

Brand guidelines

Phase 3

August 24, 2018



Here's How.

Connect

All branded assets are available via Connect at connect.homehardware.ca.

Assets you will find:

- Audio sting & music bed
- Radio template
- Rinkboard templates
- Here's How toolkit
 - + PNG
 - + PDF
 - + AI
- Font
- Launch video
- Social media assets
- Email signature template
- Truck fleet
- Flags & pop-up tent – ordering
- In-store signage – ordering

Here's How asset page

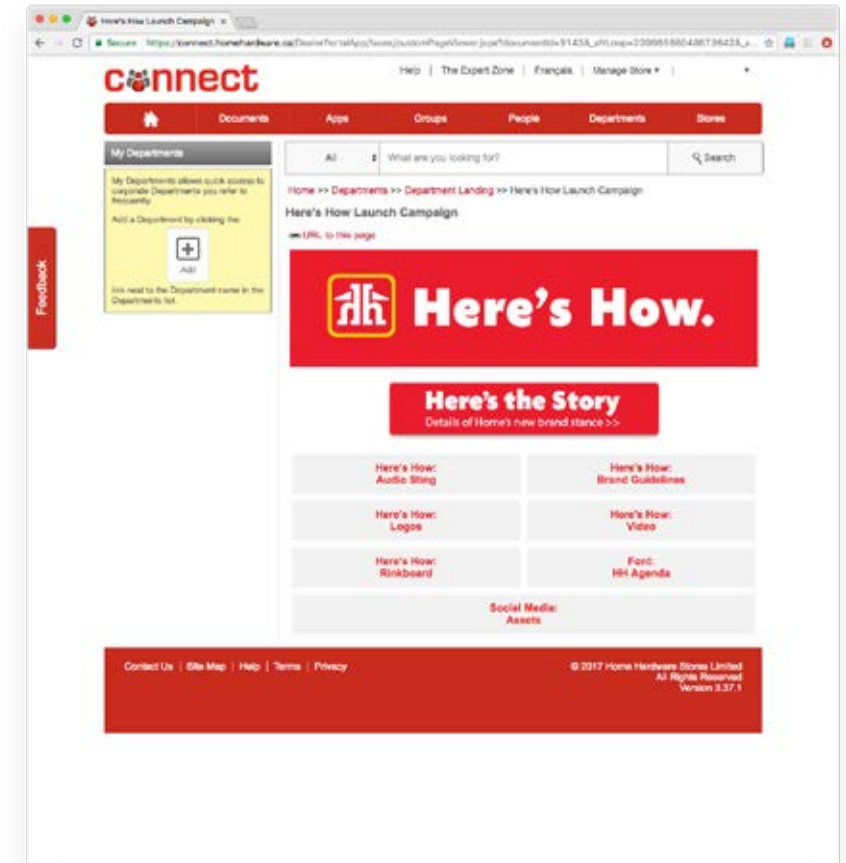
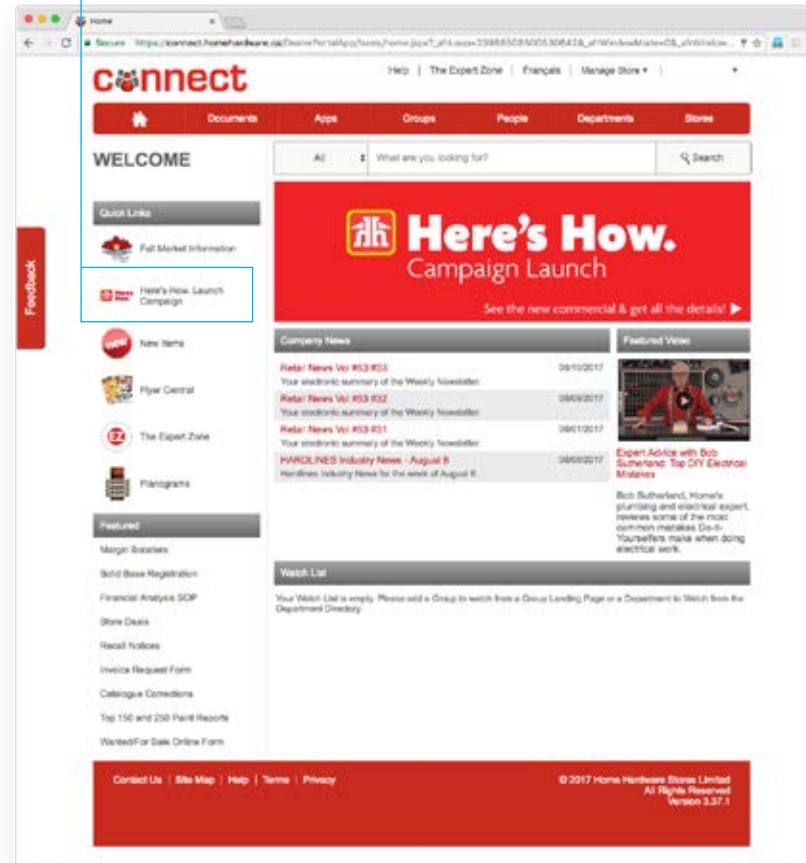


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About Our Brand

Brand Purpose

**To inspire and help Canadians
across the country to take on
and complete projects around
their homes.**





Brand Personality

Enthusiastic



Generous



Committed



Resourceful

Brand Stance

**Bring us your projects,
big and small.**

Brand Offering

From cookware to mops to paint to new builds, we have the knowledge and service to complete every project.

Manifesto

Life is a project. Paint peels. Grass dies. Gutters clog. Fences split. And those kitchen cabinets from 20 years ago? Well, they just gotta go. We all have our projects. Some are small. Some are big. And some are huge. And we need more than tools and supplies to get them done. We need something way more important than that. **We need people. Smart, friendly, knowledgeable people. People who can show us what we need. And how to use it. No one knows how like we do. No one wants to show you how like we do.**

**Home Hardware.
Here's How.**

Tagline and Logos

The Home Hardware graphic icon is present and acts as the anchor for the new wordmark.



Humanistic elements are embedded into each character, giving them an approachable and human quality.

A period was added to the end of Here's How to make it a complete thought. A call to action. A supportive answer for all the DIY dilemmas.

Here's How.

The letter "H" is strong, proud and bold, giving support to the other more friendly letters.

The letter "s" has varying widths that make it friendly and inviting.

The letter "o" adds roundness between the "H" and "w", balancing these more rigid letter forms.

Our Logo

A single unifying element holds the Home Hardware universe together: the Home Hardware icon.

We use this iconic graphic as an anchor for the new tagline. It allows this tagline to live without the master brand and it acts as a symbol to unify all of the Home Hardware brands. Whether you're a large Building Centre or an urban community hardware store, this logo can be a single unifying graphic element.

The new tagline does a lot of heavy lifting and acts as a strong signal of change, so we have carefully customized each character of the wordmark to embed all the strong brand characteristics of Home Hardware.

Whenever possible, use the horizontal logo. As a backup, use the stacked version (but only in situations where the horizontal won't work).

Primary Logo



Secondary Logo



Logo Options

Whenever possible, put the logo on a red background. Because our red is ownable and reinforces brand recognition, it should always be your first choice. It allows the red background to be visually prominent and maximizes contrast between the background and the logo.

Alternatively, the full-colour logo can be set on a white background. This version of the full-colour logo has a black keyline around the Home Hardware icon and should never be used on red backgrounds. The keyline allows the yellow to have focus and not fall off into the white. It provides contrast and reinforces legibility.



Horizontal Version — on red



Stacked Version — on red



Horizontal Version — on white



Stacked Version — on white

Please note: on white backgrounds, a black keyline must be around the Home Hardware icon.

Logo Options

The full-colour logo can also be placed on a yellow background. That said, a red or white background is preferred to yellow and, in fact, there are very few times when this approach would be used.

In situations where there can only be one brand colour, a red-only logo is available for use on white backgrounds. You can also use this one-colour logo knocked out as a white logo on a red background.

For example, for the Spring Market, tool cases could be printed with only one brand colour. In this situation, the red-only logo was used on white.



Horizontal Version — on yellow



Stacked Version — on yellow

Please note: on yellow backgrounds, a black keyline must be around the Home Hardware icon.



Horizontal Version — one colour, on white



Stacked Version — one colour, on white

Logo Options

Black and white versions of the logo are also available for use when the communication is in black and white or greyscale.



Horizontal Version — one colour, on black



Stacked Version — one colour, on black



Horizontal Version — one colour, on white



Stacked Version — one colour, on white

Clear Space

Primary Wordmark

Clear space is the area surrounding the logo that must remain free of any other text or graphic elements. The minimum clear space is equal to the total width of the uppercase “H” in the wordmark, as shown here.

Use this guide to measure around the central mass of the wordmark. This clear space system applies for both the horizontal and stacked wordmarks.

Logo on the minimum amount of white clear space



Clear space is determined by the uppercase “H” of the wordmark



Clear Space

Secondary Wordmark

Clear space is the area surrounding the logo that must remain free of any other text or graphic elements. The minimum clear space is equal to the total width of the uppercase “H” in the wordmark, as shown here on the right.

Use this increment to measure from around the central mass of the wordmark. This clear space system applies for both the horizontal and stacked wordmarks.

Logo on the minimum amount of white clear space



Clear space is determined by the uppercase “H” of the wordmark



Minimum Size

Minimum sizes for print/digital applications have been determined to make sure that the brand icon and wordmark are always easy to read.

The horizontal English Here's How lockup should be a minimum of 0.16 inches in height for print and 22 pixels high on-screen. To ensure legibility, it should not appear smaller than specified, and should be larger wherever possible.

Unique logos have been made for these minimum sizes, so when choosing a logo, make sure to grab the right one. The lockup file will have "min" in the file name. The standard size logo should never be reduced and used for small applications (under 0.5 inches or 50px in height).

Horizontal

Print

.16 inches  The logo consists of a red square icon with white stylized letters 'hh' followed by the text 'Here's How.' in a bold, red, sans-serif font.

Online

22 pixels  The logo consists of a red square icon with white stylized letters 'hh' followed by the text 'Here's How.' in a bold, red, sans-serif font.

Stacked

Print

.25 inches  The logo consists of a red square icon with white stylized letters 'hh' followed by the text 'Here's How.' in a bold, red, sans-serif font.

Online

27 pixels  The logo consists of a red square icon with white stylized letters 'hh' followed by the text 'Here's How.' in a bold, red, sans-serif font.

Logo Don'ts

Our logo is the key element of our visual identity. The integrity of the logo is hugely important, so the logo should never be modified in any way.

As a general rule, use the brand wordmark files as they are given to you. Review these examples when faced with challenges.

Additionally, the native Illustrator files should be used where possible, as they are the best format to work with.

Here's How.

- ⊗ Never use the logo without the Home Hardware icon.



Here's How.

- ⊗ Never alter the position or scale of Home Hardware icon.



Here's How.

- ⊗ Never distort the shape of the logo.



Here's How.

- ⊗ Never place the logo on an angle.



Here's How.

- ⊗ Never place the full-colour logo against a non-approved coloured background.



Here's How.

- ⊗ Never change the colour of the logo.

Logo Don'ts

Our logo is the key element of our visual identity. The integrity of the logo is hugely important, so the logo should never be modified in any way.

As a general rule, use the brand wordmark files as they are given to you and never modify them. Review these examples when faced with challenges.

Additionally, the native Illustrator files should be used where possible, as they are the best format to work with.



⊗ Never use knockout logo on a yellow background.



⊗ Never alter the font, weight, case or size.



⊗ Do not use the logo in grey scale. An all black version is supplied.



⊗ Never use heavy drop shadows behind the lockup.



⊗ Never pair the two logos. They should not be locked up together.



⊗ Do not place photography as a mask behind the lockup.

Brand
Voice

Brand Voice

The voice of our brand is how we communicate who we are. It delivers our brand personality and lets people feel what we're all about. Strong brands have a clear, consistent voice that doesn't waver. Although what we say is important, it's how we say it that can really set us apart from the crowd.

The Home Hardware Voice

Our voice is:

- Helpful** Our strength is our people, so whatever our customers need we should be there with a friendly and helpful attitude.
- Knowledgeable** What separates Home Hardware from the big box chains is the expertise that our Dealers and employees provide. We should impart our knowledge in a way that empowers people and takes their anxiety away.
- Approachable** Home improvement can be intimidating, but we aren't. We should feel like supportive partners who can be approached by anyone at any skill level for projects of any size – from big to really, really small.
- Enthusiastic** We are passionate about home improvement and that enthusiasm should come through in all our interactions.
- Familiar** We take great pride in being independently owned. Our Dealers are invested in their customers and their communities, so our voice should feel like it's coming from your neighbourhood Dealer down the street and not from the head office of a big corporation.

Brand Voice

Our voice isn't

- Patronizing** When it comes to Home Improvement, there are many different skill levels. Home Hardware will never embarrass or belittle someone with limited knowledge on their project.
- Corporate** We are *people* and our competitors are *places*. Our voice should never feel like it's coming from a massive company. It should feel as personal as every customer and project is.
- "Hip"** Our voice uses puns and wit, but doesn't try to be "cool" or "trendy" just for the sake of being part of a conversation. We speak to millennials through relevant content, not by trying to "fit in" with an inauthentic voice.

Brand Voice

Here's How

At its core, Here's How is meant to inspire Canadians to bring us their projects big and small – so how it's used should always feel simple and accessible.

For print, category and social collateral, stick to the 80/20 rule: 80% of the time, use Here's How as a tagline or payoff (e.g., “Take back the backyard. Here's How.”); 20% of the time use Here's How to start your sentence (e.g., “Here's How to screw down the vanity without screwing up your back.”). Aim to stick to this ratio for radio as well.

In how-to videos and when speaking to exclusives, lead with Here's How to start your sentence (the 80/20 rule does not apply in these contexts).

As we move forward, how and when we use Here's How may evolve to suit the changing needs of the brand.



Here's How.

Brand Voice

Here's How Dos:

- Use Here's How as a payoff in a simple sentence.
- Keep it short and sweet. Brevity is our friend.
- Capitalize both "H"s.
- End with a period if using it in a separate sentence.
(E.g., "Take back the backyard. Here's How.")

Here's How Don'ts:

- Don't use it in a complicated or run-on sentence.
- Don't use lower case "h"s when using it in any communication.
- Don't bookend a sentence with Here's How.
(E.g., "Here's How to take back the backyard. Here's How.")
- Don't use Here's How in the headline if you use it as the tagline.

Brand Voice

“Do it yourself doesn’t mean do it alone.”

“Do it yourself doesn’t mean do it alone,” is a campaign bridge line to be used only in mass campaigns as produced by the agency (i.e., television commercials). It should not be used for local store marketing or on any permanent store collateral, (e.g., trucks, permanent signage, apparel).

**Do it yourself
doesn't mean
do it alone.**

Brand Voice

“Do it yourself doesn’t mean do it alone,” Dos:

- Use it only with Here’s How.
- Exclusive of television, “Do it yourself” should always be in white.
- Exclusive of television, “doesn’t mean do it alone,” should always be in yellow.

“Do it yourself doesn’t mean do it alone,” Don’ts:

- Should not be used alone.
- Exclusive of television, should always be in red.
- Should not to be used as a tagline (e.g., “Take back the backyard. Do it yourself doesn’t mean do it alone.”).

Brand Voice

Copy Style



Helpful, Knowledgeable, Approachable, Enthusiastic, Familiar

Secondary Qualities (see “Scale” on the next page):

Conversational, Playful, Simple, Friendly, Youthful

When to Use it

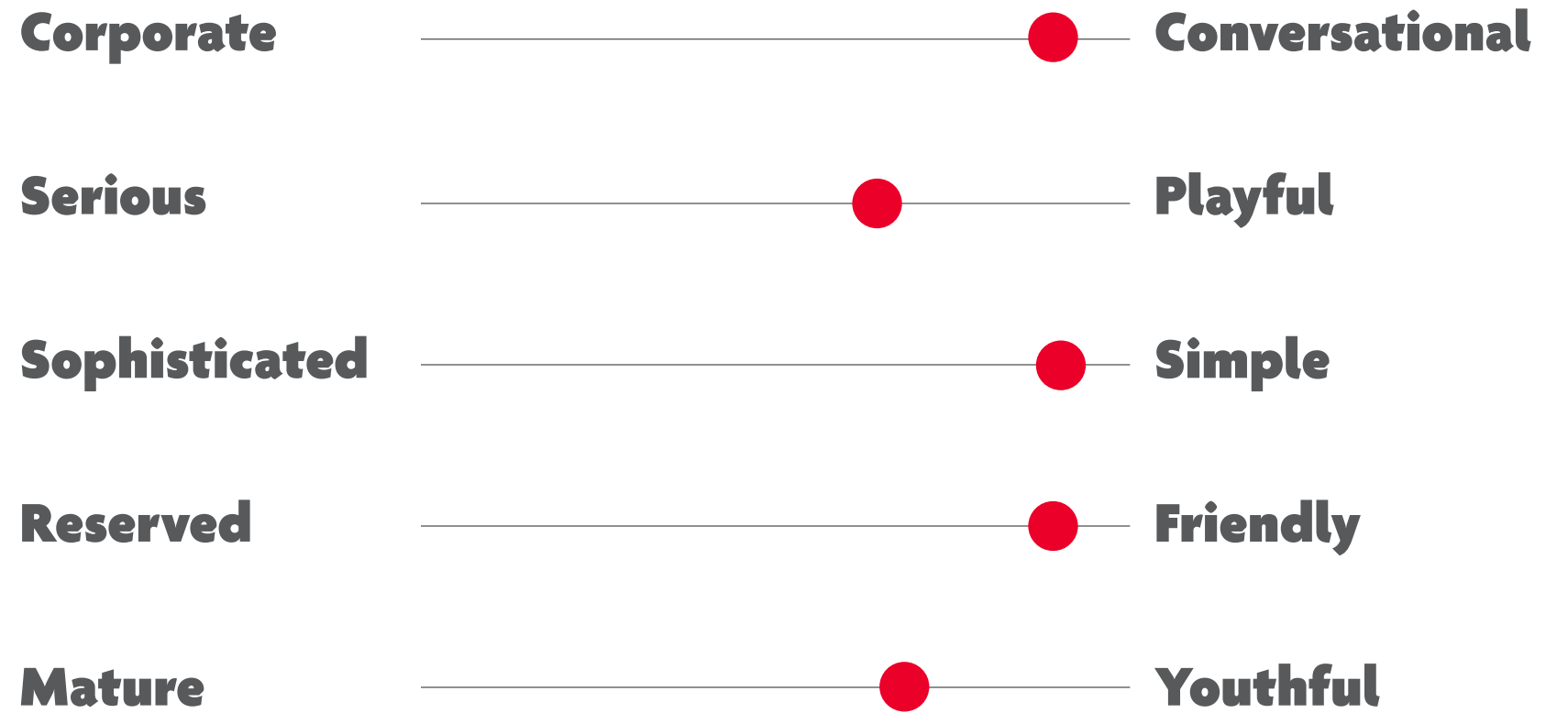
Copy in ads, landing page of the website, emails, in-store posters, etc.

| Copy should be:  | Copy should not be:  | Why “should be” works |
|--|---|--|
| <p>Headline:</p> <p>Screw down the vanity without screwing up your back.</p> | <p>Headline:</p> <p>Install your bathroom vanity with ease.</p> | <p>The wordplay of option one engages the reader with playful humour, while reinforcing Home Hardware as a destination for projects and knowledge.</p> |
| <p>Headline:</p> <p>Take back the backyard.</p> <p>Tag: Here's How.</p> | <p>Headline:</p> <p>Beautify your yard.</p> <p>Tag: Here's How.</p> | <p>A clear and concise message motivates the customer to take on a project with confidence (and with our helpful support). It also nods to the realities of life – our homes can get a little out of control sometimes, but we can always take them back.</p> |
| <p>Headline:</p> <p>Wake up to your dream kitchen.</p> <p>Tag: Here's How.</p> | <p>Headline:</p> <p>Everything you need to renovate your kitchen.</p> <p>Tag: Here's How.</p> | <p>With this line, we encourage customers to keep their eye on the prize. We motivate them to take on a project by speaking to the ease with which it can be accomplished. The focus is kept on the project rather than the things needed to do the project.</p> |
| <p>Headline:</p> <p>Turn your master bedroom into a masterpiece.</p> <p>Tag: Here's How.</p> | <p>Headline:</p> <p>Master bedroom makeovers.</p> <p>Tag: Here's How.</p> | <p>With personality and encouragement, we nudge the customer into pursuing their home improvement goals.</p> |
| <p>Headline:</p> <p>Make your bathroom throne-worthy.</p> <p>Tag: Here's How.</p> | <p>Headline:</p> <p>Renovating your bathroom?</p> <p>Tag: Here's How.</p> | <p>With a call to action and a hit of humour, we capture attention and compel the customer to take on a project with our help.</p> |

Brand Voice

Scale

Here's a helpful tool to ensure you're keeping the brand on tone.



Brand Voice

Rules of Thumb When Applying the Home Hardware Voice

- Rather than speaking like an expert, talk like a friendly neighbour who is eager to help and wants nothing in return.
- Encourage people to take action; help take away their fear and intimidation.
- Be insightful and truthful about the realities of running a home, including the ups and downs of tackling a project.

Some Key Terms and How to Use Them

Beauti-Tone:

Please spell it as referenced here. Note the hyphen and the capital T on “Tone”, as well as the spelling of “Beauti.”

Dealers:

Always spelled with a capital “D,” however please follow the new Dealer associate naming guidelines when available (expected Winter 2018).

Exclusively at Home Hardware:

This is how we call out a product or brand that is available exclusively at Home Hardware. We also say, “Available at Home Hardware.”

Here’s How:

Capitalize both “H”s. End with a period if using it in a separate sentence, (e.g., “Take back the backyard. Here’s How.”)

Home Hardware:

Capitalize both “H”s.

Homehardware.ca:

When referring to our website, do not include a “www.” or “http://”; simply the URL as you would refer to it colloquially. When referring to it in dense blocks of texts or where you want to call attention to it, offset it using italics or bold, as appropriate.

Kuraidori:

This is another one of our exclusive lines of products and often precedes a product name.

Red Shirt/Red Shirts:

These are common ways of referring to our Dealers and staff, however this language is for colloquial and internal use only and should not be used in any customer-facing material. More specific details on how to refer to our Dealers and staff will be available in Winter 2018.

Brand Voice

Some Points to Keep in Mind

- Please use Canadian spellings of words, referring to the Canadian Oxford Dictionary if unsure.
- When speaking to savings, please say 'Save [dollar amount or %] on' and 'Take [dollar amount or %] off' rather than 'Save ... off' and 'Take ... on.'
- Product Names: When using the official product name, you can capitalize the initial letters of each word in the product name. But sometimes it's okay or even good to shorten a long product name, like when word count is at a premium or when the product name is long or confusing.
- Consider truncating the product name for brevity and clarity. If the product name features product features and benefits, consider speaking to these in the romance or description copy, rather than in the product name. For example: 'Kuraidori 1400 Watt 3L Digital Multifunction Air Cooker, with Timer' could become 'Kuraidori Multifunction Air Cooker' with a description that reads 'This powerful air cooker has a 3-litre capacity and uses high-speed, hot air circulation technology for easy, oil free cooking.' Tightening the product name makes it more memorable, without losing the great features and benefits which can be spoken to elsewhere, such as in a product description where there is more room to highlight selling points (think of a social post or radio where we list the product name and then speak to why it's so amazing).
- Our brand voice is our brand voice, whether we're speaking with the customer or writing for them. Our brand voice is flexible and is designed to easily adapt to different formats. Our emails, print advertising, radio and TV should sound like they're all coming from the same point of view. However, when writing with Search Engine Optimization (SEO) in mind, for an email, the website or social media, feel free to repeat some key words. That said, the copy should still flow and sound natural, so repeat within reason.

Fonts & Typography

Typography Overview

The use of type as part of a brand's identity is one of the most important elements to consider. Typography helps express the brand voice and establishes a hierarchy of information in layout.

Our typeface is HH Agenda. We made some unique updates so it can perform optimally within the retail landscape. It has geometric structure contrasted by organic bevels, giving it personality with a touch of warmth and friendliness.

HH Agenda does a lot of heavy lifting when acting as the key signal for change, so welcome it to the Home Hardware family.

HH Agenda

ABC

XYZ

123

!@%

Fonts

HH Agenda Black is the headline or display font for all of our communications.

HH Agenda Bold is used for subheads, callouts, emphasis within body copy and other areas of emphasis that aren't headlines. It should be used to support the use of HH Agenda Black, but never as the headline or in any other way that competes with the primary headline.

HH Agenda Medium is used for body copy, providing optimal legibility. It can be used in conjunction with HH Agenda Black and Bold to create hierarchy in long-format communication material.

HH Agenda Light is used for legal, small text and secondary body copy. When paired with HH Agenda Medium in body copy it can help section information.

When HH Agenda is not available, please use the system font – Arial, for internal works (E.g., Email signature and PowerPoint presentations.)

Primary font | Headlines

HH Agenda Black abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Subhead | Callouts, emphasis within body copy

HH Agenda Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Body copy | Long-format text

HH Agenda Medium abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Tertiary text | Small text, secondary body copy

HH Agenda Light abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Primary font (System default) | Headlines, internal use only

Arial Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Body copy | Long-format text, internal use only

Arial Regular abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#\$%^&*()_+.,/

Typesetting

It is important that headlines be set in HH Agenda Black. Headline copy should always be set in sentence case for clarity and friendliness. Copy is typeset flush left, and should be allowed to rag right. It should never be justified or right aligned.

Tracking and kerning should not require much alteration or customization once the type is set. In some cases, a few adjustments might be required when awkward letter or word combinations present themselves.

All headlines set in HH Agenda Black will need to have the leading adjusted starting with a ratio of 1:1, then optically corrected to make room for ascenders and descenders.

Headlines:

- Leading should be set at the same point size as the type size.
- Tracking should be set to 0 pt, and kerning to Optical. It is enough to give the appearance of closely spaced letters without requiring kerning individual pairs of letters.
- There will be cases where there are no ascenders and descenders or when ascenders and descenders are almost touching. Leading must be set optically to create the illusion of equal leading.

Subheads:

- Leading should be set at the same point size as the type.
- Tracking should be set to 0 pt, and kerning to Optical.

Body copy:

- Due to the smaller size of the type in body copy, leading should be increased just slightly, by adding 2 or 3 extra points to the size of the body copy.
- Tracking should be set to 0 pt, and kerning to Optical.

Legal copy:

- Due to the size of the type in legal copy, leading should be increased by adding 1 or 3 extra points to the size of the body copy.
- Tracking should be set to 0 pt, and kerning to Optical.

Headline

**Lorem
dolor sit**

Above is an example of a headline set at 67 points, with the leading set at equal to the point size (1:1). Tracking is set at 0 pt, and kerning to Optical.

Subhead

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit**

Above is an example of a subhead set at 20 points, with the leading set at equal to the point size (1:1). Tracking is set at 0 pt, and kerning to Optical.

Ligatures

~~fi~~ fi

Avoid use of ligatures in all types of copy.

Headline with customized leading

**Lorem
ipsum
dolor sit**

60 pt leading

69 pt leading

Above is an example of a headline set at 67 points, with the optically set leading. In special cases where there are no ascenders and descenders or when ascenders and descenders are almost touching, leading must be set optically to visually create equal leading.

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Above is an example of body copy set at 10 points, with the leading set at 13 pt (1:1+2 or 3 pt). Tracking is set at 0 pt, and kerning to Optical.

Legal copy

Te sequis maion re none porest, et est, nos dendae volorerro volum quate exerae netur magnite caeperf erspiento volorest, odic tecaeca ecearci.

Above is an example of legal copy set at 7 points, with the leading set at 8 pt (1:1+2 pt). Tracking is set at 0 pt, and kerning to Optical.

Headlines and Emphasis

When attention needs to be called to a certain part of the headline, it can be emphasized by changing the font colour to the brand yellow. Be sure that only one key message is being highlighted in the same headline.

It is not mandatory that parts of the headline be highlighted, but emphasis can help create visual interest and can draw attention to important information.

Headline with emphasis on white background

This summer, save 50%
on gardening tools

Headline with emphasis on red background

This summer, save 50%
on gardening tools

Typeface in Use

On the right is an example of the typeface in use and how to use each weight.

Headline:

HH Agenda Black, 52 pt font size, 0 pt tracking and Optical kerning, leading is set optically.

Subhead:

HH Agenda Bold, 13 pt font size, 0 pt tracking and Optical kerning, 13 pt leading.

Body copy:

HH Agenda Medium, 9.5 pt font size, 0 pt tracking and Optical kerning, 12.5 pt leading.

Callouts in body copy:

HH Agenda Bold, 9.5 pt font size, 0 pt tracking and Optical kerning, 12.5 pt leading.

Legal copy:

HH Agenda Light, 7 pt font size, 0 pt tracking and Optical kerning, 8 pt leading.

Lorem ipsum dolor sit amet, consectetur

Maecenas facilisis lacus sapien, porttitor vitae quisque blandit quam in ex semper, at gravida nisl imperdiet. lobortis condimentum, ut lobortis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque porta ut quam quis egestas. Pellentesque luctus pulvinar diam at consectetur. Maecenas facilisis lacus sapien, ac porttitor leo hendrerit vitae. Quisque et pharetra risus. Ut sodales nibh erat. blandit quam in ex semper, at gravida nisl imperdiet. lobortis condimentum, ut lobortis augue molestie. dignissim neque eget scelerisque. dictum orci hendrerit. , neque vitae fringilla, arcu eros egestas eros, hendrerit diam Sed vitae quam eu nisi volutpat. At modit es inum repelit aectio officii necatur rati vid mos debet qui omnis modit aut volorunt unt pro invent autest atem auditest eatempussum faccus ellabor ehenimo

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Colours

Primary Palette

The primary colours are from the Home Hardware master brand palette. We lead with the red, which is bold, energetic and proudly Canadian. This colour helps define our strength and individuality while maintaining a friendly and approachable attitude. The yellow, in addition to complementing the red, brings optimism and positivity, giving liveliness and energy to the brand.

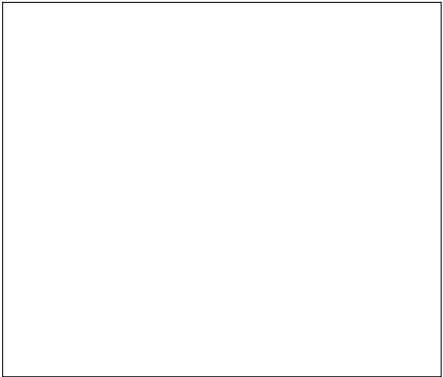
The combination of red, yellow and white are ownable in the competitive landscape and synonymous with Home Hardware and all it has to offer.



PMS 185 C
CMYK 0/100/100/0
RGB 228/0/43
HEX #E4002B



PMS 109 C
CMYK 0/9/100/0
RGB 255/209/0
HEX #FFD100



White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Secondary Palette

The secondary colour palette is a supporting range of greys. These greys can be used in graphics, illustrations and text, especially when illustrating hierarchy in copy.



PMS Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

PMS 425 C

CMYK 0/0/0/80
RGB 84/88/90
HEX #54585A

PMS 422 C

CMYK 0/0/0/50
RGB 158/162/162
HEX #9EA2A2

PMS Cool Gray 1 C

CMYK 0/0/0/10
RGB 230/231/232
HEX #E6E7E8

Tertiary Palette

The tertiary colour palette for Home Hardware is inspired by the seasons and is ever-changing. Each colour complements the primary brand colours and is optimistic, inviting, vibrant and will stand out from the crowd.

The colours should only be used for promotional, sale and tactical events. Don't be afraid to try something new and experiment with the array of diverse colours. However, there must be enough contrast between the new tertiary colour and the primary brand colours while remaining complementary.



Colour Hierarchy

It is important to maintain balance between the Home Hardware colours to ensure brand consistency. The red must be used as the main colour, complemented by the yellow for callouts and areas of emphasis. This is an approximate representation of the colour balance.

It is our goal to own red, so use it loud and use it proud. It allows us to stand out in an oversaturated and visually cluttered retail landscape.

Photography

Photography

Lifestyle – Enjoying Projects

Home Hardware is a place where you can get friendly help from our Dealers. We wanted to highlight people enjoying the finished projects that were done with ease (and a little help from our Dealers). They will share natural moments where people are enjoying their projects, big and small. When selecting stock images or art directing an image, always aim to show diversity and full breadth of our product and category offerings.

The locations can be inside or outside showcasing all the seasons Canada has to offer. The overall tone of the images should be bright, fresh, inviting, warm and inspirational.

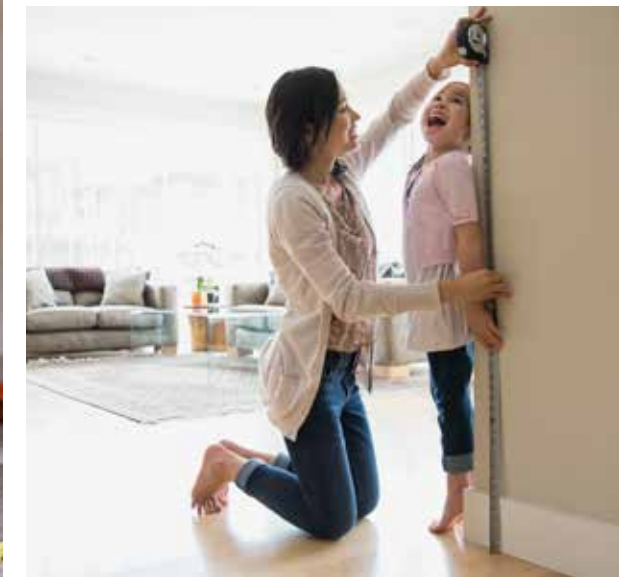


Photography

Lifestyle – Doing Projects

As part of the new brand launch, it's important for images to capture the spontaneity of working on real projects, big or small. The focus should be on people doing projects. They should be propped with tools and equipment found at Home Hardware.

Each image should feel bright, modern, fresh, human and approachable. The tone should be warm and inviting. Natural bright light should be used where possible creating an authentic mood that captures a familiar essence.



Photography

Portraits

If shooting portraits, aim for a look that's honest, approachable and friendly, not staged. It should capture a natural moment of positivity and joy. Whether capturing the subject in a natural moment looking at the camera or as they work on a project, the mood should feel friendly, approachable and authentic.



Photography

Interior Photography

Home Hardware has everything you need to create inspirational projects, big or small. Interior photography should reflect these projects and feel aspirational, yet attainable. These interiors should look natural, clean, and modern, but warmed up with hits of human activity. Aim for imagery that's inspiring rather than too slick.

The lighting should be bright, fresh and inviting. "Daylight" is ideal. Props should never feel too perfect. Where possible, hits of the brand colours are welcome. A bowl of apples, yellow flowers, a red door or yellow throw pillows all help add some Home Hardware character and brand recognition.



Photography

Product Photography

Home Hardware has a wide range of products for all types of projects. When shooting product photography or choosing stock images, be sure that the photography style aligns with the Home Hardware brand. Keep it inspirational, but approachable. Show product in use and make it the focus of the shot. To create a sense of ease and encouragement, incorporate human elements, like hands using or guiding the tools. Wherever possible, choose or shoot images with natural light, that's warm and inviting.

When selecting stock imagery, choose selects with tools that are generic or not obviously branded. When shooting with our product, more attention and focus can be placed on the products being used for the project.



Photography

Stock Photography

In cases where original photography is not an option, use stock photography that aligns with the personality of the brand. These images should be carefully chosen to represent optimistic and relatable natural moments. They can showcase the range of projects no matter how big, small or messy.

Short depth of field can help create a focal point and draw attention to the product or project shown. Make sure the image is warm, inviting and human.

Do not choose images that look too staged or unnatural. Images should capture a moment and should not look like a studio shot.



✔ Do use stock photos that genuine and optimistic.



✔ Do use stock photos that are open and capturing a natural moment.



✔ Do use stock photos that have a focal point and use natural light.



✘ Do not use stock photos that are too posed and unnatural.



✘ Do not use stock photos that are too dark or use obvious studio lighting.



✘ Do not use stock photos that look staged.

Photography

Table Top & In-Studio Photography

In-studio product photography allows us to create a highly branded image. Try shooting product on a white or red background – whichever results in a higher contrast. Photos should exude a sense of fun and be approachable while showcasing the product at its best angle. This style can also be created with vendor-supplied imagery to make it consistent with the Home Hardware brand.



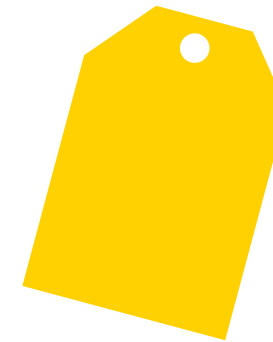
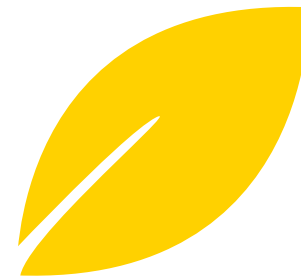
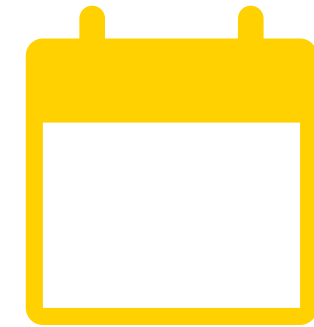
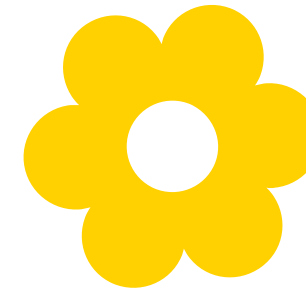
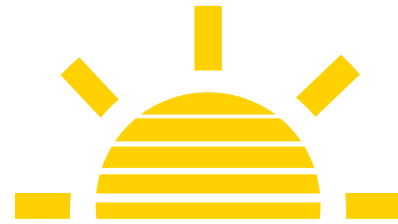
Graphic Elements

Graphic Elements

Accent event lockups with bold and simple graphic elements. When creating new graphic elements, reference the samples on the right. Use simplified shapes that align with the graphic style. These elements should not feel over styled or complex. Simplicity is key when creating these graphics.

Only one graphic element can be created and used for each promotional event, so pick the element that's the best representation of what the event is. Incorporate it into digital banner ads, social, flyers and marketing collateral, emails and in-store POP.

Best practice is to keep these graphic elements in the primary Home Hardware brand colours. So when selecting a tertiary colour for an event, it should complement yellow and/or red.



Graphs and Charts

Charts and graphs should be simple, bold, graphic and easy to digest. There are no limits as to what types of graphs to use, however, choose those that best display the information and data in a clear way. Leverage the primary and secondary brand colour palette to organize the data and create visual interest.

Example usage:

- annual report
- internal communication
- presentations



Advertising

Brand

Through the re-launch of our brand this year and introduction of the Here's How tagline, we have shifted from being a destination for tools and gadgets to a destination for taking on projects, big and small. We aim to inspire Canadians, and millennials in particular, to tackle their projects (and we're here to show them how). We have brought this to life through advertising that's as approachable as we are, and underscores our knowledge and service.

TV Launch

This brand re-launch spot delivers on the new Here's How tagline and positions Home Hardware as Canada's destination for tackling projects big and small. It follows a young couple pursuing projects to turn a fixer upper into something they can be proud of. The tone is helpful and approachable, with a storyline that aims to empower the customer, while highlighting the friendly, knowledgeable service unique to Home Hardware.



TV Launch Super Treatment

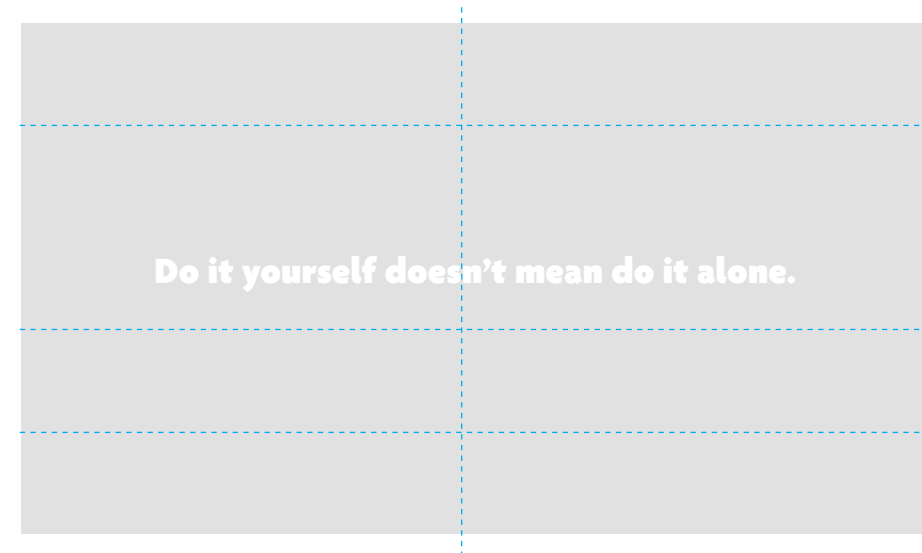
Home Hardware television supers should always be to the point, easy to read and should not compete with the underlying image. TV supers are set in HH Agenda Black, which provides the highest contrast and readability on-screen.

When running supers over an image, always knock the text out in white. Bridge line supers should always be centre aligned horizontally. Vertical alignment should always sit within the centre 1/5 of the screen, moving up or down to fit most harmoniously overtop of the image beneath, depending on framing.

Super treatment



Composition guidelines



HH Agenda Black
Tracking: 0

↑
↓
Preferred vertical alignment is within the top of the centre 1/5 of the screen for impact.

TV Mnemonic

The Home Hardware Here's How mnemonic should appear as a sign-off at the end of all Home Hardware TV spots. There are long and short mnemonics available for use, depending on the length of the TV spot.

The animation evokes the idea that Home Hardware helps home projects come together – walls erected, block components locking into place and screws fastened, finishing in the strong anchor of the Here's How tagline lockup.

Paired with an accompanying audio sting, the mnemonic supports the brand's personality with a catchy and recognizable element.

This mnemonic should never be cut, cropped into or shown as a still image in transition. The motion, sequence and sound of the mnemonic should always be displayed in its full original form.



Digital Banners

When creating digital content, always consider the clarity and readability of the messaging when displayed at full scale.

Digital banners should be concise and impactful. When in doubt, lead with a headline and sign off with the Here's How lockup.

Use the Home Hardware red as a background to maximize visual impact online and create brand recognition.

Banner typography should always be set flush left, rag right in HH Agenda Black. Always ensure that proper clear space is preserved around the Here's How lockup (see pg. 18 for reference).

Choose either the horizontal or stacked lockup, based on the dimensions of the page and the length of the headline in order to maximize lockup scale and impact within the banner.

**Do it yourself doesn't
mean do it alone.**



**Do it yourself
doesn't mean
do it alone.**



Digital Banners

Mobile and Leaderboards

Mobile banner

Use the stacked lockup scaled to 60 px wide for mobile leaderboard applications. The left and right margins within mobile leaderboard banners are based around the cap height of the Here's How "H" character within the lockup. Allow the headline to flush left to this margin, and rag right with plenty of clear space between headline and lockup. Use discretion in sizing headline type size, depending on character count, and centre headline copy block vertically within the space.

Leaderboard banner with vendor image application

Use the horizontal lockup scaled to 120 px wide for standard leaderboard applications with integrated vendor imagery. Allocate 2/5 of the banner width to imagery when integrating vendor photography. The Here's How lockup H-height should determine the margins within the remaining 3/5 text block.

Allow the headline to flush left to this margin, and rag right with white space to the right of the headline. Use discretion in sizing headline type size, depending on character count.

Mobile banner – Type only application (320px x 50px)



The stacked lockup is preferred for leaderboard applications. In instances where space does not allow, the horizontal lockup may be used (see vendor image example below).

Composition guidelines



Centre headline copy block and lockup vertically within the space.

Leaderboard banner – Vendor image application (728px x 90px)



Composition guidelines



Digital Banners

Double Bigbox

Double Bigbox banner

Double bigbox digital banner layouts are flexible to their content. Headlines for typographic executions should be centred within the top 4/5 of the total banner height. Always left align headlines and the horizontal Here's How lockup to page margins, which should be scaled at 150px for half-page banners. The page margins within double bigbox banners are based around the "HH" button height within the lockup. Line length will determine headline type size in order to preserve optical balance

Use discretion in sizing headline type size, depending on character count..

Double Bigbox banner with vendor image application

Allocate 5/7 of the banner height to imagery when integrating vendor photography into half-page banners. The "HH" button height within the lockup should determine top and bottom margins within the remaining 2/7 text block.

Use discretion in sizing headline type size, depending on character count.

Double Bigbox banner
(300px x 600px)



Composition guidelines



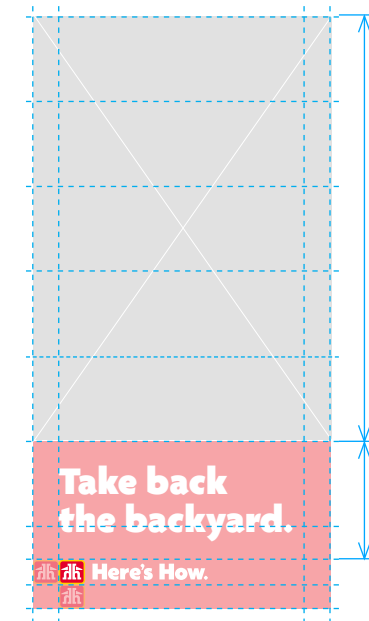
Centre headline within top 4/5 of the banner.

Determine page margins based on the height of the lockup button

Double Bigbox banner with photography



Composition guidelines



Use top 5/7 of banner height for imagery.

Optically centre headline vertically from top of lockup to top of colour block.

logo width 150px

Digital Banners Bigbox

The proportions of the bigbox banner works best with typographic executions. Always left align headlines and the horizontal Here's How lockup to page margins, which should be scaled at 150px for Bigbox banners.

The page margins within bigbox banners are based around the "HH" button height within the lockup. Line length will determine headline type size in order to preserve optical balance.

Optically centre the headline vertically between the lockup and top of page, ensuring that proper clear space is preserved.

Use discretion in sizing headline type size, depending on character count.

Bigbox banner (300px x 250px)



Composition guidelines



Exclusives

From Beauti-Tone Paints to Kuraidori Cookware, our exclusive brands and products are the cornerstone of our business and a point of distinction. They offer great value and quality not available anywhere else. We advertise our exclusives with confidence and a sense of charm, always relating products back to the customer's real life and needs. And we always connect these products back to a project, whether big or small.

TV Exclusives

Our exclusive products, like our brand voice, can support hits of playful humour. We use humour in TV exclusives, but it's always relatable and based on a human insight or everyday scenario. In these spots we communicate to the customer that they don't have to accept a less-than-ideal situation. There's always room to improve their space and life, and Home Hardware has the exclusive products that are there to help.

We deliver features and benefits with familiarity and knowledge, a reassuring solution that allows the featured actor to deal with and improve everyday life.



TV Exclusives Super Treatment

Here's How primarily stands alone as a statement, or is used as a sign off at the end of a communication. But for TV Exclusives, use supers to begin the thought (which is usually one of the product's key benefits).

Use the Home Hardware red as a background frame, ensuring that the content underneath is still clear and visible. Depending on how the image is framed, a 5:7 screen width coverage is ideal. Height of the super may be variable based on messaging length.

Since Here's How is the beginning of a sentence, there's no need to add a period. Always use a hard return to separate Here's How from the following text. Tagline text lockup should be set in white and following text in yellow.

Always left align the text block to the "H" of the Here's How text, rather than to the outer edge of the double "h" logo. Type size of Here's How and following messaging should always be uniform. Centre the super contents horizontally within the bounding box using the logo width as a minimum clear space guide.

In-context example



Composition guidelines



Use logo lockup to determine minimum clear space.

Left align typography.

TV Exclusives Price Point/ Item Details Super Treatment

Secondary TV supers highlight specific products and include item details, price point and availability.

Actual super placement within the screen depends on the framing of the shot, but should always be in close proximity to the product image. Supers should never obstruct or overlap the featured product.

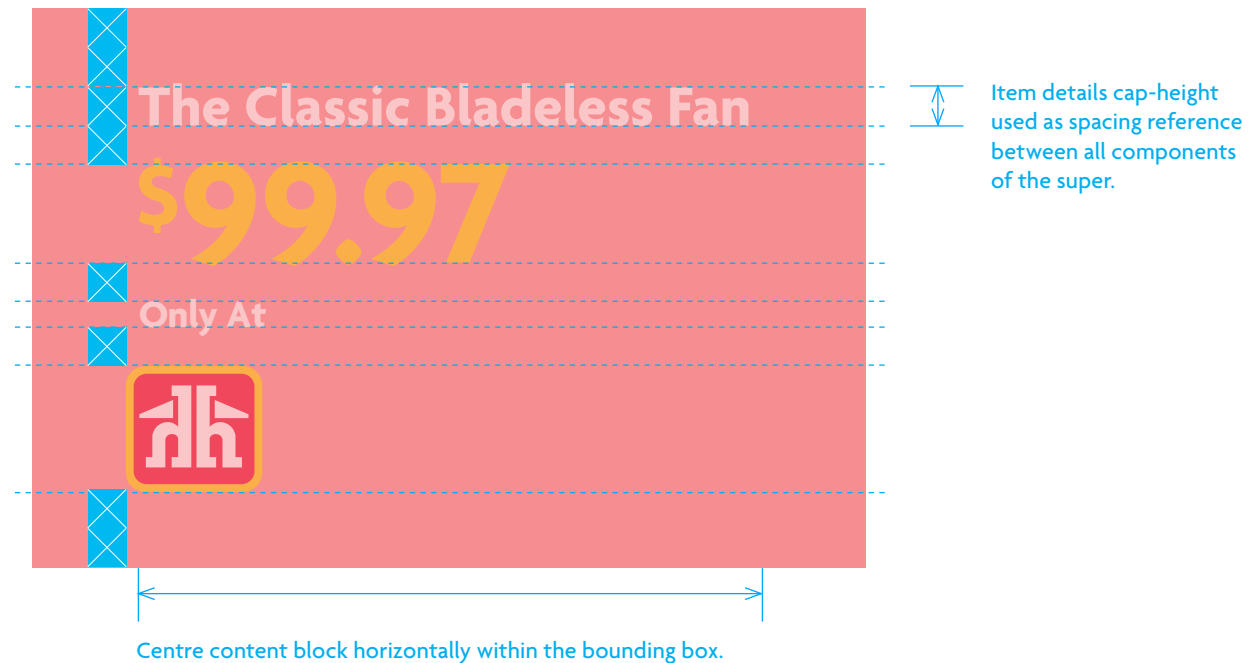
The hierarchy of messaging within the super prioritizes price point (always typeset largest in yellow), with product name as secondary priority and store availability as tertiary. The bounding box of the super is variable in height based on the length of the contents.

Use discretion in sizing headline type size, depending on character count.

In-context example



Composition guidelines



Holiday

The holiday season offers the opportunity to focus on more product-driven than project-driven advertising. This special messaging is always on brand and relates back to the life-improving solutions, knowledge and exclusives offered at Home Hardware. This tactical creative still supports our positional messaging through its use of playful humour and insight.

Holiday TV

This seasonal advertising spot uses exaggerated 'real life' situations to encourage the customer to get holi-ready with the products and service that will get them there. Holiday advertising, while reinforcing the idea that "you don't have to live like this," gets a different treatment from other television spots, as it is more focused on products than projects.



Holiday Graphics

We created two types of graphic elements to add an extra special element to our holiday marketing.

Gift box graphic

The gift box graphic is a variable-height frame for a variety holiday messaging. The gift box always appears in Home Hardware brand red.

Yellow tag category icon

The yellow tag icon is a secondary graphic element. We use it to communicate additional information, like what category the featured product was in, in a way that reinforces the Holi-ready campaign language. The yellow tag always accompanies the gift box graphic and should never appear as a primary graphic element on its own. The yellow tag always appears in the top right-hand corner of the gift box graphic.

Holiday graphics are applied to the following:

- in-store signage
- digital banners
- television
- social media

These graphics have been established for the Holiday 2017 season and are included in these guidelines to inspire the years to come.

Gift box graphic



Yellow tag category icon



Gift box and typography application



Gift box, yellow tag and typography application



Holiday TV Super Treatment

Holiday TV supers are framed within the holiday gift box graphic. We use them to speak to sale and price-point copy. It's here that we also show product imagery and provide any additional information.

The gift box frame width should be divided into nine columns: five for product imagery and four for messaging.

The order of elements living within the gift box frame, and the headline size can vary depending on what's being shown, but the type size proportions described should remain consistent. The Home Hardware double "h" logo always appears at the top of the messaging. Put headline type in Home Hardware yellow, which makes key messages extra impactful.

The yellow tag graphic should be placed on the top right corner of the gift box graphic. You can use this graphic to speak to categories or departments.

Use discretion in sizing headline type size, depending on character count.

Composition guidelines



Holiday Mnemonic

The Here's How mnemonic animation has been updated for the holiday season. With a few small tweaks, it signals Home Hardware as a destination for holiday preparation, a place to get Holi-ready. Graphic elements and holiday flourishes such as ornaments, gift wrap and snowflakes are accompanied by a refreshed set of typographic movements.

Paired with an updated audio sting (with a jingle bell ring), the mnemonic is a catchy and recognizable element that embodies Home Hardware's brand personality.

This mnemonic should never be cut, cropped into or shown as a still image in transition. The motion, sequence and sound of the mnemonic should always be displayed in its full original form.



Holiday POS

For holiday 2017, we dressed up our look for the season.

We achieved this by:

- Shooting unique imagery
- Speaking to holiday projects and the products needed to get them done

This approach will be updated year after year. With each holiday season, we dress up our collateral to reflect the busy time of year.

Window poster (30in x 46in)



End cap (33.75in x 19.75in)



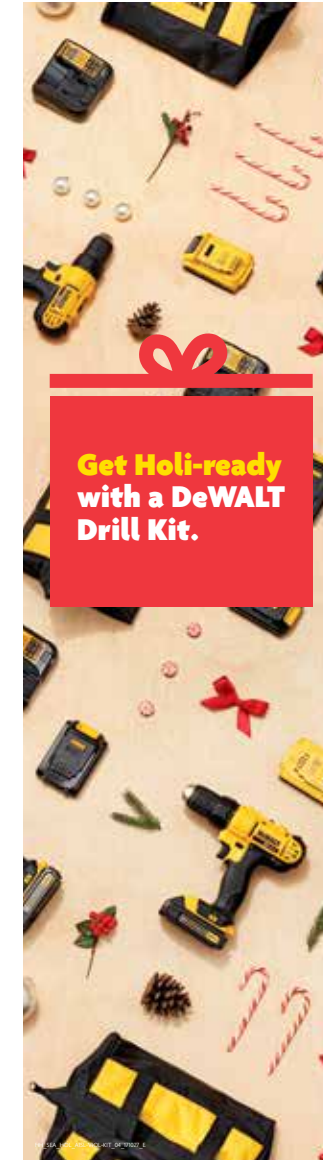
Holiday POS

When signage components speak to specific products in their messaging, background images and cropping should be chosen to highlight the product. Graphic elements should be superimposed to complement the framing of photography.

Floor stand (23in x 60in)



Aisle violator (5.5in x 20in)



Holiday POS

Celing Banner (36in x 15in)



Shelf talker (11in x 7in)



Events

In encouraging Canadians to bring us their projects, big and small, we get them motivated to get those projects done (with our help, naturally). From bathroom to kitchen, paint to outdoor living, we will offer them support through multiple sales events throughout the year, each of which brings focus to the different areas and products that make up a whole home. Through our expert advice and special offers and exclusives, we will support and motivate them into getting their DIY wish lists done.

Lockups & Elements

The following guideline outlines the lockups, colours and icons used in the first round of 2017-2018 Home Hardware events. While updates will be applied for future event materials, these guidelines serve as a structure for how to approach a design strategy for future seasons.

Events Overview

We developed a design system for Home Hardware events. This collateral and iconography helps us to be consistent across the brand and to create a recognizable signage style that signals “event” to the customer.

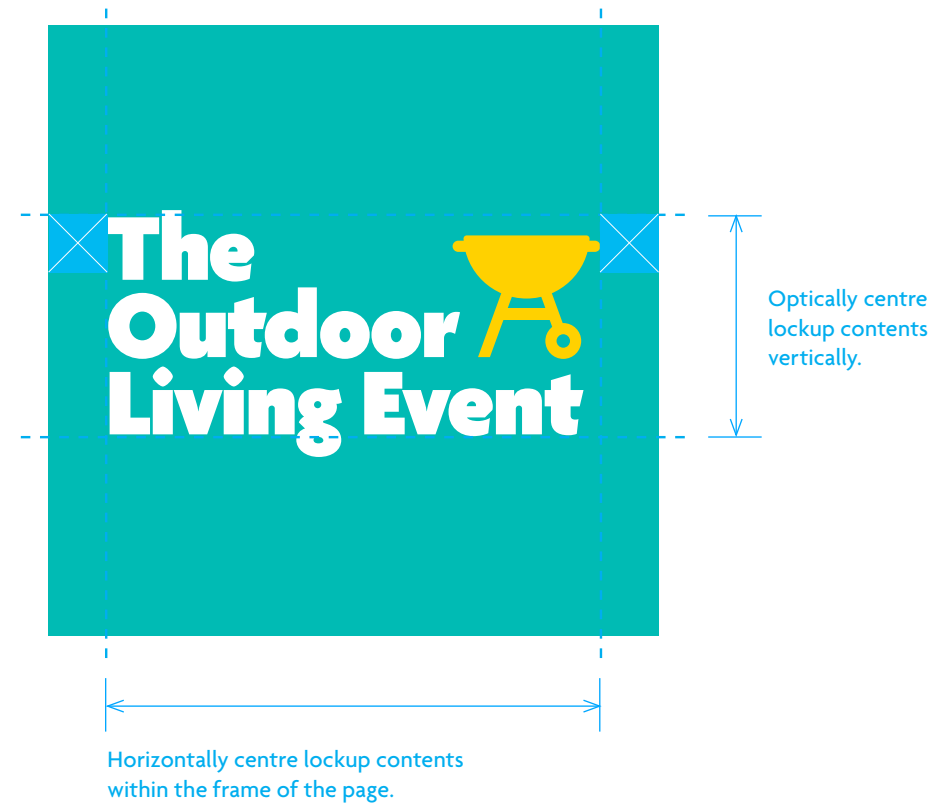
Use the graphic element as an accent rather than the focus. There is no set rule to where the graphic element is placed in relation to the event name. Try to have it strike a good balance and feel like a part of the lockup. The graphic element should always be thoughtfully integrated.

Typeset the event name as if it were a logo. Leading should be tightly set so that the lockup appears as one unit.

Always use pre-composed lockup files as the relationships between characters and graphics have been carefully set. Do not separate type from graphics, or modify the colour pairing within the lockup. Type size within the lockup system is consistent across all events, but leading is variable based on character relationships, so total lockup height may vary across the board.

When placing the lockups into a layout, always horizontally align the lockup (including any embedded iconography) within the space.

Composition guidelines



Lockup series



Events Colour System

This carefully chosen colour system has been created to offer a range of palettes that will complement Home Hardware red and yellow. These colours also offer contrast: while they all work together, they are each distinct.

Each hue corresponds to the theme of particular event (bathroom = blue, garden = green). Hues across the system have been chosen to have enough contrast to support knocked out type within them.

Dark blues and orange hues have been left out to avoid association with competitor brand colours.

The Bathroom Event



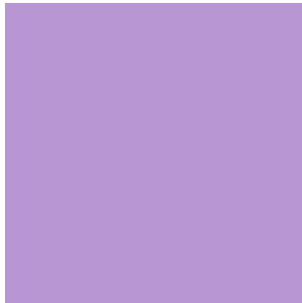
PMS 284 C
CMYK: 59/17/0/0
RGB: 108/172/228

The Kitchen Event



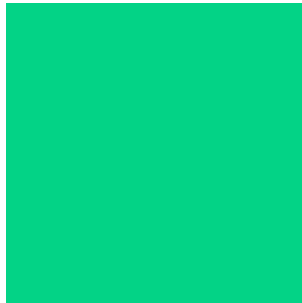
PMS 5415 C
CMYK: 56/24/11/34
RGB: 81/120/145

The Spring Clean-up Event



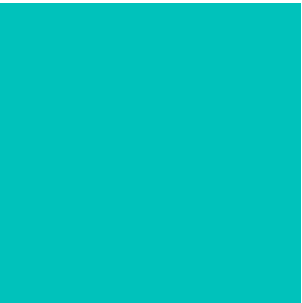
PMS 2072 C
CMYK: 34/42/0/0
RGB: 184/150/212

The Lawn & Garden Event



PMS 7479 C
CMYK: 56/0/58/0
RGB: 115/195/142

The Outdoor Living Event



PMS 3262 C
CMYK: 76/0/38/0
RGB: 0/191/179

The Beauti-Tone Event



CMYK: 0/93/79/0
RGB: 228/0/43

The Bathroom Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

The lockup should not be broken, but the height of the shower tap acts as a variable element that may be lengthened (from the bottom edge) to frame secondary information such as dates or additional messaging.

Primary lockup

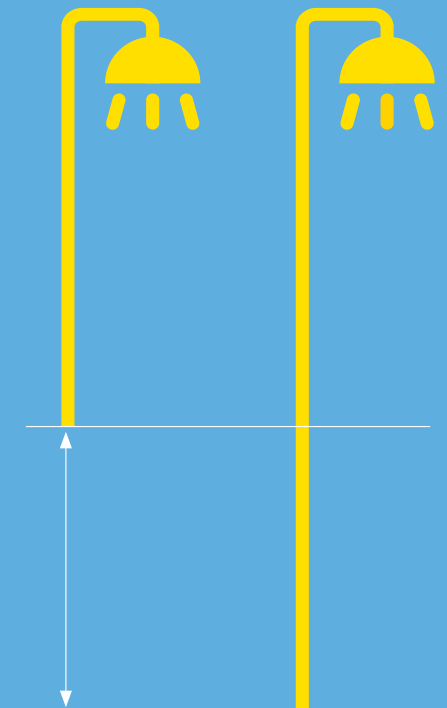


PMS 284 C
CMYK: 59/17/0/0
RGB: 94/174/224

Secondary lockup



Variable element



The Kitchen Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

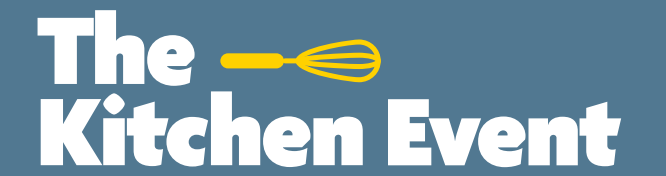
The lockup should not be broken, but the placement and orientation of the kitchen mixer can be manipulated (either vertical or horizontal orientation) based on space restrictions and length of headline messaging.

Primary lockup

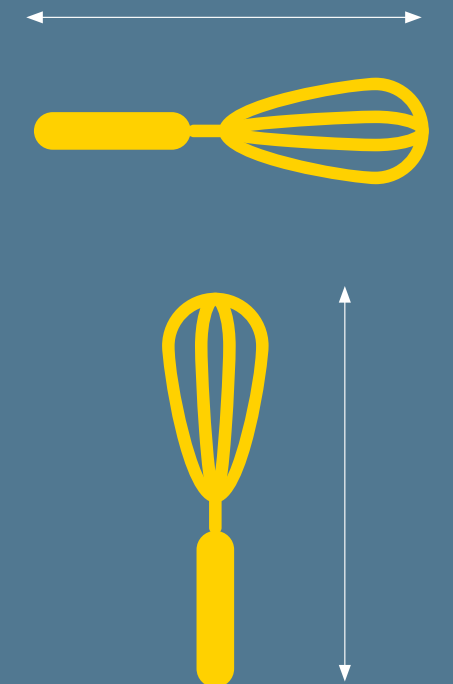


PMS 5415 C
CMYK: 56/24/11/34
RGB: 81/120/145

Secondary lockup



Variable element



The Spring Clean-up Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

The lockup should not be broken, but the placement and shaft direction of the push-broom icon can be manipulated based on space restrictions, and length of headline messaging.

A supplementary sponge icon with variable bubble placement may also be used alongside corresponding messaging or on materials where a more dynamic variable element is beneficial to the balance of the composition.

Primary lockup

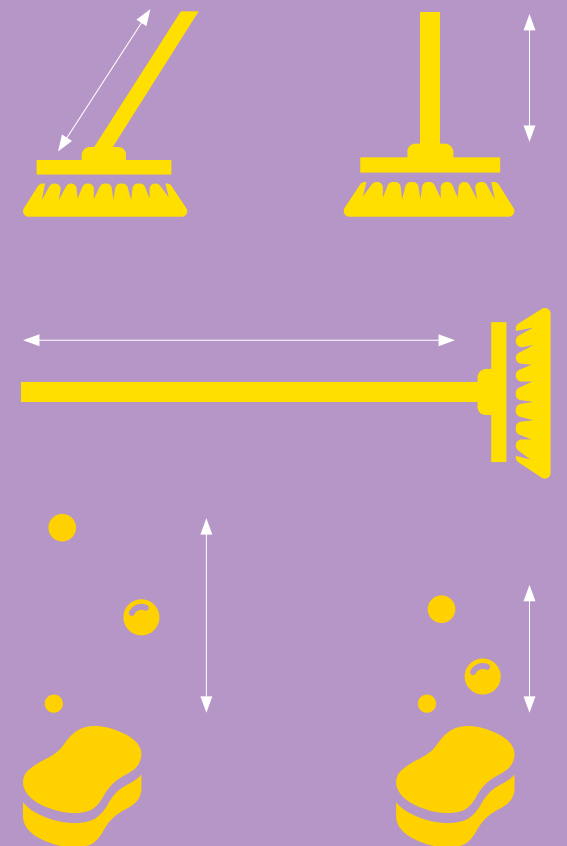


PMS 2072 C
CMYK: 34/42/0/0
RGB: 184/150/212

Secondary lockup



Variable elements



The Outdoor Living Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

The lockup should not be broken, but the placement of the BBQ icon can be changed based on space restrictions and length of headline messaging.

Primary lockup

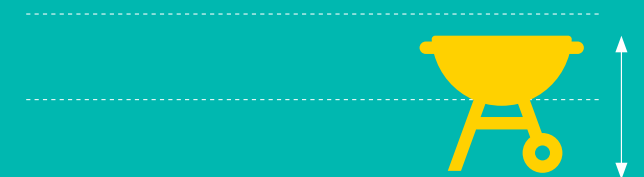


PMS 3262 C
CMYK: 71/0/34/0
RGB: 0/194/187

Secondary lockup



Variable element



The Lawn & Garden Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

The lockup should not be broken, but the placement of the plant/grass sprig icon can be changed based on space restrictions, and length of headline messaging.

Primary lockup

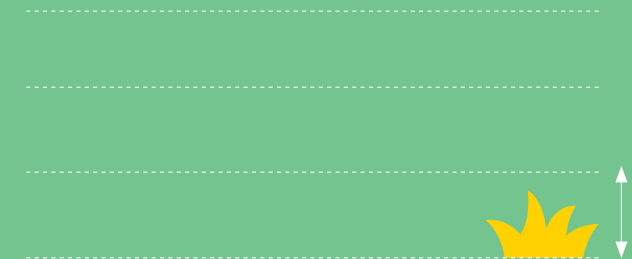
The Lawn & Garden Event

PMS 7479 C
CMYK: 68/0/68/0
RGB: 3/211/134

Secondary lockup

The Lawn & Garden Event

Variable element



The Beauti-Tone Event

The primary lockup should be used whenever space allows. In instances where vertical space is limited, use the secondary horizontal version of the lockup.

The lockup should not be broken, but the height of the paint roller icon acts as a variable element that may be lengthened (from the bottom edge) to frame secondary information such as dates or additional messaging.

Primary lockup

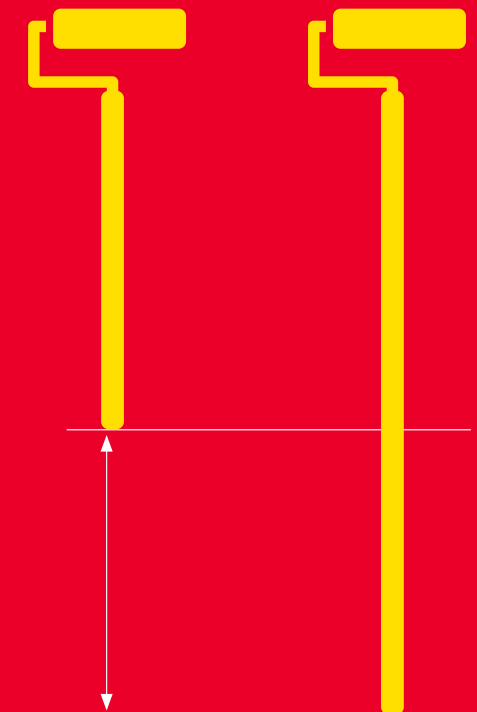


PMS 185 C
CMYK: 0/93/79/0
RGB: 228/0/43

Secondary lockup



Variable element



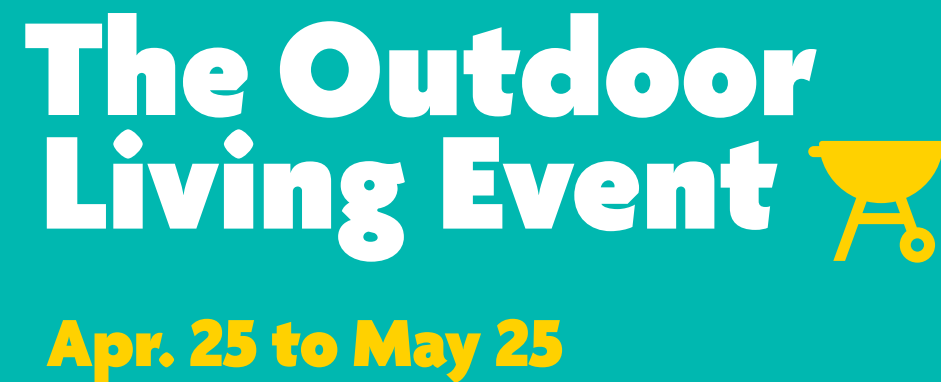
Lockup and Event Dates

Lockup and Dates (Primary)

In instances where lockups are paired with the event dates, display the date beneath the lockup, with one lockup cap-height as clear space between them.

Format the event months to be abbreviated whenever the month is more than 4 characters, and separate start date from end date with “to” rather than a dash.

Always display event dates in yellow for contrast.

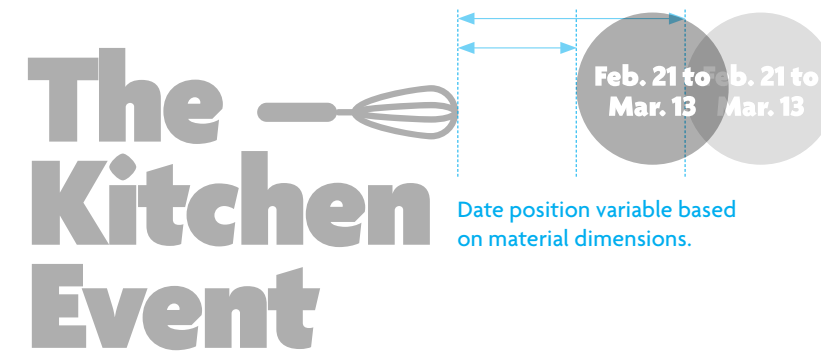


Lockup and Dates (Secondary)

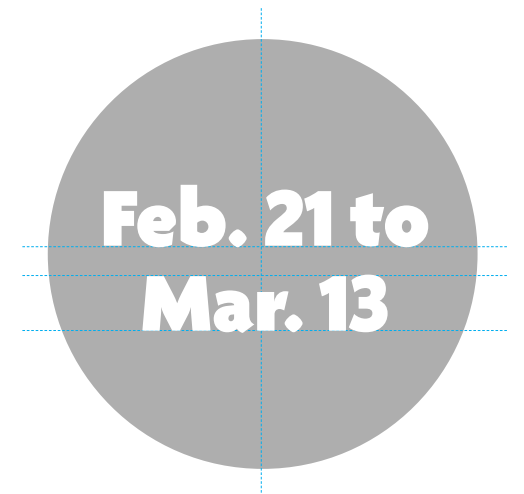
In instances where vertical space is limited, or where dates require further emphasis, highlight the dates within a yellow circular icon to make them more of a focal point. This icon position is variable on the horizontal plane based on the dimensions of the working space, but should generally be optically aligned towards the top of the lockup.

To format this circular icon, break date range into two centre-aligned lines within the icon, and optically centre the text block horizontally and vertically within the shape.

Dates should be the same colour as the corresponding event colour, within the yellow icon.



Optically centre dates within circular icon.



The Kitchen Event



Layout/ Positioning

Primary Positioning

The lockup position within the creative is dependant on the scale and formatting of the material. When the lockup runs on its own, or with accompanying dates (whether in primary or circular icon format), use the primary positioning guide to the right.

Centre the content block horizontally and vertically within the allotted space. Optical adjustment should be applied when centering, based on line length and how iconography is integrated within the content.

Lockup and Dates (Primary)
Optically centred horizontally and vertically



Lockup and Dates (Secondary)
Optically centred (entire block of content including date icon) horizontally + vertically



Positioning with HH Lockup

In instances where the HH lockup must be included in a piece of horizontal creative, (such as banners not appearing within homehardware.ca) run the logo flush left, allowing white space on the right side of the logo to be balanced out by supplementary elements. Content should be vertically centred even when horizontally flush left.

Always run dates or secondary messaging below lockups in this instance (rather than within circular icon), for clearer hierarchy of messaging.

When including CTAs, align the CTAs vertically to sit on the same baseline of the date/secondary copy.

Flush left, vertically centred

Allow white space to right of lockup and text content.



Align CTA to the baseline of dates/secondary copy line.

Positioning with Photography

In instances where the event lockup sits beside photography, follow the primary positioning rule of optical centering it vertically and horizontally where space allows.

Where there is surplus horizontal space, allow the lockup to flush left, using the white space on the right side of the lockup to be balanced out by imagery to the right. Content should be vertically centered even when horizontally flush left.

Always run dates or secondary messaging below lockups in this instance (rather than within the circular icon), for clearer hierarchy of messaging.

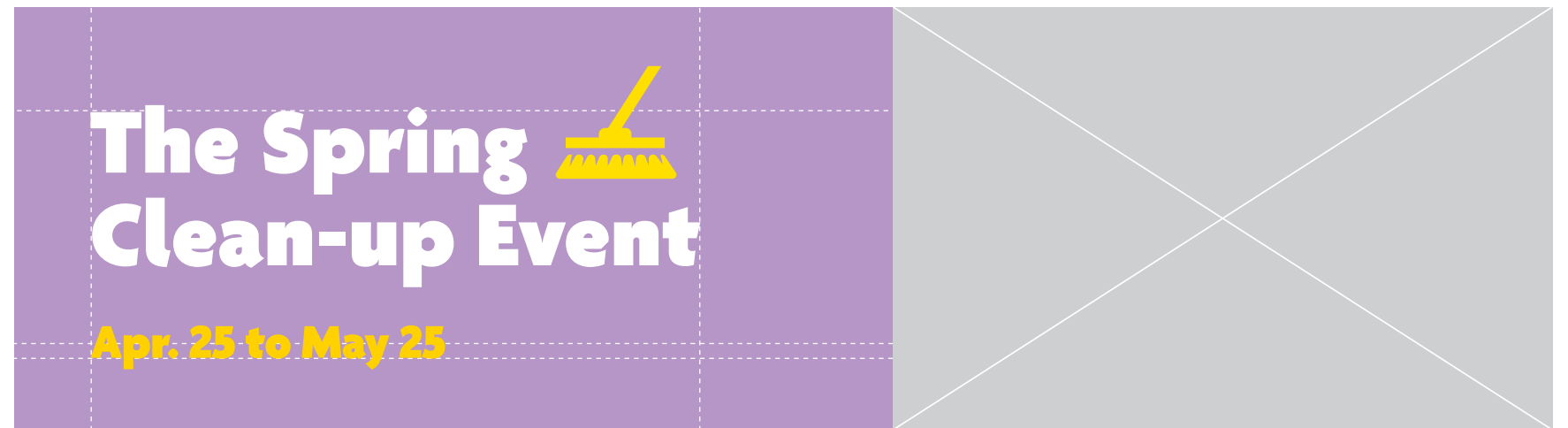
Lockup and Dates (Primary)
Optically centred horizontally and vertically:

Variable width allowance for photography
based on asset/framing of content.



Lockup and Dates (Secondary)
Flush left, vertically centred:

Allow white space
to right of lockup
and text content.

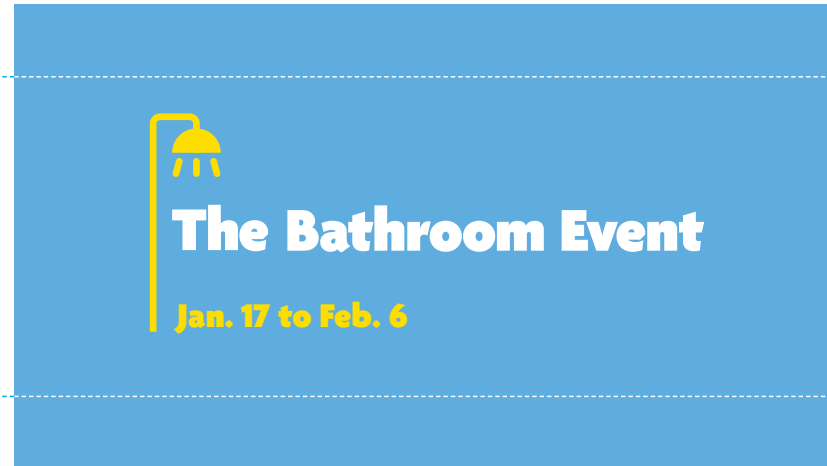


Individual Components

Facebook Cover Photo

As Facebook automatically crops cover photos when viewed on desktop vs. mobile, always ensure that there is plenty of horizontal clear space above and below lockup content to allow for 75px to be removed from the top and bottom of the block with enough breathing room. Optically centring lockup content vertically and horizontally ensures that this auto-crop will preserve proper framing when viewed on devices vs. desktop.

Mobile/Full-size (820px x 462px)



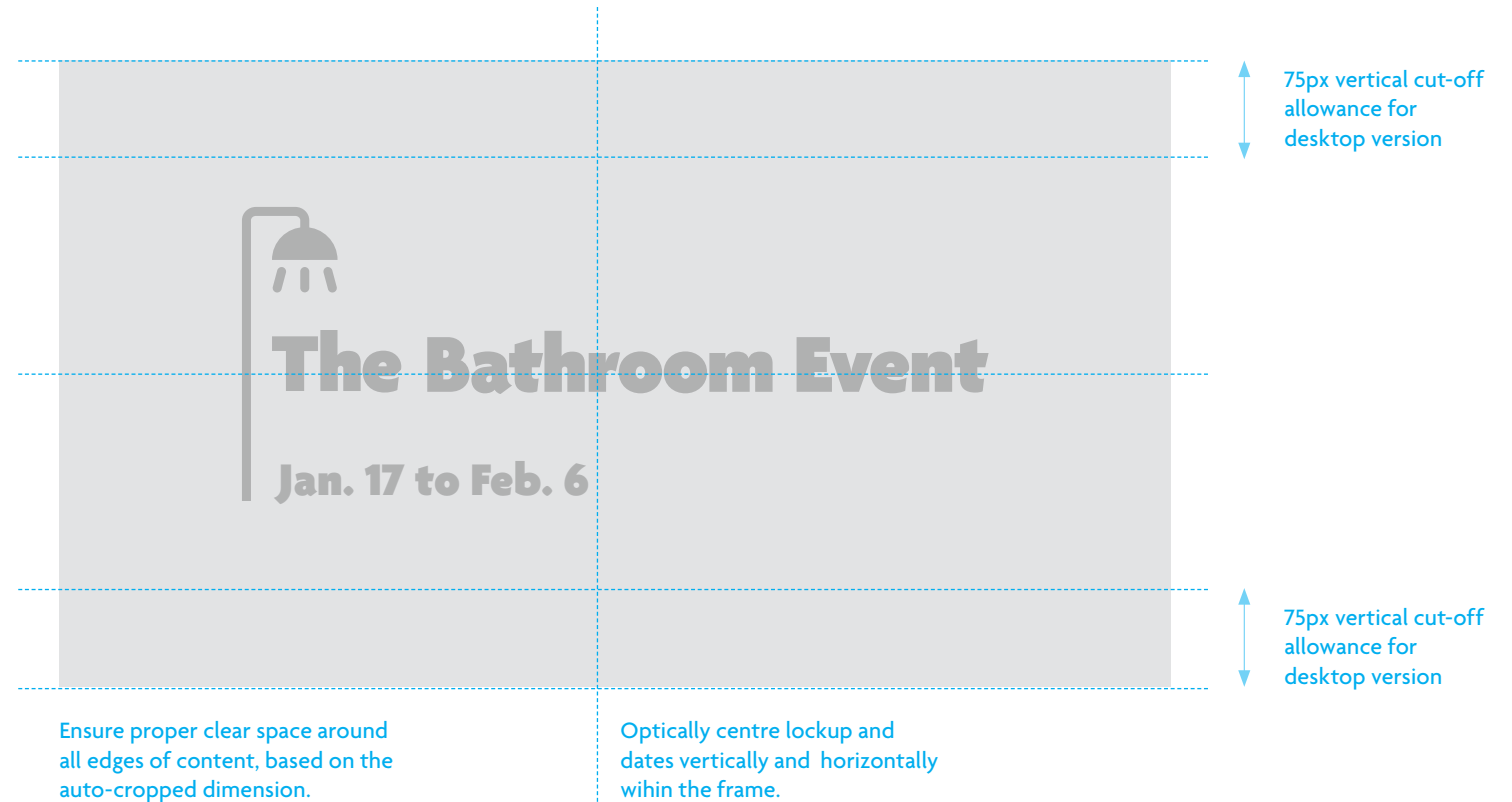
Desktop/auto-cropped (820px x 312px)



Facebook Cover Photo

As Facebook automatically crops cover photos when viewed on desktop vs. mobile, always ensure that there is plenty of horizontal clear space above and below lockup content to allow for 75px to be removed from the top and bottom of the block with enough breathing room. Optically centring lockup content vertically and horizontally ensures that this auto-crop will preserve proper framing when viewed on devices vs. desktop.

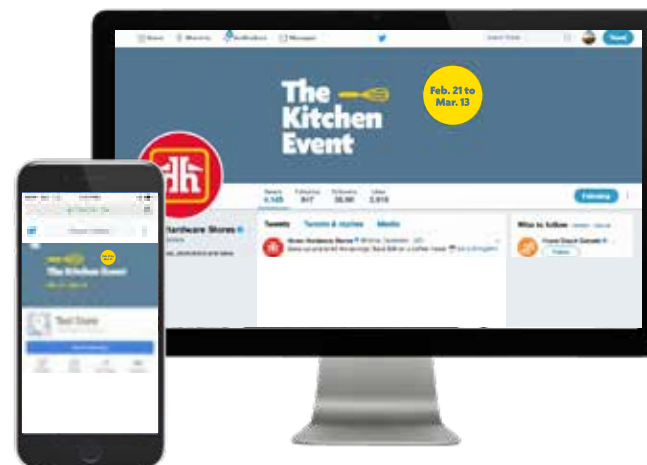
Mobile/Full-size (820px x 462px)



Twitter Cover Photo

As Twitter is highly responsive and scales to different browser and device sizes, place lockup content in the horizontal centre of the cover photo to avoid cutoff. Use the circular date icon for graphic impact and to maximize vertical space.

Mobile/Full-size (820px x 462px)



Twitter Cover Photo

For most visible results on all browser sizes, centre content horizontally and vertically within the inner 2/4 of the full-width cover photo bounding box.

Optically centre the lockup and dates vertically and horizontally within the frame.

Mobile/Full-size (820px x 462px)



POS

Components

Window Poster

Window posters are an impactful way to alert the customer that the corresponding event is on now. The event lockup is the primary focal point of the window poster composition, with secondary messaging and event dates listed below.

30in x 46in



Window Poster

Always use the primary (vertical) event lockup, to maximize vertical space within the composition. Size primary lockup to take up entire horizontal space between margins where possible. For lockups with shorter line lengths, size up to command equivalent presence on the page, and allow extra white space on the right side of the lockup.

Vertically centre lockup between top of page and top of secondary messaging.

Secondary messaging and event dates should be run at the same size, with a full space separating them. Always run event dates in yellow, to differentiate them from the secondary messaging and allow them to stand out.

Bottom margin should be determined based on a 1.5x ratio to left/right margins (which should be equal in size).

Margins to be determined based on optical balance of lockup and accompanying copy.

Use discretion in sizing headline type size, depending on character count.

30in x 46in

Align event lockup to left margin, and size up to entire between-margin width where possible.



Optically centre primary lockup between top of page and top of secondary messaging.

Bottom margin should be 1.5x the left/right margins.

Endcap

Endcaps should be clear and concise, housing only the primary messaging of the corresponding event lockup and dates. A primary layout includes dates within the yellow circular icon so as not to appear too busy alongside the product displayed below.

In instances where the vertical event lockup includes a longer line length, and/or is paired with an icon that is located in the top right corner of the page, a secondary layout approach that includes dates underneath the lockup is ideal, in order to avoid a congestion of yellow on the right-hand side of the page.

33.75in x 19.75in

Primary layout



Secondary layout



Endcap

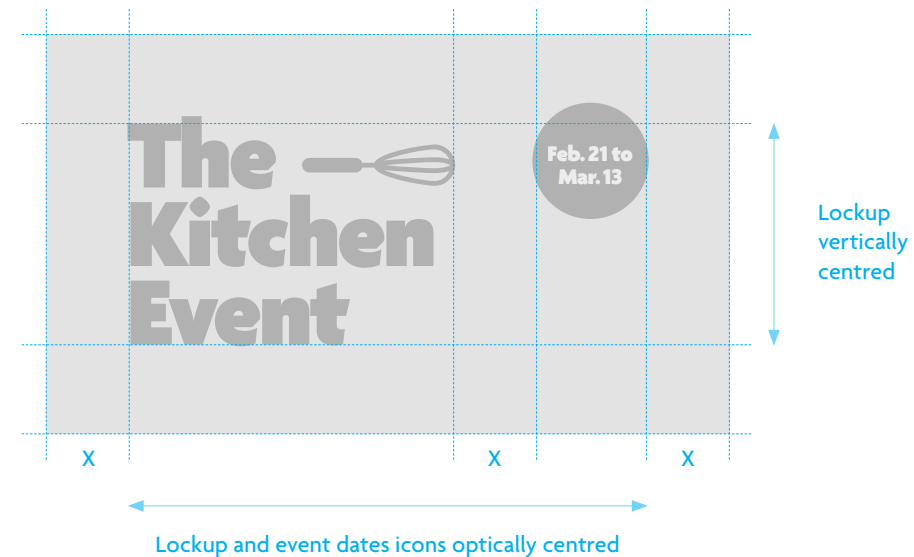
Primary layout executions include the vertical event lockup paired with the circular date icon for endcap application. Determine the spacing between these two elements optically, depending on lockup shape and line length.

Optically centre the content block vertically and horizontally within the space, ensuring that there is adequate clear space around all sides of the lockup.

Secondary layout executions include the full content block (lockup and dates) optically centered vertically and horizontally within the space.

33.75in x 19.75in

Primary layout



Secondary layout



Aisle Violator

Aisle violators lead with strong headlines and include the corresponding event name and dates as secondary messaging.

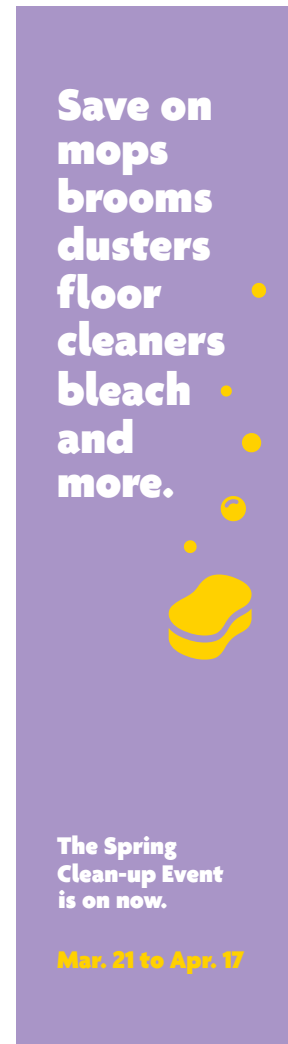
Aisle violator formatting is dependent on the amount of flexibility within the icon of the corresponding event, as well as the content and format of the primary messaging.

The primary layout approach involves the integration of the event icon into the headline configuration.

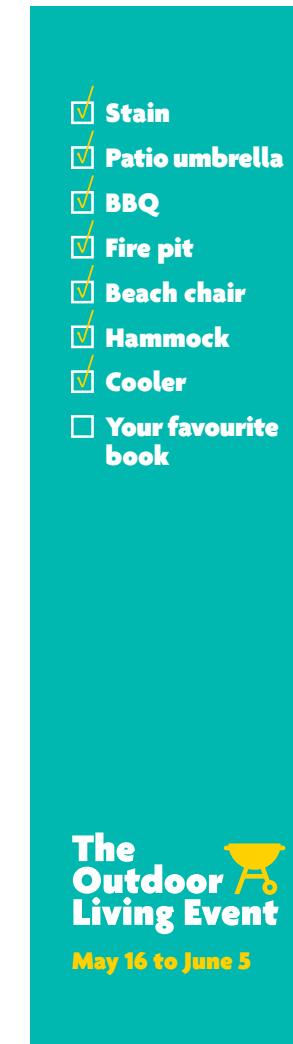
In instances where the icon does not lend itself to scaling or does not complement the format of the headline messaging (e.g., the checkmark boxes utilized on the Outdoor Living Event example to the right), run the full event lockup below, alongside the event dates, as a secondary layout approach.

5.5in x 20in

Primary layout



Secondary layout



Aisle Violator

When laying out aisle violators, reserve the top 3/4 of the page for headline content (and iconography where applicable), and the bottom 1/4 for the event details and dates.

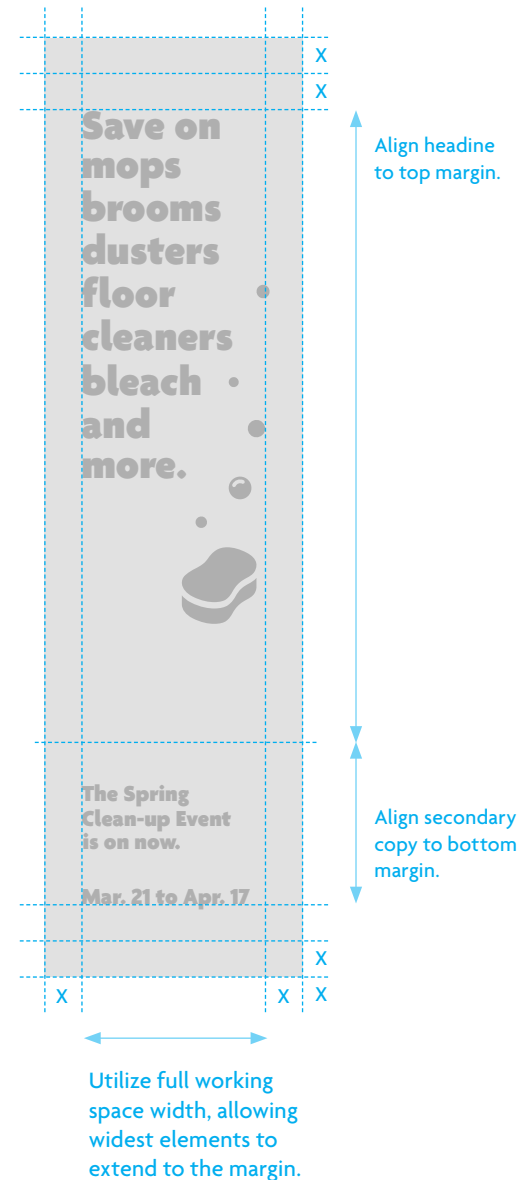
Ensure proper margins on the left and right side of the page so that content does not sit too close to the edge of the page. Use a 2x ratio of this horizontal margin to determine the top and bottom page margins.

Vertically align the headline to the top page margin, and allow to flow downward, using line breaks that allow for type/iconography to be sized up to be prominent

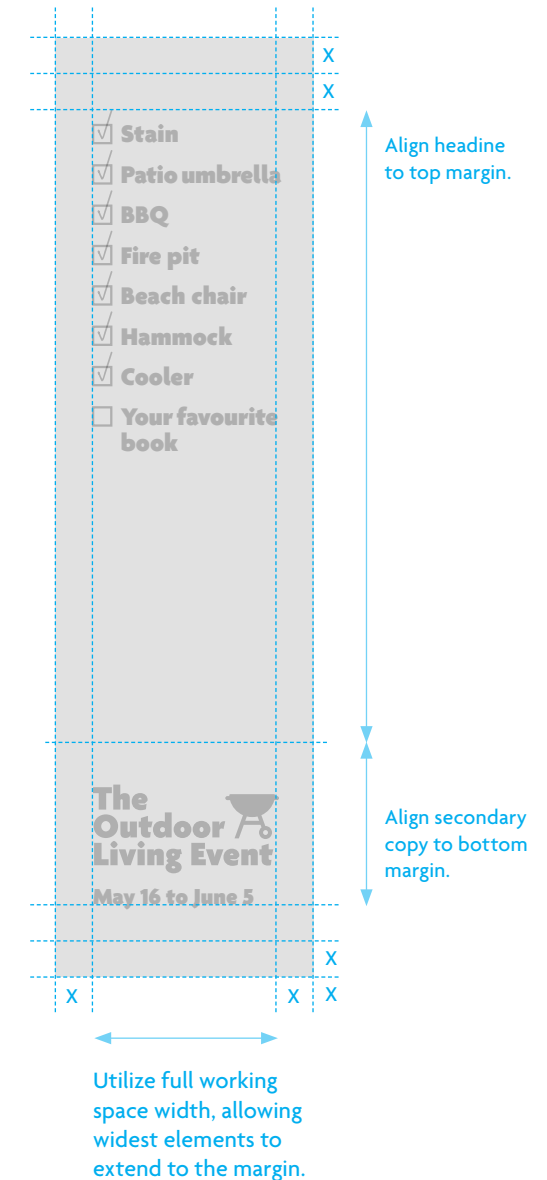
Use discretion in sizing headline type size, depending on character count.

5.5in x 20in

Primary layout



Secondary layout



Floor Stand

Floor stands lead with strong headlines and include the corresponding event name and dates as secondary messaging.

Floor Stands are formatted similarly to Aisle violators, with the integration of event icon into the headline configuration being the primary layout approach.

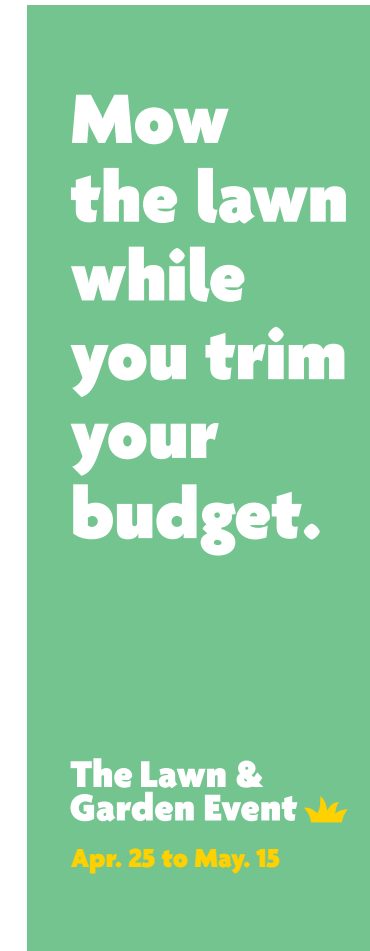
Similarly, in instances where the icon does not lend itself to scaling or does not complement the format of the headline messaging, run the full event lockup below, alongside the event dates, as a secondary layout approach.

23in x 60in

Primary layout



Secondary layout



Floor Stand

When laying out floor stands, reserve the top 3/4 of the page for headline content (and iconography where applicable), and the bottom 1/4 for the event details and dates.

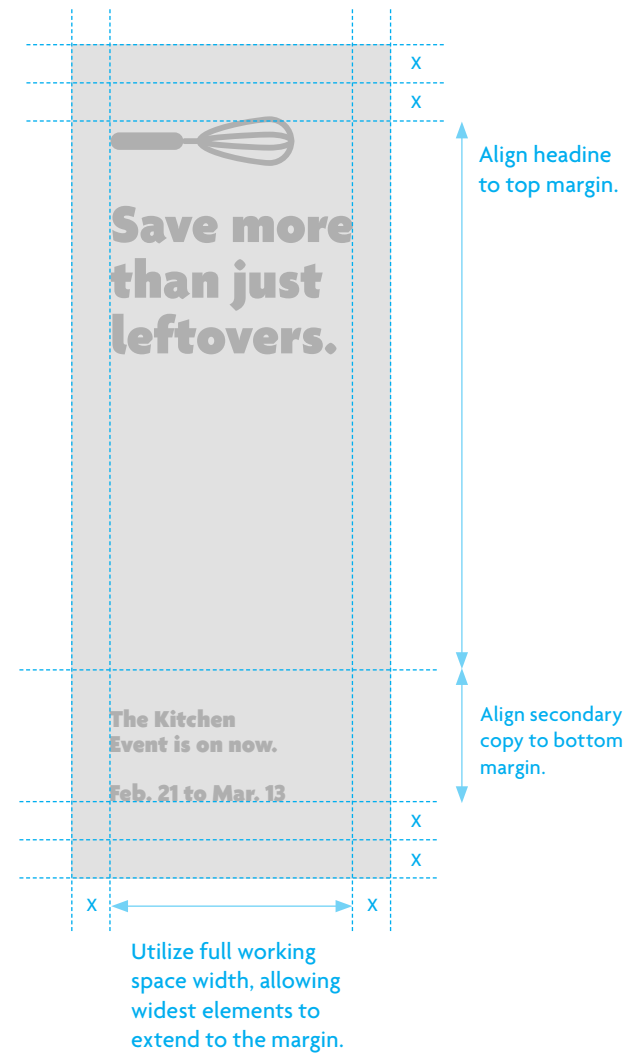
Ensure proper margins on the left and right side of the page so that content does not sit too close to the edge of the page. Use a 2x ratio of this horizontal margin to determine the top and bottom page margins.

Vertically align the headline to the top page margin, and allow to flow downward, using line breaks that allow for type/iconography to be sized up to be as large as possible within the horizontal margins.

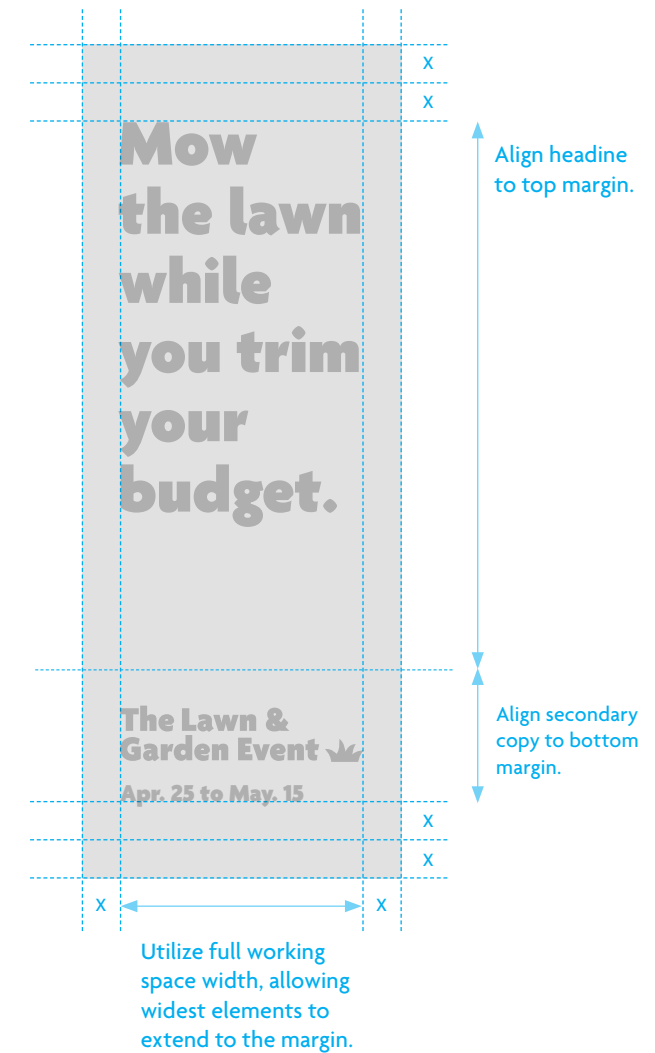
Use discretion in sizing headline type size, depending on character count.

23in x 60in

Primary layout



Secondary layout



Shelf Talker

Shelf talkers should be clear and concise, housing only the primary messaging of the corresponding event lockup and dates due to their smaller size and placement, so as not to appear too busy next to the product alongside them.

7in x 7in + tab (diecut)



Shelf Talker

Format shelf talkers with the primary event lockup and corresponding event dates below. Optically centre this content vertically and horizontally within the 7in x 7in diameter circular form, ensuring that there is proper clear space around all edges.

7in x 7in + tab (diecut)



Tent Card

Tent cards are a flexible signage component that can be placed on various surfaces around the store where nearby products reflect the event offerings. The two-sided nature of the tent cards allow for a front panel to be dedicated to highlighting the event lockup and dates (housed within the circular icon), while the back panel features a strong headline focus, with event lockup as secondary messaging below (and event dates listed below that).

4in x 6in (two-sided)

Front panel



Back panel



Tent Card

As tent cards may be placed on a variety of surface heights, use a 2x margin ratio of the bottom of the card for optimal legibility.

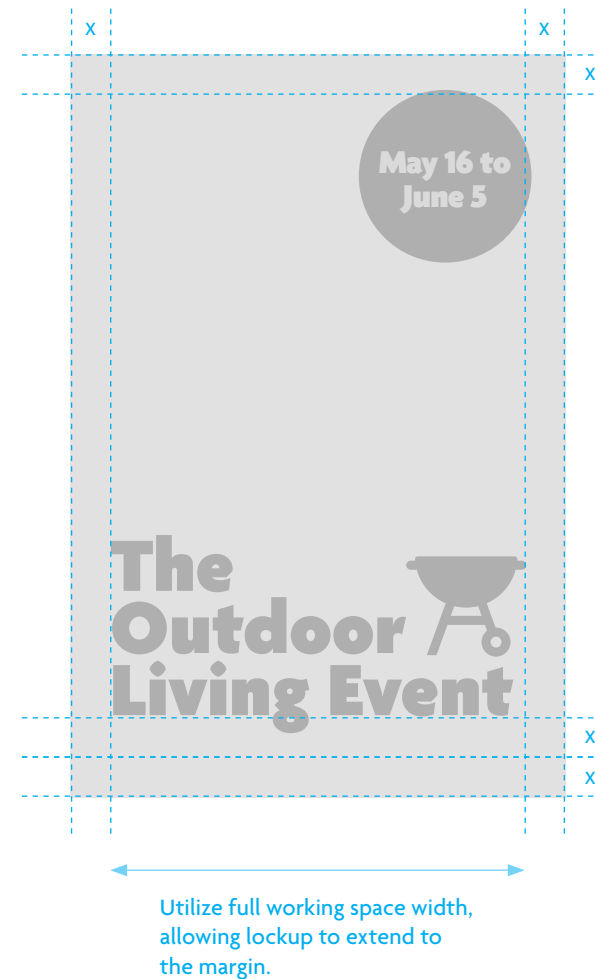
The front panel maximizes the height of the tent card with the application of the primary (vertical) lockup placed at full width at the bottom page margin. Use the circular icon to house the dates, placed optically at the top/right page margin. (This material is an exception, where the icon does not have to sit aligned towards the top of the lockup.)

On the tent card's back panel, place headline at the top left margin and size up to be prominent within the width of the page (use discretion based on line length). Include the primary lockup and dates beneath, aligned to the 2x bottom page margin.

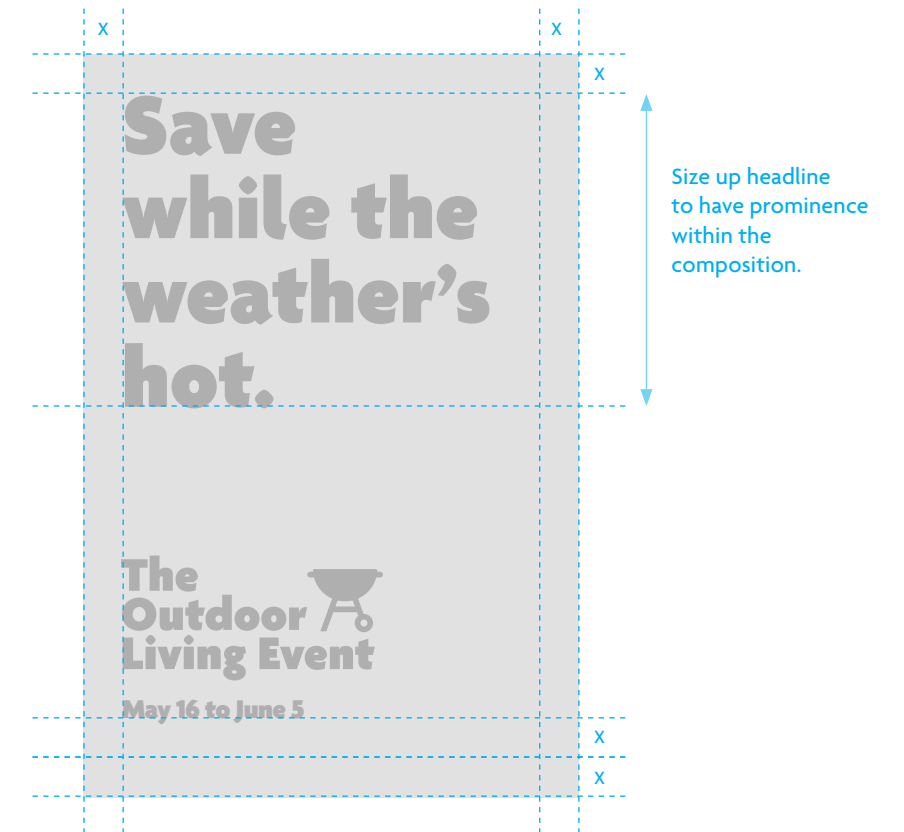
Use discretion in sizing headline type size, depending on character count.

4in x 6in (two-sided)

Front panel



Back panel



Events Radio

Event Radio Templates

Use the steps below to create your own announcer-read radio ad:

Every ad should consist of six main elements:

1. The Home Hardware music bed
2. A Here's How line that introduces the sale, offer or event in a simple and/or fun way
3. The details of the event or offer
4. A final call to action that caps off the ad and encourages the listener to take on any project with our help, and closes the loop with the participating location and URL or other contact info
5. Audio sound sting
6. Announcer read Here's How

How to create your own announcer-read radio ad:

Word count timings:

| | |
|-----------|------------|
| 23 words | 10 seconds |
| 35 words | 15 seconds |
| 70 words | 30 seconds |
| 140 words | 60 seconds |

Sample script to fill in

Here's How intro line:

Announcer: Here's How to (insert savings message with sales event or transform sales event to an opportunity to take on a project) _____ .

Event details:

Announcer: Go to Home Hardware from (insert month and date) _____ to (insert date) _____ for our (insert event name) _____ where we'll have deals on: (insert deals) _____ and more. (Repeat event dates, with month and date).

Final call to action:

Announcer: Take on the (add event name) _____ . Only at (add name of your location) _____ Home Hardware. For more, visit: (insert URL or FB page or other contact info) _____ .

<Insert Audio Tag>

Announcer: Here's How.

Examples of Event Radio Scripts

On the right are some samples of event radio scripts following the guidelines in the previous page.

Sales event sample

Here's How intro line:

Announcer: Here's How to update your bathroom on a budget.

Event details:

Announcer: Head to the Ultimate Bathroom Event at Home Hardware from September 6th to 13th, where you can get huge savings on a huge selection of terrace faucets, modern showers and bathtubs, plus matching hardware, like hooks.

Final call to action:

Announcer: Take on any bathroom project with the Ultimate Bathroom Event. Only at Parksville Home Hardware. For more, visit homehardware.ca

<Insert Audio Tag>

Announcer: Here's How.

Seasonal event sample

Here's How intro line:

Announcer: Here's How to rake in the savings this fall.

Event details:

Announcer: Go to Home Hardware from September 27th to October 4th, for our Rake It In Event, where we'll have deals on leaf bags, fall fertilizer, leaf blowers and more. September 27th to October 4th.

Final call to action:

Announcer: Take on the backyard this fall with the Rake It In Event. Only at Parksville Home Hardware. For more, visit homehardware.ca.

<Insert Audio Tag>

Announcer: Here's How.

Environmental/ Signage

Our in-store signage allows us to communicate great offers, products and events to customers, within the context of the store.

In-store Signage

Signs exist within the context of other signs, so it's great to review your signage as a whole to make sure your bases are covered. Go for a good balance between promotional and positional (i.e. signs that speak to sales/pricing and those that reinforce our branding, like campaign signage). A good balance makes for a better, more complete customer experience and less visual noise.

Product-specific signage is more effective when placed near the product it's advertising. Overarching brand and campaign signage can be high hanging to set the tone for the store.

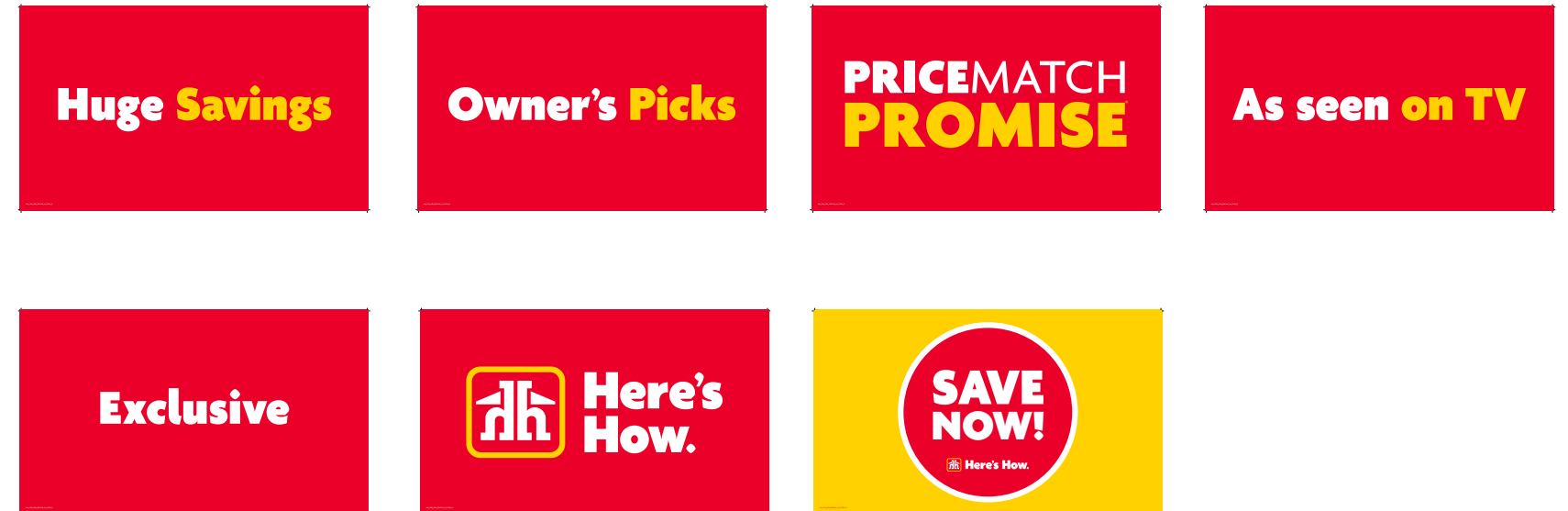
Too many signs can be distracting and overwhelming for the customer, so err on the side of less is more. Finally, it is best practice to frequently update signage (and to remove any old or out-of-date signs) to ensure brand alignment. This also helps create a consistent store experience across all Home Hardware locations. Contact visual merchandising for more information.



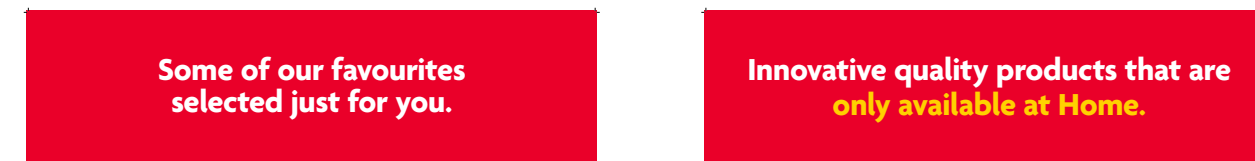
In-store Signage

In-store signage communicates a variety of messages. But we're able to keep it feeling harmonious by using consistent colours and typography. White and yellow type treatments on red backgrounds have the most visual impact and are preferred.

End caps



Pricing channel insert



Mini-campaign Signage

Mini-events, like the Black Friday Sale, include unique creative executions that contrast with traditional store signage. These are an opportunity to signal excitement and differentiation within the store.

Mini-event signage should always include event dates to inform customers of the limited duration of the event.

Window poster



End cap



Mini-campaign Signage

Larger signage components, such as aisle violators and floor stands, have sufficient space for additional subheadlines. Take advantage of this editorial opportunity and invite the customer to explore limited-time deals in language that plays into the name or visuals of the event.

Floor stand



Aisle violator



Branded Collateral

The brand guidelines and personality can be incorporated into branded elements that reinforce our identity within stores and the marketplace.

Shirts

We prefer the stacked Here's How lockup for use on t-shirts. It can be scaled larger within the shirt's printable area, which makes for bigger visual impact.

Red shirts are bold, striking and reinforce the brand. When printing, shirts should be colour-matched as closely as possible to Home Hardware red. To avoid unwanted colour clashing, shirt production should involve only two colours (yellow + white) and should not include the printing of red within the double "h" logo. The negative space of the shirt fabric will yield a cleaner result.

Sometimes there are cost constraints. That's okay. If your budget doesn't permit two-colour printing, just use the white Here's How lockup on a red shirt instead.

Full colour



Single colour



Hats

Try and match hat fabric as closely to the Home Hardware red as possible. Hat production should involve only two colours (yellow + white) and should not include the printing of red within the double H logo. The negative space of the fabric will yield a cleaner result.

Sometimes there are cost constraints. That's okay. If your budget doesn't permit two-colour printing, just use the white Here's How lockup on a red hat instead.

Full colour



Single colour



Bags

Our reusable poly shopping bags are bilingual, and include Here's How and Savoir. Faire. lockups on opposing side gussets. Our Home Hardware logo is loud and proud on the larger front and back panels.

Not only are reusable poly shopping bags an environmentally friendly way for our customer to bring their product home from our stores, but they are a great opportunity to deepen brand recognition, since customers will use a great reusable bag in other parts of their lives and while running errands. Keeping the design clean and minimal allows for maximum logo visibility.



For Dealer ordering reference: SKU 5415-870

Water Bottle

Branded water bottles provide a great opportunity for brand visibility and recognition.

When printing, colour match your bottle to the Home Hardware red as closely as possible. To avoid colour clashing, water bottle production should involve only two colours (yellow + white) and should not include the printing of red within the double “h” logo.

If you're able to customize the bottle colour, you may need to modify the PMS colours slightly depending on the material and finish of the bottle. Work with your printer to get an accurate match to the Home Hardware red.

Sometimes there are cost constraints. That's okay. If your budget doesn't permit two-colour printing, just use the white Here's How lockup on a red bottle instead.

Full colour



Single colour



Corporate Fleet

Sometimes it's okay to break the rules. When designing our truck fleet, we wanted to create maximum impact, so we made an exception to our logo clearance rules. We also separated the Here's How and Savoir. Faire. taglines from the Home Hardware logo to accommodate the restricted space. This is maybe the only time when our logo guidelines don't apply. As such, approval must be obtained from Home Hardware's Creative Director in any situation that requires breaking the logo clearance or other rules.

95' Truck



30' Truck



Dealer Trucks

On the right is a second design option for delivery trucks. Leave enough clear space around the Here's How logo and remember to make sure that fonts are legible from a distance. Reference the previous pages for font guidelines and logo sizing. Any alternations made to the truck design should be approved by the Creative Director at Home Hardware.



Corporate Materials

Corporate materials – both existing and proposed – offer Dealers the opportunity to reinforce and align with the brand identity in their everyday communications.

Stationery

Corporate branded stationery provides another opportunity to extend the brand look and feel.



*Creative for reference only

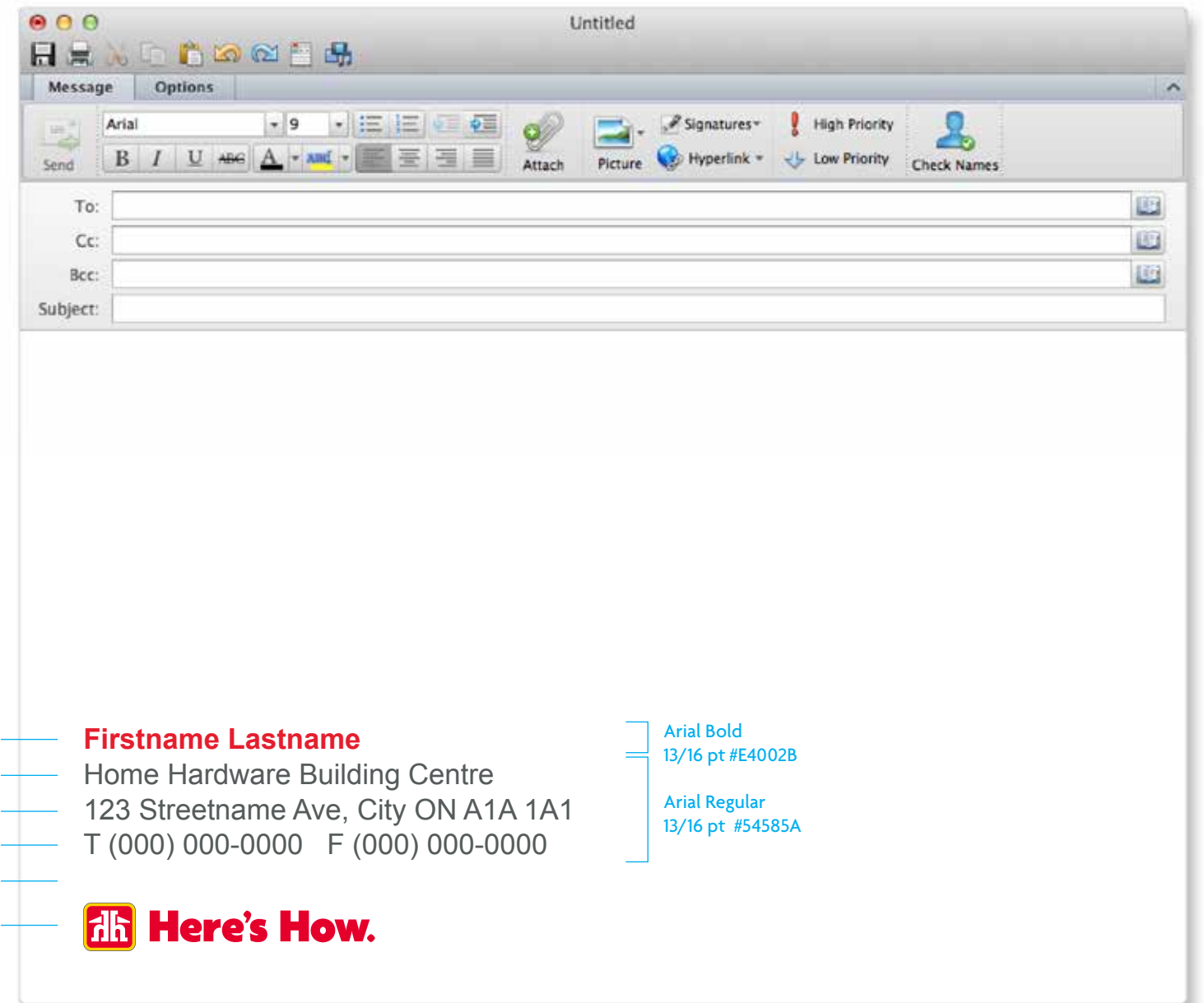
Dealer's Email Signature

Please follow the email signature template outlined on the right to ensure brand consistency across all Dealer communications.

DO use this simple template and fill in your own customized information.

DON'T create your own or use a different font.

Please note: Use Arial for the email signature, not HH Agenda.



Dealer's name

Store name

Store address

Store phone & fax

One line space

HH logo (22 px high) hyperlink to homehardware.ca

Firstname Lastname

Home Hardware Building Centre

123 Streetname Ave, City ON A1A 1A1

T (000) 000-0000 F (000) 000-0000

 **Here's How.**

Arial Bold
13/16 pt #E4002B

Arial Regular
13/16 pt #54585A

Annual Report

Annual Report Overview

The Home Hardware Annual Report celebrates the year's milestones, reports company achievements and generates excitement for the year ahead. The 2017 report focused on the theme of "Projects, Big and Small," highlighting the stories and community contributions of Home Hardware Dealers.



Statistics and Iconography

The Home Hardware Annual Report combines bold typography and graphic iconography to make statistical information inviting and easy to read. These pages serve as a striking contrast to more text-heavy sections, providing a dynamic flow to the document.

Leverage primary brand colours: consider designing icons in red on a white background, or knocked out on pages with a full red or yellow background.

Iconography style should follow the Graphic Elements guidelines outlined on page 54, so as to maintain a look and feel consistent with Home Hardware. Ensure iconography is easy to follow and is relevant to the content it lives beside.


First Place
Named top Canadian home improvement brand by Canadian Business


Top Fleet
as Recognized by Canada's Top Fleet Employers


\$152.7m
Sales increase of 5.2% from 2016

Best Managed Company
Recognized as one of "Canada's Best Managed Companies" for the sixth year in a row

Tackling Projects with a Purpose

With our knowledge and service, we support our customers as they take on projects, big and small. With our time and generous contributions, we also help local charities and other organizations as they take on projects, big and small. Our nearly 1,100 stores are a part of communities across Canada and we strive to make a difference in each. We're also proud to help Canadians at a national level, through our ongoing support of SickKids Foundation, Communities in Bloom, Special Olympics Canada and Tree Canada. As Home Hardware Dealers, helping is a part of who we are and we couldn't be prouder of our people for sharing their knowledge and resources at Home and beyond.

\$3.3 million
total funds contributed to the SickKids Foundation to date

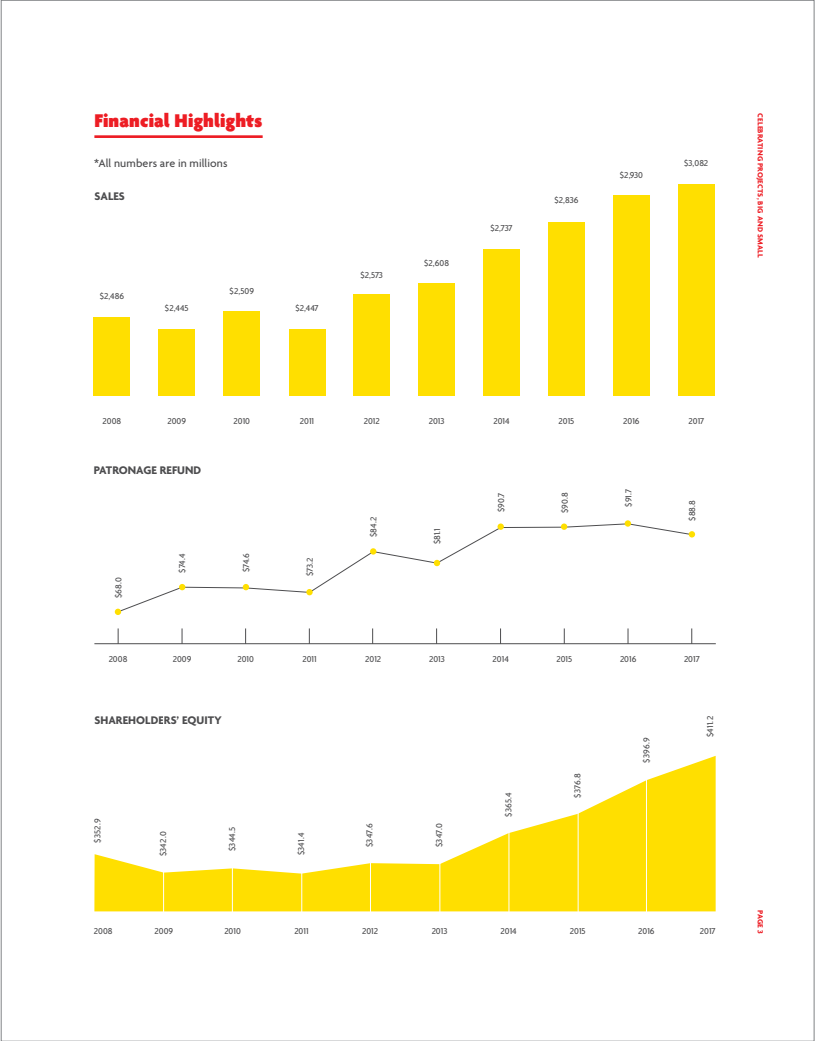
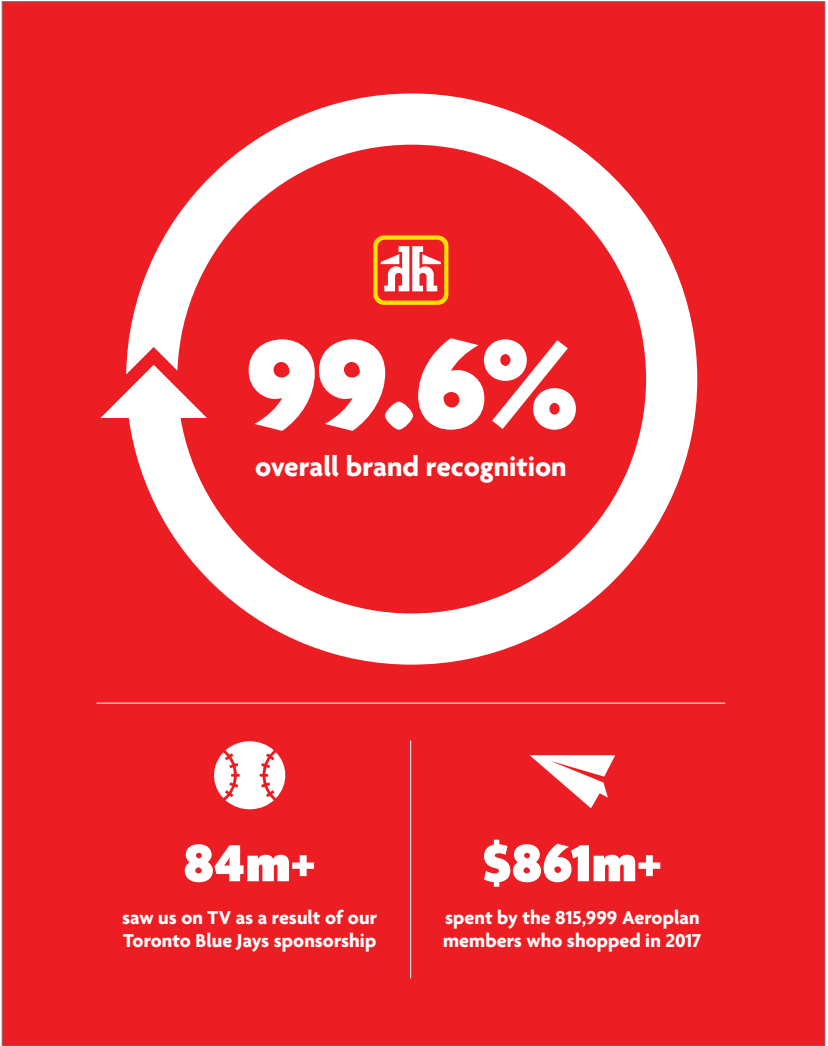

\$272,122
total funds donated to Special Olympics Canada in 2017, supporting 45,087 athletes


1,449
Trees planted by Home Dealers with Tree Canada in 2017

Graphs and Charts

Graphs and charts within the Annual Report should follow the direction outlined on page 55.

This page features examples of graphs and chart applications from the 2016 and 2017 Annual Report.



Photography

Original photography within the Annual Report should be consistent with the Photography direction outlined on page 45. The guidelines below will help ensure best results.

Subjects

When photographing Home Hardware Dealers of the year, always ensure that the subjects appear authentic, relatable and positive. Try to capture subjects personalities and dynamics – this feature is a celebration of their contributions and accomplishments!

Lighting

Use natural lighting, or lighting with a “daylight” look, optimistic and unpretentious tone and a clean, modern result.

Wardrobe

Wardrobe styling should include designated red Home Hardware uniforms; the colour of the uniforms provides additional brand presence in the shots and allows for contrast against neutral backgrounds. For additional shots featuring the Dealers in more natural (non-uniform) wardrobe, avoid decals or other distracting branding elements.

Propping

Propping should be minimal, allowing for the subjects to be the focal point of the shot. When propping with furniture in an in-studio setting, ensure that all items are sourced from a Home Hardware store.



Illustration

Illustration can be integrated into editorial content as an effective way to forge an emotional connection with the reader and help visualize accompanying content.

Illustrations should be simple and bold in style and have a fresh and optimistic feeling.

A supplementary colour palette that complements the masterbrand colours may be used to add further dimension to the composition.

Don't use this illustrative style please

Ron - June 2020



April Market

April Market Booth

Tradeshow booths should use brand elements to create a visually bold impression. They should feel exciting, fun and very much a part of the brand.

We incorporated clean, modern furniture and props to create an open and inviting space, and fun elements like swag and a photo booth to draw a crowd.

Here's How messaging should be in the forefront, creating a welcoming and conversational space that welcomes visitors to engage with associates.

To maximize visibility, consider the size and positioning of these brand elements relative to the space available.



April Market Uniform

Our April Market uniform is casual, approachable and invites conversation, while showcasing our brand identity. The conversational tone of the Home Hardware brand voice has been incorporated into the uniform lanyard. Brand colours have also been extended to footwear to round out an unmistakably recognizable look for associates at the market.



April Market Swag

The April Market swag bag is a great opportunity to create a takeaway for visitors that displays the personality of the brand. Providing recipients with functional takeaways is a great way to retain top-of-mind brand awareness.



April Market Posters

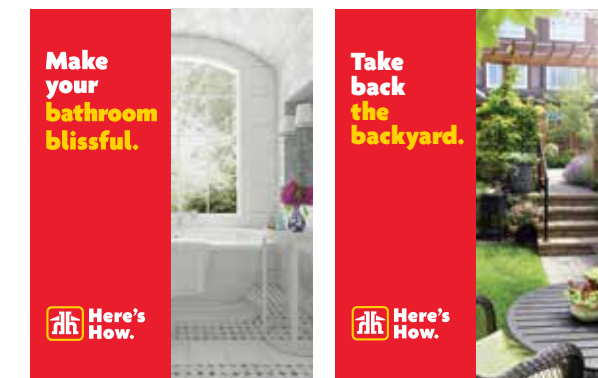
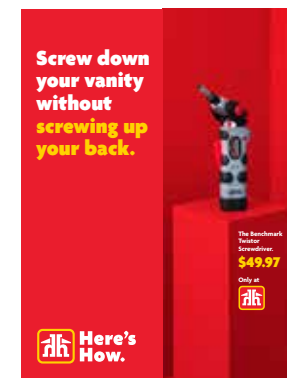
Posters for the April Market are a great opportunity to showcase the Home Hardware tone of voice with messaging that is knowledgeable, approachable, enthusiastic and familiar.

Two design approaches to these posters allow the company to highlight incredible product exclusives and their benefits as well as highlighting inspiring photography, encouraging customers to take on their projects, big or small.

Product photography



Vendor photography



April Market Banners

For large-scale banners, visibility is key. Use the horizontal lockup to maximize height of logo within the horizontal space of the banner. Logo should be centred.

These large-scale banners are one exception where lockup clear space can be disregarded in favour of overall logo size. Please consult with the Home Hardware Creative Director for approval on any large-scale materials that do not abide by established clear space rules.

Tradeshow banner



April Market Postcard

April Market postcards are a conversational takeaway material that invites the customer to attend an information session. Casual and intriguing language generates interest and excitement.

Focus on a typographic approach, applying yellow to particular text for emphasis.

4in x 6in postcard



Sponsorships and Partners

Through our sponsorships and work with partners, we continually reinforce the brand's visual identity and voice.

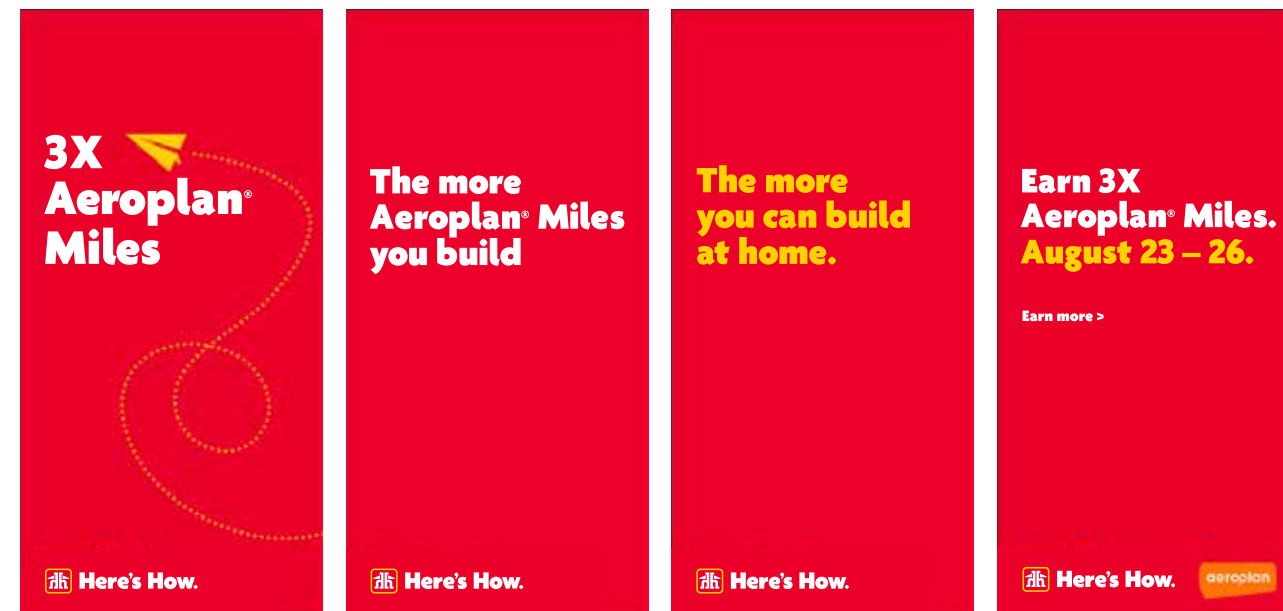
Aeroplan Digital Banners

Even partnered digital banner ads can easily follow the standards set forth in the brand guidelines and support Home Hardware's visual identity and voice.

Medium rectangle banner (300px x 250px)



Half-page banner (300px x 600px)



Aeroplan Print Ad

Partnered print ads are another chance to apply the brand guidelines and support Home Hardware's visual identity and voice. In partnered content, our brand guidelines provide us with the parameters to maintain our branding even when other branding is present.

8.5in x 11in print ad



Blue Jays Stadium Banners

Partnered stadium banners follow standards set forth in the brand guidelines and support Home Hardware's visual identity and voice.



Blue Jays Stadium Banners

These large-scale banners are an exception where lockup clear space can be disregarded in favour of overall logo size. Please consult with the Home Hardware Creative Director for approval on any large-scale materials that do not abide by established clear space rules.

Due to stadium visibility standards, pure white fields of colour within the lockup will need to be darkened slightly to avoid reflection. Consult printers and stadium guidelines for specific stadium standards.



Take on any project.

 **Here's How.**

Blue Jays Contest Icon



Blue Jays Contest Bag Stuffers

Contest bag stuffers encourage digital engagement and provide customer incentive to visit the Double Play Giveaway website.



Enter for your chance to win a Blue Jays™ VIP weekend and backyard makeover from Home Hardware

Entry form and rules: bluejays.com/doubleplaygiveaway

Contest closes 4:59 p.m. ET on Thursday August 31, 2017. Open to residents of Canada over age of majority. Five prizes to be won, each valued at approx. \$3,500 and consisting of: a \$1,000 gift card to Home Hardware, a trip for two to Toronto to attend the Toronto Blue Jays™ home game on September 23, 2017, Blue Jays merchandise and a VIP ballpark experience. If winner resides within 300 km of Rogers Centre™, airfare not included in prize and actual prize value will be less than stated amount. Limit of one entry per person/email address, with the opportunity to receive five additional entries per person. Odds of winning depend on total number of eligible entries received and whether entrants choose to receive additional entries. Must correctly answer a mathematical skill-testing question to win. Full contest rules and entry form at: www.bluejays.com/doubleplaygiveaway.

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Blue Jays Radio Example

These radio scripts leverage our partnership with the Toronto Blue Jays baseball team. Integrating the humour and insight of the Home Hardware brand voice with the good sportsmanship of the talent, we play off the strengths of both sides of this partnership for a win-win.

Estrada Primer

VO:

Beauti-Tone is the official paint of the Blue Jays.

So you could say we're like a colour coach. We might not be the ones making up the catcher signals, or giving pitching tips. And we may not be allowed in the dugout or to give pep talks. But if Marco Estrada needed to know which primer works best in his bathroom we would recommend Beauti-Tone Acryl-Lok Primer Sealer it works great for bathrooms and other high moisture areas.

Beauti-Tone, the official paint of the Blue Jays. Exclusively at Home Hardware.

<Insert Audio Tag>

Here's How.

Goins Door

VO:

Home Hardware is a proud partner of the Blue Jays, and we're here with Ryan Goins – Ryan tell us what it feels like to hit that perfect drag bunt.

Goins:

Oh, wow -
It kinda feels like when you hang a door just right. You go to shut it and the hinges don't creak, it swings into place, so the latch catches and you hear that little clicky....sound. You know ...click. Phewf, now that's the stuff you dream about comin' up in the minors....

VO:

Home Hardware... Official Home Improvement retailer of the Blue Jays.

<Insert Audio Tag>

Here's How.

Blue Jays T-shirt

Promotional shirts for the Blue Jays/Home Hardware Double Play Giveaway are a fun way to promote both brands, and raise awareness and excitement about the contest.



Blue Jays Drop-ins

Drop-ins are broadcast overtop of pre-existing animations between innings or plays and are a great opportunity for TV visibility among the Blue Jays and sports audience. Because space is at a premium, keep your messaging concise. Focus on specific products and details or event information and dates. Less is more impact.

Signal the brand's web presence to the viewer by including website URLs and social media icons. Encourage viewers to connect with us online.



Thank you!