

sears®

BRAND GUIDE

DECEMBER 4, 2014

TABLE OF CONTENTS

This style guide is for Sears associates, vendors and agency partners who develop materials that communicate the Sears brand message. It is to be used in conjunction with the Sears promotional style guide. The intent of these documents is to give you a clear, easy-to-use reference for all of the Sears materials you develop.

[Brand Overview](#)

[Brand Tone](#)

[Brand Logo](#)

[Color Palette](#)

[Typography](#)

[Photography](#)

[Ad-like Objects](#)

TARGET AUDIENCE

Middle America - Their households are less traditional, more multi-cultural, and busier than ever before. Still, these people embody classic American values - a solid work ethic and a strong sense of family and community. They believe in the contract that says aspiration mixed with perspiration will reward you and your family with a constantly improving life.

In the face of challenges and setbacks, they remain resiliently optimistic. They keep moving themselves forward. Never say never. They have their eye on the prize, believing the brass ring is within their reach.

Today, the middle class faces its biggest challenge as our economy appears to dissipate. Yet, this nation's DNA is built on progress, and so the middle class continually moves forward, riding the momentum of a new wave of middle class American families who dream, aspire, and pursue something better.

POSITIONING STATEMENT

In a world of ever-increasing financial and time pressures, middle-class American families are looking for better ways to achieve what they want. They know they can get a lot of great stuff at Sears. But then again, they can get a lot of great stuff at other places too. So why make the drive to Sears to get it? Why head to Sears.com to shop?

Because with Sears you can always count on getting more. More ways to pay for what you want. And more convenient ways to get it. Members get more. More reward points. And more ways to use them. More styles for less. More top-performing appliances than anyone else. We believe Americans deserve all these things and more. So, no matter what it is your family wants or needs, you'll find Sears always gives you...

MORE.

WHY SEARS?

A go-to, one-stop home and family store that delivers more quality merchandise, more rewards and more ways to shop. A store that delivers...

MORE:

VALUE

Great products at a great value
Value adds – stackable fashion coupons & award card promotions
Member offers
Flash sales
Super Buys
Doorbusters
Sears card and Citi bank offers
Liquidity injection – bonus points

BRANDS*

Craftsman – America’s most trusted brand
Kenmore – America’s #1 appliance brand
Diehard – America’s preferred auto battery
The top 10 appliance brands
50% more awarded and top rated appliances than anyone else
Great fashion brands, featuring the Kardashian Kollection and Seventeen
The top mattress brands
America’s #1 fitness retailer-selection/brands/service
America’s workbook headquarters
Shop over 100 million items and thousands of brands on Marketplace

INTEGRATED RETAIL

In-vehicle pickup under 5 minutes
Member assist
Third party pickup
Free home delivery
More ways to pay – layaway, financing and leasing
Innovative In-store experience
Friendly, knowledgeable associates

SHOP YOUR WAY

Rewarded loyalty
Points on every purchase
Bonus points
The Shop Your Way App
E-Coupons sent straight to you
Social shopping
Shop-In
Help-me-choose
Exclusive partnerships

*Valid as of 07/07/14. Claims are typically accompanied by disclaimers and are subject to change. Please confirm claim accuracy with business unit or SHC legal prior to reproducing.

BRAND TONE

Through a century of delivering value and quality, Sears has earned an emotional connection to American households. Their households may be less traditional, more multicultural, far-flung and busier than in the past, but they still embody the classic American values on which Sears was built. We will continue to assert those values in a tone that amplifies who we are. That is always friendly, conversational, and never condescending. That inspires with a can-do attitude and sense of optimism in the face of any challenge.

WE ARE ALWAYS:

Practical
Innovative
Authentic
Smart
Honest
Optimistic
Friendly
Witty
Trustworthy
Stylish
Genuine
Conversational

WE ARE NEVER:

Flashy
Crude
Slick
Frivolous
Silly
Esoteric
Juvenile

Sears offers an innovative, proprietary suite of technological capabilities that simplifies our customers shopping experience and is designed to reach them at the critical points in their shopping journey. Sears Integrated Retail capabilities help simplify and expedite their experience in a way that is convenient for them and their lifestyle.

Start Your Search @Sears™ | Empieza Tu Búsqueda @Sears™

Money is tight these days. People are spending more time and being more thoughtful about their purchases. Today, every purchase is the result of a ‘search’—for value, for quality, for personal relevance.

“Start your search @Sears” is a unifying, overt call to action that urges people to make Sears their first stop, online or in-store. The “@” symbol deftly references online shopping without excluding the in-store experience. It forms a bridge and demonstrates that Sears is adopting a progressive, confident attitude behind the promise of “More To You.”

The Shop Your Way loyalty program provides a structured marketing platform that rewards and encourages member engagement, brand loyalty and buying behaviors.

Membership is about more than saving money on a purchase; it is about creating deep, authentic, and mutually beneficial relationships with the members who shop, and engage with our brand. Allowing us to further reward our most loyal customers, via purchase habits and history, with targeted offers in real time.

Membership encourages a community of value and engagement: cost savings, social activity, sweepstakes, members-only sales alerts and making points matter by maximizing value.

The principle Sears visual asset identifies our iconic brand. It is featured prominently and in protected space. ***The Sears logo should never be locked up with other logos, lockups or messages.*** It should be present in all Sears communications where the brand is not self evident.

PRIMARY LOCKUP

The primary lockup of the Sears logo, featuring the word "sears" in a blue, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right of the letter "s".

ONE-COLOR LOCKUPS

A one-color lockup of the Sears logo, featuring the word "sears" in a black, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right of the letter "s".A one-color lockup of the Sears logo, featuring the word "sears" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right of the letter "s", set against a solid black rectangular background.

| Element | Description | Objective | Usage Guidelines |
|---|---------------------------------|---|---|
|  | Sears master brand logo | Retailer visual identity. Sears differentiation statement/customer value proposition, which promises to deliver more to our members. | Principle Sears brand visual asset as it summarizes our positioning and identifies the brand. All assets and elements tie to it. It is featured prominently and in protected space; never locked up with other logos, lock-ups or messages. Exists in all Sears communications. |
|  | Seasonal campaign (i.e.Holiday) | Sears positioning statement 'customized' for Holiday, to reinforce more to make Holiday "More Merry". Supported via Holiday campaign styleguide. | Incorporated seasonally and integrated across all media channels. Usage and incorporation will vary by channel. Cannot exist without Sears brand logo. |
| <p>Start Your Search @ Sears</p> | Multi-channel shopping CTA | Call to action that positions Sears as the starting point in the search for everything for you, your family and home... inside and out. "@" symbol reinforces beginning your search at sears.com. | Sears shopping call to action; Usage and incorporation will vary by channel. Cannot exist without Sears brand logo. |
|  | Shop Your Way brand logo | Visual identity of loyalty program that identifies Sears as a vendor in the Shop Your Way network. Members receive points, perks and privileges for shopping at Sears. | Required when member exclusive information, benefits, or offers are communicated. |

MINIMUM SAFETY

A minimum of the space equaling the height of our logo should be maintained around our logo at all times.



LICENSED BUSINESS LOGOS

Requests for new business logos need to be approved by the Licensed Business unit and developed by the Sears Creative Services team. All approved licensed business unit logos can be found on the SHC DAM. Please contact Ann Trancygier if you require further assistance.

STACKED LOCKUP

ONE-LINE LOCKUP

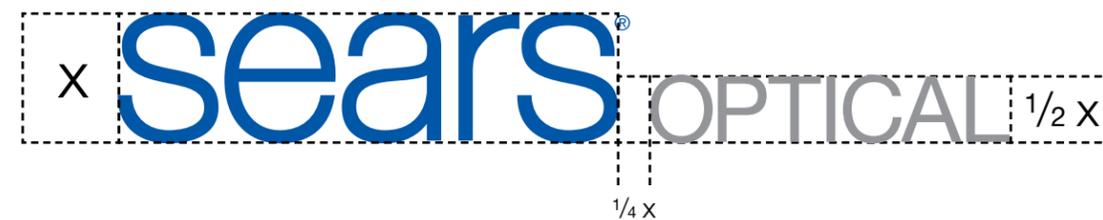
PRIMARY



SECONDARY



DIMENSIONS



DO:



Do use the correct Sears logo.



Do use the correct clearspace around our logo when setting text or information nearby.



Do provide the correct clearspace around our logo when placing on a page.

DO NOT:



Do not set type under our logo as a tagline that can be misconstrued as brand positioning. Messaging near our logo should never appear locked up.



Do not change our logo color.



Do not alter our logo in any way.



Do not crop our logo in any way.



Do not set type or information too close to, or overlapping our logo.

PRIMARY COLOR



PMS 072 "Sears Blue"
CMYK: 100/74/0/0*
RGB: 0/0/153
Web: # 2a3a93

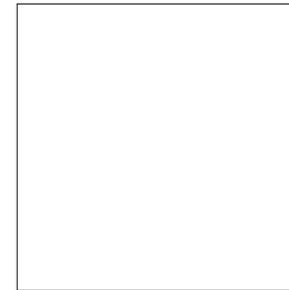
SECONDARY (ACCENT) COLORS



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
Web: # 000000



GRAY
CMYK: 0/0/0/50
RGB: 128/128/128
Web: # 808080



WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
Web: # FFFFFFFF

KEY ATTRIBUTES

- The primary color is PMS 072 ("Sears blue").
- Always ensure that type is clear and readable when selecting your color.

SUPPORTING PALETTES

- Additional color palettes will be delivered in holiday and seasonal addendums.

FOR HEADLINES AND PRIORITY COPY

Gotham Bold

HEADLINE FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gotham Book

HEADLINE & SUBHEAD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Thin

HEADLINE & SUBHEAD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR BODY COPY AND LONG FORM COPY*

Helvetica Neue Ultra Light

Helvetica Neue Ultra Light Condensed

Helvetica Neue Thin

Helvetica Neue Thin Condensed

Helvetica Neue Light

Helvetica Neue Light Condensed

Helvetica Neue Roman

Helvetica Neue Roman Condensed

Helvetica Neue Medium

Helvetica Neue Medium Condensed

Helvetica Neue Bold

Helvetica Neue Bold Condensed

Helvetica Neue Heavy

Helvetica Neue Heavy Condensed

Helvetica Neue Black

Helvetica Neue Black Condensed

*Please note, the Helvetica Neue type family is extensive and has many additional weights not shown here. All are available to use as needed, following the guidelines outlined in this document.

EXAMPLE

PRIMARY

UP TO
50% OFF SHORTS AND TEES

REVERSED

UP TO
50% OFF SHORTS AND TEES

NUMBERS (including dollar amounts and percentages) are set in Gotham Bold with -50 pt. kerning

“OFF” is set in Gotham Book all caps.

To ensure clear messaging and design, always attempt to minimize the amount of font sizes, weights and colors within a message or offer.

% GLYPH is superscripted, force justified and locked up with “OFF.”

DESCRIPTIONS OF OFFERS can be set in different weights, point sizes and colors for contrast and to create informational hierarchy. Type placement should seem contained and intentional.

Note: All caps is preferred for offers and headlines. However, if legibility gets difficult for longer lines/offers, a mixture of all caps and lowercase can be used.

LIFESTYLE PHOTOGRAPHY

Candid and natural, not posed or staged. Should reflect real-life Member Moments. Lifestyle photography is intended to create an emotional connection. Shot seasonally and used in brand advertising and seasonal campaigns. This differs from standardized business unit photography, which is shot on white background and used in more promotional advertising channels and applications.

SITUATIONS

Believable scenarios, real-life situations. Members enjoying, benefitting from or having a positive experience while using our product.

ENVIRONMENTS

Middle-class America – should be within target member demo. i.e., not palatial or grandiose setting.

PROPPING/STYLING

Only use Sears product for props; should be seasonally appropriate and complementary, not distracting.

MODELS

Ethnically diverse, middle-class America



PRODUCT PHOTOGRAPHY

Typically shot on white background and used in more promotional advertising channels and applications. Standardized photography guidelines vary by business unit. Please contact the business unit directly for a copy of their standardized photography style guide.

PRODUCT EXAMPLES





20%_{OFF} KENMORE
A P P L I A N C E S

MORE AWARDED APPLIANCES



sears®



BRAND COMPLIANCE

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• “The Company” means the client (i.e. Sears)

• The materials presented in this deck and in the related electronic files are intended only for The Company’s INTERNAL USE (for The Company employees only) for the purpose of reviewing various ideas, themes, slogans, etc. Before any slogans, headlines, trademarks or graphics found in this deck or in the related electronic files are disseminated to third parties, such items should be searched, if necessary, and cleared locally by your Group Trademark, Marketing and/or Operations Counsel.

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