★macy's

★macy's
styleguide

Our brand is world renowned and unified in spirit and in purpose. It is evident not only to the customers who shop with us, but also to our People – the employees who bring that brand to life every day. Together we'll build the future of Macy's. A future that's guided by our company vision and values.

Our look calls to mind our heritage, while adding a contemporary feel that indicates our mission, vision and values. Our visual identity includes:

- Our logo

- Custom color palette

- Typography

Who Should Use These Guidelines?

All of us. Every piece of material about Macy's that you create, be it a letter, brochure, ad or other communication, represents the Macy's voice and identity. And if you use an outside agency to create print or electronic material, they must adhere to these guidelines, too.

The Macy's Style Guide:

- Serves as a foundation of our brand.

- Explains how to use all of the identity elements properly.

- Includes technical details needed by graphic designers in creating material.

This Style Guide was created to help keep our brand consistent. While it can't address every design situation, it does serve to establish the groundwork for design execution and strategy.

If you are ever in doubt about using the Macy's identity, please contact Macy's Marketing at 212-494-5649 or Corporate Communications at 513-579-7292.

The Brand Name

The prominent identifier used for the company and its business units is "Macy's". As a guide, use Macy's, Inc. (which replaced the Federated Department Stores, Inc. name) where/when a full corporate name is used and/or needed. In normal, day-to-day written and verbal communications, the company can be referred to simply as "Macy's."

Typography

The typefaces we use influence how our audiences perceive the company. We strive to incorporate good, clean design approaches to type for copy that looks clear and is easy to read.

Support of Macy's style will be achieved through consistent choice of font. Please publish all internal communication with Arial, which should be available and compatible with most operating systems.

Arial
ARIAL

Use of Avenir can be used when communications are created by graphic design professionals. (Avenir cannot be used internally in most cases due to compatibility and licensing concerns.

Avenir
AVENIR

Organization and Program Names

When names are being chosen for other Macy's organizations, functions, departments and programs, use names that clearly describe the entity's place and role within the company. Examples of descriptive organization/program names include: "The Leadership Institute," "Macy's Foundation," "Employee Compensation Program," or "STAR Academy."

Under no circumstances is a Macy's organization, function, department or program permitted to develop a unique brand name, logo or other symbol, or tagline to identify itself.

Naming Standards

Names that are simple, clear and descriptive should always be used for Macy's organizations, initiatives, employee programs, and the like. Following are the internal naming standards:

- Always choose names that are simple, clear and descriptive.

- Always choose names that reflect the audience and describe the program or entity being named.

- Choose names that will be meaningful to the intended global audience.

- Avoid acronyms and other abbreviations, because they are often vague and confusing.

- Never choose a name just because it produces an appealing abbreviation or acronym.

- Don't invent words or phrases, use poor grammar or unconventional capitalization.

Internal Logos

Macy's does not permit other logos, graphic symbols or graphic elements to be used internally or externally. Do not develop new logos, graphic symbols or other graphic elements for business functions, departments, initiatives, programs, teams, internal campaigns or presentations.

Unrelated, unauthorized logos:

- Compete for attention,

- Detract from power of brand,

- Diminish company's primary identifier,

- Create a disjoined image, and

- Run counter to the sense of brand unity, clarity and simplicity at Macy's.

Existing Logos

Functions, departments and programs with existing logos, graphic symbols or other graphic elements created prior to December 2010 should be eliminated.

Functions, departments, initiatives and programs with existing logos should immediately discontinue their use on materials, websites, and presentations.

Collateral materials (for example, program brochures and promotional items) may be used until existing stocks are depleted.

Annual award programs must discontinue use of the program logo beginning with the next award cycle; the award program logo may not be used for the 2010 award cycle and beyond.

Exceptions:

Macy's Foundation

4wardtogether

Partners In Time

Macy's Culinary Council

National Star Academy

Marketing Logos

Logo Use With Business Functions, Programs and Departments

When the Macy's logo appears with a business function, department or program name, it is called a lockup. Business functions, department and approved programs can be recognized by using a logo lockup. When creating a lockup, align the name of the department or program with the Macy's logotype according to the diagram below.

Logo lockup templates should be created by Corporate Communications or Marketing and can be adapted to new departments by graphic design professionals using the approved guidelines.

For digital art, contact:

Rick Pomer, Marketing
Phone: 212-494-5649
e-mail: rick.pomer@macys.com

Mary Ann Shawmeker
Macy's Corporate Communications
Phone: 513-579-7292
e-mail: mary.ann.shawmeker@macys.com

BUSINESS FUNCTION

PROGRAM / ORGANIZATION / OTHER

DEPARTMENT

Approved Logos

Logos beyond these examples will be approved on a case by case basis.

★macy's

Believe

TURN OVER A
NEW LEAF

MACY'S
TURNS OVER A
NEW LEAF

thanks
for sharing

SHOP
FOR A
CAUSE

★
macy's
star rewards

★ macy's star rewards

find
your
magic

find your magic

E-mail

E-mail is probably the most common means of handling routine company correspondence.

E-mail messages, especially those that are distributed outside the company, should be professional and consistent in content, tone and appearance.

- Avoid using graphic elements in e-mail messages. Graphic elements add significantly to the size of e-mail files and seldom add significantly to the value of the content.

- No effort should be made to emulate the Macy's logotype with a similar font, color or presentation of the Macy's name.

- Do not use sayings, slogans, icons, or quotations in your company e-mail signature.

E-mail signature format

Macy's employees may create a custom e-mail signature which can be used to "sign" all their company e-mail messages. Lotus Notes provides the option of creating a signature that will automatically be used in any new e-mail messages you create.

The utility for creating a custom signature in Lotus Notes can be found in the SIGNATURE tab on the main toolbar, under Actions > Tools > Preferences.

- A custom signature should include the sender's name, title, business function, department and appropriate contact information.

- The custom signature should be prepared in Arial in black.

- The sender's name should be in bold type, one font-size larger than the rest of the signature.

- The Macy's Logotype should not be incorporated into the signature.

Following is the suggested custom signature format:

First Name, Last Name
Business Title, Company / Business Function or Department
Address
Telephone Number
Fax Number
E-mail Address

Power Point Templates

A variety of Power Point templates are available for use in presentations, including white backgrounds, dark backgrounds and transition templates featuring photos. Any Power Point presentation that represents Macy's should use one of these templates.

Templates are available in the Communications tab on the My Macy's Portal.

OPTION A – REGULAR FORMAT
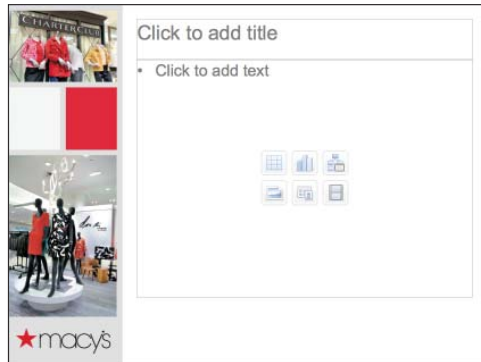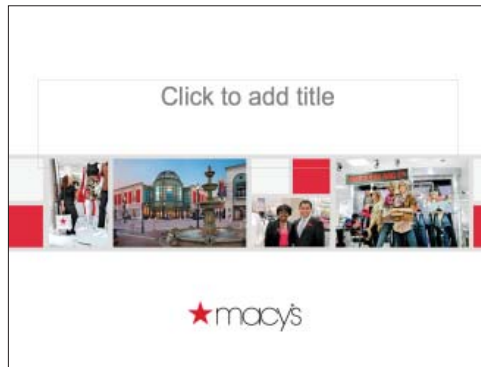
OPTION A – WIDESCREEN FORMAT
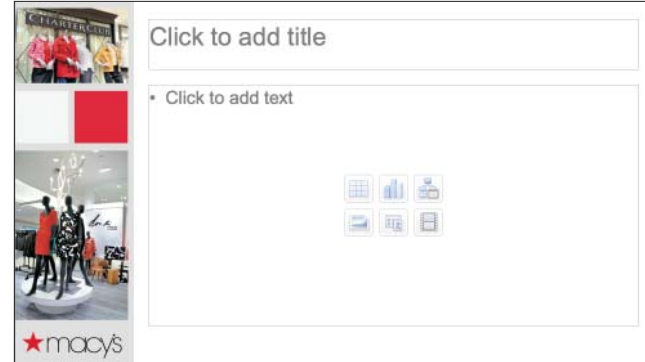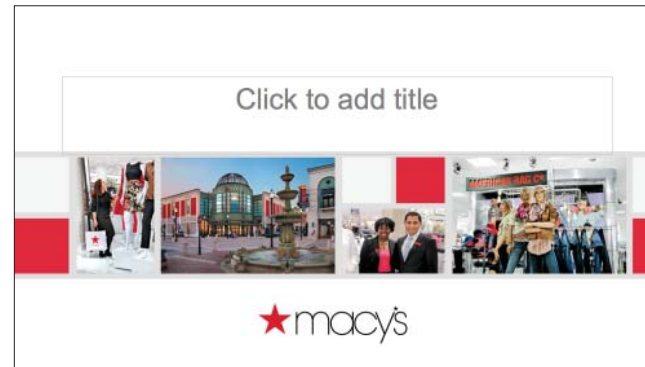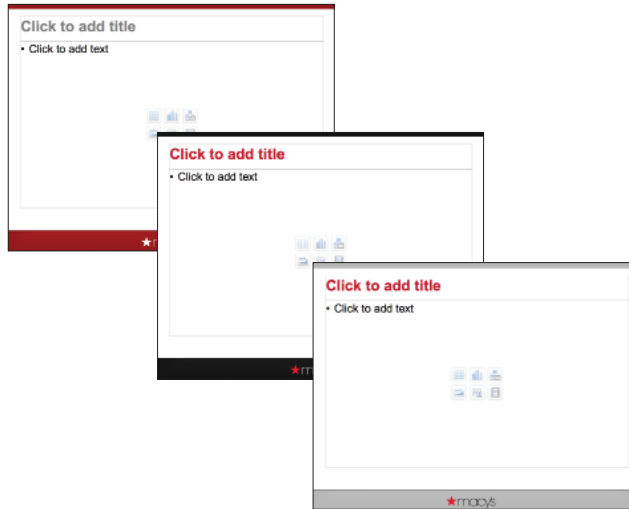

Photos Within This Template Can Be Changed

Double click on the photo that you would like to change. A window will open with multiple options. Select **Fill** from the list of options, then **Picture**. Click the **Choose a Picture** button. Navigate to your photograph and click the **Insert** button, then click the **OK** button.

When you insert another template slide, you will need to copy the two photo boxes from your existing slide and paste them onto the new slide.

NOTE: Unless you have access to software that allows you to crop photographs, you need to replace the vertical photo with a vertical photo and a horizontal photo with a horizontal photo.

![Macy's logo]

Power Point Templates Continued

OPTIONS B, C AND D – REGULAR FORMAT

OPTIONS B, C AND D – WIDESCREEN FORMAT

96"

8.5"   x"

9"

7"

7.75"

48"

2.375"   **Name**
1"
2.375"   **2nd Line (if nec.)**
1"
2.375"   **3rd Line (if nec.)**
4.375"
2.375"   1234 Main Street

5"

2.5"   2.5"

Interstate Bold character set.
Set tracking at +10

Left align all text

Interstate Light character set.
Set tracking at +10

Left align all text

Site ID - Front Elevation
Scale: 3/4"=1'-0"

Client to provide all artwork to signage vendor
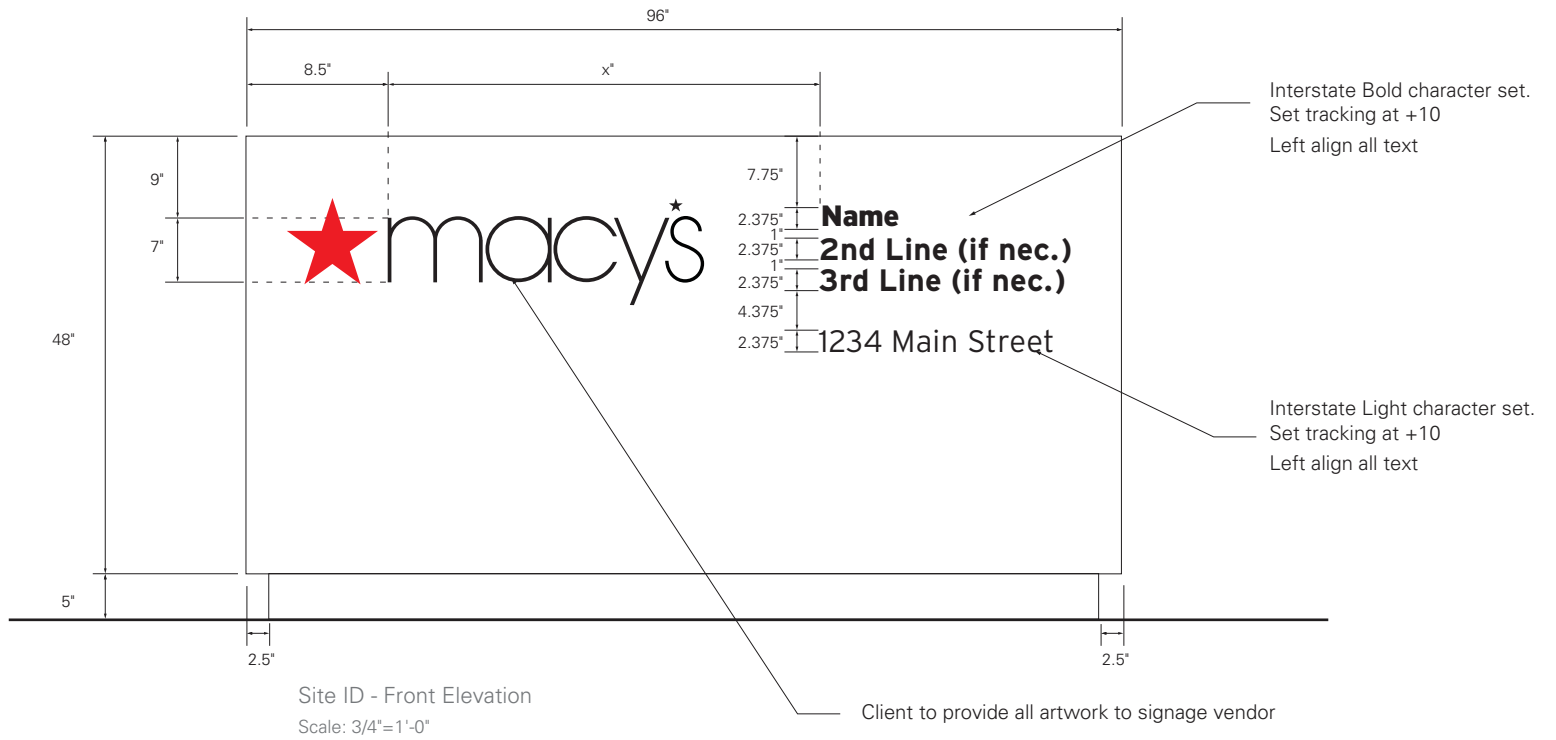
Exterior Signage

Miscellaneous exterior signage examples.

★macy's Logistics and Operations

WHITE ACRYLIC REPLACEMENT FACE
WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE

SCALE: 1"= 1'- 0"

★macy's Logistics and Operations

**SERVICE CENTER
TRUCK ENTRANCE**

ALUMINUM BLADE SIGN PAINTED WHITE
WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE

SCALE: 1"= 1'- 0"

★macy's Logistics and Operations

**ASSOCIATES, VISITORS &
VENDOR REPRESENTATIVES**

Building passes must be shown
when entering the building

ID badges must be visible and worn
at all times while in the building

Brief cases and handbags are subject
to inspection upon request when exiting

ALUMINUM BLADE SIGN PAINTED WHITE
WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE

SCALE: 1 1/2"= 1'- 0"

★macy's Logistics and Operations

**MERCHANDISE
PICK UP**
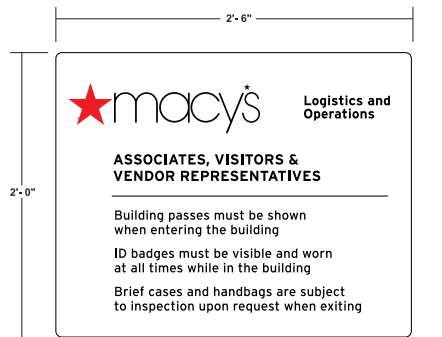
ALUMINUM BLADE SIGN PAINTED WHITE
WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE

SCALE: 1 1/2"= 1'- 0"

Macy's Style Guide Website

Information can always be accessed on the Style Guide website at http://mymacys.

This site is an up-to-date resource that will have logo information, templates, downloads as well as contact link for questions.

The style guide link will be located on the main page of the My Macy's portal.

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- Logos are available for download in multiple formats.

- Power Point and Word templates are available for download.