

United & Albertsons Companies Foundation Brand Standards

UNITED DIVISION
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**Dedicated to bettering
the lives of people in
our neighborhoods.**

Our mission

Our Foundation supports causes that impact our customers' lives. United and Albertsons Companies and stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through our employees' passion, partnerships with our vendors, and the generous contributions by our customers. We take pride in ensuring that the vast majority of the funds we raise stays in local communities and reflects what is important to our customers and employees.





Visual identity

Our brand personality traits are the qualities that personify the way we want our voice to sound. They provide a filter to ensure our communications always stay true to our brand. **We're compassionate, trustworthy, knowledgeable, approachable, and generous.** These 5 characteristics should resonate in our tone, whether verbally or in our written word.

Our logo communicates our brand personality. The Foundation logo consists of the banner logo and the word "Foundation" with a red heart. The heart graphic represents our passion for our community and the compassion that's at the core of everything we do.



Photography styles

FEELING:
Warm, friendly, genuine, compassionate, in the moment, nothing overly styled or posed

COLORS:
Color and Duotone



Typography

Our brand communicates through typestyles that work together to reinforce our personality traits.

Our primary font is Helvetica, a classic, clean font that allows us to express ideas simply, confidently, and in an approachable manner.

If Helvetica is unavailable, Arial may be used instead.

Primary Typeface

Helvetica (Family)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



**UNITED SUPERMARKETS
RED**
Pantone® 1805 C
CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



**UNITED SUPERMARKETS
BLUE**
Pantone® 294 C
CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets Foundation colors are not available, United Supermarkets Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





UNS_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_UPDATED_Banner_FoundationLogo_RICHBLK.ai



UNS_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_UPDATED_Banner_FoundationLogo_CMYK_.ai



UnitedSupermarkets_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_UPDATED_Banner_FoundationLogo_WHT.ai

<div data-bbox="58 1798 128 1862"></div> <div data-bbox="67 1866 123 1893">Ivie®</div> <div data-bbox="168 1794 577 1856"><p>JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide</p></div>	<div data-bbox="1119 1794 1671 1899"><p>SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)</p></div>
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



AMIGOS ORANGE
Pantone® 165 C
CMYK 0-79-100-0
RGB 241-93-34
HEX F15C22



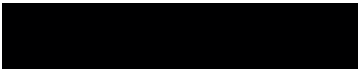
AMIGOS GREEN
Pantone® 369 C
CMYK 68-0-100-0
RGB 88-185-71
HEX 57B947



AMIGOS YELLOW
Pantone® 129 C
CMYK 0-11-78-0
RGB 255-221-85
HEX FFDD54



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

Amigos Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When Amigos Foundation colors are not available, Amigos Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of Amigos Foundation logo is equal to the height of the ear of corn in the Amigos logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





AMI_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK 2.ai



AMI_UPDATED_Banner_FoundationLogo_RICHBLK 2.ai



AMI_UPDATED_Banner_FoundationLogo_WHT 2.ai



AMI_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK 2.ai



AMI_UPDATED_Banner_FoundationLogo_RICHBLK 2.ai




Amigos_UPDATED_Banner_FoundationLogo_CMYK.ai



Amigos_UPDATED_Banner_FoundationLogo_BLK.ai



Amigos_UPDATED_Banner_FoundationLogo_WHT.ai

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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



MARKET STREET RED
Pantone® 7417 C
CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



MARKET STREET ORANGE
Pantone® 144 C
CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

Market Street Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When Market Street Foundation colors are not available, Market Street Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of the Market Street logo is equal to the height of the tallest part of the “S” in Street in the logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





MST_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



MST_UPDATED_Banner_FoundationLogo_RICHBLK.ai



MST_UPDATED_Banner_FoundationLogo_WHT.ai



MST_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



MST_UPDATED_Banner_FoundationLogo_BLK.ai




MarketStreet_UPDATED_Banner_FoundationLogo_CMYK.ai



MarketStreet_UPDATED_Banner_FoundationLogo_BLK.ai



MarketStreet_UPDATED_Banner_FoundationLogo_WHT.ai

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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



UNITED EXPRESS RED
Pantone® 1805 C

CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



UNITED EXPRESS BLUE
Pantone® 294 C

CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



FOUNDATION RED
Pantone® 186 C

CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black

CMYK 50-40-40-100

Primary expression

United Express Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Express Foundation colors are not available, United Supermarkets Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of the United Express logo is equal to the height of the large “U” in the logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



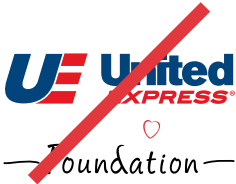
E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





UNE_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNE_UPDATED_Banner_FoundationLogo_RICHBLK.ai



UNE_UPDATED_Banner_FoundationLogo_WHT.ai



UNE_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNE_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedExpress_UPDATED_Banner_FoundationLogo_CMYK.ai



UnitedExpress_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedExpress_UPDATED_Banner_FoundationLogo_WHT.ai

Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



**ALBERTSONS
MARKET BLUE**
Pantone® Reflex
Blue C

CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F



**ALBERTSONS
MARKET LT BLUE**
Pantone® Process
Blue C

CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0



**ALBERTSONS
MARKET GREEN**
Pantone® DS
285-1 C

CMYK 80-0-100-40
RGB 0-121-50
HEX 007932



FOUNDATION RED
Pantone® 186 C

CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black

CMYK 50-40-40-100

Primary expression

Albertsons Market Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When Albertsons Market Foundation colors are not available, Albertsons Market Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of Albertsons Market Foundation logo is equal to the height of the uppercase letter “A” in the word Albertsons. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





AMK_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



AMK_UPDATED_Banner_FoundationLogo_RICHBLK.ai



AMK_UPDATED_Banner_FoundationLogo_WHT.ai



AMK_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



AMK_UPDATED_Banner_FoundationLogo_BLK.ai




AlbertsonsMarket_UPDATED_Banner_FoundationLogo_CMYK.ai



AlbertsonsMarket_UPDATED_Banner_FoundationLogo_BLK.ai



AlbertsonsMarket_UPDATED_Banner_FoundationLogo_WHT.ai

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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



ALBERTSONS DARK BLUE
Pantone® Reflex Blue C

CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F



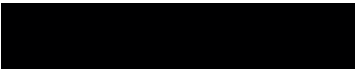
ALBERTSONS BLUE
Pantone® Process Blue C

CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0



FOUNDATION RED
Pantone® 186 C

CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black

CMYK 50-40-40-100

Primary expression

Albertsons Companies Foundation horizontal logo is the preferred logo lockup. Use this version whenever possible.



Secondary expression

Albertsons Companies Foundation vertical logo is used primarily for spaces where the horizontal logo cannot be used due to space restrictions and/or legibility concerns.



One-color logos

When Albertsons Companies Foundation colors are not available, the logo should print in black or white.

These are the only black and white versions of the logo.



PRIMARY BLACK LOGO (PREFERRED)



PRIMARY WHITE LOGO (PREFERRED)



SECONDARY BLACK LOGO



SECONDARY WHITE LOGO

Clear space

As shown in the example, the clear space of the Albertsons logo is equal to the height of the uppercase letter “A” in the word Albertsons. This measurement extends from the baseline to the top of the art.

The clear space of the secondary logo is equal to the height of the topleaf of the Albertsons logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.



Please do not:

A) Add graphics to the logo.



B) Disproportionately scale the logo.



C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.



Please do not:

A) Add graphics to the logo.



B) Disproportionately scale the logo.



C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



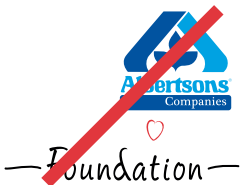
E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





ALBCo_UPDATED_Banner_FoundationLogo_Horz_CMYK_RICHBLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Horz_RICHBLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Horz_WHITE.ai



ALBCo_UPDATED_Banner_FoundationLogo_Horz_CMYK_BLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Horz_BLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Vert_CMYK_RICHBLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Vert_RICHBLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Vert_WHITE.ai



ALBCo_UPDATED_Banner_FoundationLogo_Vert_CMYK_BLK.ai



ALBCo_UPDATED_Banner_FoundationLogo_Vert_BLK.ai

VENDOR LOGO ASSETS: Albertsons Companies Foundation

(United Division)



AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_CMYK.ai



AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_BLK.ai



AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_horz_WHT.ai




AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_CMYK.ai



AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_BLK.ai



AlbertsonsCompanies_UPDATED_Banner_FoundationLogo_vert_WHT.ai

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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



UNITED SUPERMARKETS RED
Pantone® 1805 C
CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



UNITED SUPERMARKETS BLUE
Pantone® 294 C
CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



AMIGOS ORANGE
Pantone® 165 C
CMYK 0-79-100-0
RGB 241-93-34
HEX F15C22



AMIGOS GREEN
Pantone® 369 C
CMYK 68-0-100-0
RGB 88-185-71
HEX 57B947



AMIGOS YELLOW
Pantone® 129 C
CMYK 0-11-78-0
RGB 255-221-85
HEX FFDD54



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets/Amigos Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets/Amigos Foundation colors are not available, United Supermarkets/Amigos Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets/Amigos Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.



Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





UNS_AMI_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_AMI_UPDATED_Banner_FoundationLogo_RICHBLK.ai



UNS_AMI_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_AMI_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_AMI_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_Amigos_UPDATED_Banner_FoundationLogo_CMYK.ai



UnitedSupermarkets_Amigos_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_Amigos_UPDATED_Banner_FoundationLogo_WHT.ai

<div data-bbox="65 1800 126 1862"></div> <div data-bbox="65 1866 126 1893">Ivie®</div> <div data-bbox="168 1796 577 1856"><p>JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide</p></div>	<div data-bbox="1121 1796 1671 1899"><p>SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)</p></div>
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



**UNITED SUPERMARKETS
RED**
Pantone® 1805 C

CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



**UNITED SUPERMARKETS
BLUE**
Pantone® 294 C

CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



MARKET STREET RED
Pantone® 7417 C

CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



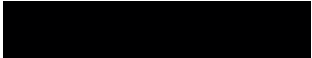
MARKET STREET ORANGE
Pantone® 144 C

CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



FOUNDATION RED
Pantone® 186 C

CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets/Market Street Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets/Market Street Foundation colors are not available, United Supermarkets/Market Street Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets/Market Street Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.



Please do not:

A) Add graphics to the logo.



B) Disproportionately scale the logo.



C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





UNS_MST_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_MST_UPDATED_Banner_FoundationLogo_RICHBLK.ai



UNS_MST_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_MST_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_MST_UPDATED_Banner_FoundationLogo_BLK.ai




UnitedSupermarkets_MarketStreet_UPDATED_Banner_FoundationLogo_CMYK.ai



UnitedSupermarkets_MarketStreet_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_MarketStreet_UPDATED_Banner_FoundationLogo_WHT.ai

 Ivie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



MARKET STREET RED
Pantone® 7414 C
CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



MARKET STREET ORANGE
Pantone® 144 C
CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



ALBERTSONS MARKET BLUE
Pantone® Reflex Blue C
CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F



ALBERTSONS MARKET LT BLUE
Pantone® Process Blue C
CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0



ALBERTSONS MARKET GREEN
Pantone® DS 285-1 C
CMYK 80-0-100-40
RGB 0-121-50
HEX 007932



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

Market Street/Albertsons Market Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When Market Street/Albertsons Market Foundation colors are not available, Market Street/Albertsons Market Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of the Market Street/Albertsons Market Foundation logo is equal to the height of the tallest part of the “S” in Street in the logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.





MST_AMK_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



MST_AMK_UPDATED_Banner_FoundationLogo_RICHBLK.ai



MST_AMK_UPDATED_Banner_FoundationLogo_WHT.ai



MST_AMK_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



MST_AMK_UPDATED_Banner_FoundationLogo_BLK.ai




MarketStreet_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_CMYK.ai



MarketStreet_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_BLK.ai



MarketStreet_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_WHT.ai

 Ivie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



UNITED SUPERMARKETS RED
Pantone® 1805 C
CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



UNITED SUPERMARKETS BLUE
Pantone® 294 C
CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



MARKET STREET RED
Pantone® 7417 C
CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



MARKET STREET ORANGE
Pantone® 144 C
CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



AMIGOS ORANGE
Pantone® 165 C
CMYK 0-79-100-0
RGB 241-93-34
HEX F15C22



AMIGOS GREEN
Pantone® 369 C
CMYK 68-0-100-0
RGB 88-185-71
HEX 57B947



AMIGOS YELLOW
Pantone® 129 C
CMYK 0-11-78-0
RGB 255-221-85
HEX FFDD54



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets/Market Street/Amigos Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets/Market Street/Amigos Foundation colors are not available, United Supermarkets/Market Street/Amigos Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets/Market Street/Amigos Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



LOGO DO'S & DON'TS: United Supermarkets/Market Street/Amigos Foundation (United Division)

Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.



DIVISION LOGO ASSETS: United Supermarkets/Market Street/Amigos Foundation (United Division)



UNS_MST_AMI_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_MST_AMI_UPDATED_Banner_FoundationLogo_RICHBLK.ai




UNS_MST_AMI_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_MST_AMI_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_MST_AMI_UPDATED_Banner_FoundationLogo_BLK.ai

 lvie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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VENDOR LOGO ASSETS: United Supermarkets/Market Street/Amigos Foundation (United Division)




UnitedSupermarkets_MarketStreet_Amigos_UPDATED_Banner_FoundationLogo_CMYK.ai



UnitedSupermarkets_MarketStreet_Amigos_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_MarketStreet_Amigos_UPDATED_Banner_FoundationLogo_WHT.ai

 lvie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



UNITED SUPERMARKETS RED
Pantone® 1805 C
CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



UNITED SUPERMARKETS BLUE
Pantone® 294 C
CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



MARKET STREET RED
Pantone® 7417 C
CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



MARKET STREET ORANGE
Pantone® 144 C
CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



AMIGOS ORANGE
Pantone® 165 C
CMYK 0-79-100-0
RGB 241-93-34
HEX F15C22



AMIGOS GREEN
Pantone® 369 C
CMYK 68-0-100-0
RGB 88-185-71
HEX 57B947



AMIGOS YELLOW
Pantone® 129 C
CMYK 0-11-78-0
RGB 255-221-85
HEX FFDD54



ALBERTSONS MARKET BLUE
Pantone® Reflex Blue C
CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F



ALBERTSONS MARKET LT BLUE
Pantone® Process Blue C
CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0



ALBERTSONS MARKET GREEN
Pantone® DS 285-1 C
CMYK 80-0-100-40
RGB 0-121-50
HEX 007932



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets/Market Street/Amigos/
Albertsons Market Foundation logo is the preferred
logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets/Market Street/Amigos/
Albertsons Market Foundation colors are not
available, United Supermarkets/Market Street/
Amigos/Albertsons Market Foundation logo should
print in black or white.

These are the black and white versions of the logo.
There is no grayscale version of the logo. The
logo should always print at 100% black or white,
as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets/Market Street/Amigos/Albertsons Market Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.

Please do not:

- A) Add graphics to the logo.
- B) Disproportionately scale the logo.
- C) Place an image inside the logo.



LOGO DO'S & DON'TS: United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation (United Division)

Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.



DIVISION LOGO ASSETS: United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation (United Division)



UNS_MST_AMI_AMK_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_MST_AMI_AMK_UPDATED_Banner_FoundationLogo_RICHBLK.ai



UNS_MST_AMI_AMK_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_MST_AMI_AMK_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_MST_AMI_AMK_UPDATED_Banner_FoundationLogo_BLK.ai

 Ivie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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VENDOR LOGO ASSETS: United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation (United Division)



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_CMYK.ai



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_BLK.ai



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UPDATED_Banner_FoundationLogo_WHT.ai

<div data-bbox="65 1800 126 1862"></div> <div data-bbox="65 1866 126 1893">lvie®</div> <div data-bbox="170 1796 577 1856"><p>JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide</p></div>	<div data-bbox="1121 1796 1669 1899"><p>SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)</p></div>
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Logo colors

Colors help us create a memorable experience. When our palette is used consistently, it adds cohesiveness and reinforces our brand personality traits.



UNITED SUPERMARKETS / UNITED EXPRESS RED
Pantone® 1805 C
CMYK 0-100-99-4
RGB 180-41-45
HEX B4292D



UNITED SUPERMARKETS / UNITED EXPRESS BLUE
Pantone® 294 C
CMYK 100-57-0-40
RGB 32-52-106
HEX 213469



MARKET STREET RED
Pantone® 7417 C
CMYK 3-86-85-0
RGB 232-75-55
HEX E84C38



MARKET STREET ORANGE
Pantone® 144 C
CMYK 2-54-100-0
RGB 241-138-33
HEX F18C21



AMIGOS ORANGE
Pantone® 165 C
CMYK 0-79-100-0
RGB 241-93-34
HEX F15C22



AMIGOS GREEN
Pantone® 369 C
CMYK 68-0-100-0
RGB 88-185-71
HEX 57B947



AMIGOS YELLOW
Pantone® 129 C
CMYK 0-11-78-0
RGB 255-221-85
HEX FFDD54



ALBERTSONS MARKET BLUE
Pantone® Reflex Blue C
CMYK 100-72-0-6
RGB 0-83-159
HEX 00529F



ALBERTSONS MARKET LT BLUE
Pantone® Process Blue C
CMYK 100-6-0-3
RGB 0-160-224
HEX 009FE0



ALBERTSONS MARKET GREEN
Pantone® DS 285-1 C
CMYK 80-0-100-40
RGB 0-121-50
HEX 007932



FOUNDATION RED
Pantone® 186 C
CMYK 0-91-76-6
RGB 228-23-32
HEX E41720



FOUNDATION BLACK
Rich Black
CMYK 50-40-40-100

Primary expression

United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation logo is the preferred logo lockup. Use this version whenever possible.



One-color logos

When United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation colors are not available, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation logo should print in black or white.

These are the black and white versions of the logo. There is no grayscale version of the logo. The logo should always print at 100% black or white, as shown in the correct examples at the right.



BLACK LOGO



WHITE LOGO

Clear space

As shown in the example, the clear space of United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation logo is equal to the width of the U of the United logo. This measurement extends from the baseline to the top of the art.



Maintaining brand integrity

The primary visual representation of the brand is the logo. The examples shown here illustrate some possible misuses that should be avoided. Altering the logo in any way weakens its impact and its trademark status.



Please do not:

A) Add graphics to the logo.



B) Disproportionately scale the logo.



C) Place an image inside the logo.



Please do not (continued)

D) Change the color of the logo.



E) Embed the logo in copy.



F) Scale elements of the logo separately.



G) Break apart/omit elements of the logo.



DIVISION LOGO ASSETS: United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation (United Division)



UNS_MST_AMI_AMK_UNE_UPDATED_Banner_FoundationLogo_CMYK_RICHBLK.ai



UNS_MST_AMI_AMK_UNE_UPDATED_Banner_FoundationLogo_RICHBLK.ai




UNS_MST_AMI_AMK_UNE_UPDATED_Banner_FoundationLogo_WHT.ai



UNS_MST_AMI_AMK_UNE_UPDATED_Banner_FoundationLogo_CMYK_BLK.ai



UNS_MST_AMI_AMK_UNE_UPDATED_Banner_FoundationLogo_BLK.ai

 Ivie®	JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide	SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)
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VENDOR LOGO ASSETS: United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Foundation (United Division)



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UnitedExpress_UPDATED_Banner_FoundationLogo_CMYKai



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UnitedExpress_UPDATED_Banner_FoundationLogo_BUKai



UnitedSupermarkets_MarketStreet_Amigos_AlbertsonsMarket_UnitedExpress_UPDATED_Banner_FoundationLogo_WHTai

<div data-bbox="65 1802 126 1862"></div> <div data-bbox="65 1866 126 1893">Ivie®</div> <div data-bbox="170 1796 577 1856"><p>JOB NUMBER AND FILE NAME: ALBDFDN105284_United_Style_Guide</p></div>	<div data-bbox="1121 1796 1669 1899"><p>SIZE: 11" W x 8.5" H BLEED: NONE PRINTER SPEC: DIGITAL PDF DESCRIPTION: FOUNDATION - Style Guide - IMW (AlbCo + SWY)</p></div>
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Vector Logos - .ai, .eps and .pdf

Vector logos are scaleable images best used for print applications. Images that need resizing, down to the size of a penny or as large as a skyscraper, vector images remain visually crisp. AI, EPS, and PDF files are all vector files. Note: A raster file that is saved as a vector file retains its raster properties and should not be resized.

AI

AI files are reliable file formats for print projects. AIs are created by Adobe Illustrator, a preferred program of graphic designers. As a vector file, AIs are easy to manipulate, remain crisp, and are preferred to retain the integrity of logos.

EPS

EPS files are similar to AIs, except they are a universal file format (much like PDFs). Many programs can save and use EPS files.

PDF

PDFs are the most universal file type. They can be viewed from any application, on any computer. As long as a PDF is saved from a vector file, it will retain it's vector capabilities. If a PDF is saved from a raster file, it will remain raster. This file format is a great way to share a printable file.

Raster Logos - .jpg and .png

Raster logos are created by a series of pixels, or tiny squares that form the logo or image. Photographs and images online are popular examples of raster images. JPGs and PNGs are raster image file formats and should never be increased in size from their original size. Doing so will cause these logos to appear blurry and "pixelated."

JPG (or JPEG)

JPGs are a common type of raster file found across the web and as art placed into other documents. High resolution JPGs can be used in print applications as long as they are not scaled up. Paying attention to the resolution of a JPG is essential if they are going to printed. However, JPGs used on the web can be low resolution and still retain their image quality. Plus, this type of file will help to keep final file size lower than placing a vector image.

PNG

PNGs are great for web pages, but are not suitable for print applications. PNGs can be saved with a transparent background, meaning they won't be surrounded by a white box, and thus, can be placed on other colors. JPGs must have some type of background, if even just white.

Legal

Where the logo is used, the disclaimer at the right must accompany the logo. The disclaimer should appear somewhere on the page, preferably at the bottom left or right on the page.

United Supermarkets Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United Supermarkets Foundation.

Amigos Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Amigos Foundation.

Albertsons Market Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Albertsons Market Foundation.

Market Street Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Market Street Foundation.

United Express Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United Express Foundation.

Albertsons Companies Version:

This campaign is managed by Albertsons Companies Foundation.



Legal

Where the logo is used, the disclaimer at the right must accompany the logo. The disclaimer should appear somewhere on the page, preferably at the bottom left or right on the page.

United Supermarkets/Amigos Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United/Amigos Foundation.

United Supermarkets/Market Street Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United/Market Street Foundation.

Market Street/Albertsons Market Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a Market Street/ Albertsons Market Foundation.

United Supermarkets/Market Street/Amigos Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United/Market Street/Amigos Foundation.

United Supermarkets/Market Street/Amigos/Albertsons Market Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United/Market Street/Amigos/Albertsons Market Foundation.

United Supermarkets/United Express/Market Street/Amigos/Albertsons Market Version:

This campaign is managed by Albertsons Companies Foundation, a 501(c)(3) organization, d/b/a United/United Express/Market Street/Amigos/Albertsons Market Foundation.



EXAMPLES: CREATIVE/LAYOUT TREATMENTS

(United Division)

In-store POS

Thank You Sign



The thank you sign can also be used in kiosk as well as other places.

Monitor Frame



Scan Card



The barcode is the most important element of the scan card. Since the scan card is for an internal audience only (store associate), other creative elements can be compromised to preserve the integrity of the barcode.

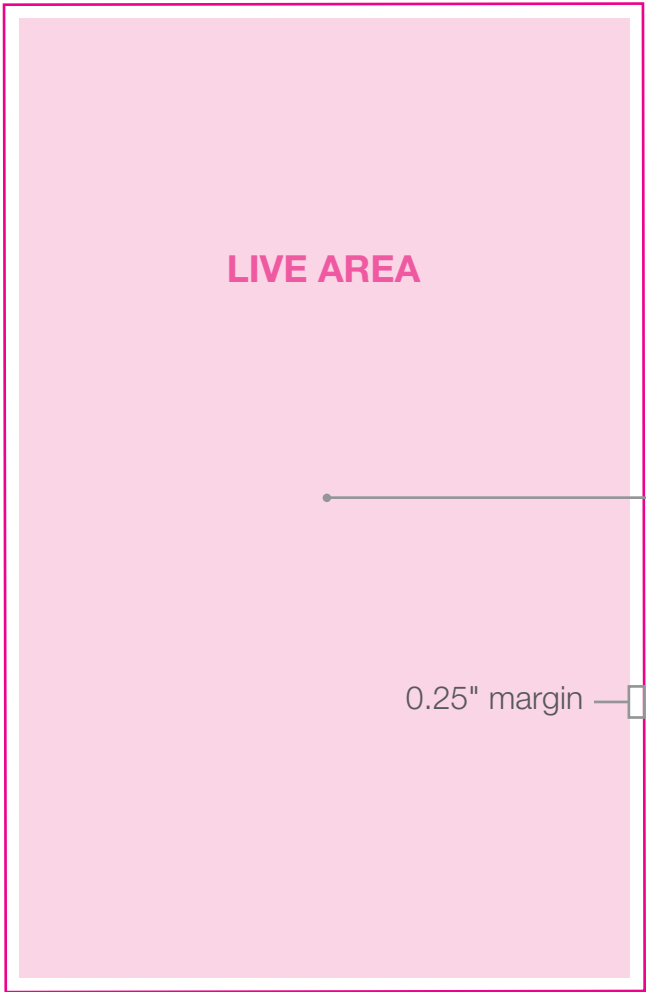
Monitor Sign



Monitor Sign with Tear Pads



Thank You Sign (11"w x 17"h)



The thank you sign can also be used in kiosk as well as other places.

Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the thank you sign.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 6" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the thank you sign is to garner donations. Please include the call to action, “Donate Today”.

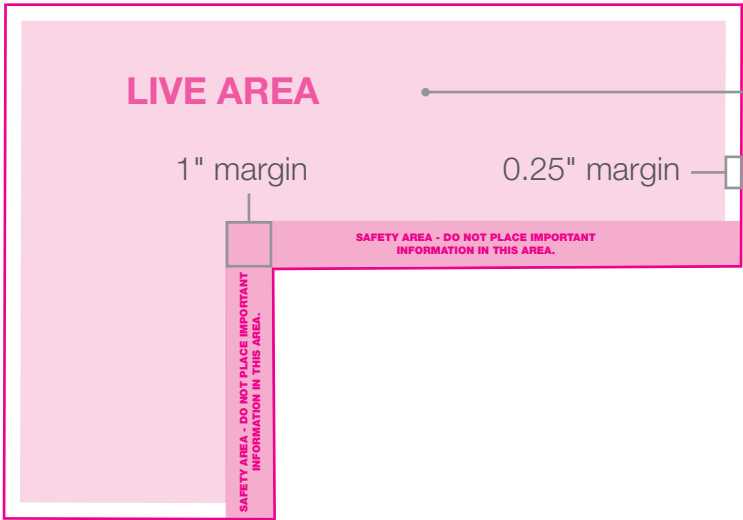
Donate today sizing maximum is 72pt.
Donate today sizing minimum is 48pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

Legal sizing maximum is 10pt.
Legal sizing minimum is 8pt.

Monitor Frame (15.75”w x 11”h)



Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/ Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/ Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the monitor frame.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 3.5" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the monitor frame is to garner donations. Please include the call to action, “Donate Today”.

Donate today sizing maximum is 46pt.
Donate today sizing minimum is 30pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Monitor Sign (12"w x 8"h)



Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the monitor sign.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 4" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the monitor sign is to garner donations. Please include the call to action, “Donate Today”.

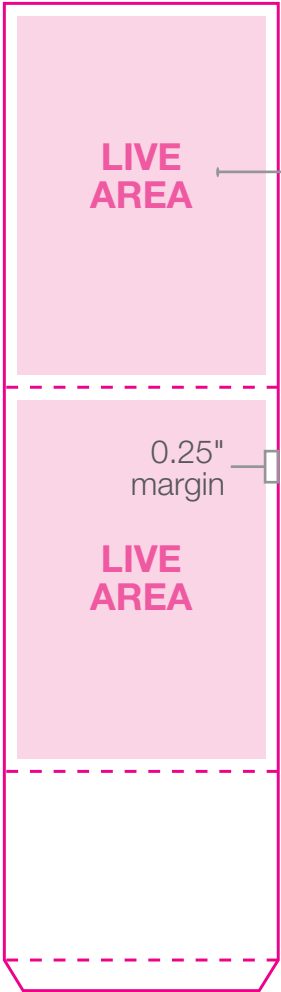
Donate today sizing maximum is 50pt.
Donate today sizing minimum is 30pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Table Tent (5"w x 7"h)



Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the table tent.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 3" wide
Logo sizing minimum is 2" wide

DONATE TODAY

The goal of the table tent is to garner donations. Please include the call to action, “Donate Today”.

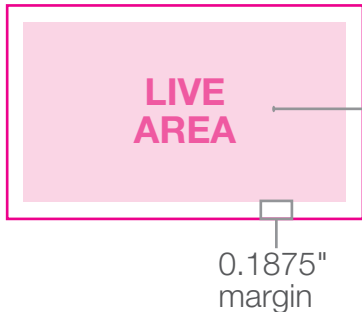
Donate today sizing maximum is 36pt.
Donate today sizing minimum is 18pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

Legal sizing maximum is 8pt.
Legal sizing minimum is 6pt.

Scan Card (5"w x 3"h)



Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the scan card.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 1.5" wide
Logo sizing minimum is 1" wide

DONATE TODAY

The goal of the scan card is to allow store associates to accept cash donations from customers. Please include the call to action, “Donate Today”.

Donate today sizing maximum is 30pt.
Donate today sizing minimum is 18pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

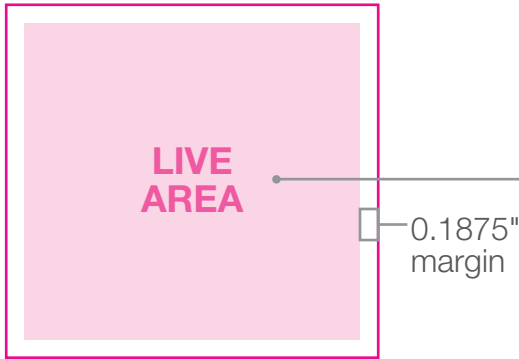
Legal sizing maximum is 6pt.
Legal sizing minimum is 6pt.

BARCODE

Barcodes should always be 100% black, set to overprint. When placing on a colored background, a white box should be placed behind the barcode, if not already present. The barcode file needs to be vector art (.AI, .EPS). Raster art (.JPG) can cause the fine lines to pixelate. See pg. 96 for more information about file types.

Barcode sizing maximum is 2".
Barcode sizing minimum is 80% of its original size or no smaller than .75" wide.

Large Coin Canister
(5"w x 4.75"h)



Key Elements to Include:

Place logo (United Supermarkets Foundation, Market Street Foundation, Amigos Foundation, Albertsons Express Foundation, United Express Foundation, Albertsons Companies Foundation, United Supermarkets/Amigos, United Supermarkets/Market Street, Market Street/Albertsons Market, United Supermarkets/Market Street/Amigos, United Supermarkets/Market Street/Amigos/Albertsons Market, United Supermarkets/United Express/Market Street/Amigos/Albertsons Market), the message, “Donate Today” and the legal copy within the live area of the coin canister.

LOGO

Leave space around the logo, and avoid touching other elements. For clear space information, see pgs. 10, 17, 24, 31, 38, 46, 56, 63, 70, 77, and 84 of the style guide.

Logo sizing maximum is 1" wide
Logo sizing minimum is 1" wide

DONATE TODAY

The goal of the coin canister is to garner donations. Please include the call to action, “Donate Today”.

Donate today sizing maximum is 24pt.
Donate today sizing minimum is 12pt.

LEGAL

Please include legal copy. See pgs. 97-98 of the style guide for copy and placement.

Legal sizing maximum is 6pt.
Legal sizing minimum is 6pt.

In-store POS

Thank You Sign



The thank you sign can also be used in kiosk as well as other places.

Monitor Frame



Monitor Sign



Scan Card



Monitor Sign with Tear Pads



EXAMPLES: CREATIVE/LAYOUT TREATMENTS

(United Division)

Thank You Sign



The thank you sign can also be used in kiosk as well as other places.

Monitor Frame



Scan Card



The barcode is the most important element of the scan card. Since the scan card is for an internal audience only (store associate), other creative elements can be compromised to preserve the integrity of the barcode.

Monitor Sign



Monitor Sign with Tear Pads



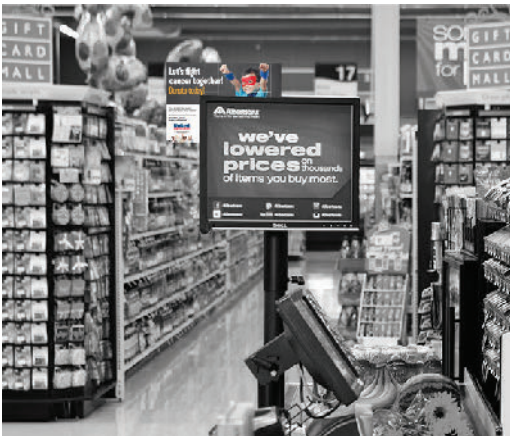
In-store POS

Thank You Sign



The thank you sign can also be used in kiosk as well as other places.

Monitor Frame



Monitor Sign



Scan Card



Monitor Sign with Tear Pads



T-SHIRT LAYOUT EXAMPLES

(United Division)



UNITED FOUNDATION

Mary Myers
Sr. Communications
& Community Relations Manager
mmyers@unitedtexas.com
Tel. 806-791-8114




Logo Usage Approval Process

Before printing any campaign or marketing materials, all creative with logo placement must be approved by your local Foundation contact and Felicia Gray.

ALBERTSONS COMPANIES FOUNDATION

Felicia Gray
Program Officer
Felicia.Gray@Alberstons.com
Tel. 925-226-5624

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