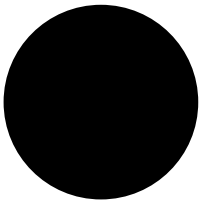
Colour

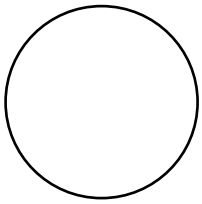
The brand colours are strong identifiers of the brand. Hero colours are the colours that are used most often.

There is a secondary colour palette used to help classify content and sort different industry training manuals.

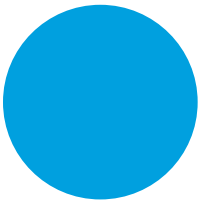
Hero Colours



Black
RGB 0R 0G 0B



White
RGB 255R 255G 255B

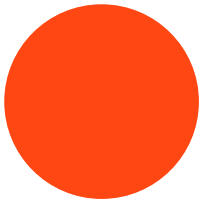


Blue
RGB 0R 160G 223B

Secondary Colours

These colours are used with the hero colours, and used to highlight information.

Warm Grey
RGB 239R 236G 233B



Orange
RGB 255R 71G 19B



Green
RGB 97R 166G 14B

Typography

The correct use of typography is imperative in retaining visual consistency across all touch-points of the My Department Store brand.

The brand uses the font, **Calibri**. This font must be used to retain brand integrity.

Primary typeface

Calibri is the primary typeface for the My Department Stores brand. Use this font in all print and electronic environments; from traditional to digital mediums.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!$%@

Calibri Regular	*Calibri Italic*	**Calibri Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ	*ABCDEFGHIJKLMNOPQRSTUVWXYZ*	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz	*abcdefghijklmnopqrstuvwxyz*	**abcdefghijklmnopqrstuvwxyz**
1234567890!$%@	*1234567890!$%@*	**1234567890!$%@**

Secondary typeface

Georgia is the secondary typeface for the My Department Stores brand. This font is to used mainly for headings, pull out text and in other small instances. Use this font in all print and electronic environments; from traditional to digital mediums.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!$%@

Georgia Regular	*Georgia Italic*	**Georgia Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ	*ABCDEFGHIJKLMNOPQRSTUVWXYZ*	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz	*abcdefghijklmnopqrstuvwxyz*	**abcdefghijklmnopqrstuvwxyz**
1234567890!$%@	*1234567890!$%@*	**1234567890!$%@**

Fonts and Headings

Fonts should be used consistency throughout all documents. Heading and body text styles should be followed.

Style	Formatting	Sample
Normal (Body)	Calibri, 11pt, Black, 1.15pt spacing	Normal/Body Text
Normal Bold	Calibri, 11pt, Black, 1.15pt spacing, Bold	**Normal Bold**
Normal Italic	Calibri, 11pt, Black, 1.15pt spacing, Italic	*Normal Italic*
Heading 1	Calibri, 22pt, Black, 3pt before, 6pt after	Heading 1
Heading 2	Calibri, 18pt, Black, 3pt before, 6pt after, Bold	**Heading 2**
Heading 3	Calibri, 14pt, Black, 3pt before, 6pt after, Bold	**Heading 3**
Heading 4	Calibri, 12pt, Black, 6pt after, Bold, Underline	**Heading 4**
Emphasis	Calibri, 11pt, Black, 1.15pt spacing, Bold, Italic	***Emphasis***
Intense Emphasis	Calibri, 11pt, Blue, 1.15pt spacing, Italic	***Intense Emphasis***
Caption	Calibri, 11pt, Orange, 1.15pt spacing, Bold	**Normal Bold**
Foot/End Notes	Calibri, 8pt, Black, 1.15pt spacing, Italic	*Foot/End Notes*
Hyperlinks	Calibri, 11pt, Default colour, 1.15pt spacing	Hyperlinks

Margins

Margins are used to create an area of white-space around a document and assist in making documents easy to read and print from any device.

MDS Margins

My Department Stores Documents should generally use the standard MDS Margins.

Top	1.85 cm
Left	2.20 cm
Right	2.20 cm
Bottom	2.50 cm

Some documents may require slightly smaller margins to fit all information on a page.

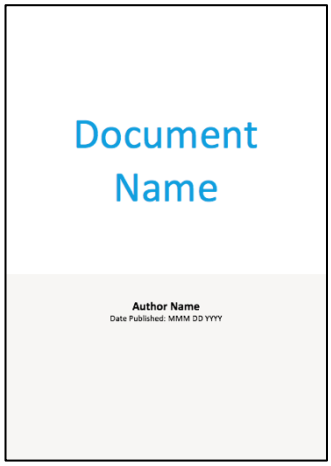
Cover Pages

Cover Pages can be used on formal documents or longer documents to create a professional image.

MDS Cover Style 1

This cover is simple and typically used on professional documents.

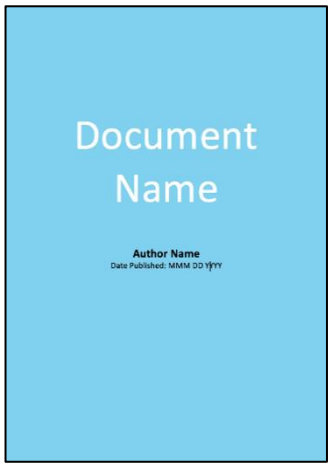
Page Background	White Warm grey (Rectangle shape added to header; behind text)
Document Name	Calibri, 80pt, Blue, Bold, Centre aligned
Author Name	Calibri, 22pt, Black, Bold, Left aligned
Date Published	Calibri, 16pt, Black, Bold, Left aligned Month, date, year format (e.g. January, 1st, 2000)



MDS Cover Style 2

This cover is vibrant and used to create interest. Particularly useful to attract interest when set out with other documents.

Page Background	Blue (Rectangle shape added to header; behind text)
Document Name	Calibri, 80pt, White, Bold, Centre aligned
Author Name	Calibri, 22pt, Black, Bold, Left aligned
Date Published	Calibri, 16pt, Black, Bold, Left aligned Month, date, year format (e.g. January, 1st, 2000)



Tables of Contents

Tables of Contents are used to assist the reader to navigate documents and should be included in all documents which are 3 pages or longer.

MDS Table of Contents

When a Table of Contents is used in a My Department Stores document the MDS Table of Contents format should be used.

Tip: The MDS Table of Contents is based on the MS Word "Classic" style Table of Contents, with a black heading.

ToC Heading	Calibri, 14pt, Black, Bold
Heading 1	Calibri, 12pt, Black, Bold
Heading 2	Calibri, 11pt, Black, Bold
Heading 3	Calibri, 11pt, Black
Numbering	Right aligned

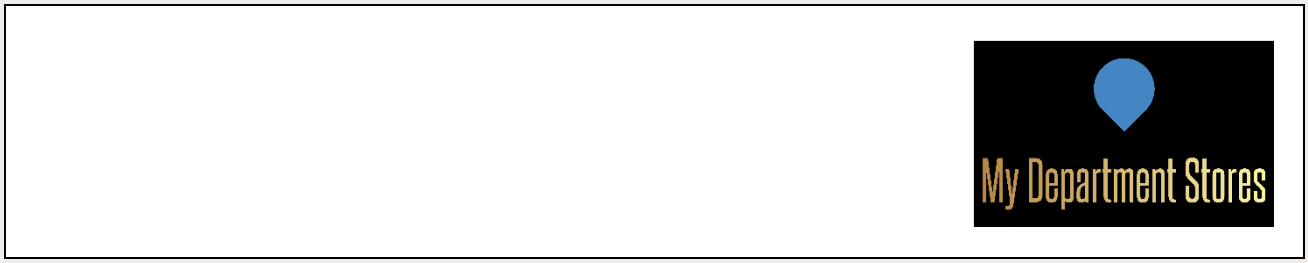
Headers and Footers

Headers and footers should be used to ensure consistency. Header must display the brand logo on all My Department Stores documents. Footers must show the document name and page number to assist readers with navigation.

Headers

Header Section	Formatting
Document Name	Calibri, 11pt, Black, Bold, Left aligned
Logo	MDS Logo, Right aligned

Example



Footers

Footer Section	Formatting
Page Number	Calibri, 11pt, Blue, Bold, Right aligned
Number of Pages	Calibri, 11pt, Black, Right aligned

Example

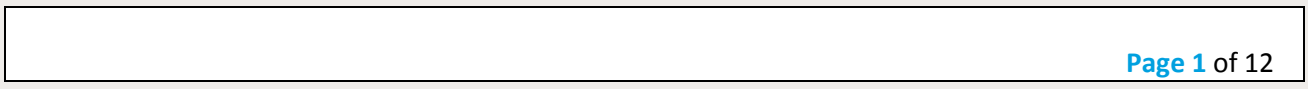


Table Formats

Tables are often included in documents.
Tables may be used to collect data (such as in forms) or to present data (such as sales figures in a report).

The following style sheets should be used when creating tables:

Table Style 1

Typically used for forms.

Heading Row Fill	Warm Grey Dark, Calibri, 11pt, Black, Bold
Heading Column Fill	Warm Grey
Heading Column Font	Calibri, 11pt, Black, Bold, Left aligned
Field Fill	White
Field Font	Calibri, 11pt, Black, Left aligned
Row height	0.7cm
Border	Black, Solid, 1/2 pt

Table Style 2

Typically used to create visual interest in documents.

Heading Row Fill/Font	Blue, Calibri, 11pt, White, Bold
Field Fill	White
Field Font	Calibri, 11pt, Black, Left aligned
Row height	0.7cm
Border	Black, Solid, 1/2 pt

Email Signatures

Email signatures are used to identify the brand to recipients of email communications.

All staff should apply a consistent email signature format to communicate the brand during all communications.

Signature Layout

Email signatures must include the following sections:

Section	Formatting	Sample
Signoff	Normal	Kind Regards
Sender Name	Calibri, 11pt, Blue, Bold	[Name]
Sender Role	Normal, Bold	**[Role]**
Brand name	Normal	My Department Stores
Brand Logo	MDS Logo	

Example

Kind Regards

[Name]
[Role]
My Department Stores


My Department Stores