

Creative Toolkit 2012

Grantee Brand Kit

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Giving with Sam's Club®

We believe giving back is essential. Together with the organizations we support, we hope to create communities that are home to thriving small businesses, healthy families and educated young people, ready to be the leaders of tomorrow.

Find out more about us at SamsClub.com/Giving



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Giving: Mission and Vision

Vision

Together with our partners, Sam's Club hopes to create communities that are home to thriving small businesses, healthy families and educated young people ready to be the leaders of tomorrow.

Community Involvement Goals

To help communities become educated, thriving and healthy through strategies that engage members and associates and elevate and differentiate the Sam's Club brand.

Mission

Sam's Club® supports community-based programs that empower young people, families and small businesses to make smart choices that lead to healthy and bright futures. Through cash and in-kind donations, as well as the dedication of our associates, we are committed to making an impact in two areas that align with who we are as a company and with the passions and interests of our more than 47 million members: Small Business Support and Health and Wellness.

Small Business Support

Build a pipeline of new entrepreneurs and empower them with tools for success; empower small business owners; and create new jobs.

- Improve ability of low-income, minority, women and veteran-owned small businesses to access capital and credit to start, operate and grow their ventures.
- Improve the capacity of small business support service providers to reach, educate and track impacts on small business owners. The specific program focus areas include: technical support, marketing/communications, customer acquisition and financial education.
- Increase the capacity of community college to deliver relevant and effective programming which leads to successful, sustainable business ventures for aspiring entrepreneurs.
- Improve student achievement related to business and entrepreneurship education and increase number of students actively pursuing entrepreneurial careers.

Health and Wellness

Prevent chronic disease in low-income and minority populations; increase knowledge and ability of adults to properly manage existing chronic disease.

- Increase daily physical activity in children and adults
- Increase access to fresh, healthy foods for children and adults
- Demonstrate an increase in positive behavior change
- Improve capacity of service providers to educate and motivate adults to properly manage existing chronic disease

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Sam's

Creative Assets

Basic Writing Standards

The Sam's Club name:

- "Sam's Club" should always appear on the same line in a sentence.
- The company should not be referred to as "SAM'S" or "Sam's." Always refer to it as "Sam's Club" or "Sam's Club locations." It is acceptable to refer to a location or locations in second reference as "Club" or "Clubs," always using a capital "C."
- "Sam's Club" should not be used in a plural or possessive form. Never say "Sam's Clubs" or "Sam's Club's." Instead, for plural forms use "Sam's Club locations" or "Clubs." For possessive forms use "The Sam's Club", or think of another creative way to convey the thought.
- "Sam's Club" should not be written in all caps.
- "Sam's Club" should be followed by a superscript ® on the first reference of every page (unless it is a two-page spread). The cover and back cover of a booklet, guide or similar publication do not count as a two-page spread.
- **SamsClub.com** and its more specific variations should be in bold.
- When referencing the Sam's Club website, do not use the "www" prefix. If **SamsClub.com** falls at the end of a sentence, it is OK to use a period, but do not include the period in the bold styling.

Capitalization:

Always use initial caps in these circumstances:

Sam's Club

Advantage Membership

Business Membership

Member (when referring to Sam's Club Members)

Membership (when referring to Sam's Club Memberships)

Associates (when referring to Sam's Club or Walmart employees)

Sam's Club Plus®

Member Services Desk

Website

Club (when referring to one of our specific locations)

Fax 'n' PullSM

Click 'n' Pull®



Sam's

Creative Assets

Design Elements

Fonts

Whitney is the approved font for the campaign and should be used across all mediums for consistency. If Whitney is inaccessible to your organization for any reason, substituting with Verdana is acceptable.

Whitney Book abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Regular

Whitney Book Italic

abcdefghijkImnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ Verdana Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

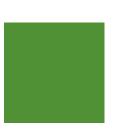
Approved Colors

To keep the messaging consistent, please use the following colors.









PMS 288C C100 M75 Y6 K24 R0 G44 B119 PMS 3005C C100 M28 Y0 K0 R0 G122 B201 PMS 2945C C100 M52 Y2 K12 R0 G84 B159

PMS 370C C64 M5 Y100 K24 R91 G143 B24

PMS 288U C100 M65 Y1 K17 R54 G79 B129 PMS 3005U C99 M22 Y0 K1 R0 G118 B189

HTML

007AC9

PMS 2945U C100 M50 Y1 K15 R53 G87 B119

PMS 370U C50 M3 Y97 K19 R97 G136 B69

HTML 002C77 HTML 00549F

HTML 5B8F22

Creative Assets

Sam's Club® Logo

The vertical logo without tagline is used for all communications for Giving.



Social Media

When including information about Sam's Club in social media channels, reference the following links and Twitter handles when possible.

Facebook: facebook.com/samsclub

Twitter: @samsclub

Twitter: @samsclubchristi

Twitter: @samsclubmatt

Twitter: @samsclubsusan





Creative Assets

Advertisement Examples





What better investment than one that promises to pay off for generations to come? Inspired toward success and armed with the skills needed to achieve it, NFTE student entrepreneurs make a positive impact on their peers, our communities and the nation's bottom line.

Sam's Club is proud to sponsor NFTE and its mission, and we congratulate all of the award recipients of this year's gala.

Visit SamsClub.com/giving to find out more.



Creative Assets



Sam's Club® proudly supports Off the Field

Sam's Club teamed up with Off the Field and The Salvation Army to help holiday dreams come true for 200 families across the country during the 5th Annual Dream Drive. Over the years, Sam's Club has donated more than \$500,000 in food and gifts through Dream Drive, and we're proud to work with organizations that share our commitment to this event. We thank Off the Field for their contribution, and we wish them the best in all of their charitable efforts.

Visit SamsClub.com/giving to learn more.







Contact Information

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Sam's Club®

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