



**FAMILY
DOLLAR**



**New Identity Proposal
Graphic Standards Manual**

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Family Dollar Incorporated

In 1958, a 21-year-old entrepreneur with an interest in merchandising became intrigued with the idea of operating a low-overhead, self-service retail store. Leon Levine believed he could offer his customers a variety of high-quality, good value merchandise for under \$2. Because he had grown up in his family's retail store, he understood value, quality and customer satisfaction.

In November 1959, Leon Levine opened the first Family Dollar store in Charlotte, North Carolina. Right from the start, he had a well-developed philosophy of what Family Dollar would be and how it would operate, a philosophy from which he and his management team have never strayed from. The concept is a simple one, "the customers are the boss, and you need to keep them happy."

He created a general floor plan that he used in each of his stores that allowed customers to easily shop for their favorite products in any Family Dollar store. With the stores uniformly laid out and stocked, store managers were able to focus on providing good customer service. This concept for a self-serve, cash and carry neighborhood discount store in low to middle income neighborhoods proved so successful that today Family Dollar is a chain with over 6,600 stores from Maine to Arizona. Family

Dollar's mission statement addresses the three most important relationships critical to making our business very successful. Our customers, our associates, and our investors. For our customers, we offer a compelling place to shop by providing convenience and low prices. For our associates, we offer a compelling place to work by providing exceptional opportunities and rewards for achievement. For our investors, we offer a compelling place to invest by providing outstanding returns.

The New Visual Identity



The new identity will be the signature icon of Family Dollar Incorporated. As our brand ambassador, it proudly celebrates the Family Dollar heritage of delivering value with the “F and the dollar sign” shape of the carrier and the straight forward typography. Our identity is friendly, bold, simple, and energetic. Our core brand colors, red and black which are the companies most sacred brand equities and have been carefully balanced to maximize the impact of our identity.

Some of what you would expect is happening here. Updated typography to try and strip out some of the dated feeling, to do away with the cropping of the letterforms. Focusing the color palette on the red and black, two color scheme that comes across a lot stronger than the the previous logo colors. “My Family, My Family Dollar!” speaks to their audience about their intention to embody a convenient shopping experience with low prices. The new visual of the capital “F” and the dollar sign makes sure of that. While it’s true that Family Dollar Incorporated is a generic store with convenience and low prices, there still remains no true differentiator in the brand presence

between them and other establishments. The red and orange of he previous logo, with its cropped letterforms that overlapped each other letters had some equity to it. However, the new identity is easily identifiable while still having a clean look and feeling a little less 1980’s. This identity is a little more up to date, still appears like it came right off their shelves.

The New Identity in the Context of Competitors



**FAMILY
DOLLAR**

The new identity will be the signature icon of Family Dollar Incorporated. As our brand ambassador, it proudly celebrates the Family Dollar heritage of delivering value with the “F and the dollar sign” shape of the carrier and the straight forward typography. Our identity is friendly, bold, simple, and

energetic. Our core brand colors, red and black which are the companies most sacred brand equities and have been carefully balanced to maximize the impact of our identity.



The Dollar General logo is bold and stands out with the yellow back ground but it doesn't give you that scretched dollar feel that they were going for. The three colors of red, yellow and black seems to be a little to much. The logo could come across better with just the

yellow and black color scheme. Also the type choice might need to be looked at because right now the logo is little old fashion.



The Dollar Tree Identity is very creative with incorporating the number one as apart of the tree element. However, the logo needs to be consistant at all times with the use of color. The logo at times changes has several different versions on green

which shouldn't be there. The typrface they chose doesn't seem to be a one but it doesn't add anything to the logo with it being italic.

Inappropriate Uses of the Logo

Examples of incorrect versions of the logotype are shown here. Never use them. They are shown so similar mistakes will not occur. These examples represent the most typical errors but are not the only ones.

No changes to the logotype are acceptable. Use the reproduction artwork of the logotype provided in the back of this manual.

Do not place letterforms on the side of the square.

Do not separate the letterforms between the square.



Do not outline the letterforms.

Do not separate the letterforms or outline the square.



Do not manipulate the letterforms.

Do not make the letterforms a color besides black or white.



Do not alter letterspacing.

Do not eliminate the square.



Color.

The official colors of Family Dollar Incorporated, are Pantone DS Process Black and Pantone DS Process 77-1 Red which appear below.

These colors are slightly different on coated and uncoated paper stocks. These swatches should be used for the final presentation of any print job.



Pantone DS Process Black C

C=0 M=0 Y=0 K=100

R=35 G=31 B=32



Pantone DS 77-1 C

C=10 M=100 Y=100 K=0

R=218 G=33 B=40



Pantone DS Process Black U

C=0 M=0 Y=0 K=100

R=35 G=31 B=32



Pantone DS 77-1 U

C=10 M=100 Y=100 K=0

R=218 G=33 B=40

Logotype Color.

Whenever possible, print square in Pantone Red DS 77-1 C with white letterform inside and it should be accompanied by Pantone DS Process Black C logotype. Other colors maybe used for the background colors, but in thosed cases the sqaure should be white, black or red depending on the background color. The logotype may

not appear in any other color other than black or white.

For all applications, follow the standards below regarding the color treatment of the logotype in relation to its background.

Black logotype on white background.

White logotype on black background.



The original logotype color would be placed on any light to medium value backgrounds.



Red sqare and black letterforms inside the square accompanied with white logotype would be placed on any dark color backgrounds.



Typography

Helvetica LT Std and Times type family are the only acceptable typefaces for use in the graphic system for Family Dollar Incorporated. Helvetica is a bold and clear sans-serif typeface that is compatible with the Family Dollar Incorporated logo. The logo

should always be combined with Helvetica LT Std. Always set the logotype in Helvetica LT Std Black. Times is a serif typeface that will be used for body copy, for example, in newspapers and pamphlets.

Helvetica LT Std family

Helvetica LT Std (Light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica LT Std (Roman)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica LT Std (Bold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Helvetica LT Std (Black)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Times family

Times (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times (Italic)

*wabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Times (Bold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Personal Letterhead

Overall size: 8 1/2" x 11"

Logo size: 4 1/2 picas

Recipient address and body copy:
Times 8/10

Sender, telephone, fax, website:

Helvetica LT Std: 8/10

Logo: Pantone DS Process Black
or Pantone DS 77-1 Red.

All text and rules: Pantone DS
Process Black.

10 picas

27 picas

37 picas

3/4
inches



Family Dollar Store, Inc.
World Headquarters
10401 Monroe Rd
Matthews, NC 28105

Steve Wilson
Regional Vice President

tel 704.847.6961
fax 704.847.5534

www.familydollar.com
stevewilson@familydollar.com

2 picas

9 picas

27 April 2010

Mrs. Kristie McCarthy
Corporate Recruiter
Family Dollar Store, Inc.
4763 Jones Avenue
Suite 110
Charlotte, NC 39675

Dear Mrs. McCarthy:

Family Dollar is a regional chain of variety stores in the United States. It opened in 1959 and operates approximately 6,617 stores in 44 states and the District of Columbia. It is headquartered in Matthews, North Carolina. Family Dollar is not a true "dollar store in the strict sense; while there are many items available for \$1, there are other price points as well. However, approximately 90% of the products cost less than \$10. With most locations set up like a typical supermarket, the chain deals in food items, clothing and assorted household products. Some, but not all, Family Dollar stores now accept credit cards, as well as debit cards and the cash benefit from EBT (food stamp) cards. Family Dollar was founded in 1959 by Leon Levine, a 21-year-old entrepreneur. In November of that year, the company's first store was opened, in Charlotte, North Carolina. In 1961, their first store in South Carolina opened, followed by stores in Georgia and Virginia, which were opened in 1962 and 1965, respectively. During the 1960s, the store company was largely a southern United States operation. By 1969, there were fifty stores in Charlotte alone. The 1970s were growing years for the store chain. In 1970, Family Dollar's stock went public for the first time, at \$14.50 per share. In 1971, the chain's 100th store opened, followed by their 200th in 1974 and their 300th in 1978. Also in 1974, a distribution center was opened in Matthews, North Carolina. In 1979, Family Dollar stock began trading at the New York Stock Exchange. In 1981, the chain's 400th store was opened, followed by a 500th store in 1982 and a 700th in 1983. The 1980s saw expansion at a wider scale for the company, and, by 1989, 1,500 stores were operating. The 1990s saw the pace of expansion slow down compared to the 1980s, with 1,000 stores opened. However, the company opened distribution centers in West Memphis, Arkansas; Front Royal, Virginia and Duncan, Oklahoma. Since 2000, the pace of growth has quickened significantly, with the addition of about 3,500 new stores, and new distribution centers opening in Morehead, Kentucky; Maquoketa, Iowa; Odessa, Texas; Marianna, Florida; and Rome, New York. In 2001, Family Dollar joined the S&P 500 stock market index, and employ around 400 people.

I look forward to meeting you.

Sincerely,

Steve Wilson
Regional Vice President



4 1/2
picas

General Letterhead

Overall size: 8 1/2" x 11"
Logo size: 4 1/2 picas
recipient address and body copy:
Times 8/10
Sender, telephone, fax, website:
Helvetica LT Std: 8/10

Logo: Pantone DS Process Black
or Pantone DS 77-1 Red.
All text and rules: Pantone DS
Process Black.

10 picas

27 picas

37 picas

3/4
inches



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I look forward to meeting you.

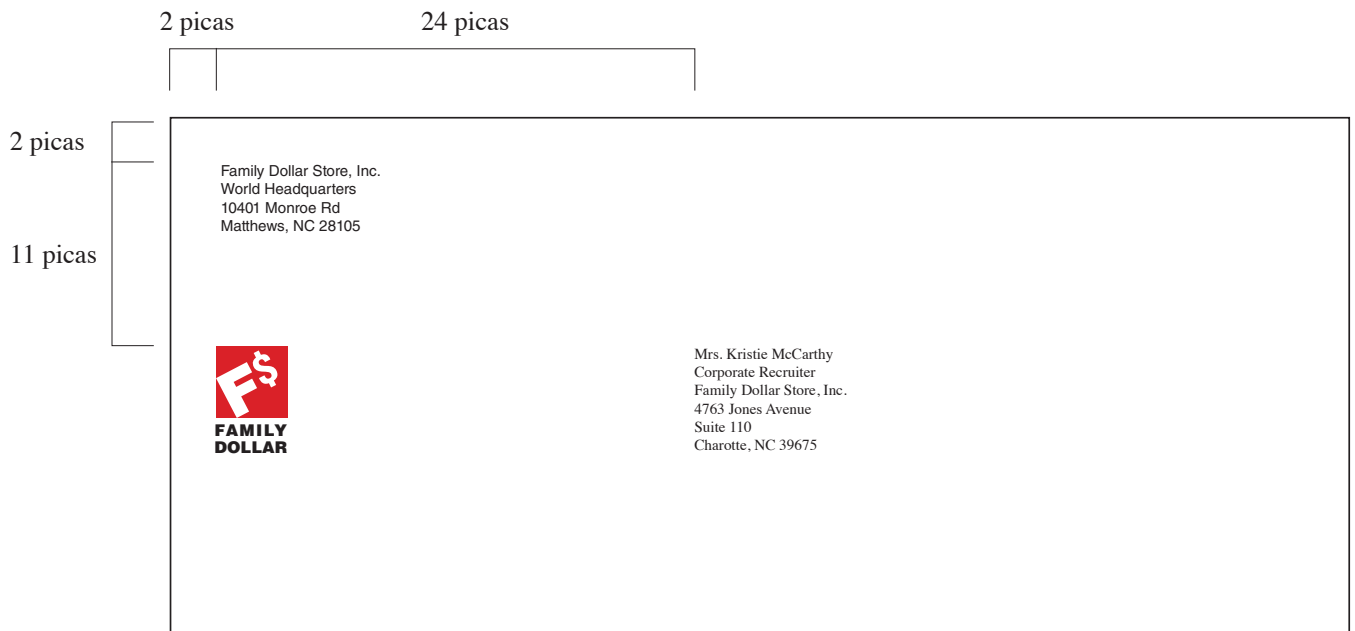
Sincerely,

Steve Wilson
Regional Vice President

10 Commercial Envelope

Envelope size: 4 1/8" 9 1/2" (#10)
Logo size: 4 1/2 picas
Address Blocks: 8/10
Sender Address: Helvetica LT Std
(Roman)
Recipient Address: Times (Roman)

Logo: Pantone DS Process Black or
Pantone DS 77-1 Red.
All text and rules: Pantone DS Process
Black.



Business Card

Business card
size: 3 1/2" x 2"
Logo size: 4 1/2 picas
Individual name: Helvetica LT Std Bold
8/10
Address and other text: 8/10 Helvetica
LT Std Roman.

Logo: Pantone DS Process Black or
Pantone DS 77-1 Red.
All text and rules: Pantone DS
Process Black.



Store Label and Coupon

Proper identification on the store labels and coupons are very important since this is something customers will see regularly. The labels and the coupons will carry the same design principles as the other applications.

Provide the logo at .5 inches for both store labels and coupons.

The store label dimensions:
2 inches x 3.75 inches

Coupon dimensions:
5 inches x 2.5 inches

In both applications the logo should be in Pantone DS Process Black or Pantone DS 77-1 Red.



Official Employee t-Shirt

There will be a large amount of things that the company will produce. One of the main things would be the t-shirts for the staff to work in at Family Dollar Incorporated.

The logo will be the same size on all of the t-shirts. It will be placed on the upper right of the t-shirt which will be consistent with the other applications the logo will be placed on.

For all shirts that are white, the logo should either be Pantone DS Process Black or Pantone DS 77-1 Red. For all darker colored shirts the logo should stay Pantone Process Black and the slogan on the back should be white.

Size of Logo: 2"

Family Dollar: Helvetica LT Srd

Front



Back



Advertising Style

The advertisement below is here to demonstrate the basic idea of how an advertisement would look. Other design are acceptable as well.


Certain identity elements must always appear on the advertisement such as the logo and its core colors. The exact position of the logo is not dictated as long as the basic guidelines of color

and having an area of isolation are followed correctly.


The example below illustrate one approach for incorporating the identity elements on an advertisement. The Subject is basically letting customers know about some of the items that Family Dollar Incorporated has to offer them at a very low price.

1 pica


2 picas




Great Clothes, Great Prices.




MEN




WOMEN



GIRLS



BOYS



All \$10 and Under!