Attention Kmart Shoppers

YOUR BRAND STYLE GUIDE is here

Version 2.0 | September 30, 2015
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You can skip to the good parts, but this is best enjoyed from start to finish.

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KMART IS
A super-fun place to SHOP FOR
THRILLING DEALS AND AMAZING FINDS
WITH THE MOST happy and helpful
people making it happen EVERY DAY!
KMART IS that eternally optimistic, bright, fun friend THAT YOU CAN ALWAYS RELY ON. We don’t take ourselves seriously, BUT WE TAKE WHAT WE DO SERIOUSLY! We work hard and have a blast doing it!
WHAT DO WE STAND FOR?

SAVINGS
Deals that Thrill

SERVICE
Whatever it Takes

SELECTION
A Shopper’s Playground

SIMPLECTITY
Honest & Direct

SMILES
Of Course We Can!

STYLES
Brag-Worthy Finds
Our Personality Archetypes

Jester

This speaks to our emotional need to kick back, have fun and enjoy the moment. Playful and spontaneous, this personality type believes it's not really work if you enjoy it. Jester Archetypes remind us to lighten up and live life to the fullest. Jesters speak in present tense and are often funny. They enjoy bright colors, playful typography and outrageous imagery.

Caregiver

Caregivers give care unselfishly, compassionately and generously. They are supportive, understanding, empathetic, encouraging and optimistic. People are drawn to them for their innate altruistic qualities including dedication and patience. Caregivers believe in the importance of paying it forward.
This member paints the canvas of life with family, fun and experiences. If it doesn’t bring joy, it’s not worth doing. Open and influential, when this member leads the way, others follow.

1. **Fashion FORWARD**
2. **ON TOP OF** latest trends
3. **LOVES THE** thrill-of-the-hunt
4. **Shopping is a** FAMILY EVENT
5. **WANTS TO FEEL** welcome
6. **Likes things** ORGANIZED
7. **WANTS IT TO BE** aspirational
8. **Social media** BUTTERFLY
9. **IS AN ONLINE** influencer
10. **Family COMES FIRST**

Smart, savvy and SPONTANEOUS
### ALL ABOUT Sara

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<td><strong>Oriental Trading</strong></td>
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<td><strong>YouTube</strong></td>
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<td>baby apparel and toys</td>
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<td>trendy beauty products</td>
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<td>and home décor items</td>
<td></td>
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<tr>
<td>accessories:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>scarves, belts, earrings, necklaces</td>
<td></td>
<td></td>
</tr>
<tr>
<td>basic home needs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>paper towels, toilet paper, cleaning supplies</td>
<td></td>
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**She’s a SOCIAL BUTTERFLY**

<table>
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<tr>
<th>She’s PLUGGED IN</th>
<th>She’s a DEAL HUNTER</th>
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<td><strong>Facebook</strong></td>
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<td><strong>Pinterest</strong></td>
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MEET OUR CUSTOMER Mimi

Busy, balancing and on a budget. This member looks for ways to streamline and squeeze more moments out of every free minute. Shopping is another task on the chore list, so the experience better be efficient and affordable.

1. **Always on-the-go**
2. **Time conscious**
3. **Tech savvy**
4. **Straightforward pricing**
5. **She keeps to a budget**
6. **Smart shopper**
7. **Clean & organized experience**
8. **Sticks to her list**
9. **Balances her work & life**
10. **Maximizes family time**
# ALL ABOUT Mimi

![Mimi Image]

## intro

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<tr>
<td><strong>LOOK</strong></td>
<td><strong>FEEL</strong></td>
<td><strong>CATEGORIES</strong></td>
</tr>
<tr>
<td>clean, organized</td>
<td>modern, efficient</td>
<td>kids’ apparel, shoes, toys</td>
</tr>
<tr>
<td>well-stocked, clear pricing</td>
<td>easy-in/easy-out</td>
<td>(when it’s a great deal)</td>
</tr>
<tr>
<td><strong>EFFORT</strong></td>
<td>easy online/app review of deals + coupons + loyalty program</td>
<td>health &amp; beauty: hair &amp; bath products, personal care, makeup basics, toothpaste</td>
</tr>
<tr>
<td><strong>CATEGORIES</strong></td>
<td></td>
<td>trendy &amp; inexpensive home décor items</td>
</tr>
<tr>
<td></td>
<td></td>
<td>grocery and basics: paper towels, toilet paper, diapers/pull-ups</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>SHE’S A DIGITAL CONNECTOR</th>
<th>SHE’S PLUGGED IN</th>
<th>SHE’S A DEAL HUNTER</th>
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- **FEMALE**
  - 40 yrs old
  - 74% Female
  - 37% College graduates

- **MARRIED WITH KIDS**
  - 1 yr old
  - 7 yr old

- **SUBURBANITE WITH 74K INCOME**
  - [20% 36-45 yrs. old]
  - [74% Female]
  - [37% College grads]

She’s a DEAL HUNTER

Her Ideal SHOPPING TRIP

- clean, organized
- well-stocked, clear pricing

Her ONLINE Faves

- modern, efficient, easy-in/easy-out

She Loves to GO TO

- easy online/app review of deals + coupons + loyalty program

- kids’ apparel, shoes, toys (when it’s a great deal)
- health & beauty: hair & bath products, personal care, makeup basics, toothpaste
- trendy & inexpensive home décor items
- grocery and basics: paper towels, toilet paper, diapers/pull-ups

She’s a DIGITAL CONNECTOR

- LinkedIn
- Google+
- Twitter

She’s PLUGGED IN

- target
- instacart
- grubHub
- lego
- dick’s sporting goods

She’s a DEAL HUNTER

- amazon prime
- dotBo
- instacart
- livingsocial
- plentiful
- secret flying
- shop your way
OUR LOGO

Respect the K
Our Logo

Kmart’s long and proud history is encapsulated by one letter – the big K – our logo. It’s an immediately recognized American icon. Because of all the value it holds, we’re going back to our roots and rallying around it. So guard it. Protect it. Don’t mess with it.
WE DO

We protect the Kmart logo because it represents who we are. It is important to adhere to the spacing, sizing and color instructions you will find on the following pages.

Primary Logo

When using our logo on a red background, the red box becomes the larger background and the K logo remains in white.

Alternate Logo

Use the Alternate Logo when the primary is incompatible.

Secondary Logo

Use the Secondary Logo for space constraints.
**Clear Space**
The area around the signature should be free of competing visual elements.

Clear space is equivalent to the height of “k” in the word “kmart.”

**Minimum Size**
To ensure legibility and detail, our logo should appear no smaller than the measurements indicated below.

Minimum size: 3/8” in height  
Minimum size: 1/8” in height

**Logo Color**
When printing in one, two or four colors, reproduce our logo only in Pantone Kmart Red. The black should be used only when color printing is unavailable. The white, only when needed.

Clear space is equivalent to half the square height of “k” in the word “kmart.”
WE DON’T

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

Never use the Kmart logo in the possessive form.

Registered trademarks are not included with the Kmart logo.

Do Not use our logo without “kmart” underneath the K

Do Not tilt or angle our logo in any way

Do Not use the old logo with the “mart” script inside the K

Do Not combine the iconic K with kmart lower case logo version

Do Not use our logo against a pattern

Do Not change our logo colors

Do Not place our logo over a complex photographic background

Do Not put a photo or graphic inside our logo

Do Not distort our logo in any way

Do Not change the color of the red box in the logo

Do Not use the alternate logo on anything but a white background

Do Not place a stroke or add a drop shadow to the logo

The same rules apply to both the alternate and secondary logos. Existing store signage is the only exclusion to these rules.
CO-BRANDED SHOP YOUR WAY® LOCKUPS

Co-Branded Logo Lockups

Co-Branded Footer Lockups
COLOR PALETTE

Spoiler alert – there’s red!
Color Palette

Taking inspiration from our American heritage, we created a primary palette of colors with a contemporary twist. We love red so much, we’ve made our own exclusive Kmart Red. As we continue to stake our claim on this red, we get a little help from blue – our very own Bluelight Blue! We’ve also built an extended palette for seasonal campaigns. Just remember, other colors may come and go, but Kmart Red will always be the one.
BRAND COLORS

Primary Palette
Our primary palette is Kmart Red, Bluelight Blue, Black, Cool Gray 8 and Pantone 431. When choosing colors, always begin with these five options. The dominant color should always be red with blue as an accent. Reserve Black, Cool Gray 8 and Pantone 431 for text primarily.

Secondary Palette
Our secondary palette is here to add a little color and unexpected pop when needed. Pantone 144 and 375 can be used to complement the Primary Palette. Pantone Process Yellow is for Clearance only. See the Clearance section in this document and the Clearance Style Guide for more information.
EXTENDED COLOR PALETTE

Our extended color palette is all about the fun! But let’s not overdo it. Use these colors sparingly – no more than two at any time – to complement the Kmart Red and Bluelight Blue. ALWAYS maintain that hierarchy.

Seasonal style guides will still be issued and contain their own color palettes. Those palettes will be derived from what is shown here. Always adhere to the seasonal style guide before going to the extended palette.
TYPOGRAPHY

Font geeks rejoice!
We're introducing our very own, customized, proprietary font – Kmart Script. We’ve paired it with Mission Gothic, and that’s what really brings the Kmart personality together. Our fun messaging appears in the nostalgic, script font and works well with a bold statement in Mission Gothic. Helvetica is and always will be our friend, especially when we’ve got a lot to say in long-running text.
**Kmart Script Bold**
Our signature typeface is to be used for headlines only. Use either alone or paired with Mission Gothic Black. If there’s fun in the headline, it’s got to be Kmart Script.

**Mission Gothic Bold**
One of our go-to typefaces for headlines, subheads and callouts. When used in a headline, keep it all caps.

**Mission Gothic Black**
Mission Gothic Black is our preferred typeface for headlines – either alone or paired with Kmart Script when appropriate. Just like Bold, when it’s in a headline, keep it all caps.

---

**Kmart Script Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0  ! @ # $ % ^ & * ( ) - + =

Alternate Glyph Characters:
A H M N
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

**Mission Gothic Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0  ! @ # $ % ^ & * ( ) - + =

---

**Mission Gothic Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0  ! @ # $ % ^ & * ( ) - + =
Helvetica Neue Roman
Neither gone nor forgotten, Helvetica Neue Roman is still our typeface for all body copy.

Helvetica Neue Bold
Another familiar typeface. Helvetica Neue Bold can emphasize info within body copy, callouts or copy blocks in circular.

Helvetica Neue Bold Condensed
Helvetica Neue Bold Condensed is used for traffic-size price points only.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+=

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+=

Helvetica Neue Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+=
HEADLINE GUIDELINES
The options are endless! Use a combination of Mission Gothic Black or Bold, all caps and Kmart Script Bold to create the perfect balance. Remember to use Script to emphasize the fun! But be careful not to use it too much where it can be difficult to read.

Double Line Using Kmart Script for First Line

What You Want FOR LESS!
Shop Smart SAVE BIG

Double Line Using Mission Gothic for First Line

SPENDING LESS IS Way More Fun

Double Line Using Mission Gothic Only

READY. SET. GO SAVE!

Single Line Using Kmart Script and Mission Gothic

Shop Fun. SAVE SERIOUS.

Single Line Using Mission Gothic Only

DEALS THAT THRILL

Single Line Using Kmart Script Only

Exercise Your Right to Save!

Kmart Script and Mission Gothic Side by Side

All SMALL APPLIANCES ON SALE
PROMOTIONAL EXAMPLES

Pricing should be red, blue or black unless otherwise dictated by a seasonal style guide. For circular, see the full Circular Style Guide on the DAM.

Features

STARTING AT
$20

BUY ONE
GET ONE AT
50% OFF

BUY ONE GET ONE FREE

Bubbles

LEADIN COPY
19.99 each

Copy Block

BUY ONE GET ONE AT
50% off

**DROP SHADOWS**

**Proper Usage**
Only white type can be placed over an image. If readability is an issue, a drop shadow may be applied.

**Improper Usage**
Never use a type other than white over an image. Drop shadows should not be used unless needed to improve readability. Never apply a drop shadow on type that overlays a solid color background.
OUR PATTERN

Happy! Happy! Joy! Joy!
Our Pattern

This is the expression of joy within the Kmart personality. The pattern is colorful, fun and energetic – just like us. Use it as a stripe, border or exclamation point. Don’t wear it out.
BURST GRAPHIC

The burst graphic is to be used when communicating expressions of joy and fun within the Kmart brand. This graphic is powerful and should be used sparingly. It should never overwhelm. Limit its use to only one bar, border or exclamation point at a time.

We use the graphic for...
- Freebie Saturdays
- Internal communication pieces
- Brag-Worthy Finds

We don’t use the graphic for...
- Clearance
- Regular Sales
- Every single page of the circular
- Bluelight
- All things willy-nilly

Never use the graphic as a full pattern without the red interior.

Full Burst Graphic

Burst Bars

The bars can be used both horizontally and vertically.

Example of Improper Pattern Usage
EXAMPLES OF PATTERN USAGE

Hiring Flyer

WORKING AT KMART IS even more fun!

Seasoned professionals, recent college grads and first-time job seekers have all found amazing careers at Kmart.

Make some money. Have some fun.

CASHIERS
CUSTOMER SERVICE
CUSTOMER SERVICE–APPAREL

Visit jobs.kmart.com to explore a HUGE range of opportunity.

Freebie Saturday Popcorn Bag

CHEESE POPCORN

Orange fingers—just part of the fun!
**BORDER**

The border pattern may only be used with red, black or white interiors. Only use white type over red and black interiors.

Example with Type

Attention
Kmart Shoppers
EXCLAMATION POINT

The exclamation point is used for statements and experiences that convey excitement, joy and our fun personality. The exclamation point should always be oversized, and type needs to be adjusted around it. Like the pattern, do not overuse the exclamation point.

Example

Shopping IS FUN!
Again!
OUR VOICE

We’re singing to a brand new groove!
Our Voice

We’re your fun friend that you can always rely on, and our glass is ALWAYS half full. Our voice is conversational and helpful, but never preachy. We know our members, and we use witty language that they understand. We never sound like a corporation. We always strive for personal connection, and if we can get a giggle out of you along the way – that’s even better!
We Do

Sound conversational
Have a lot of energy
Use clever words
Convey humor and fun
Have a light-hearted tone
Speak honestly and directly
Take what we do seriously
Celebrate the “K”

WE DON’T

SOUND CORPORATE
EVER FALL FLAT
CONDESCEND OR PATRONIZE
OFFEND YOUR GRANDMOTHER
SOUND HEAVY-HANDED
USE CONFUSING TERMS OR JARGON
TAKE OURSELVES SERIOUSLY
REPLACE “C” WITH “K” IN ANY WORDS
EXAMPLES

STOP, SHOP & ROLL!
WE’VE SOLD OVER 300 MILLION DIAPERS. Holy crap!
AND 114 MILLION ROLLS OF TOILET PAPER. Insert your own joke here.

SHOP SMART. Save big.
Attention Kmart Shoppers

READY. SET. Play!
EXAMPLES

SHOP, SHARE, SAVE!

SPENDING LESS IS Way More Fun

PILE UP THE CART. Smile at the checkout.

Add a Dash OF SAVINGS

WE’VE SERVED OVER 2 BILLION SHOP YOUR WAY® MEMBERS IN THE LAST 5 YEARS? Good thing we didn’t give out free donuts.

Life is Ridiculously Awesome
We look good.
I mean, really really good.
Imagery

Our photography is always fun and spontaneous. Never posed, it always looks caught in the moment so it's real and authentic. Subjects reflect our member base of all shapes, sizes and colors. Our happy, joyful brand personality is not stiff or artificial. Images always have energy and personality that's revealed through interesting and quirky touches.
Brand images are for general Kmart branding and messaging. These images are shot in real environments and have an authentic, caught-in-the-moment feel. Interesting cropping is encouraged. Ultimately, product should always be the hero because, well, that’s what we sell. Be sure to always express the joy, fun and diversity of our Kmart family and members.
Clothing

Whether shot in studio or on location, images are clean and bright. Models interact with each other, expressing fun. Laydowns are styled soft and loose for an approachable and authentic feel.
Just like in our own day-to-day lives, soft and hard home products need to be shot with a natural feel. Soft products are arranged loosely, but not messy. Hard products feel more dynamic through positioning and lower camera angles.
Everyday products are a part of many beautiful and fun moments in our lives. Let’s treat them like that in our photography. Create emphasis with low or overhead angles, and use interesting arrangements to tell an in-use story. Items look realistic, have energy and an element of surprise when used as a hero.
Pets

They’re part of the family, so let’s treat them as such in our photography. We capture our furry best friends in all their joyful, friendly and adorable moments.
Members are not living their lives one aisle at a time. Don’t think single product category. Think all picnic essentials down to the blanket and the sunnies. Think about the complete outfit down to bags, shoes and jewelry. Let’s tell stories that integrate the way members live with the way they shop.
Our Personality

Handbags serve many purposes. Sometimes they can even be pretty cozy.

It was supposed to be an uneventful road trip, but...

A lot of important stuff happens in the kitchen. And that's why it should always have character – from a million pieces of artwork on the fridge to the most interesting of keyholders.

We express our personality through propping and unexpected touches. These little elements of surprise bring out the fun without taking away from product. Just like the members who shop at Kmart, everyone is different. Let's celebrate the unconventional!

You pick up all the toys when company comes over. But not when it's your bestie.
EXAMPLES

We love it when a plan comes together!
Examples

Here's where you can find all the elements we’ve introduced applied in various channels. From digital to print, we’ve got you covered in the following pages.
MOBILE

App Icon

Mobile with Nonseasonal Feature

Mobile with Seasonal Feature
KMART.COM

Website with Nonseasonal Feature

Website with Seasonal Feature
EMAIL

Email with Nonseasonal Feature

Email with Seasonal Feature
BANNER ADS

Banner Ads with Nonseasonal Feature

Banner Ads with Seasonal Feature
Social Media Posts with Nonseasonal Feature

Make your home ALL ABOUT YOU

Social Media Post with Seasonal Feature

YOU BETTER WATCH OUT
Because everything they want is here!

SPRING IT ON
Find the new season essentials!

OH WHAT FUN!
NONSEASONAL SIGNAGE

Brand Statement Endcap

Layaway App Endcap

Coupon App Endcap

Ship Free Message Endcap Option 1

Ship Free Message Endcap Option 2

Sale Endcap
END FRAME

The Kmart logo slowly appears into the frame while background image fades away into black or red. This all happens in a matter of seconds to create a mesmerizing finish.
BLUELIGHT

It’s back. Seriously back!
Getting back to our roots means embracing one of the most widely recognized and historic Kmart promotions, the Bluelight Special. Ask around! You’ll find a lot of people have stories about Bluelight that go back to when they were small. We’re going to build on those powerful memories by bringing it back and making it a really big deal!
**BLUELIGHT**

See Bluelight Style Guide for full usage guidelines.

**Horizontal Logo with Spectrum**

**Stacked Logo with Spectrum**

**Horizontal Logo without Spectrum**

**Stacked Logo without Spectrum**

**Additional Lockup**

**Don’ts**

Do Not use previous versions of the Bluelight logo

Do Not use any version of “Mr. Bluelight”

Do Not use Bluelight as two words

Blue Light
**BLUELIGHT**

**Primary Color Palette**

- **PANTONE 2945**
  - CMYK: 100/70/17/3
  - RGB: 0/83/159
  - HEX: 00539F

- **PANTONE 306**
  - CMYK: 100/35/0/0
  - RGB: 0/131/202
  - HEX: 0083CA

- **PANTONE BLUELIGHT BLUE**
  - CMYK: 70/0/5/0
  - RGB: 0/188/231
  - HEX: 00BCE7

**Social Media**

Social executions feature our Bluelight Shopper. Her high resolution image is available on the DAM. Its use is encouraged.

**Signage**

- **Exterior Banner**

- **Tier Sign with Topper and Floor Decal**

- **Bluelight Fixture**
SPECIAL EXTRAS

Promos, sales and other stuff.
Special Extras

Here’s a glimpse of all the elements we’ve introduced applied to special programs, promotional pieces and – always a favorite – SALES!
CLEARANCE

These are examples of both clearance events and in-store signage. See the full Clearance Style Guide for complete usage guidelines.

In-Store Signage

Clearance Event
FREEBIE SATURDAY

In-Store Lock-Up Concept

Freebie Saturday Signage

Associate Buttons

Event Call-Out

FREEBIE Saturday

FREE COTTON CANDY
OCTOBER 18th
Kids 12 and under.
See stores for details

FREEBIE Saturday

Woo-hoo! YOU DESERVE A TREAT

You found it! FREE STUFF HERE

Stay in the know DOWNLOAD THE KMART APP

I'M AWESOME!
CONTACT

Who ya gonna call?

Kmart Format Content/Creative Team:

Sarah Ahmad
Acting Creative Director
Sarah.Ahmad@searshc.com

Lisa Pires
Sr. Marketing Graphic Designer
Lisa.Pires@searshc.com

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Jennifer.Bafaro@searshc.com