sears®
REIT STYLE GUIDE

FEBRUARY 15, 2017

CONTENTS

OVERVIEW

SECTION ONE

APPROACH

- Make more money in less space

- Provide centralized service area to reduce operational expenses

- Offer inspirational solution-based merchandise assortments that are customized to member and localized data

- Feature specially priced, limited offerings in Hot Zones/Flex spaces throughout the store

- Improve Member experience with updated visual elements

- Upgrade mall and exterior entrance, flooring and wall finishes and all key member touch points, including restrooms, checkout, fitting rooms and MPU

- Update way finding and storewide signing package

DESIGN

SECTION TWO

TYPOGRAPHY

Gotham is the only font permitted for REIT collateral. There are two weights used for specific messaging components.

BOLD

Gotham Bold is always used for Navigational, Departmental and Amenities Categories, and for Main Headlines; these should appear in ALL CAPS.

LIGHT

Gotham Light is always used for Navigational, Departmental and Amenities subcategories and translations; these should appear in ALL CAPS.

Gotham Light is also used for marketing support copy; both ALL CAPS and Sentence Case is appropriate.

Always kern fonts when necessary.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

Color Palette

The REIT color palette is clean and simple, and contains PMS 2728C and Cool Gray 9C. Collateral is created on a monochromatic background.

Color Matching

The colors shown here may not accurately represent the true intended colors due to variations among printers and computer screens. Always refer to the Pantone Formula Guide for color matching.

Sears Blue
PMS 2728C
C95/M78/Y0/K0
HEX #0048BB

PMS Cool Gray 9C
C43/M35/Y34/K1
HEX #98999B

FLOOR & CEILING FINISH

Flooring

There are two different types of flooring used in our REIT stores. Fitting Oak is used in all departments, except for In-Aisle, which uses Valentino Ceramiche Piemme.

Wall

Wall paint colors also change depending on the department. Please refer to the paint swatches to the right to determine which department gets what color.

Paint
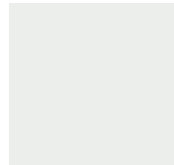
Apparel

Benjamin Moore
CC-20 Decorators White

SKA, Household, HA, CE, HI, Sporting & Auto

Benjamin Moore
AC-27 Galveston Gray
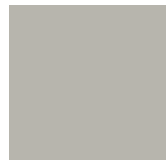
Footwear, Mattress & Soft Home

Benjamin Moore
AC-26 Ozark Shadows
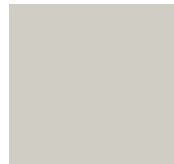
Columns & Architectural Elements

Benjamin Moore
1465 Nimbus

Flooring

All Departments

Paterre
Fitting Oak CS432
SAP 1T8079-3
6" X 36" Plank

In-Aisle

Mid-America Tile
Valentino Ceramiche Piemme
Urban Nat/Terra
12" X 24"

SIGNAGE

SECTION THREE

VECTOR ICONS

A collection of vector icons are used to help identify various Amenities and locations in REIT stores.

All icons must be white and placed on PMS 2728C.

In no way are these icons to appear over an image, pattern or Cool Gray 9C signage.

Cart Corral	Down Escalator	Up Escalator	Elevator
Gift Registry	Fitting Rooms	Checkout	Restrooms
Men	Women	Kiosk	Vision
Member Services	MPU	Price Check	In-Vehicle Pickup

AMENITY ARROWS

SIDE ARROW

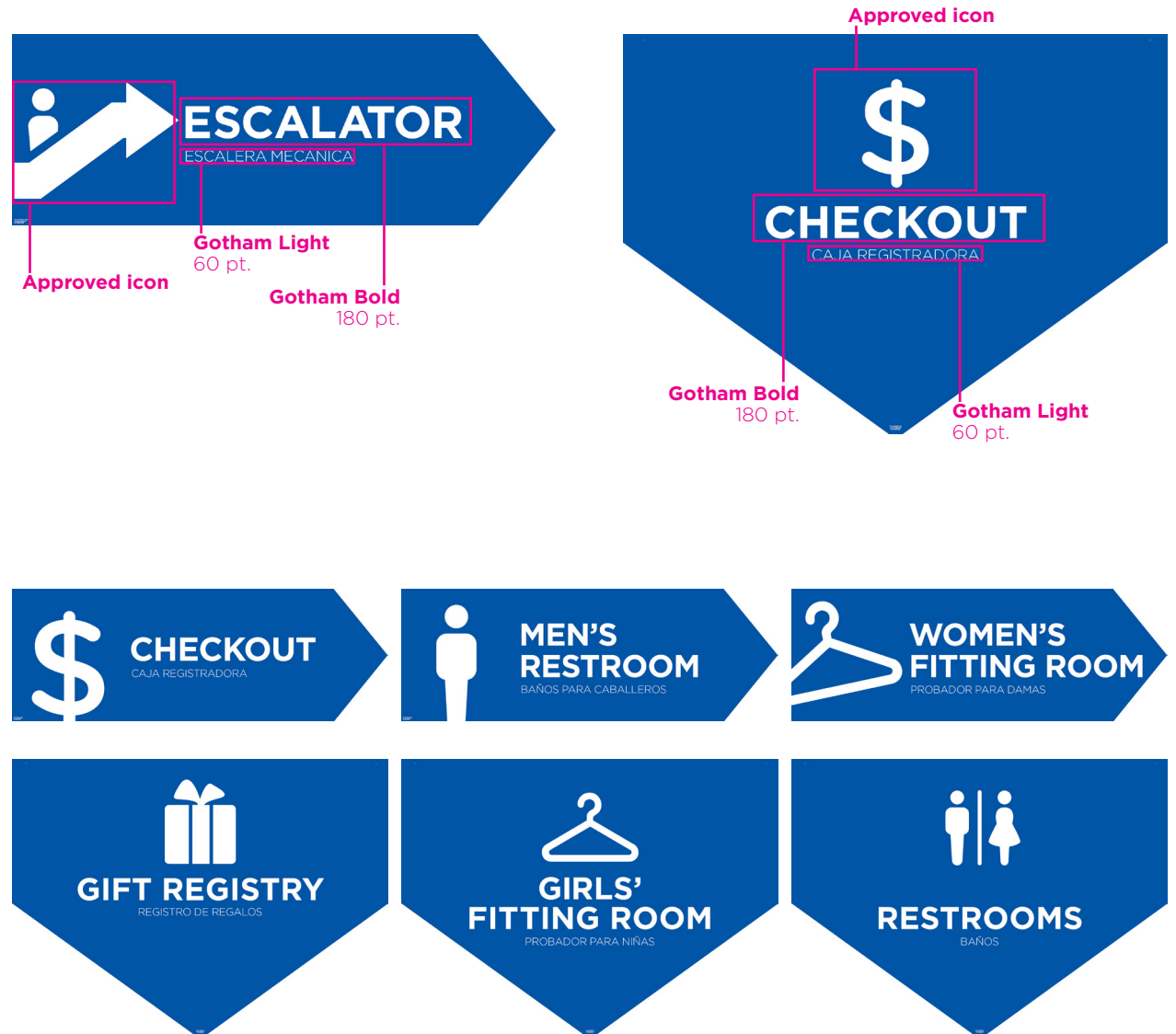Side Amenity Arrows are approximately 30" x 10.5" and serve to direct members to different amenities around the REIT stores. The main headlines are placed in Gotham Bold, with Spanish translations underneath in Gotham Light at 1/3 the size. Approved icons are placed off to the left and bleed off the sign. The reverse side is switched with text on the left and the icon on the right.

DOWN ARROW

Down Amenity Arrows are approximately 30" x 22" and serve to call out amenities. The main headlines are placed in Gotham Bold, with Spanish translations underneath in Gotham Light at 1/3 the size. Icons are placed above the main amenity headline and have no bleed.

All signs use white type placed on PMS 2728 C.

Approved icon

ESCALATOR
ESCALERA MECANICA

Gotham Light 60 pt.

Gotham Bold 180 pt.

Approved icon

Approved icon

$

CHECKOUT
CAJA REGISTRADORA

Gotham Bold 180 pt.

Gotham Light 60 pt.

$ CHECKOUT CAJA REGISTRADORA

MEN'S RESTROOM BAÑOS PARA CABALLEROS

WOMEN'S FITTING ROOM PROBADOR PARA DAMAS

GIFT REGISTRY REGISTRO DE REGALOS

GIRLS' FITTING ROOM PROBADOR PARA NIÑAS

RESTROOMS BAÑOS

DEPARTMENT NAVIGATION

Department Navigation overhead signage is 60" x 24" and serve to direct members to specific departments. The main headlines are placed in Gotham Bold at 500 pt., with Spanish translations underneath in Gotham Light at 150 pt. No icons are to be used on these signs.

All these signs use white type placed on PMS Cool Gray 9 C.

ACCESSORIES
ACCESORIOS

Gotham Bold
500 pt.

Gotham Light
150 pt.

BABY & TODDLER BEBÉS Y NIÑOS PEQUEÑOS	**BATH** BAÑO	**OUTDOOR & SEASONAL** AL AIRE LIBRE Y DE TEMPORADA
APPLIANCES ELECTRODOMÉSTICOS	**BEDDING & BATH** CAMA Y BAÑO	**MEN'S** CABALLEROS
MATTRESSES COLCHONES	**INTIMATES** ROPA INTERIOR	**WOMEN'S** DAMAS

LICENSED BUSINESS

Licensed Business corridor blades are 24.5" x 12.5" and serve to direct members to specific licensed business locations. The main headlines are placed in Gotham Bold at 150 pt., with Spanish translations underneath in Gotham Light at 50 pt. No icons are to be used on these signs.
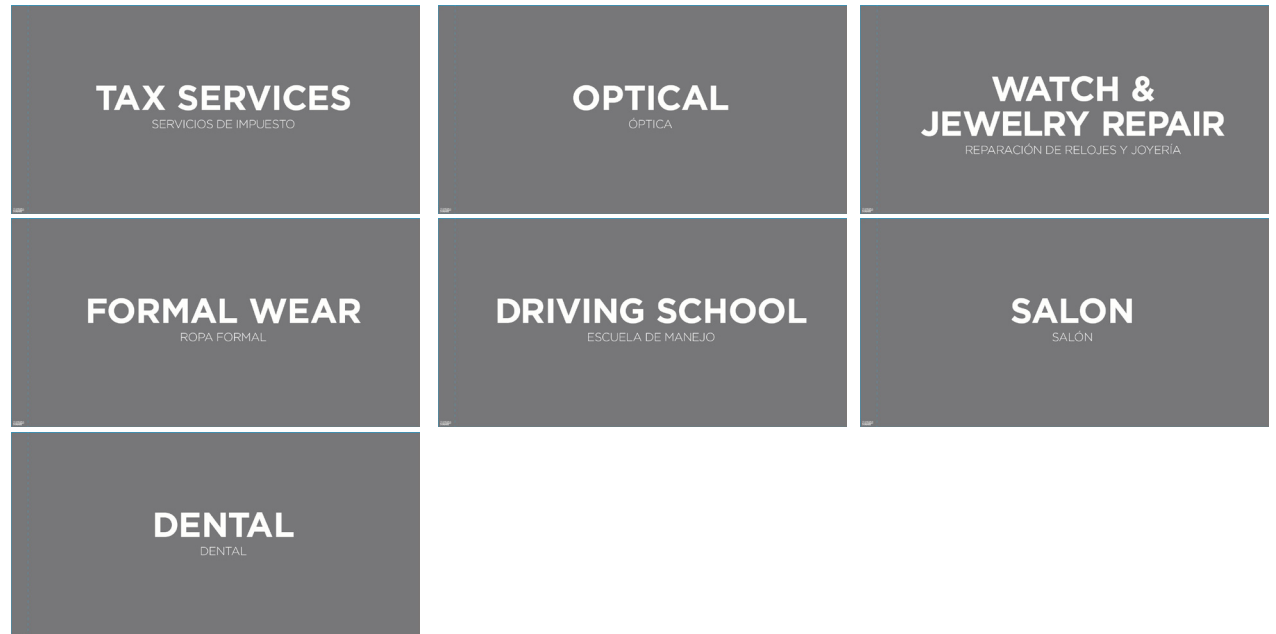
All these signs use white type placed on PMS Cool Gray 9 C.

HEARING
AUDICIÓN

Gotham Bold
150 pt.

Gotham Light
50 pt.

TAX SERVICES
SERVICIOS DE IMPUESTO

OPTICAL
ÓPTICA

WATCH & JEWELRY REPAIR
REPARACIÓN DE RELOJES Y JOYERÍA

FORMAL WEAR
ROPA FORMAL

DRIVING SCHOOL
ESCUELA DE MANEJÓ

SALON
SALÓN

DENTAL
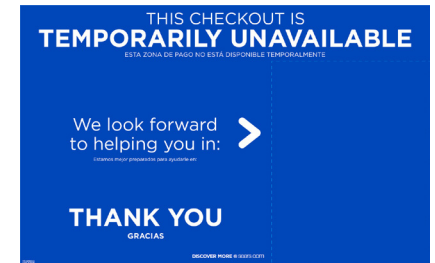DENTAL

OPERATIONAL SIGNAGE

Operational signage follows the aesthetic of the Amenity Arrows. These various signs should be PMS 2728 C with white type. This will help ensure that signage stays consistent throughout the REIT stores. Headlines should follow Gotham Bold, with translations and subheads in Gotham Light.

Store Hours
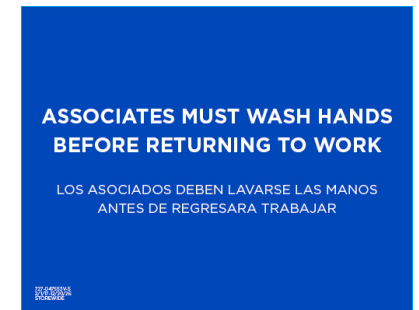16 x 12

MPU Entrance
26.563 X 47.875

Register Closed
22 x 14

Fitting Room Attention
11 x 14

Cart Corral
22 X 14

Restroom Handwashing
5.5 X 8.5

Restroom Attention
11 x 14

Closed Circuit Monitor
11 X 2.75

Escalator Out of Service
22 X 14

UNDER CONSTRUCTION

The Under Construction package will use PMS 2728C with white type. This package also includes the use of hazard lines to alert customers of construction.

PARDON OUR DUST
WE ARE WORKING ON SOMETHING NEW JUST FOR YOU

FIND MORE OF WHAT YOU LOVE AT **SEARS.COM**

sears

3-Tier

PARDON OUR DUST
WE ARE WORKING ON SOMETHING NEW JUST FOR YOU

FIND MORE OF WHAT YOU LOVE AT **SEARS.COM**

sears

2-Tier

PARDON OUR DUST
WE ARE WORKING ON SOMETHING NEW JUST FOR YOU

12" Decal
12 X 12

PARDON OUR DUST
sears

WE'RE WORKING ON SOMETHING NEW **FOR YOU**
sears

THANK YOU FOR YOUR PATIENCE WHILE WE WORK
sears

FIND MORE OF WHAT YOU LOVE AT **SEARS.COM**
sears

Window Banners
48 x 96

sears

WE ARE OPEN DURING OUT REMODEL. VISIT OUR **LOWER LEVEL** AS WE TRANSFORM YOUR SEARS STORE.

Banner
120 X 48

GRAND OPENING

The REIT Grand Opening Package will follow the look and feel of the store signage. PMS 2728C will be used as the standard color and all fonts will be white.

The different to this package is the introduction of the angled "Grand Opening." This plays off the look of the icons used on the Amenity Arrows.

Window Banners
48 x 96

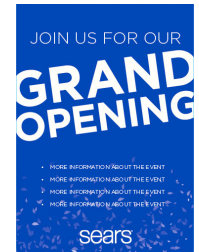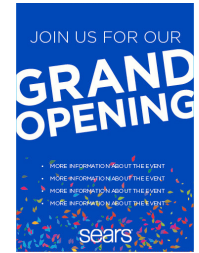**3-Tier**
Option 2

Button
3 X 3

T-shirt

12" Decal
12 X 12

Tent Card (Front)
5 X 7

Tent Card (Back)
5 X 7

Flyer (Front)
8.5 X 11

Flyer (Back)
8.5 X 11

Banner
120 X 48 (Option 1 & 2)

GRAND OPENING (OPT 2)

The REIT Grand Opening Package will follow the look and feel of the store signage. PMS 2728C will be used as the standard color and all fonts will be white.

The different to this package is the introduction of the angled "Grand Opening." This plays off the look of the icons used on the Amenity Arrows.

WELCOME TO YOUR NEW sears
WILLOWBROOK MALL

GRAND OPENING

SATURDAY MARCH 28

3-Tier
Option 2

WELCOME TO YOUR NEW sears
WILLOWBROOK MALL

GRAND OPENING

Window Banners
48 x 96

GRAND OPENING WELCOME TO YOUR NEW sears
WILLOWBROOK MALL

12" Decal
12 X 12

JOIN US FOR OUR **GRAND OPENING**
SATURDAY MARCH 28
sears
WILLOWBROOK MALL

Tent Card (Front)
5 X 7

JOIN US FOR OUR **GRAND OPENING**
• MORE INFORMATION ABOUT THE EVENT
• MORE INFORMATION ABOUT THE EVENT
• MORE INFORMATION ABOUT THE EVENT
sears

Tent Card (Back)
5 X 7

WELCOME TO YOUR NEW sears
WILLOWBROOK MALL

Button
3 X 3

WELCOME TO YOUR NEW sears
WILLOWBROOK MALL

T-shirt

GRAND OPENING WELCOME TO YOUR NEW sears
WILLOWBROOK MALL
SATURDAY MARCH 28

Flyer (Front)
8.5 X 11

JOIN US FOR OUR **GRAND OPENING**
• MORE INFORMATION ABOUT THE EVENT
• MORE INFORMATION ABOUT THE EVENT
• MORE INFORMATION ABOUT THE EVENT
• MORE INFORMATION ABOUT THE EVENT
sears
WILLOWBROOK MALL

Flyer (Back)
8.5 X 11

GRAND OPENING WELCOME TO YOUR NEW sears

Banner
120 X 48 (Option 1 & 2)

GRAND OPENING LOCKUPS

There are three different Grand Opening logo lockups designed to work within varying layouts. Always use the lockup that is best represented in the space allowed. The reverse (white-on-blue) logo should be used when the background of the collateral is PMS 2728C.

Each of the Grand Opening lockups bleed off collateral. The appropriate bleeds are represented by bleed lines and should always follow this representation. Lockups may not be rotated and must always stay at the designated angle shown to the right.

WELCOME TO YOUR NEW sears®
WILLOWBROOK MALL

WELCOME TO YOUR NEW sears®
WILLOWBROOK MALL

GRAND OPENING

GRAND OPENING
ANGLED 7.75 DEGREES

Bleed Lines

GRAND OPENING

GRAND OPENING
ANGLED 25 DEGREES