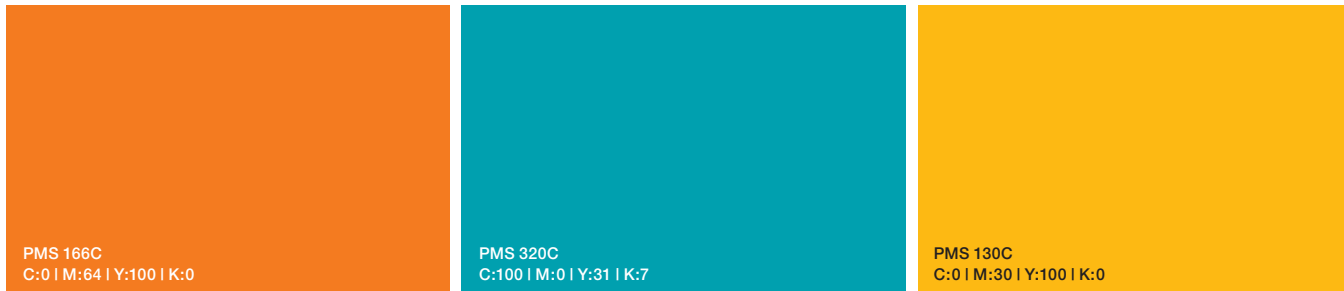# SUCCESS *for* LESS

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SUCCESS *for* LESS

BTB 2014

Start the new year strong. Re-focus and re-energize your business with the tools you need to work better — and work faster. At OfficeMax®, we're always looking for ways to help simplify your worklife so you can get more done, be more organized and spend more time doing things you love…like growing your business.

Think of us as your one-stop run for the products, ideas and services you need from the latest PCs and tablets to printers, paper and ink. We're here to help you save time and money with hard-working services uniquely tailored to small business…like on-call tech support, website solutions, payment processing, shipping services and more.

Introduction

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PRIMARY COLORS

PMS 166C
C:0 | M:64 | Y:100 | K:0

PMS 320C
C:100 | M:0 | Y:31 | K:7

PMS 130C
C:0 | M:30 | Y:100 | K:0

SECONDARY COLORS

MOSAIC PATTERN
DARK GRAY

K=18

MOSAIC PATTERN
MEDIUM GRAY

K=10

MOSAIC PATTERN
LIGHT GRAY

K=7

BOOKMARK GRAPHIC
DROP SHADOW (see page 6)

PMS 159C
C:0 | M:66 | Y:100 | K:7

Color Palette

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COPY TONE

Overall messaging is thoughtfully crafted to convey that we have everything our customers need to work better, faster and more productively in the New Year. The tone is friendly and confident, but not condescending.

Internal messaging focuses on services, organization and mobility, and communicates that we are the destination for the tools our customers need to run their businesses successfully. It's anchored by our overarching value message, "Success for Less".

External messaging focuses on the same, with the benefit incorporated into the messages.

This simple, direct approach addresses a "pain point" our customers experience, quickly followed by a benefit or solution that will resonate with them.

SAMPLE MESSAGING

WOW Messages:

[Value] . . . . Success for Less

[Services] . . . . More print solutions.

[Organization] . . . . More organization.

[Mobility] . . . . More mobility.

Window Banners:

[Value] . . . . Success for Less

[Services] . . . . More services. Less stress.

[Organization] . . . . More organization. Less clutter.

[Mobility] . . . . More mobility. Less downtime.

FONTS

Use Helvetica Neue 75 Bold for headlines.
For body copy, use Helvetica Neue 55 Roman.

Do not use any other fonts and always adjust kerning.

Helvetica Neue — 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Helvetica Neue — 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Copy Tone and Fonts

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Blue Arrow

GRAPHIC ELEMENTS

Logo Lockup: The Success for Less logo should always be used in conjunction with the blue (PMS 320C) arrow graphic and without alterations.

Blue Arrow: The blue (PMS 320C) arrow graphic is to be used as a background for the Success for Less logo and/or as a background for headlines. The angle of the arrow should **NEVER** be altered.
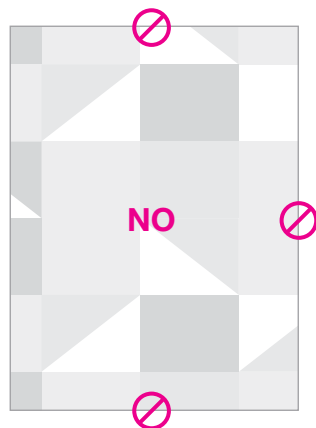
NOTE: If the elements need altering of any kind, please contact Cory Schrieber, Manager of Retail Creative Development at coryschrieber@officemax.com.

Graphic Elements

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GRAPHIC ELEMENTS

Mosaic Pattern: When resizing the pattern for your layout, always show full rows and columns.

The pattern must **NOT** be cut off at the top, right or bottom of the page. The pattern can only be cut off on the left-hand side of the layout.

Never stretch or distort the pattern.

YES

NO

NOTE: If the elements need altering of any kind, please contact Cory Schrieber, Manager of Retail Creative Development at coryschrieber@officemax.com.
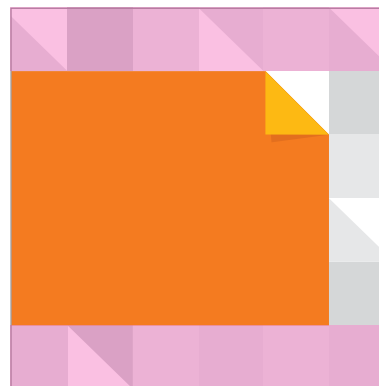
Teal/Orange Bar: When resizing the teal/orange bar, fit it evenly within the grid created by the mosaic pattern.

There should only be (1) row of the mosaic pattern between the top and bottom of the teal/orange bar and the edge of your layout.
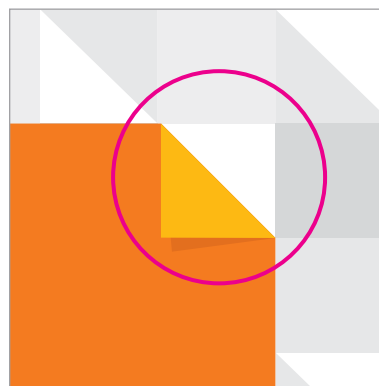
Bookmark graphic: The bookmark graphic needs to be resized to match the size of the mosaic pattern.
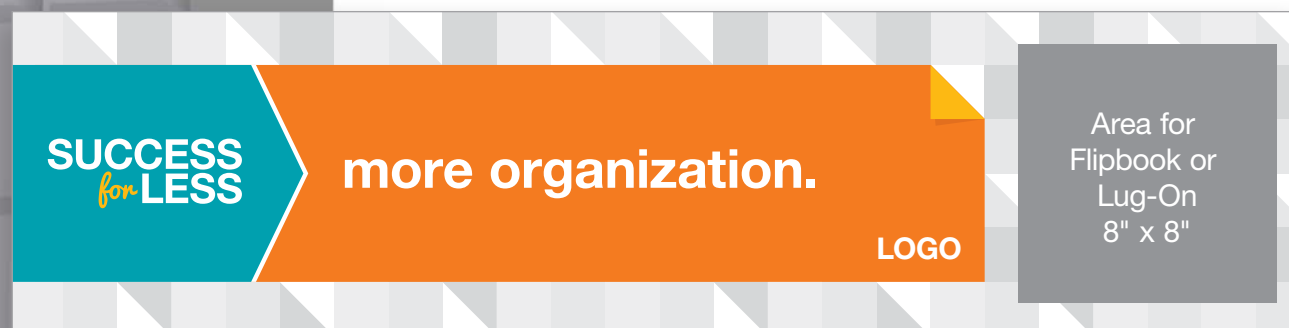
The area of mosaic pattern directly attached to the bookmark graphic needs to be turned white.

Graphic Elements, contd.

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IN-STORE SIGNAGE

Corrugate Headers: Each header should feature the Success for Less lockup, feature/benefit messaging and a brand logo, when applicable.

Flipbook/Lug-On: Headers should accommodate placement of an 8" x 8" flipbook/lug-on on large headers and a 5" x 5" flipbook/lug-on on smaller headers.
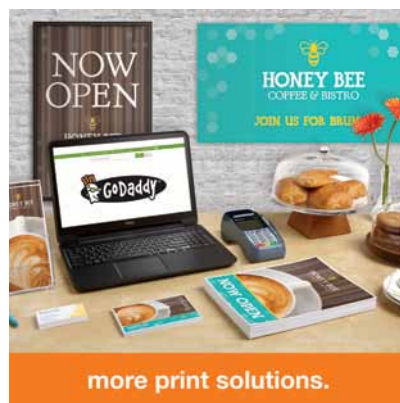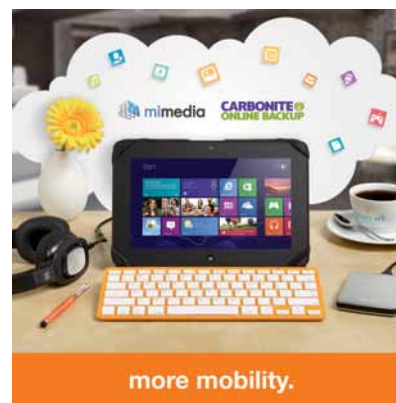
SUCCESS *for* LESS

more organization.

LOGO

Area for
Flipbook or
Lug-On
8" x 8"

In-Store Signage

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IN-STORE SIGNAGE

WOW Factor: WOW Factor features environment images along with "more" messages.

WOW Panel - Value

WOW Panel - Services

WOW Panel - Mobility

WOW Panel - Organization

In-Store Signage, contd.

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Half Endcap Header

more student essentials.

Header Insert

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$9⁹⁹
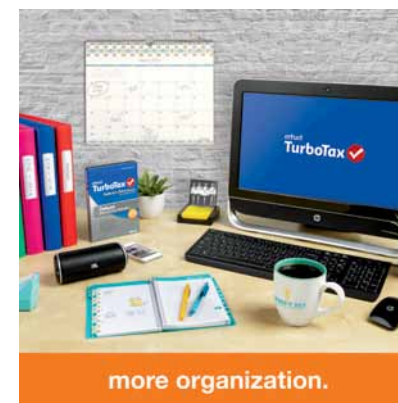
Hero Header

OfficeMax Wallpaper

IN-STORE SIGNAGE

Half Endcap Headers: The half endcap headers feature messaging specific to the product displayed.

Header Inserts: The header inserts feature the Success for Less lockup.

Hero Headers: Hero headers feature a stylized image of the product.

OfficeMax® Wallpaper: The wallpaper is created using PMS Cool Gray 8C and the OfficeMax logo.

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IN-STORE SIGNAGE

FullEndcap Headers: The full endcap headers feature product photography, feature/benefit messaging and brand logos when applicable.

Full Endcap Header — Chromebook

In-Store Signage, contd.

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Stanchion

IN-STORE SIGNAGE

Approved artwork shown here.

Door Clings

In-Store Signage, contd.

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IN-STORE SIGNAGE

Approved artwork shown here.

club store prices

water

GREAT PRICE $1.00

Stackout Headers

club store prices

water

GREAT PRICE $1.00

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IN-STORE SIGNAGE

Approved artwork shown here.

Red Rolling Rack

compare to club prices.

Side Panel

snacks at club prices

Side Panel

buy 2, get 1 FREE

In-Store Signage, contd.

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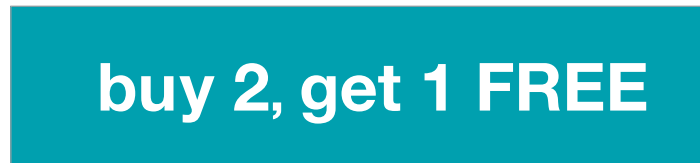
Window Banner - Value
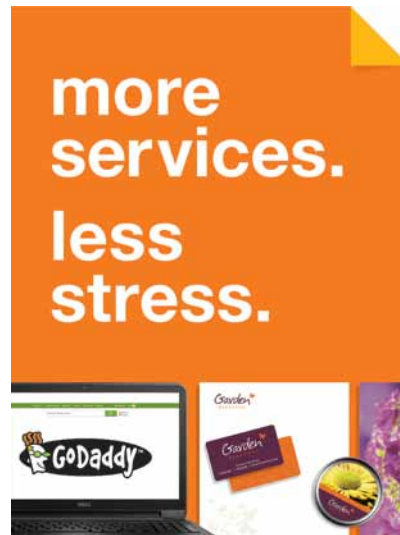
Window Banner - Services
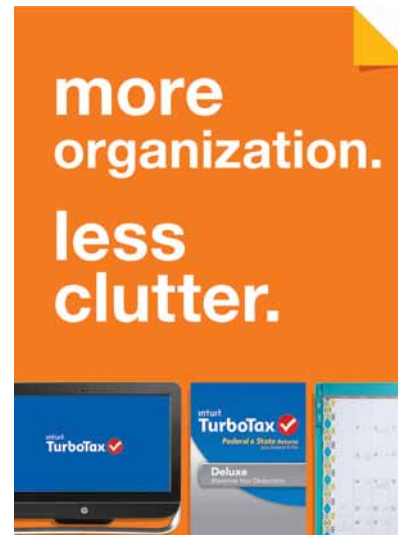
Window Banner - Organization
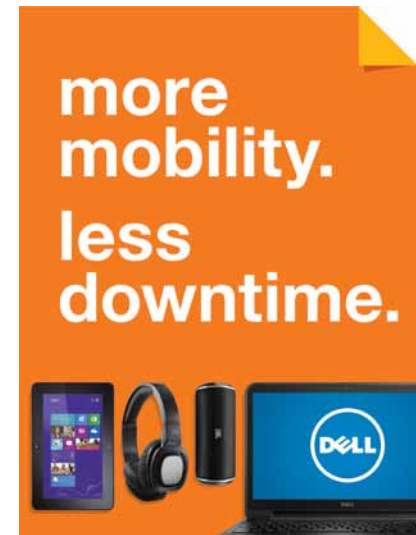
Window Banner - Mobility

STOREFRONT SIGNAGE

Window Banners: Window banners feature "more/less" messaging.
Use at least two banners together, in any combination.

Storefront Signage

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EMAIL/WEB

The email/web look and feel, along with messaging, should match the BTB 2014 campaign style as indicated in this guide.

Email

Web Banner

Web Banner