Attention, Interest, Desire and Action are basic advertising principals, and when done well help your customer on their path to purchase.

Use of the Woolworths Vendor Logo Usage Guideline will amplify your retail call to action, and make it clear to customers where to buy your product.

These guidelines have been created to help our vendors with positioning the Woolworths logo within their advertising and packaging designs. However, there may be times when questions arise around specific applications or other details. In these instances, don’t manipulate the Woolworths logo, please contact Woolworths for assistance.

Queries can be directed to:
Amelia Gammo
Brand & Creative Specialist
agammo@woolworths.com.au
Colours and Typography

Colours
To ensure legibility and standout, it is preferable that the positive versions of the lock-ups are used (i.e white background).

Where this is not possible, use the reverse version which has a green background.

Typography
The lock-ups for the callouts — Only at, Available at, On special at — have been created using the custom font Fresh Sans Medium.

All instances of ‘Woolworths’ within lock-ups are imported from the Woolworths logo, as is the Woolworths icon.

<table>
<thead>
<tr>
<th>Colour for Dark Green Backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Woolworths Dark Green</strong></td>
</tr>
<tr>
<td><strong>Print</strong></td>
</tr>
<tr>
<td>Process</td>
</tr>
<tr>
<td>C:100 M:0 Y:85 K:50</td>
</tr>
<tr>
<td>Spot (Pantone)</td>
</tr>
<tr>
<td>PMS 3425</td>
</tr>
<tr>
<td>Digital</td>
</tr>
<tr>
<td>Screen (RGB)</td>
</tr>
<tr>
<td>R:18 G:84 B:48</td>
</tr>
<tr>
<td>Web safe</td>
</tr>
<tr>
<td>#125430</td>
</tr>
</tbody>
</table>

Custom font used to create provided lock-ups

Fresh Sans Medium

Approved by:
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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017
‘Only at Woolworths’ logo

Minimum size
To ensure legibility, the Woolworths icon should appear no smaller than 15mm in width on printed materials or 40 pixels in width on web or digital platforms.

The full lock-up should be scaled proportionately.

Note:
- The default version of this logo is horizontal and positive.
- The stacked version can be used when the horizontal version does not work within the layout.
- All reverse versions provided are created with backgrounds that meet the clear space rulings, i.e. are minimums.

Exclusion zone
The exclusion zones are determined as shown. The measures used are a capital ‘O’ from the word ‘Only’, a full height lowercase ‘a’ and half height lowercase ‘a’.

It is imperative that no other elements encroach on this space.
‘Only at Woolworths’ logo – colour options

**Colour options**
On occasions where it is impractical to use the lock-ups in full colour, please use the black or green one-colour options shown here.

Black = 100% black.
Green = PMS 3425 which is the brand PMS for Woolworths Dark Green.

**Black**
Horizontal & Vertical – Positive & Reverse options

**Dark Green PMS 3425**
Horizontal & Vertical – Positive & Reverse options

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‘Available at Woolworths’ logo

**Minimum size**

To ensure legibility, the Woolworths icon should appear no smaller than 15mm in width on printed materials or 40 pixels in width on web or digital platforms.

The full lock-up should be scaled proportionately.

**Note:**

- The default version is horizontal and positive.
- The stacked version can be used when the horizontal version does not work within the layout.
- All reverse versions provided are created with backgrounds that meet the clear space rulings, i.e. are minimums.

**Exclusion zone**

The exclusion zones are determined as shown. The measures used are a capital ‘A’ from the word ‘Available’, a full height lowercase ‘a’ and half height lowercase ‘a’.

It is imperative that no other elements encroach on this space.

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017
‘Available at Woolworths’ logo – colour options

**Colour options**

On occasions where it is impractical to use the lock-ups in full colour, please use the black or green one-colour options shown here.

Black = 100% black.
Green = PMS 3425 which is the brand PMS for Woolworths Dark Green.

---

**Black**

**Horizontal & Vertical – Positive & Reverse options**

![Available at Woolworths logo in black]

---

**Dark Green PMS 3425**

**Horizontal & Vertical – Positive & Reverse options**

![Available at Woolworths logo in dark green]

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017

Approved by: General Manager, Marketing Communications and Brand
‘On special at Woolworths’ logo

Minimum size
To ensure legibility, the Woolworths icon should appear no smaller than 15mm in width on printed materials or 40 pixels in width on web or digital platforms.
The full lock-up should be scaled proportionately.
Note:
- The default version is horizontal and positive.
- The stacked version can be used when the horizontal version does not work within the layout.
- All reverse versions provided are created with backgrounds that meet the clear space rulings, i.e. are minimums.

Exclusion zone
The exclusion zones are determined as shown. The measures used are a capital ‘O’ from the word ‘On’, a full height lowercase ‘a’ and half height lowercase ‘a’. It is imperative that no other elements encroach on this space.

Full Colour
Horizontal & Vertical – Positive & Reverse options

Exclusion Zone Examples

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017

Approved by: General Manager, Marketing Communications and Brand
‘On special at Woolworths’ logo – colour options

Colour options
On occasions where it is impractical to use the lock-ups in full colour, please use the black or green one-colour options shown here.

Black = 100% black.
Green = PMS 3425 which is the brand PMS for Woolworths Dark Green.

Black Horizontal & Vertical – Positive & Reverse options

Dark Green PMS 3425 Horizontal & Vertical – Positive & Reverse options

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017

Approved by: General Manager, Marketing Communications and Brand Graphics
Minimum Sizes — in a nutshell

The minimum size is determined by measuring the total width of the Woolworths Icon. This measurement can be no smaller than 15mm in width on printed materials or 40 pixels in width on web/digital platforms.

Total lock-up should be scaled proportionately.

**Small Use - between 7mm and 15mm only**

In the rare instance that a Brandmark is required at a smaller size than the minimums specified above, a modified* Brandmark has been developed to ensure legibility.

*Modifications: the ‘Woolworths’ logotype has been thickened in weight and the tagline, The Fresh Food People, has been excluded to negate any readability issues.

Should you need to use this logo, please refer to the contact details shown on the contents page of these guidelines. This logo should not be used any smaller than 7mm.

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**Minimum for Horizontal logo**

15 mm
40 pixels

**Minimum for Stacked logo**

15 mm
40 pixels

**Minimum for Small Use** (both horizontal and vertical shown)

7mm – 15 mm
or 20 - 40 pixels

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017

Approved by:
General Manager, Marketing Communications and Brand Graphics
Multi Brand Environment

Lock-up in a multi brand environment
As the major supermarket in Australia, and to assist with customer recognition, it is preferred that the Woolworths logo is in the first and most prominent position. Any minor retailers should be shown in a secondary position, per these layouts.

The positive or reversed version of the Woolworths logo can be used in a multi brand environment.

- If the background is white, use the positive version of the Woolworths logo.
- If the background is not white, the reversed version of the logo can be used for stand out.

The Woolworths logo can be used in horizontal or stacked formats, whichever has the most stand out in the available space.

The Woolworths logo (without the retail prefix) will be supplied by the Woolworths Brand Compliance Manager upon request. Contact details at the front of this guideline.

Font for the supplementary text ‘also at’, ‘also at all good pharmacists’ etc to be a sans serif font.

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Woolworths Supermarkets brand communications guidelines – Issue 5, February 2017

Approved by: _____________________________
General Manager, Marketing Communications and Brand
Best Practice — for print

Positioning of lock-ups

These examples show how to recognise Woolworths in vendor advertising or packaging.

The default logo is the white horizontal version.

Where this is not possible, a panel of Woolworths Dark Green should be used to hold the reverse version of the lock-up.

The logo/background panel ideally should extend the full width of the artwork and be positioned near the very top or bottom of the communication.

Shown here are best practice examples.

Note:

Lock-ups are NOT shown actual size. These are demonstration visuals only.

Example: A6 Entry Form

Example: Landscape Ticket

Examples: Packaging
Best Practice — for TV

Best Practice
It is preferred that the logo lock-ups are:
- the preferred orientation for the space
- on a white background
- used on the end frame of the TVC or predominately within the TVC
- integrated into the design
If using reverse versions, ensure they sit on a Woolworths Dark Green background panel. See page AV1 for specifications

Timing
The Woolworths lock-up should appear for a minimum of 2 seconds.

Example: Cadbury (before endframe + endframe)

Example: Rexona (endframe)

Example: Philadelphia (endframe)