

Sam's Club Brand Guidelines

Updated Sept. 2019



Visual Identity

Expect Something Special

Our visual identity has been refreshed to support our brand promise to turn the everyday into something special.

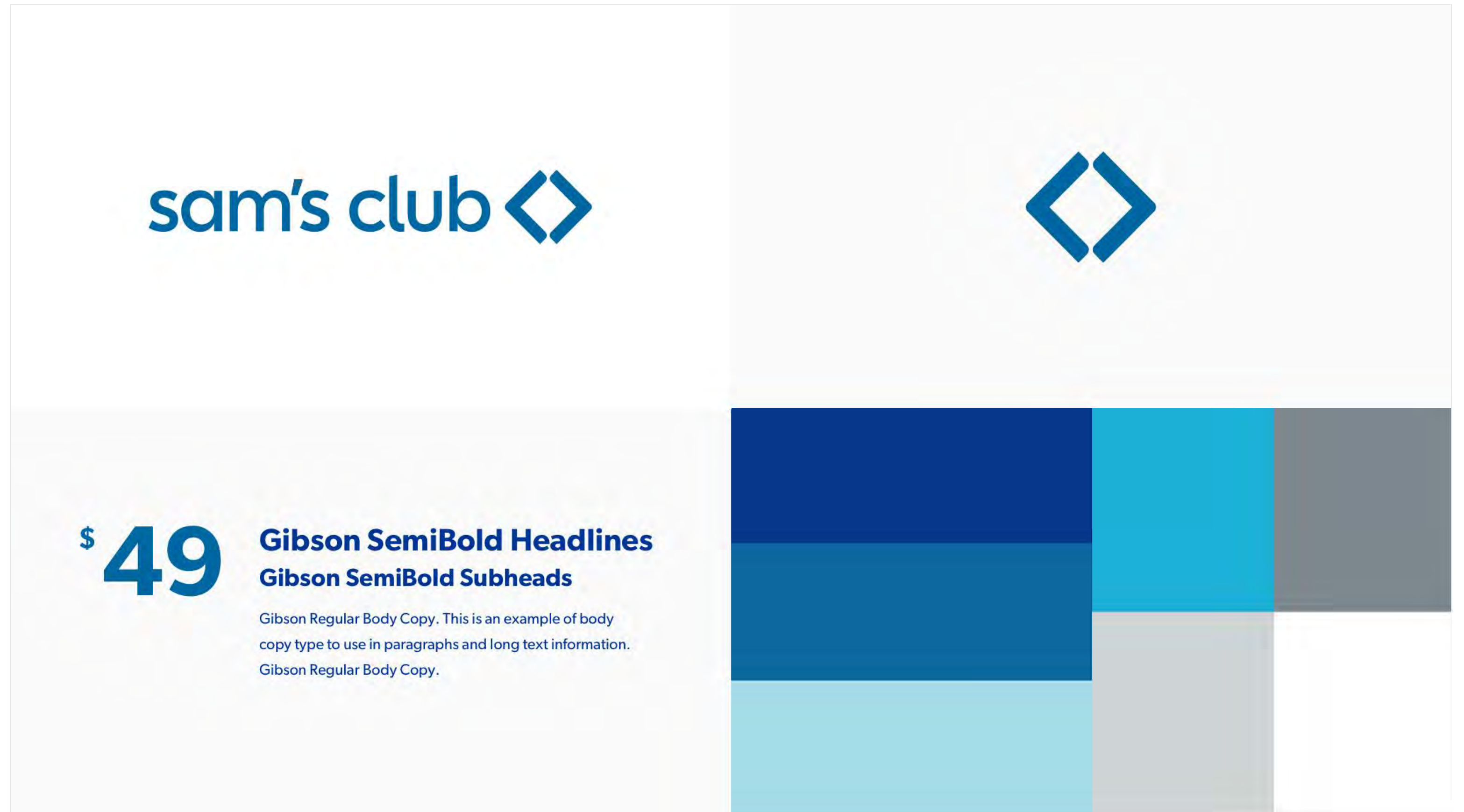
A visual identity isn't just a logo. It involves a combination of elements—colors, fonts, imagery and graphics—working together synergistically. How we use our visual identity system is an important part of how we communicate the Sam's Club brand.

Our brand becomes more powerful when we maintain a consistent visual style throughout our communications. By taking the time to learn how to put our elements together correctly, you'll help reinforce our brand identity and make it more memorable.

For questions about these guidelines and how to use them or to have the Brand Team review your design communications, please email brandguideteam@samsclub.com.

Our toolkit

Our brand elements have been designed to reinforce the character of our brand and to adapt flexibly to our different communication pieces. By using the different elements in our toolkit thoughtfully, we can create a modern and consistent brand expression for Sam's Club, and create something special across all consumer touchpoints.



Our logo

Our Sam's Club logo has been refreshed to support our brand promise: expect something special. The Sam's Club logo is the core of our visual identity. It appears on all of our communications and is the most concise visual representation of our brand.

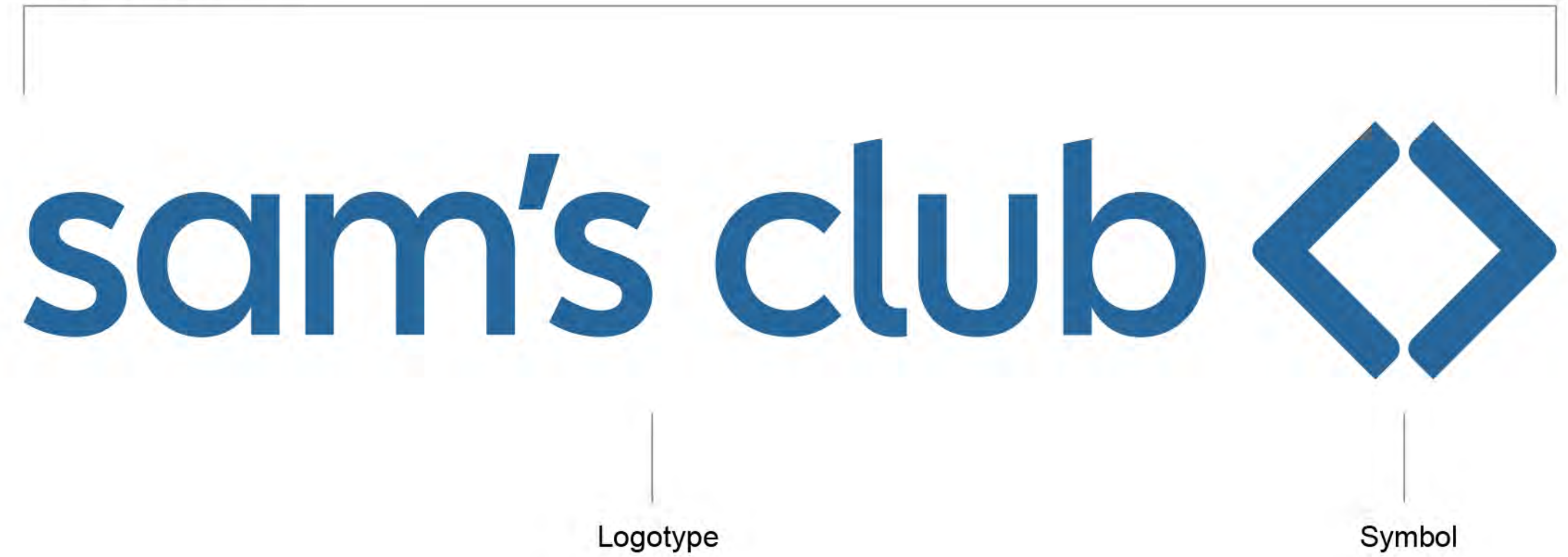
Components

The Sam's Club logo is comprised of two components: the symbol (diamond) and our custom logotype. These two elements share a distinct relationship that should never be altered or modified in any way.

Color

Our refreshed logo leads with our primary brand color PMS 2384. It can also be knocked out of a color or background when needed.

Logo Components

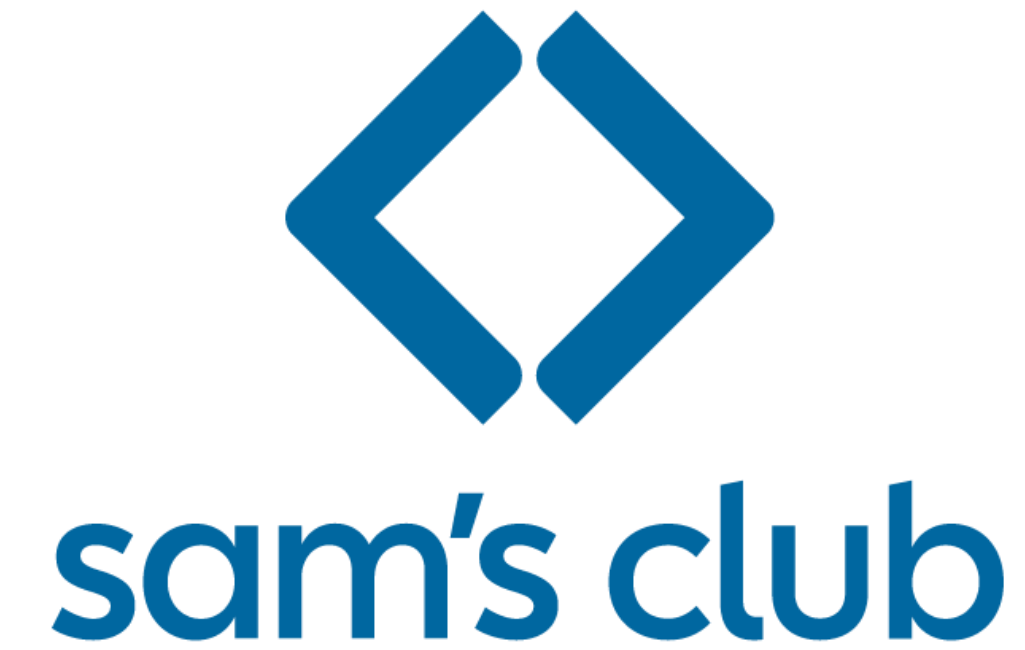


Pantone 2384 C
R0 G103 B160
HEX #0067A0
C96 M60 Y14 K1

Logo variations

Additional logo lock-ups have been created for layouts or communication pieces that require a vertical format. The vertical and stacked logos to the right are final approved logos and may not be altered in any way.

Vertical logo



Stacked logo



Clear space and minimum size

Clear Space

It is important to maintain a minimum amount of space between the logo and other text and graphics to ensure the logo's visibility and impact. Give the logo some room to breathe.

Minimum Size

The logo must always be represented in a clear, visible and legible way. Do not reproduce the logo smaller than our minimum size requirements illustrated to the right.



Clear space = x -height of the word in logo



3/4"



1/8"

Logo use violations

The Sam's Club logo has been refreshed with careful consideration. Moving forward only the refreshed Sam's Club logo. Discontinue any use of previous logos shown on this page or that exist in previous guidelines.

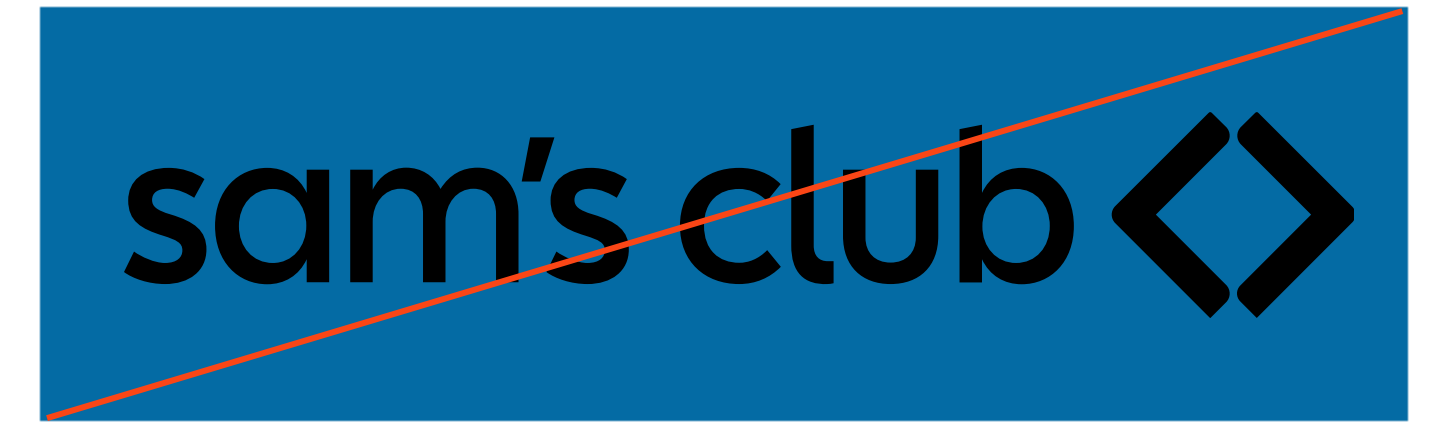


Logo use violations

Do not recreate the new logo artwork in any way, as this dilutes the integrity of the brand. Always request/use the official logo artwork when creating Sam's Club communications.



Do not change the position of the symbol



Do not create new color combinations



Do not add drop shadows to the logo



Do not distort the logo



Do not lock-up additional elements to the logo



Do not change the proportion of the symbol to the logotype



Do not create the logo in two colors

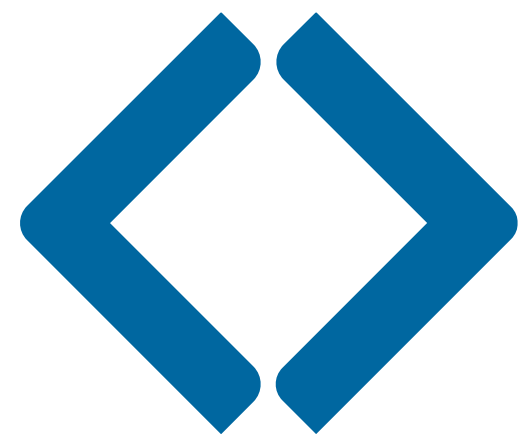


Do not change the logotype to sentence case

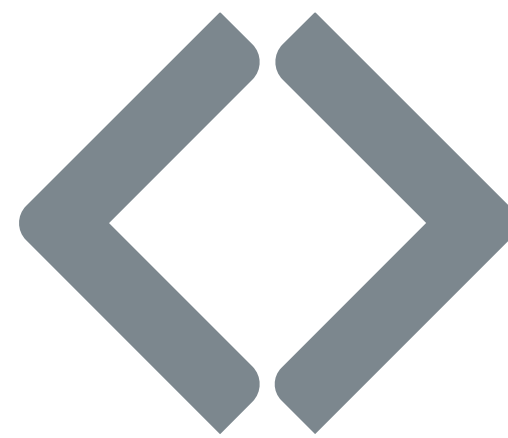
Symbol

The symbol has been refreshed with careful consideration. Do not use old artwork or recreate the symbol in any way.

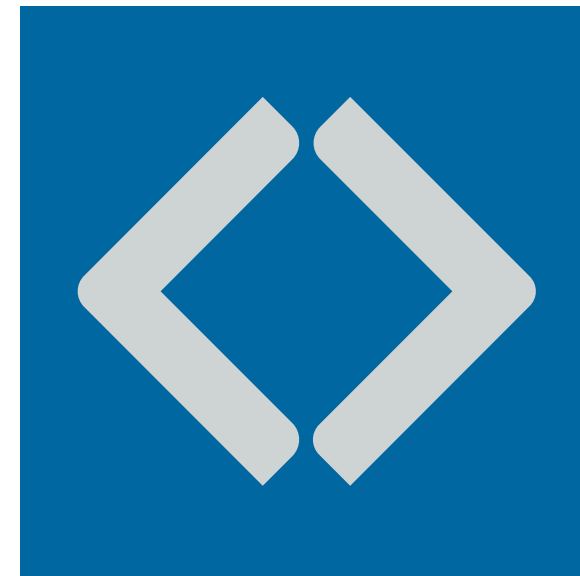
The symbol may be used as a stand-alone graphic, however, never use it as a bullet. It should only be used in one of the approved primary brand colors below.



Pantone 2384 C
R0 G103 B160
HEX #0067A0
C96 M60 Y14 K1

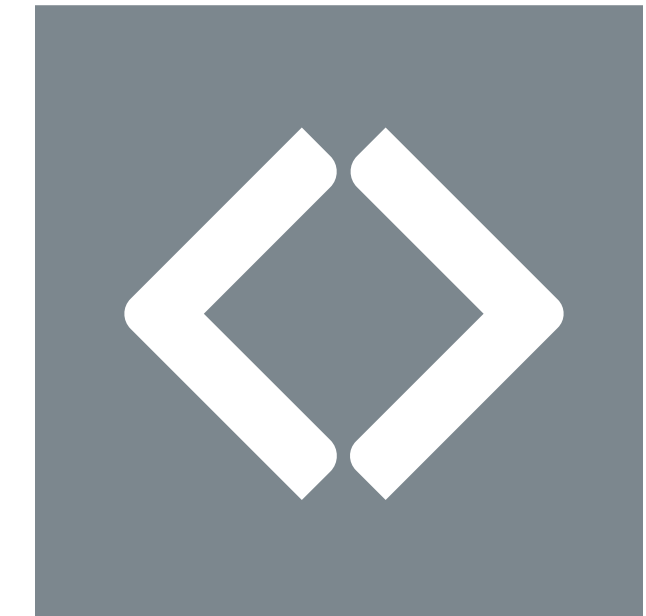
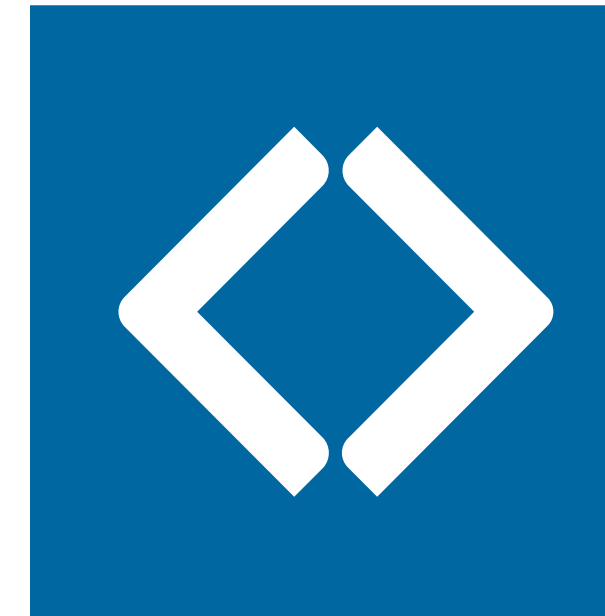


Pantone 430 C
R124 G135 B142
HEX #7C878E
C33 M18 Y13 K40

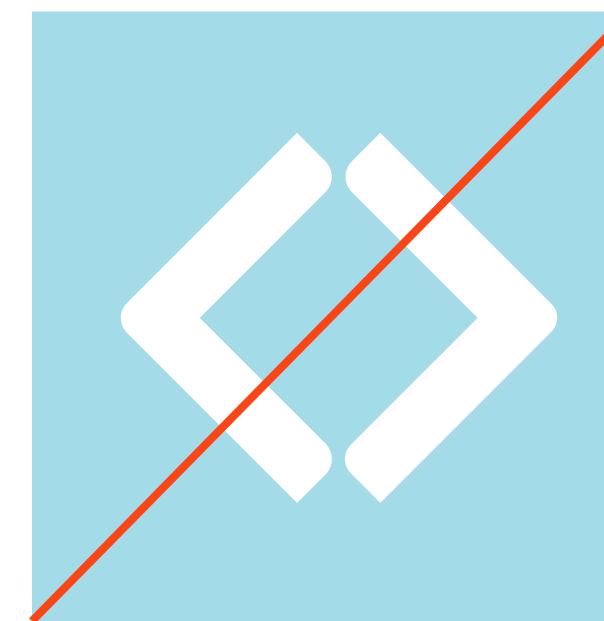


Pantone 427 C
R206 G211 B212
HEX #D0D3D4
C7 M3 Y5 K8

Symbol can be knocked-out of color. Make sure there is enough contrast when knocking the symbol out.



Do not place our symbol on low contrast or overly busy backgrounds.



Expect Something Special

“Expect something special” is the new brand purpose for our Sam’s Club brand. It can only be used as a stand alone or in proximity to the logo or symbol. Do not lock up the artwork to the Sam’s Club logo.

When using the purpose statement as a brand graphic, always use the approved artwork.

expect
something
special

Pantone 2384 C
R0 G103 B160
HEX #0067A0
C96 M60 Y14 K1

expect
something
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C33 M18 Y13 K40

expect
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Pantone 427 C
R206 G211 B212
HEX #D0D3D4
C7 M3 Y5 K8

Horizontal

expect something special

Stacked

expect
something
special

Do not place our purpose statement on low contrast or overly busy backgrounds.



Brand color palette

Color Palette

Color plays an important part in helping customers recognize our brand even before they read our name or see our logo. Our brand palette has been updated to communicate that we are a modern, energetic and bold company. Our palette consists of primary and secondary colors, along with bright accent colors that add vibrancy and energy to our materials.

Primary Brand Colors

The Sam's Club visual identity system leads with PMS 2384C. It is an evolution stemming from our heritage of being a blue and green brand. Our primary palette is fresh and modern, and reflects our "bold bestie" personality. Our new primary palette also includes a dark blue that helps retain harmony with unchanging elements of our brand, along with a sky blue that brings a freshness to our palette. Our primary brand colors should not be applied in combination in equal proportions.



Pantone 2384 C
R0 G103 B160
HEX #0067A0
C96 M60 Y14 K1



Pantone 2146 C
R0 G53 B142
HEX #00358E
C100 M68 Y0 K20



Pantone 635 C
R164 G219 B232
HEX #A4DBE8
C34 M1 Y7 K0

Brand color palette

Secondary Brand Colors

The secondary palette includes a brighter blue and cool greys to complement our primary blues. The cool greys can help in communicating quality and the bright blue works best as an accent to highlight something special.

Supporting Colors

Use supporting colors with intentions. There needs to be a strong design rationale and/or a visual correlation with the hero image when incorporating a supporting color. Select tones that are complementary to our brand palette and use these bright jewel tones as examples when choosing supporting colors.

Secondary



Pantone 638 C
R0 G175 B215
HEX #00AFD7
C84 M7 Y9 K0



Pantone 430 C
R124 G135 B142
HEX #7C878E
C33 M18 Y13 K40



Pantone 427 C
R206 G211 B212
HEX #D0D3D4
C7 M3 Y5 K8

Example: Supporting Colors



Pantone 7671 C
R81 G70 B137
HEX #514689
C83 M81 Y0 K4



Pantone 7727 C
R0 G111 B68
HEX #006F44
C100 M0 Y94 K46



Pantone 172 C
R250 G70 B22
HEX #FA4616
C0 M73 Y87 K0



Pantone 213 C
R227 G28 B121
HEX #DE1B73
C0 M92 Y18 K0



Pantone 7549 C
R255 G181 B0
HEX #FFB500
C0 M22 Y100 K2



Pantone 265 C
R144 G99 B205
HEX #9063CD
C52 M66 Y0 K0



Pantone 3385 C
R71 G215 B172
HEX #47D7AC
C43 M0 Y28 K0



Pantone 1495 C
R225 G143 B28
HEX #FF8F1C
C0 M46 Y78 K0

Primary brand fonts

Headers

Gibson SemiBold is used for headlines, subheads, calls to actions (CTAs), and special offers.

Aa

Gibson Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 (.,;:'"\$#@!&*)**

Body Copy

Gibson Regular is used for extensive amounts of supporting copy, such as body copy or long product descriptions.

Aa

Gibson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 (.,;:'"\$#@!&*)

Color

Headers should lead with our primary brand color PMS 2146. It can also be knocked out of a color or background when needed.

Our Brand Promise

We Turn the Everyday Into Something Special

Our brand values

- We're nimble – we innovate, try new things and take chances.
- We operate with honesty, humanity and humility

We are...

- Confident
- Risk-taking
- Tech-forward
- Innovative
- Adventurous
- Modern
- Witty

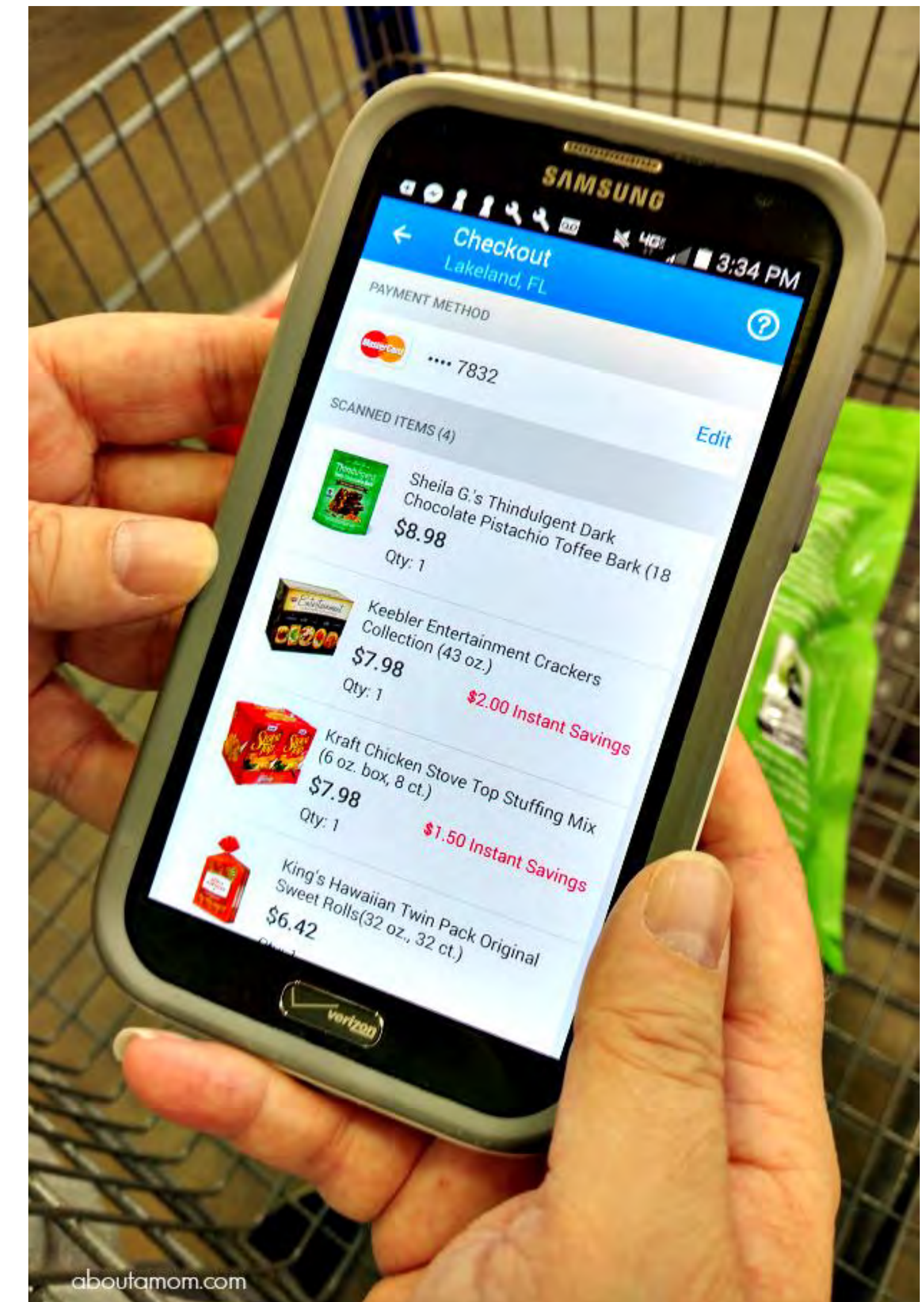
But that doesn't make us...

- Better than anyone else
- Impulsive
- Full of technical jargon
- All over the place
- Daredevils
- #GenZ LOL
- Puntastic

Members should expect something **unexpected**



Members should expect something **cool**



Members should expect something **welcoming**



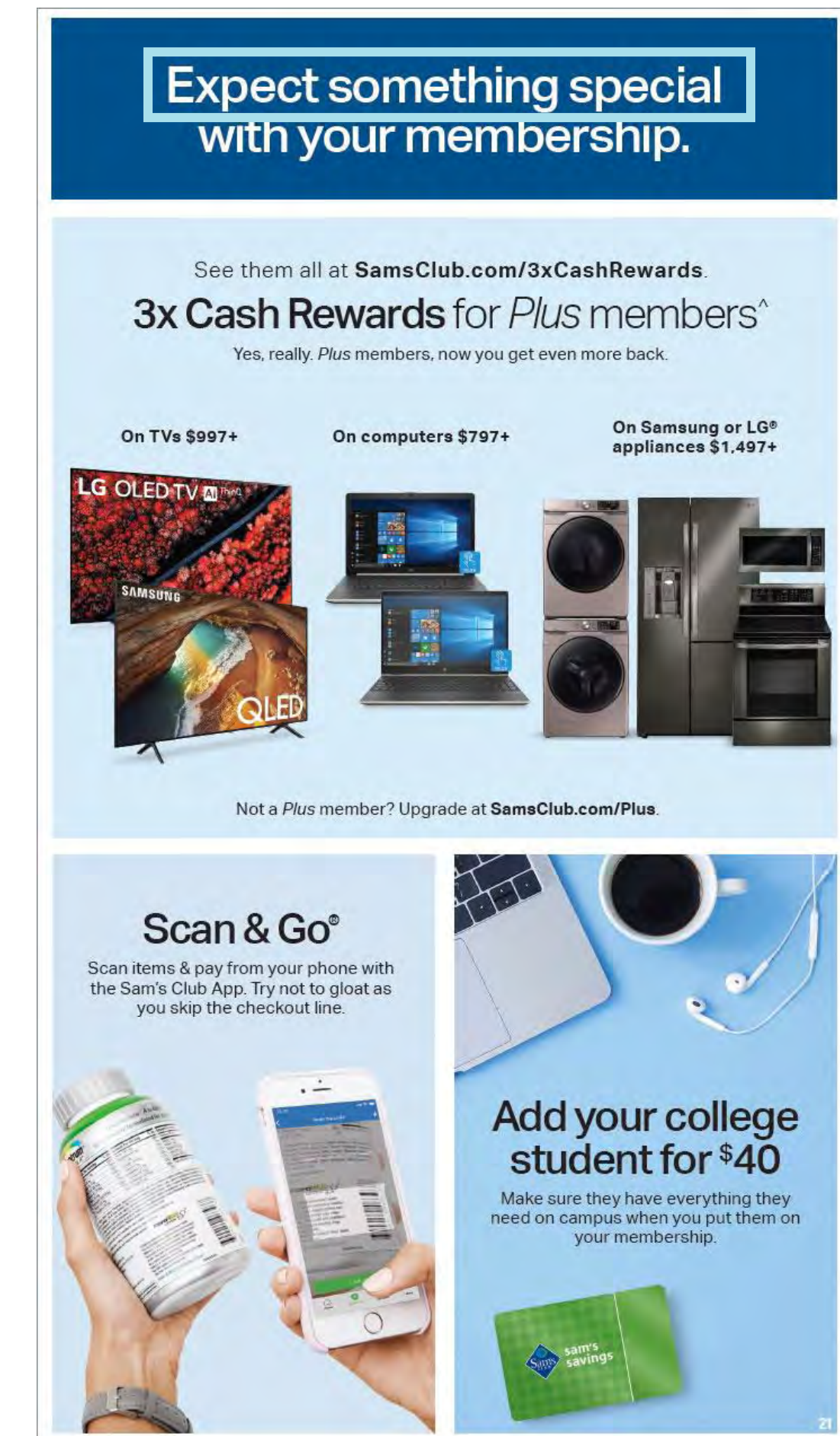
How to use “Expect Something Special”

Do

Use this in PROMINENT but secondary copy elements, e.g., in an assertive callout or as a hashtag.

Don't

Use this as a corporate tagline or place it with our logo.



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Use this in PROMINENT but secondary copy elements, e.g., in an assertive callout or as a hashtag.

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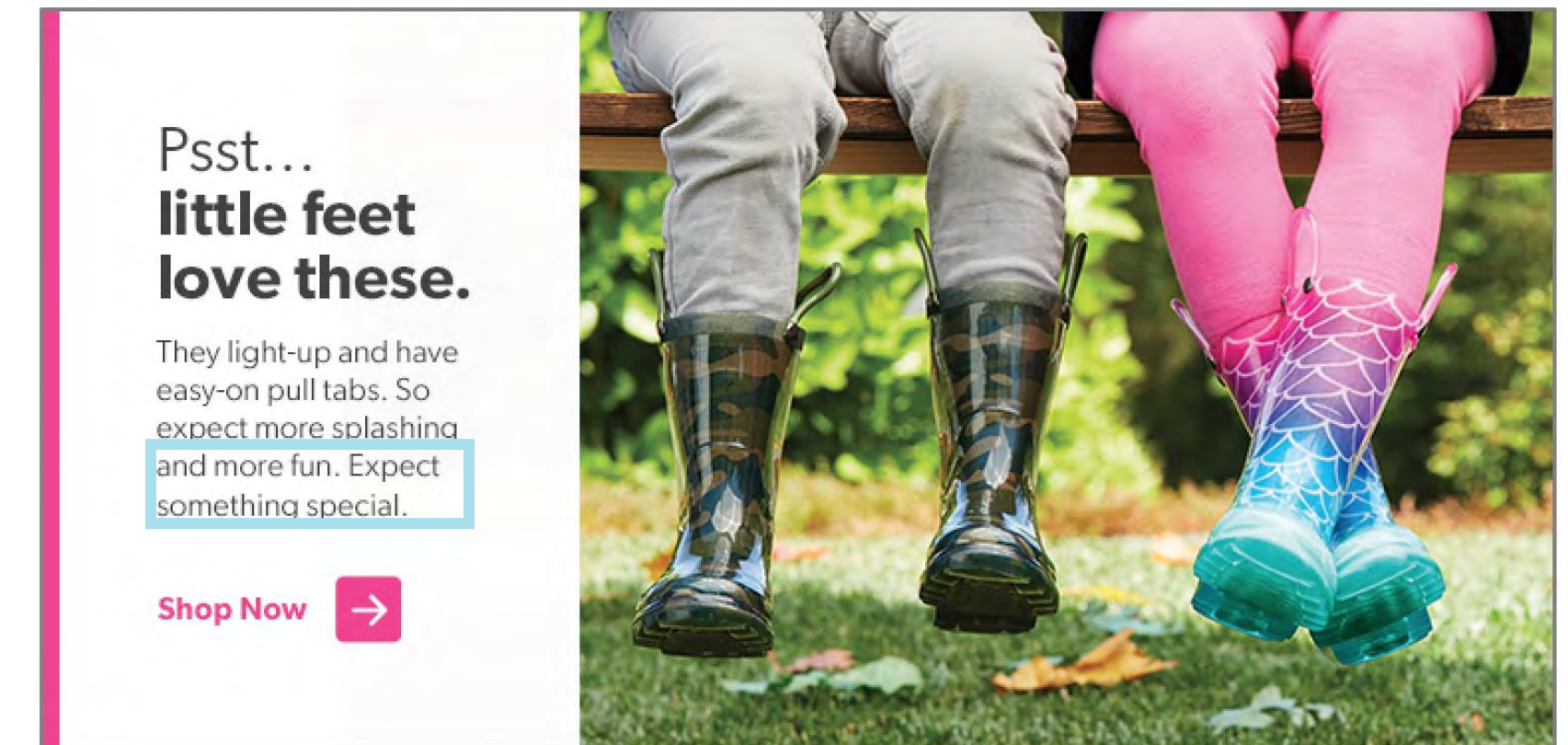
How to use “Expect Something Special”

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Our offerings

The special things you want

Premium meat, seafood & produce and libations

The everyday things you need

Paper towels, bottled water & beverages, peanut butter, mattresses, tires

All kinds of surprising, delightful, FUN and extra-special things

Gigantic flamingo floats, high-end grills, kitchenware, designer bags & fragrances

Awesome member benefits

Free shipping & cash rewards for Plus members, travel & entertainment discounts & much more

Why Sam's Club? Why this one?

What's unique, exclusive, more-better-different than the standard-issue product, service, benefit or experience.

Curated

We hand-select our best-of-the-best products for premium quality at awesome members-only warehouse club prices.

Exclusive

Our private label Member's Mark items to ensure the very best quality, flavor, ingredients/materials, sourcing and value.

Some exclusives are in the form of an exclusive color, style or extras/bundle.



Examples of how to speak to “Why This One”

Why did our expert merchant buy this item? How did they source it & why did they pick this one?



Bring your A game to the cookout
The heat is on—and so is the competition! Defend your grilling title with the ultimate Member's Mark™ Pellet and Gas Hybrid Grill that does almost everything (besides clean up after your guests).


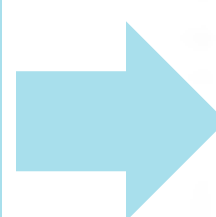
\$599
Member's Mark™ Pellet and Gas Hybrid Grill

Why We Love This
“This is one of the most versatile grills in the market with the convenience of a gas grill, the authentic low and slow smoky BBQ flavor of a pellet grill and the awesome searing performance of an infrared burner.”
— Kirk Tabor, Sam's Club Grill Buyer

Smoke
Holds up to 20 lbs. of hardwood BBQ pellets for hours of low and slow cooking and that true authentic BBQ flavor you love.

Sear
Typical gas grills don't get hot enough for searing, but this grill's porcelain-coated grates let you get those beautiful marks every time.

Grill
Double-walled lids create a consistent cooking temperature, while both the gas and pellet sides can be used at the same time!



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Examples of how to speak to “Why This One”



Testimonial from member



Product quality



Sourcing story

Examples of how to speak to “Why This One”



- What makes this item amazing?
- What are its sensory qualities we can communicate visually & editorially to spark an emotional response?

How special shows up: One Day Event catalog cover

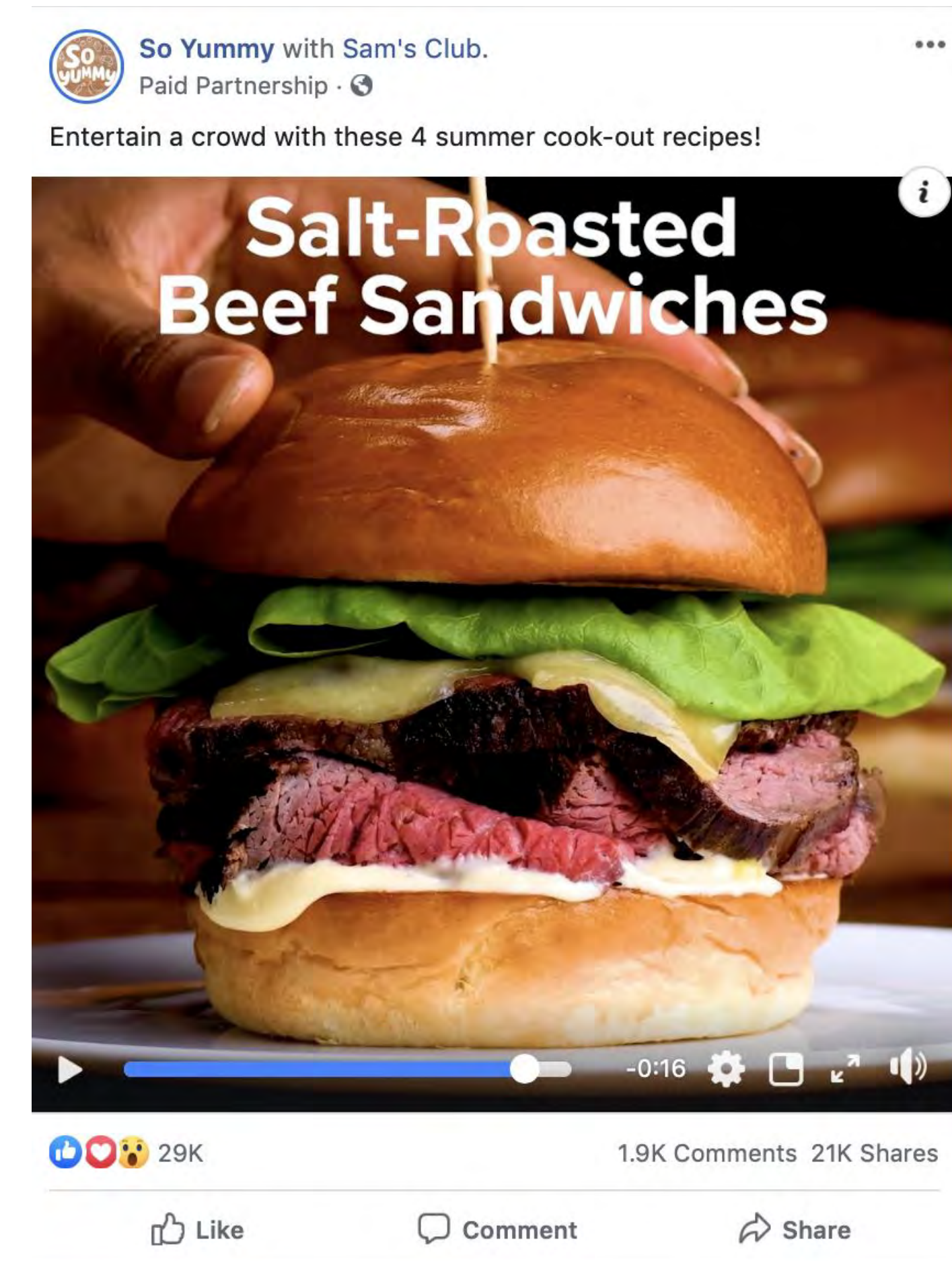
- Special applies to item-price events, too.
- This is one way we've started designing price savings event covers to showcase special at an item level.



How special shows up: Social video



[Member's Mark Donut Shop Fair Trade Coffee video](#)



[Summer Yum Hacks video](#)

Brand Personality

Your Bold Bestie

- Confident
- Risk-taking
- Tech-savvy
- Restless
- Adventurous
- Modern
- Witty

Your Bold Bestie

We are unapologetically here for you.

We're the one you want by your side for the high-stakes moments that CANNOT go wrong, and for the everyday moments when you just need a good laugh (or a good glass of wine).

We're the one you call for literally everything.

We're the one who calls you so you don't miss out on literally anything.

Your Bold Bestie

When you need to turn your day around, pull off something big or just need a helping hand to get through your list, you turn to your Bold Bestie.

Most importantly, when you're open to finding something special, your Bold Bestie points the way. She shares only her most-loved purchases, foodie moments and brands with her best friends.

Your Bold Bestie is...

- Spirited, quick-witted, playful and a bit sassy.
- On trend, admired and magnetic. She has contagious enthusiasm and amazing taste, and her friends, family & colleagues can't wait for her to share her best.
- Not afraid to make a fool of herself to make her friends look amazing.
- Tech-savvy, with a talent for finding premium quality and values—and sharing with her bestie.
- A bit of an instigator, in a good way. Great at convincing others to try new things.

Brand Voice & Tone

Bold Bestie Voice

All Sam's Club branded content – think social, digital, ISB, in-store, everything – should be in the Bold Bestie voice.

What would your Bold Bestie say in real life about this product? How would a smart “cool mom” tell her friends about this experience?

- Genuine yet self-assured.
- Witty and a bit cheeky—in a smart, often dry and clever way — not cheesy. No eye-rolls.
- Ageless, not juvenile. No #GenZ LOL
- Savvy, not superficial.



BYOSB.
(Better bring two.)



Even better on
Sundays.



As American as apple
pie. Minus the pie.
Add vodka.



Technically a
salad.



Life's a mess. These
should help.

Bold Bestie Don'ts

Be sassy and a little feisty, yet affirming—not derisive, sarcastic, political/religious, or directly calling out competitors.



Kim who?



If there are leftovers, there's something wrong with your friends.



The real miracle on ice (with a twist).



Now you can love thy neighbor and eat thy chicken.



Small batch wine from a big ol' club. You're welcome.



Our members won't shut up about these.

Bold Bestie Voice

Your Bold Bestie keeps it real.

She is...

- Direct and assertive, with a wonderful wit & a healthy dose of winks.
- Confident yet magnetic. She owns her awesomeness, loves her life, and loves sharing it with her bestie in a way that gets her to laugh.
- Playful, not earnest
- Clever yet genuine and conversational; not contrived or forced, or clever for the sake of clever.



Bold Bestie Voice: Writing tips

- Use dry humor with plenty of personality and punchy energy, playful but not juvenile, frivolous or flippant.
- Avoid insulting or blatantly calling out our competitors. Be subtle — wink-wink, not ooooh, burn!
- Engage the reader emotionally while also communicating something material & meaningful about what's special & bold and why Sam's.
- Write in second person. Talk directly to the reader using "you" not "they" or other third person pronouns.
- Avoid hard-sell promotional copy.
- Use active voice
- Use puns sparingly (only if it's smart, not cheesy.)



Caption examples for this cover image

- Instagram worthy, budget friendly. #wegotyou #USDAprime
- Prime steaks + savings = happiness. #nobrainer.
- We're sharing, but no one is forcing you to. #USDAprime
- Invite all your food-snob friends.

Examples: ISB inside spreads

Take your burger from great to gourmet

What makes a 4th of July BBQ the stuff of legends? The burgers, of course. Fully prepped & seasoned at your club daily, these fresh patties will inspire guests to tell the tale of its perfection for years to come.

\$3.27/lb.
Member's Mark™ Seasoned Ground Beef Patties
Made fresh in club daily.
8 patties per tray.

Seasoned and ready for the grill.

★★★★★
"OMG, the brisket takes these to the next level! I bought these a week ago and I'm all ready to go back and get them again! Delicious!"
—Marie, LV

\$4.98
Member's Mark™ Red Potato Salad
4 lbs.

Creamy in texture, with beautiful chunks of red potatoes and just the right amount of parsley and dill.

\$7.98
Member's Mark™ Baked Beans with Brisket
40 oz.

Complete your BBQ with irresistible sides

Create a delicious summer salad with fresh stone fruit straight from farms sourced through Sam's Club.

Meet Our Farmer

"Our mission at Family Tree Farms is to consistently produce the most flavorful fruits in the world. We're able to deliver on that promise through rigorous harvesting practices and are proud to bring you exclusive varieties with the best quality and flavor profile."
—David Jackson, seventh generation farmer and Sam's Club partner for over 15 years

Bring your A game to the cookout

The heat is on—and so is the competition! Defend your grilling title with the ultimate Member's Mark™ Pellet and Gas Hybrid Grill that does almost everything (besides clean up after your guests).

\$599
Member's Mark™ Pellet and Gas Hybrid Grill

Why We Love This

"This is one of the most versatile grills in the market with the convenience of a gas grill, the authentic low and slow smoky BBQ flavor of a pellet grill and the awesome searing performance of an infrared burner."
—Kirk Tabor, Sam's Club Grill Buyer

Smoke

Holds up to 20 lbs. of hardwood BBQ pellets for hours of low and slow cooking and that true authentic BBQ flavor you love.

Sear

Typical gas grills don't get hot enough for searing, but this grill's porcelain-coated grates let you get those beautiful marks every time.

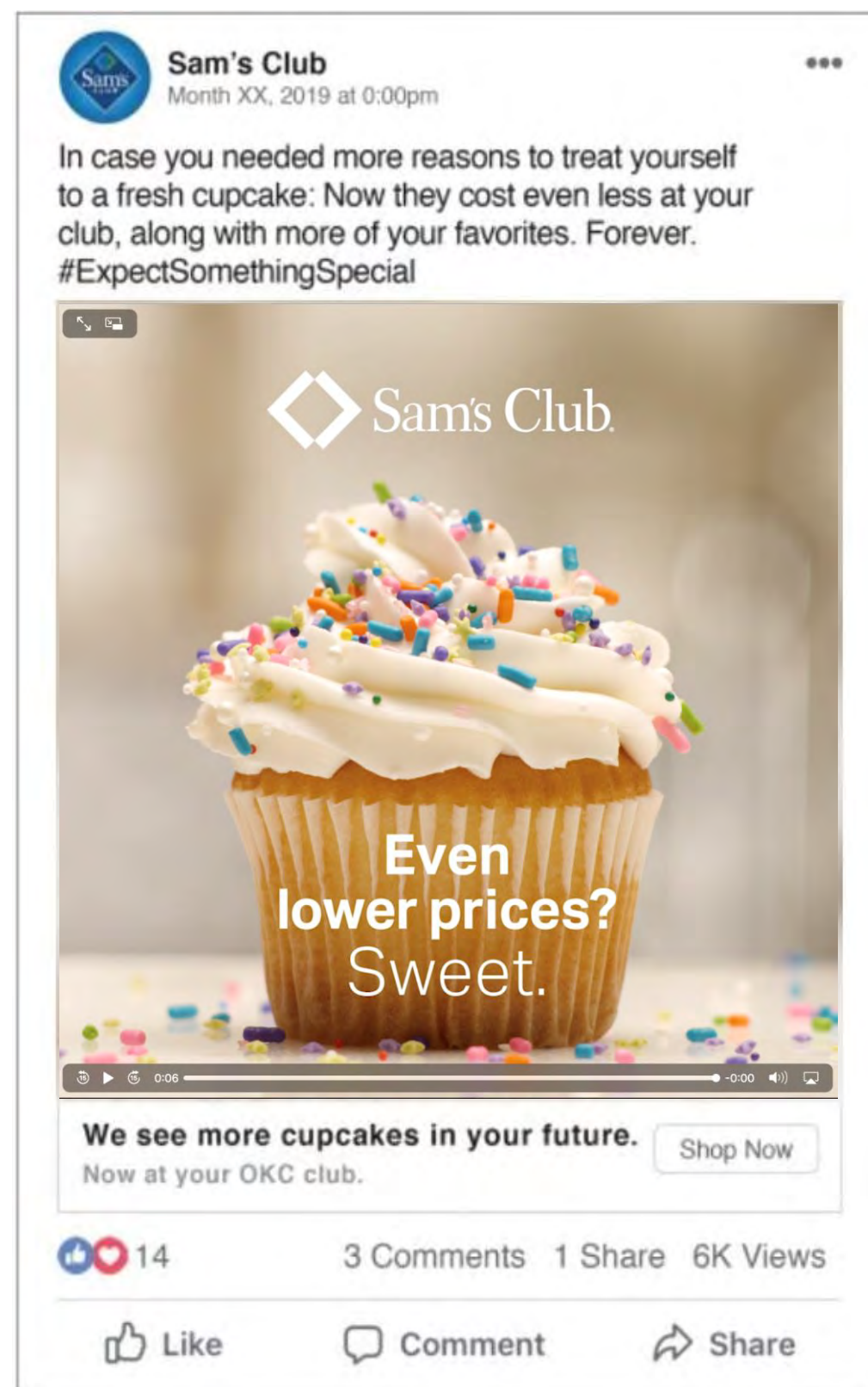
Grill

Double-walled lids create a consistent cooking temperature, while both the gas and pellet sides can be used at the same time!

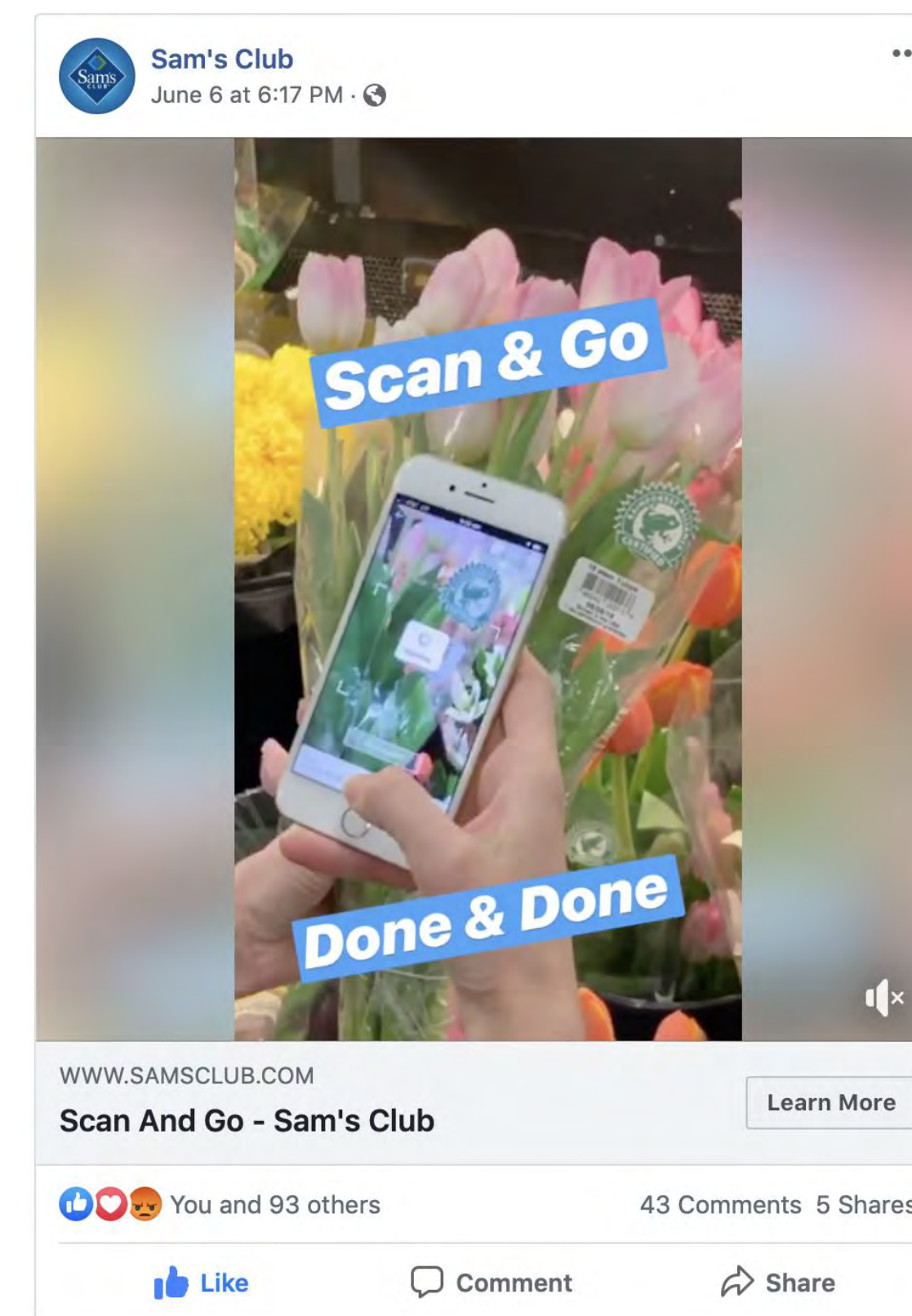
Examples: Summer Entertaining inside stories



Examples: Social video



Sweet lower prices video



Scan & Go Flowers video

Photography style

Lifestyle item storytelling

- Emphasize single hero item photography wherever possible and meaningful, rather than many items together into a “solution” scene (such as a full tablescape selling multiple products from one shot).
- Think quality, not quantity. Leave room to overlay brief storytelling editorial about what makes this specific item so special.
- Show the item in use (in situ) in a lifestyle scene as it would be used in real life, while assertively zeroing in visually on the item's attributes.
- Go for some drama via crops and lighting that capture the gravitational, emotional pull of the item's sensory qualities, such as this recent shot that showcases the succulent, juicy, mouthwatering quality of our new USDA Prime beef.



People

- Tell a visual story about a moment in real life. Capture candid expressions, attitude and movement—avoid the posed or expected.
- Showcase something ownable, special, remarkable, exciting
- Opt for in-real-life imperfect, not perfectly styled and pristine. A kid with only one sock on, mom with a hair out of place ...
- Elicit something fresh, unexpected and genuine from the talent: A bold, expressive, spontaneous reaction that feels human; or a surprising visual arrangement/relationship between the talent & the product.



People

- Depict an irresistible, relatable energy that sparks an emotional connection.
- Select model talent that clearly depicts Bold Bestie and her friends/family. This personality should come through in their look, expression and styling.
- Select photographer and director that has solid experience in eliciting and achieving these attributes and qualities.
- Depict family members & friends/neighbors gathering and sharing an experience with a lively energy and a true-to-life feel.
- Balance candidness with intentional styling and art direction—we're not going for the production quality of amateur snapshots or stock photos.



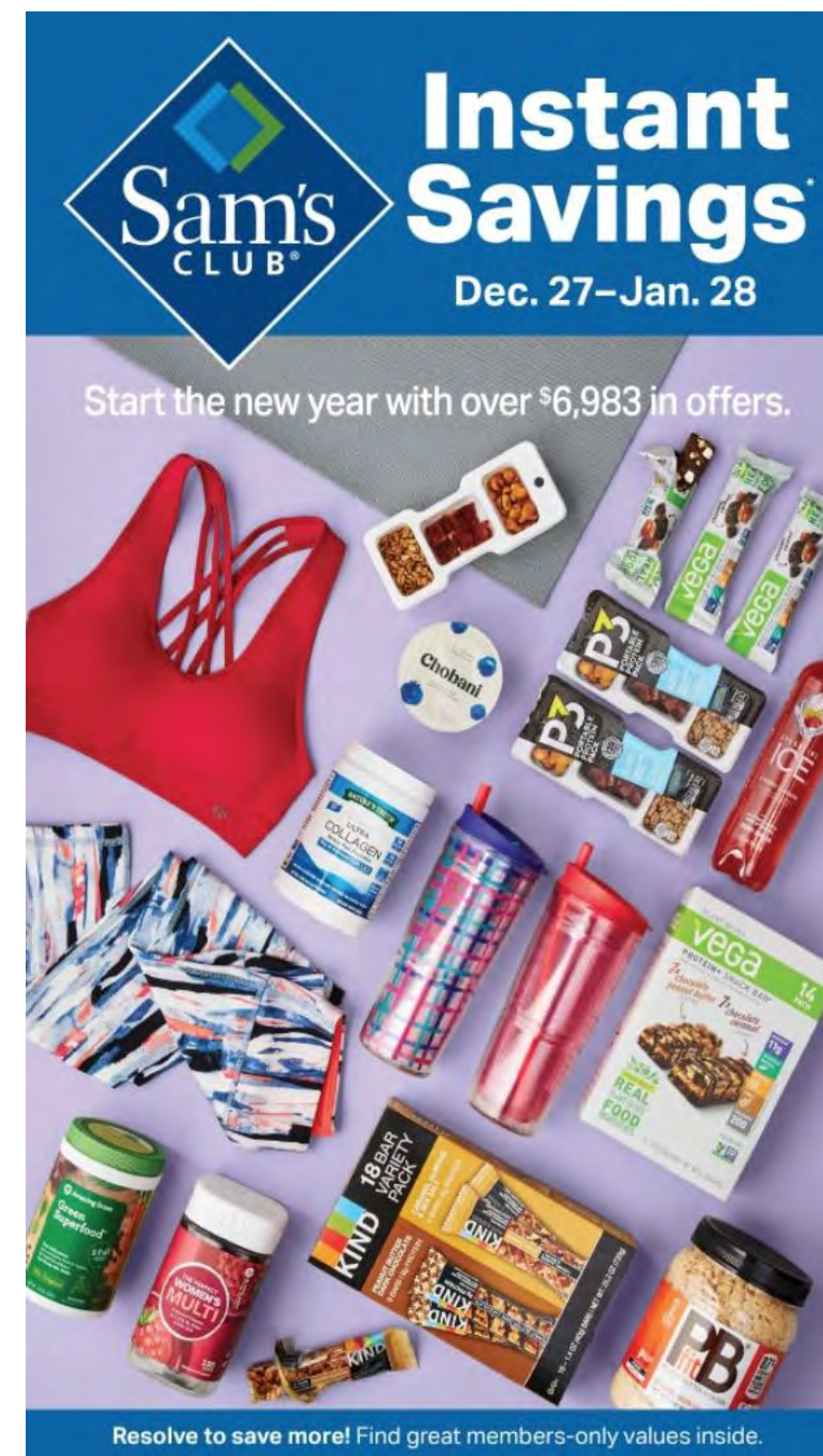
Stylized silo

- Clean and vibrant in color
- Styled with light props if/when necessary, minimalistic and simple
- Dimensional and never looks flat
- Studio lighting, diffused and evenly lit from both sides with short, light shadow.



What NOT to do: Overall

- Shoot from directly overhead if it does not allow us to prioritize these sensory/quality objectives.
- Try to do too much with one busy shot. No “garage sales” or big tablescapes trying to sell multiple items from a single shot.
- Compose shots without a clear single focal point of a hero item/attribute.
- Shoot food from an aerial point of view or an angle that does not hero the sensory qualities — color, texture, flavor, juiciness, aroma ...
- Fake natural sunlight or environment backgrounds/settings unless you can pull it off believably.



What NOT to do: People

- Posed, expected, forced, stiff, frozen, unnatural
- Unrealistically perfect
- Generic, unremarkable
- Flat in terms of energy — lacking anything bold or special
- Amateurish, low production quality
- Anything that looks like a stock photo

