Branding Guide

September 2015

The following brand guide for **The Retail Odyssey Company™** highlights all written, visual, and graphic elements that encompass our brand. These standards are intended to be tools and guidelines that enable us to maintain a consistent voice and provide all viewers with the most effective identity. Please refer to this when developing additional items for **The Retail Odyssey Company**.

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Our Name

The Evolution & Reason for Change

The **Retail Odyssey Company™** is a team of professionals with expert knowledge in all aspects of both the retail environment and the journey to success. Our goal is to provide **The Kroger Co.®** with access to greater levels of expertise while providing them with the flexibility to adapt the services they receive based upon their changing needs.

Why Retail

Retail clearly and quickly identifies the scope of what we do, but is broad enough to cover the wide array of knowledge, experience and effort required to sell goods and services to customers. It's also broad enough to cover the selling of goods regardless of venue: brick & mortar stores, online, pop-up stores and mobile trucks.

Our Goal for Our Clients

- Customized Services
- Dynamic Results
- Unified Brand Experience

Why Odyssey

Odyssey conveys the importance of the journey and a sense of adventure. It's an epic event that will be filled with notable experiences, challenges and successes.

Define Odyssey

- To progress from one stage in life to another
- A series of experiences that give knowledge or understanding to someone
- Long, adventurous journey on a path to success

The Start of Epic Journey

The need to change to a wholly owned subsidiary is NOT only important but required for our new business model and a new name provides the opportunity to bring the new model to life with a brand image that will:

- Awaken the team to both the reality and the significance of the change
- Allows us to push this new model forward at a greater speed since it allows flexibility to adapt to changes quickly
- Challenge us to sell a new generation of work and services to both private label and national branded companies
- Highlight to Kroger® the significance of the change and their commitment to join us on this epic journey

For our team, the new business model, reinforced by a new name will allow us to tap into the passion of each person on the team to help us differentiate ourselves from the competition and our company. This transition reinforces the importance of reinventing and reimagining who we are and what we do in order to grow both personally and professionally in order to become more than what we are today.

The Logo

Three Logo Variations and When They Should Be Used

1

2

3

The Retail Odyssey Company's™ logo consists of a custom drawn element that resembles a compass with its four directional points and typography.

1 **Primary Logo** - This logo should be used the majority of the time unless otherwise necessary. It is great for square spaces.

2 **Secondary Logo** - This logo is good for spaces that are rectangular in shape.

3 **Tertiary Logo** - This logo is good for spaces that are wide and extremely narrow.

Note that the logo should be placed on all materials pertaining to **The Retail Odyssey Company** including materials for any form of presentation or communication.

4

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LogoSymbolism

What Does our Logo Mean

The Meaning of the Compass

The compass will be the center of the new brand mark. A compass is a navigational instrument for finding direction along this epic journey. **The Retail Odyssey Company™** will be that instrument for our clients as they chart their epic journey. The four major point will help us tell our story. They will define who we are and our service offerings.

The Circle

- **Definition:** A group of people who shared professions, interests, or acquaintances
- Symbolizes our team coming together
- Creates unity and a sense of Be One

The Cardinal Directions -
Our Direction Points to the Future

- **West** - Confidence, Business, Growth
- **East** - Trust, Security
- **South** - Strength, Adventure, Loyalty
- **North** - The direction in which we navigate our clients to success
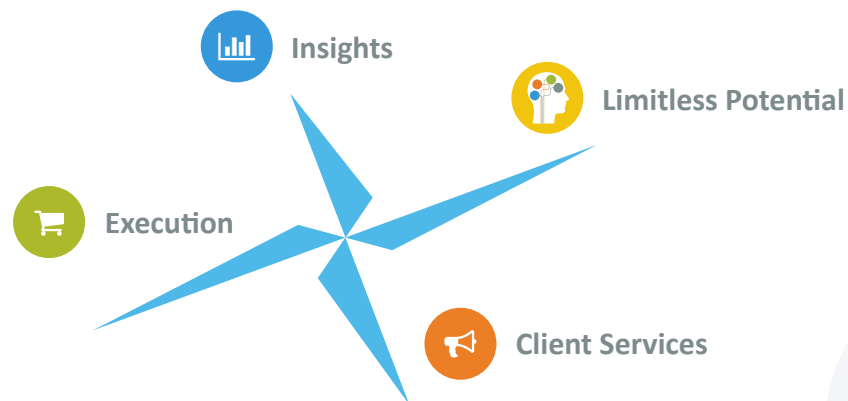
The Colors

NAVY
- Credibility
- Strength
- Trust
- Confidence
- Loyalty

SKY
- Peace
- Purity
- Understanding

STONE
- Classic
- Practical
- Quality

Insights

Limitless Potential

Execution

Client Services

Correct Logo Usage

How to Use the 2 Color Logo & the Full Color Logo

Coated PMS 654

Coated PMS 2915

Coated PMS 2915

Coated PMS 7544

2 Color Logo
Coated PMS 654 & 2915

Full (3) Color Logo
Uncoated PMS 654, 2915 & 7544

Coated Pantone 654
Uncoated Pantone 295
RGB (0, 58, 112)
Hex #003a70
CMYK (100, 71, 10, 47)

NAVY

Coated Pantone 2915
Uncoated Pantone 2915
RGB (98, 181, 229)
Hex #62b5e5
CMYK (60, 9, 0, 0)

SKY

Coated Pantone 7544
Uncoated Pantone 7545
RGB (118, 134, 146)
Hex #768692
CMYK (34, 14, 11, 34)

STONE

6

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Correct Logo Usage

How to Use the 1 Color, Black & White, & Knockout Logos Correctly

1 Color Logo

In situations where only one color can be used, logo should be Pantone 694C or Dark Blue.
(See CYMK & RGB color chart.)

Black & White Logo

For black and white usage, the entire logo becomes 100% black.

Logo Knockout

When the logo is knocking out of any of our flat colors in our color palette, utilize the 100% white logo.

CorrectLogoUsage

Spacing, Clear Space & Minimum Size

Obtaining good visibility of **The Retail Odyssey Company™** logo is extremely important. In order to do this, the space around the logo needs to be respected. Also, please take into consideration the overall size of the logo. It is important that the logo is readable in every application. Although there are no maximum size restrictions, please do not produce the logo smaller than the minimum size listed in print.

1" Minimum Space

Clear Space

2" Minimum Space

2.5" Minimum Space

LogoMisusage

Never Change or Distort the Logo

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting **The Retail Odyssey Company™ l**ogo. Below are example of misuages of the logo.

Do NOT alter the color.

Do NOT alter the position.

Do NOT rotate the logo or icon.

Do NOT alter the name.

Do NOT change the proportions.

Do NOT rearrange the order of the logo.

Do NOT delete any part of the logo.

Do NOT lighten the logo.

9

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FlatStyle

Employ a Flat Style in all Elements

Simply put... keep it simple & to the point.

Our flat design features includes vibrant colors, well-defined edges, open spaces, cleanliness and two-dimensional or flat designs. This means no bevels, drop shadows, textures, gradients or additional methods that incorporate a layer of depth.

Focus on Typography
- Short, sweet, simple and to the point

Visual Hierarchy
- Elements arranged to imply importance
- Influences the order in which our eyes process visual information

Large Color Palette
- Bright & Contrasting Colors
- Primary & Alternative Colors

Minimalistic & Simple Approach
- Simple Shapes & Icons
- Abstract Photography

Flat Style

NOT **Flat Style**

VS

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

47%
30%
22%
11%

47%
30%
22%
11%
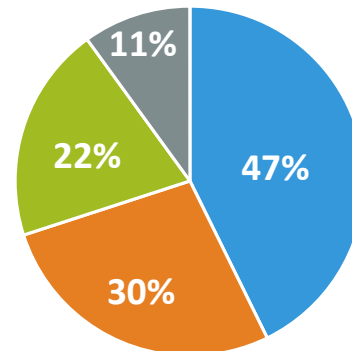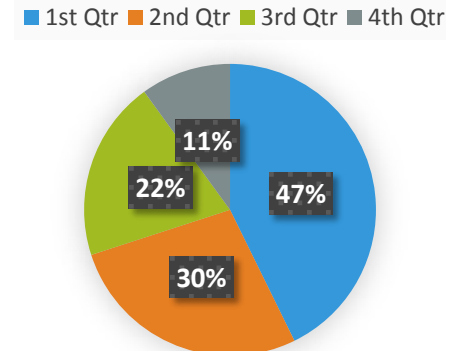
Brand**Elements**

A Consistent Use of Typography for all Communication

Typography plays a major role in shaping a brand. Two typefaces were selected to help establish our brand. They are *Halifax* and *Calibri*.

Halifax is to be used first, if available. Use Regular or **Bold** for headings, sub-headings and important call outs, For support headings and when providing additional information, use Light or Regular.

When *Halifax* is not available, use *Calibri.* Once again, for headings, sub-heading and important callout, use Regular or **Bold** and Light or Regular for support headings and when providing additional information.

If a contrasting typeface is needed, use *Constantia* Regular or **Bold**.

Using these two typefaces will help create a consistent identity for all printed and electronic materials generated for **The Retail Odyssey Company™**.

Aa   Aa   Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

HALIFAX LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

CALBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

CONSTANTIA REGULAR

BrandElements

A Color Palette with Bright and Bold Colors Consistently Used

When using this color palette, be sure to always use the **primary colors** first starting with *River - Carrot - Pear - Slate - Sun Flower - Strawberry*. After the **primary colors** have been used, either repeat the **primary colors** starting again with *River* or use the **alternative colors**. Note that slate can be skipped if only five colors are needed or if used in the shapes. Also, never use *jet black* for a shape, use *midnight blue* instead.

Primary Colors

RGB (52, 152, 219)
Hex #3498db
CMYK (76, 31, 0, 14)
1
RIVER

RGB (230, 126, 34)
Hex #e67e22
CMYK (0, 45, 85, 10)
2
CARROTT

RGB (161, 187, 34)
Hex #a1bb22
CMYK (14, 0, 82, 27)
3
PEAR

RGB (127, 140, 141)
Hex #7f8c8d
CMYK (10, 1, 0, 45)
4
SLATE

RGB (241, 196, 15)
Hex #f1c40f
CMYK (0, 19, 94, 5)
5
SUN FLOWER

RGB (231, 76, 60)
Hex #e74c3c
CMYK (0, 67, 74, 9)
6
STRAWBERRY

Light & Dark Accent Colors

RGB (225, 255, 255)
Hex #ffffff
CMYK (0, 0, 0, 0)
POWDER WHITE

RGB (236, 240, 241)
Hex #ecf0f1
CMYK (2, 0, 0, 5)
CLOUDS

RGB (0, 0, 0)
Hex #000000
CMYK (60, 40, 40, 100)
JET BLACK

RGB (44, 62, 80)
Hex #2c3e50
CMYK (45, 23, 0, 69)
MIDNIGHT BLUE

Alternative Colors

RGB (63, 70, 71)
Hex #3f4647
CMYK (11, 1, 0, 72)
IRIDIUM

RGB (52, 73, 94)
Hex #34495e
CMYK (45, 22, 0, 63)
SAPPHIRE

RGB (41, 128, 185)
Hex #2980b9
CMYK (78, 31, 0, 27)
BELIZE

RGB (112, 48, 160)
Hex #7030a0
CMYK (30, 70, 0, 37)
WISTERIA

RGB (61, 191, 156)
Hex #3dbf9c
CMYK (68, 0, 18, 25)
JADE

BrandElements

Simple and consistent Shapes and Icons

The use of simple and consistent shapes and icons is a key necessity for all applications created for **The Retail Odyssey Company™**.

All shapes must be primarily circle shapes, but rectangles are allowed if circular shapes will not work well. Also note, when using rectangles, do NOT round the corners of the rectangles.

All icons must be from Font Awesome unless otherwise approved by *Creative Services*. However, in order to use Font Awesome, the font MUST be installed on your computer. Also, if you have trouble choosing icons, refer to the Icon guide. If this does not help, please contact *Creative Services* for help.

NOTE: When using *dashed lines*, only use the dotted version (circles) not the rectangular version.

Primary Circle Shapes

Lorem ipsum
Consectuter amet dolor amet

Lorem ipsum
Consectuter amet dolor amet

Gift day
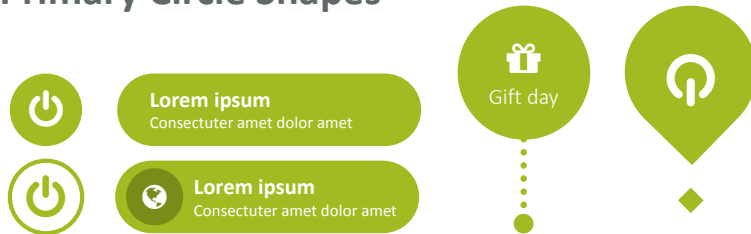
Icons from Font Awesome
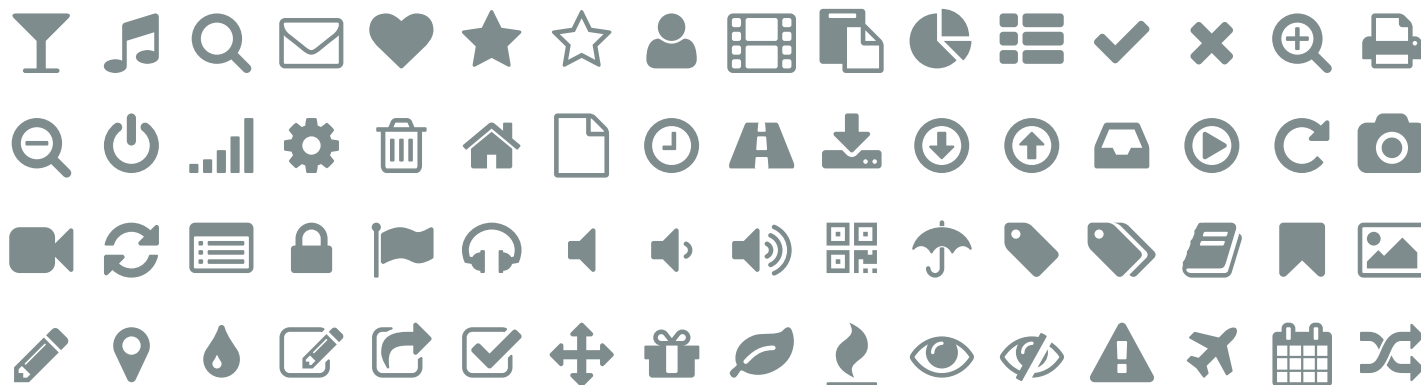
BrandElements

Use Imagery to Help Illustrate an Idea or Direction

The use of imagery to help illustrate an idea or direction is another key necessity for all applications created for **The Retail Odyssey Company™**.

Images MUST be hight contrast, abstract images with a white background.

Bath & Body	Beverages	Observations

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PowerPointTemplate

Template Explains How to Use the Branding Elements in PowerPoint Presentations

This template is your guide to create beautiful presentations. It includes six slides that discuss the important brand elements needed to know in order to create a consistent powerpoint allowing all PowerPoint created by members of **The Retail Odyssey Company™** to look similar in brand. Brand elements include "What is *Flat Style*?", Typography, Color Palette, Icons, Shapes & Photography.

If any questions arise, do NOT hesitate to contact *Creative Services*.

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PowerPointToolbox

Toolbox Contains Over 75 Example Slides to Help You Get Started

Included in the PowerPoint Toolbox is over 80 example slides that will help you get started on creating your presentations. It includes the beginning of presentation slides, basic layouts, graphs, charts, unique graphs & charts, tables, technology & social media and maps & contact us. Also included is the animation needed when presenting these slides.

Animations should be simple and consistent in your presentations. Please use the animations already programed. If the animations need fixed or you created your own slides and need guidance on how to fix the animations, do NOT hesitate to ask for assistance from *Creative Services*.

WordTemplate

Basic Layout to be Used for all Word Documents

Below is an example of the Word template that should be used when creating any Microsoft Word document for **The Retail Odyssey Company™**.
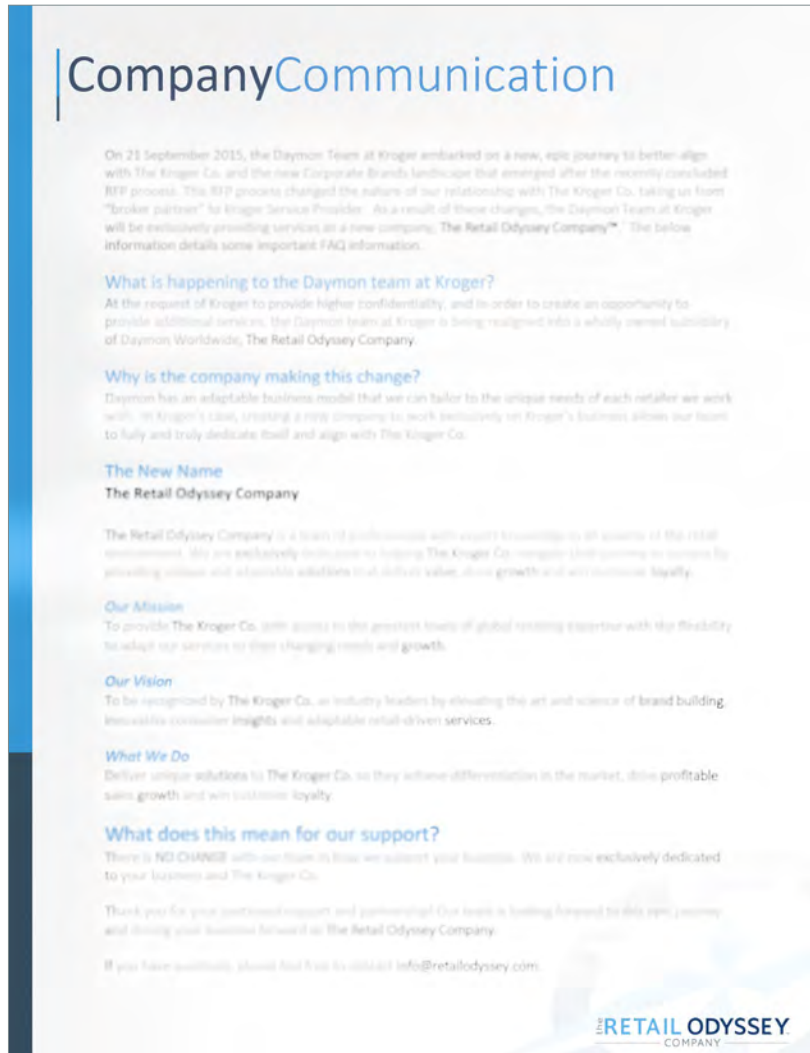
Excel Template

Basic Layout to be Used for Printed & Published Excel Documents

Below is the heading and footer that must be used in all printed and published excel documents.

EmailSignature

To be Placed at the Bottom of all Emails

Below is the email signature that MUST be present at the bottom of each of your emails using your **retailodyssey.com** email address.

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