclaimer when
the "linked device" slug is
used:

One-time reward per device,
maximum 500 points per month.

Add the following message to
the general disclaimer when
the "first goal" slug is used:

One-time reward per member.



Balance Rewards sample integration

When primary graphic is “W icon”

headline

Walgreens

recommended body copy

Include the entire name “Balance® Rewards”

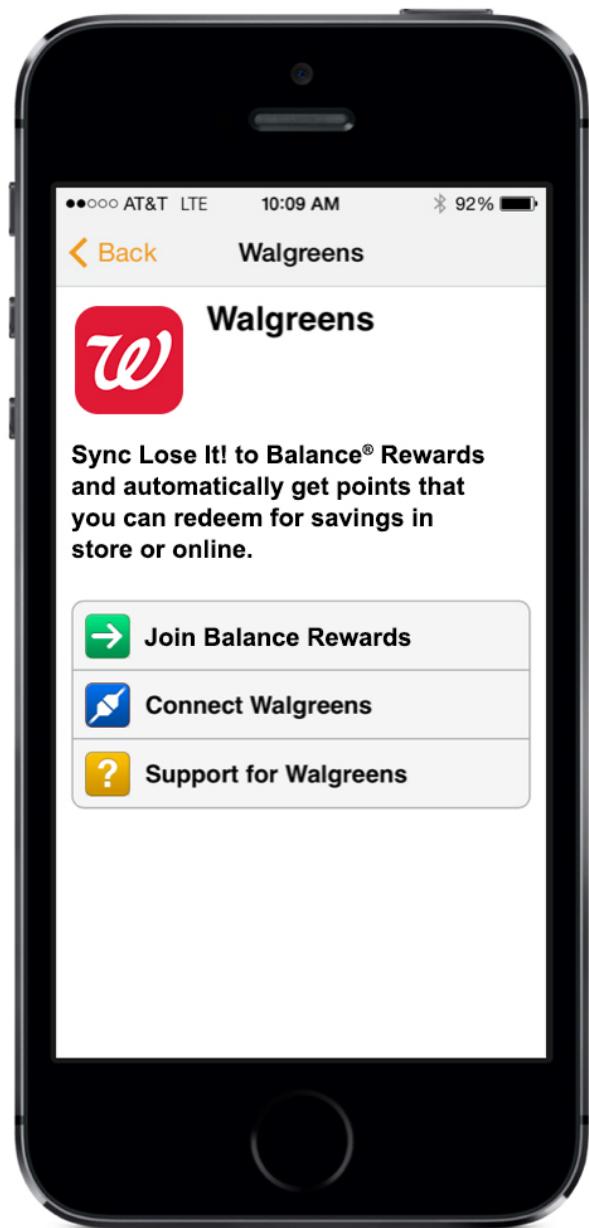
example:

Sync Lose It! to Balance® Rewards. Automatically get points that you can redeem for savings in store and online.

calls to action

[Join Balance Rewards](#) ›

[Connect Walgreens](#) ›



Balance Rewards
sample integration

When primary graphic is “Walgreens brandmark”

recommended headline

Balance® Rewards

subhead

by Walgreens

recommended body copy

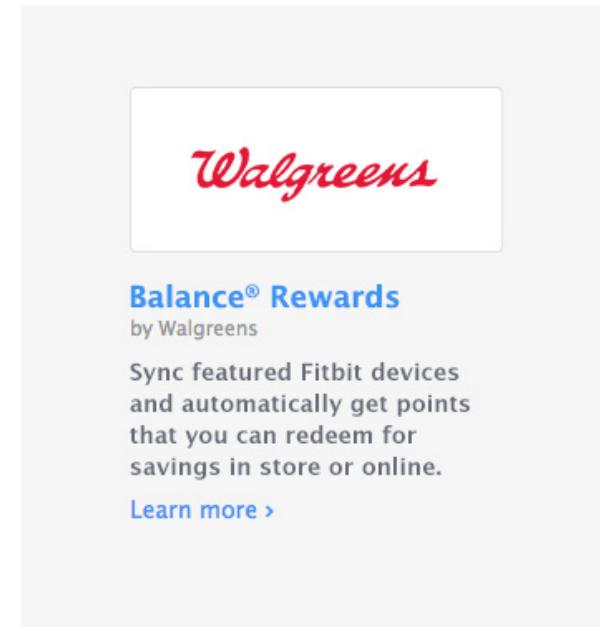
With the full program name in the headline, do not spell it out again in body copy.

example:

Sync featured Fitbit devices and automatically get points that you can redeem for savings in store or online.

calls to action

[Learn more >](#)



Balance Rewards sample integration

Details page

recommended headline

Balance® Rewards

subhead

by Walgreens

recommended body copy

If you are able to fit the full program name in the headline, there is no need to spell it out again.

example:

Automatically get points for your healthy choices like walking and running. You can also get points for blood pressure tests, blood glucose tests, cycling, weigh-ins and more. Convert points into dollars off a future purchase, so you can get more of what you shop for at Walgreens!

call to action

[Get started >](#)

[Join now >](#)

The screenshot shows the Fitbit website with a promotional banner for 'Balance Rewards for HEALTHY CHOICES™'. The banner features a couple walking on a path and includes a 'EARN POINTS' button. Below the banner, there's a 'Make every healthy choice rewarding' call-to-action and a 'Register now' button. The main navigation bar includes links for Products, STORE, Buzz, Social, Get Started, and Log in. The left sidebar has sections for Products (Flex, Zip, One, Force, Aria), Services (Mobile Apps, Premium Reports, App Gallery and Partners, Developer APIs), Help (Fitbit Online Help, Returns and Warranty, Setup and Downloads, Supported Syncing Devices), Explore (Where to buy, Affiliates, Corporate Wellness, Foods by Restaurant, Foods by Brand, Calories in Foods, Search Foods), and Device Help (Flex Tracker Help, Zip Tracker Help, One Tracker Help, Ultra Tracker Help, Force Tracker Help, Aria Scale Help). The right sidebar includes links for About Fitbit, Blog, Jobs, and a United States (change) button. The footer contains copyright information for 2014 Fitbit Inc. and links for Privacy Policy, Terms of Use, and Recall/Safety Info.

Balance Rewards for healthy choices
copy direction

Messaging

Approved
Balance® Rewards
Make every healthy choice rewarding Get points for the healthy choices you make every day Get Balance® Rewards points for your healthy choices, redeem your points for savings in store or online.
Get points Earn points
Automatically earn points
Redeem your points for savings in store or online.

Trademarks Usage

Balance® Rewards (first mention only)

Approved Calls to Action

- [Get started ›](#)
- [Learn more ›](#)
- [Join now ›](#)
- [Join Balance Rewards ›](#)
- [Connect now ›](#)
- [Sync now ›](#)

Membership vs Account

In digital applications, “membership” and “account” are distinct. If we asked users to register for a Walgreens “account,” then link their Balance Rewards “account” to the “account.” This becomes confusing and overly complicated. Linking a Balance Rewards “membership” to a Walgreens “account” clearly communicates the transaction.

thank you

For any questions, please contact devportal@walgreens.com.