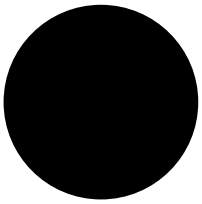
Colour

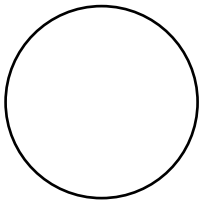
The brand colours are strong identifiers of the brand. Hero colours are the colours that are used most often.

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

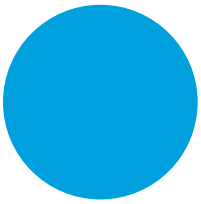
Hero Colours



Black
RGB 0R 0G 0B



White
RGB 255R 255G 255B

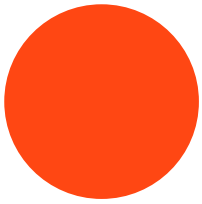


Blue
RGB 0R 160G 223B

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.

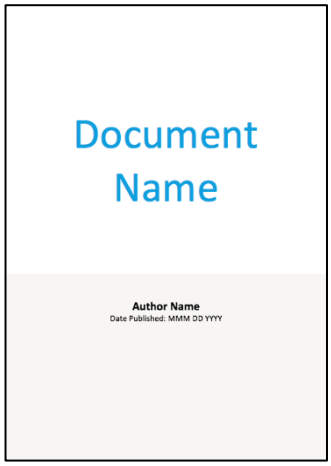
Cover Pages

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.

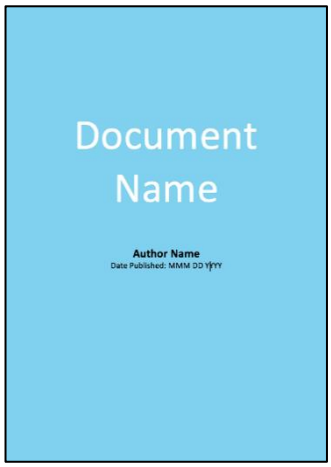
Page Background	White Warm grey (Rectangle shape added to header; behind text)
Document Name	Calibri, 80pt, Blue, Bold, Centre aligned
Author Name	Calibri, 22pt, Black, Bold, Left aligned
Date Published	Calibri, 16pt, Black, Bold, Left aligned Month, date, year format (e.g. January, 1st, 2000)



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

Presentations

Presentations should always be developed consistently with the brand style and image.

Slide size

All presentations should be designed for Widescreen viewing:

- Width: 33.87cm
- Height: 19.05cm
- Slide Orientation: Landscape

Title Slides

All presentations should begin with a title slide

Fill; Warm Grey

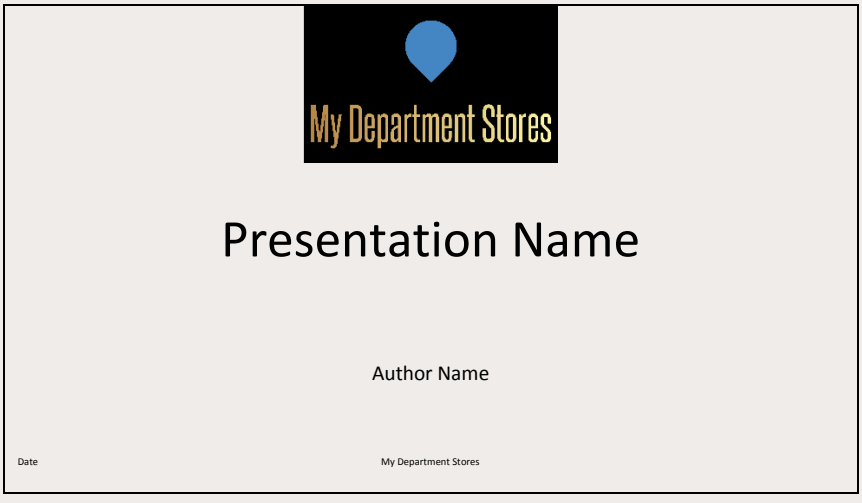
Logo
MDS Logo; Height; 4.5cm; Width; *Automatic,* centred

Presentation Name
Calibri, 60pt, Black, centred

Author name
Calibri, 24pt, Black, centred

Footer

- Date; automatic field; Calibri, 2t, Black, left aligned
- Business name; Calibri, 12pt, Black, centred



Note; Slide examples are to scale, but do not use correct font sizes.

Section Header Slides

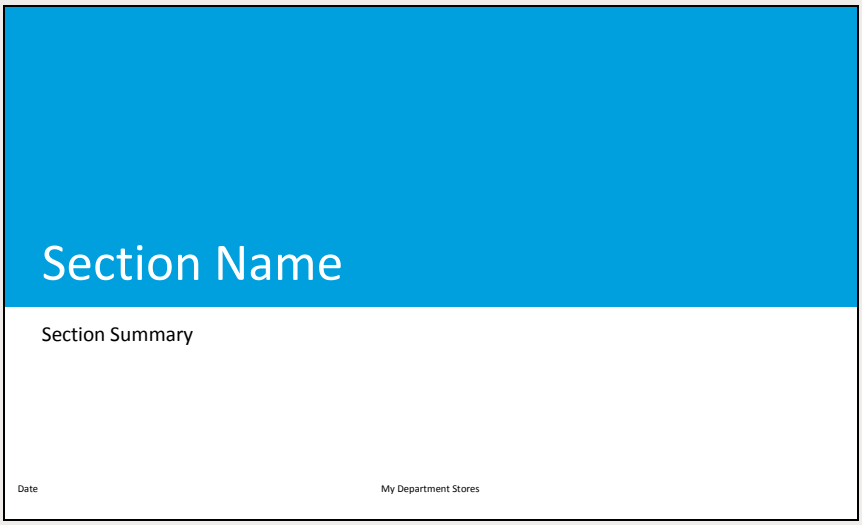
Longer presentations should be divided into sections. A section header should be used to differentiate between each section.

Section Name
Calibri, 60pt, White, left aligned, Fill: Blue

Section Summary
Calibri, 24pt, Black, left aligned

Footer

- Date; automatic field; Calibri, 2t, Black, left aligned
- Business name; Calibri, 12pt, Black, centred

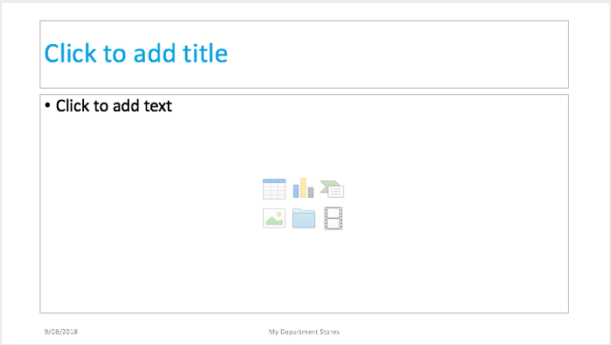


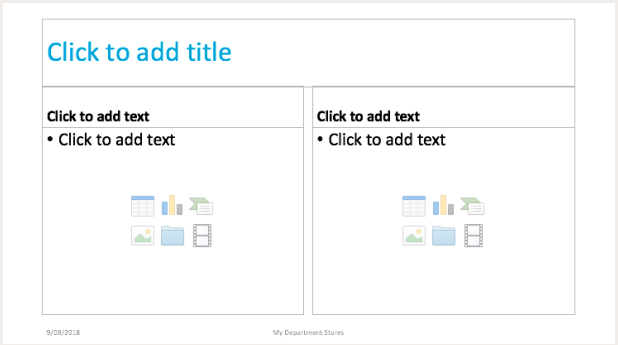
Note; Slide examples are to scale, but do not use correct font sizes.

Content Slides

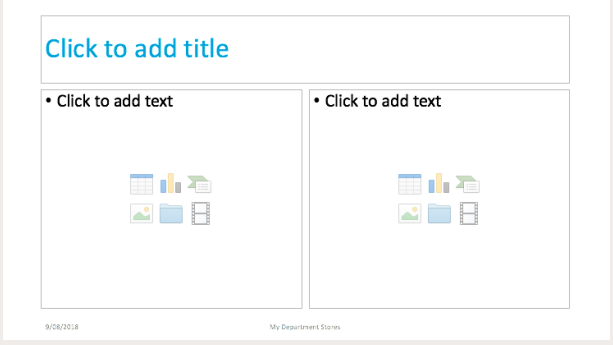
A variety of layouts can be used for content slides. The default templates in MS PowerPoint, Keynote or Open Office Impress can be used.

For example:









The following rules should be applied for all slides:

Text

Text styles vary in presentations (compared to standard MDS Fonts and Headings) as larger text is needed for easy viewing. The following styles should be used.

Styles	Formatting	Sample
Headings	Calibri, 44pt, Blue, left aligned	Heading 1
Body Text	Calibri, 28pt, Black, left aligned	Body Text

Logo

The MDS Logo can be used when needed but is not required on every slide. When used, the MDS Logo should be inserted without stretching.

Images

Images used in slides should use or match with MDS Colours. Images should be inserted so that they are not stretched. Images which are not owned by My Department Stores should be referenced (references can be listed on the last slide of the presentation).

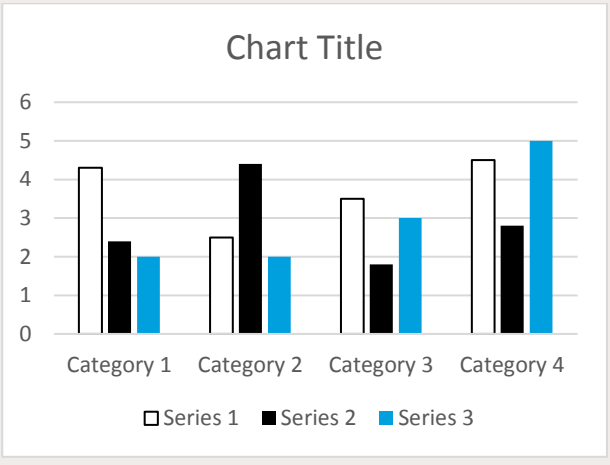
Tables

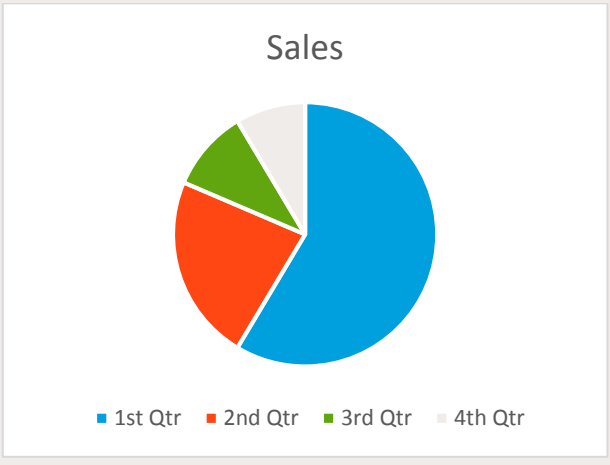
MDS Table Styles should be used in presentations, but adjustments should be made to reflect the larger text sizes required (as outlined above). Data which is accessed from sources other than My Department Stores should be referenced (references can be listed on the last slide of the presentation).

Charts

Charts can be used on content slides to visually display data. Charts should be formatted with MDS Primary and Secondary Colours. Fonts should reflect the larger text sizes required (as outlined above).

For example:





Footers

The Footer layout shown on the Title Slide and Section Heading Slide should be applied to all presentation slides:

- All footer text should be Calibri, 12pt, Black
- Dates should be a field which is set to automatically update
- Dates should be left aligned and displayed as MM/DD/YYYY (for example, 01/01/2001)
- The business name should be displayed as “My Department Stores” and be centred

Presentation Effects

Effects can be applied throughout the presentation to create interest and illustrate key points in the content.

Animations

Animations can be applied throughout presentations to create interest and provide information in sections/chunks. A commonly used animation is the Fade-In of bullet points, allowing the speaker to focus on one point at a time.
Animations should be used sparingly to avoid distracting the audience from the content of the presentation.

Animation Timing

Animations should have timing set when the presentation will be viewed online or played on a loop. Animations can have timing applied when they occur in a group and do not affect the pace of the presentation. Animations should not be timed when the speaker needs to deliver information in between each animation (to allow the speaker to set the pace of the presentation).

Transitions

Transitions can be applied for all slides or specific actions/slides. When applying transitions to all slides, the transition selected must be simple to avoid distractions (such as Fade, Fly, Cut, Push, Uncover, or Cube).

When applying transitions to only a few slides, more dramatic transitions can be used (such as Zoom, Honeycomb, Vortex, or Dissolve). Examples of actions/specific slides transition can be used for, include:

- Transitions to Section Heading
- Transitions to “15 Minute Break” slide (or similar)
- Transition to “Thank you for listening/watching” slide

Transition Timing

Transitions should have timing set when the presentation will be viewed online or played on a loop. Transitions should be set to move to a new slide On-Click for face-to-face presentations to allow the speaker to set the pace of the presentation.

Video clips

Video clips can be used in presentations when, they are directly relevant to the content and requested by the speaker. Videos should be sized to fit the full slide screen (or as much as possible; without stretching) to ensure the audience can see the video clearly.

Play Back Timing

Videos may be set to play automatically in presentations which will be viewed online or played on a loop. In face-to-face presentations videos should be set to start On-Click to allow the presenter to set the pace of the presentation.

Sounds

Sounds can be used in presentations when, they are directly relevant to the content and they add value to the viewing experience. Sounds should be used sparingly to avoid distracting the audience and interfering with the speaker's verbal delivery.

Music

Music may be set in the background of presentations which will be viewed online or played on a loop. Music should not be used for face-to-face presentations to avoid interfering with the speaker's verbal delivery (unless specifically requested by the speaker for a specific part of the presentation)
Content Slides.

Presentation/Speakers Notes

Presentation notes should be provided for speakers in face-to-face presentations using the default setting in MS PowerPoint (or similar):

- Size: A4
- Orientation: Portrait
- Displaying the slide and notes below

Presentation Handouts

Presentation handouts should be provided for speakers in face-to-face presentations using the default setting in MS PowerPoint (or similar):

- Size: A4
- Orientation: Portrait
- Displaying three (3) slides per page