



Creative Toolkit
2012

Grantee Brand Kit

Table of Contents

Giving with Sam's Club®	2
Giving: Mission and Vision.....	3
Creative Assets	4
Basic Writing Standards	4
Design Elements	5
Sam's Club Logo	6
Social Media	6
Advertisement Examples	7
Contact.....	8

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](https://www.samsclub.com/giving)



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

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®

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

Verdana Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Whitney Book Italic
abcdefghijklmnopqrstuvwxyz
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 288U
C100 M65 Y1 K17
R54 G79 B129

HTML
002C77



PMS 3005C
C100 M28 Y0 K0
R0 G122 B201

PMS 3005U
C99 M22 Y0 K1
R0 G118 B189

HTML
007AC9



PMS 2945C
C100 M52 Y2 K12
R0 G84 B159

PMS 2945U
C100 M50 Y1 K15
R53 G87 B119

HTML
00549F



PMS 370C
C64 M5 Y100 K24
R91 G143 B24

PMS 370U
C50 M3 Y97 K19
R97 G136 B69

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



Advertisement Examples



Investing in the dreams of tomorrow's leaders.



**NETWORK
FOR TEACHING
ENTREPRENEURSHIP**
Start it up.

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.



Make Healthy Living a Goal.



The Sam's Club Giving Program is proud to support the Alliance for a Healthier Generation and its fight to end childhood obesity.

Prevention is the key to fighting chronic disease. That's why we support organizations, such as the Alliance, that are committed to making an impact through health education. In addition to charitable donations, Sam's Club provided more than 1 million free health screenings in 2011.

For more information, visit SamsClub.com/giving.



Get a list of free health screenings.
SamsClub.com/healthyliving

Find us on Facebook facebook.com/samsclub Follow us on Twitter twitter.com/samsclub



Founded by the American Heart Association and the William J. Clinton Foundation



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.



Find us on Facebook
facebook.com/samsclub

Follow us on Twitter
twitter.com/samsclubdeals



Contact Information

Susan Koehler, APR
Senior Manager, Community Involvement
Sam's Club
479.277.8066
susan.koehler@samsclub.com





Sam's Club®

2101 SE Simple Savings Dr.
Bentonville, AR 72716-0745

www.SamsClub.com/givingmadesimple