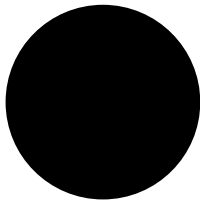


Colour

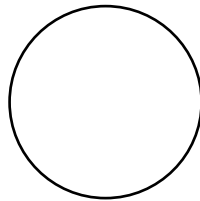
The brand colours are strong identifiers of the brand. Hero colours are the colours that are used most often.

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

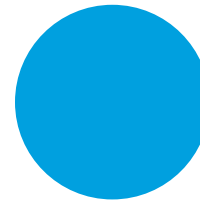
Hero Colours



Black
RGB 0R 0G 0B



White
RGB 255R 255G 255B



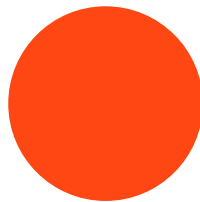
Blue
RGB 0R 160G 223B

Secondary Colours

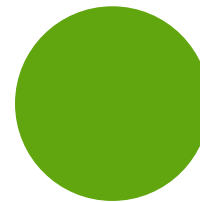
These colours are used with the hero colours, and used to highlight information.



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
vwxyz

1234567890!\$%@

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz
vwxyz*

1234567890!\$%@

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz
vwxyz**

1234567890!\$%@

Secondary typeface

Georgia is the secondary typeface for the My Department Stores brand. This font is to be 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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

1234567890!\$%@

Georgia Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

*abcdefghijklmnopqr
stuvwxyz*

1234567890!\$%@

Georgia Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZ**

**abcdefghijklmnopqr
stuvwxyz**

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	<i>Normal Italic</i>
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	<u>Heading 4</u>
Emphasis	Calibri, 11pt, Black, 1.15pt spacing, Bold, Italic	<i>Emphasis</i>
Intense Emphasis	Calibri, 11pt, Blue, 1.15pt spacing, Italic	<i>Intense Emphasis</i>
Caption	Calibri, 11pt, Orange, 1.15pt spacing, Bold	Normal Bold
Foot/End Notes	Calibri, 8pt, Black, 1.15pt spacing, Italic	<i>Foot/End Notes</i>
Hyperlinks	Calibri, 11pt, Default colour, 1.15pt spacing	Hyperlinks

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

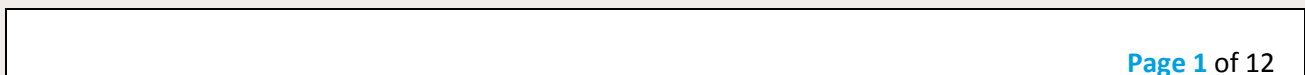




Table Formats

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).

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


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:

<u>Section</u>	<u>Formatting</u>	<u>Sample</u>
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