

# GiftCards

Celebrate. Motivate. Reward.



2015 Usage Guidelines  
for Target Corporation Licensed Materials

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### Visual Guidelines:

**Artwork:** The Target GiftCard image must be used exactly as provided. Please choose only one of the two options listed below (Bullseye Pieces or Puppy with Tail). It must be shown in its entirety and cannot be cropped or cut off along the sides.



Bullseye Pieces



Puppy with Tail

**Treatments:** The Target GiftCard image cannot be positioned at the top of your promotional material, tilted or rotated. Additionally, the Target GiftCard image cannot be turned into a sticker or made into a scratch-off. If you'd like to add a drop shadow to the Target GiftCard image, the shadow should always fall toward the bottom and off to the right. Lastly, should you incorporate a drop shadow, please use a subtle gradient. See below for examples.

**Color:** The Target GiftCard image must always appear in the colors provided and cannot be altered in any way. For newspaper and other black-and-white uses, the Target GiftCard image may be converted to grayscale. To separate a card from a same-color background, use a .5-point border rule on Target GiftCard images.

### Correct Usage



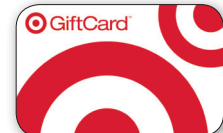
Color Target GiftCard images



Correct .5pt border



Black & White Target GiftCard images

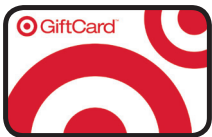


Correct drop shadow

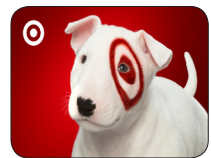
### Incorrect Usage



Do not alter colors



Do not use borders thicker than .5pt



Do not alter cropping or distort proportions



Do not rotate card



Incorrect drop shadow



# 2015 Usage Guidelines

## Visual Guidelines

**Sizing:** All Target GiftCard images must be less visually prominent than your company's identity.

At no time should the Target GiftCard image dominate or compete with your company's identity. For example, a postcard with the Target GiftCard image spanning the entire front side is not permitted. See below for examples.

### Correct Usage

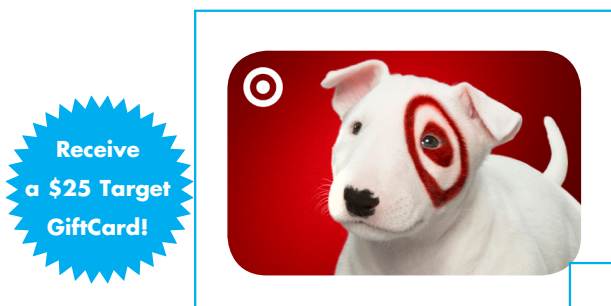


### Incorrect Usage



**Clear space:** Clear space must always surround the Target GiftCard image. The image should be separate from other elements such as headlines, body text and imagery, as well as the outside edge of printed and electronic materials.

### Correct Usage



Use .125" for images reproduced smaller than 2" wide and .25" for images reproduced larger than 2".

### Incorrect Usage



### Target GiftCards Logo:

The updated logo lockup should include the new tagline “Celebrate, Motivate, Reward.” (space permitting) and the word “GiftCards” should be one word with the “G” and “C” capped.



### Target Signature:

The Target Signature consists of the Target Bullseye Design and the Target Logotype. The Target Logotype is rarely used alone. The relative position and placement of these two elements should always remain consistent and never be altered, re-created or rearranged in any way. Use provided electronic artwork to ensure consistency.

The Target Signature cannot be used as a word within a sentence. It must stand alone.

#### Correct Usage



#### Incorrect Usage



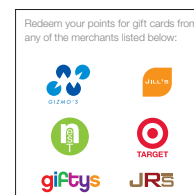
**Placement:** It is preferred that the Target Signature be used only in promotional materials in which several redemption options are featured, and all the participating retailer logos are displayed together for selection purposes. Whenever possible, Target should have prominent placement. In all other cases, the Target GiftCard image should be used instead of the Target Logotype. Reach out to the Target GiftCard team regarding logo usage questions.

**Example:** In a hotel loyalty program, guests earn points that can be redeemed for a variety of items, including a Target GiftCard. In this case, the Target Signature may be used in the catalog of redemption options or on the redemption website.

#### Correct Usage



#### Incorrect Usage



**Target Signature (cont.):**

**Color:** The Target Signature must always appear in either Target Red (Pantone 186), black or white. When it appears in a dark field, the entire signature must be reversed to white.

**Trademark:** No “®” is on the logo so “Target and the Bullseye Design are registered trademark of Target Brands, Inc.” must be called out somewhere on the page.

**Correct Usage**



**Incorrect Usage**



### Copy Guidelines:

**Referring to Target GiftCards in offer:** The offer must be stated in the correct order: “Do X, and receive a Target GiftCard.” Whenever the Target GiftCard is used as part of the offer, we would prefer you to say:

**Correct:** Receive a \$25 Target GiftCard.

**Correct:** Get a \$25 Target GiftCard.

**Incorrect:** Get a \$25 gift card from Target.

**Incorrect:** Get a \$25 gift card to Target.

**Incorrect:** \$25 off at Target.

**Incorrect:** Get a \$25 shopping spree at Target.

Avoid using phrases with Target-related words, like “Savings that are right on target” or “Hit the bull’s-eye with ABC Bank!”

**Referring to Target GiftCards in copy:** Use benefit-driven copy when promoting Target GiftCards.

#### Examples:

Target GiftCards let you shop for thousands of items at more than 1,700 Target stores in the U.S. and online at Target.com. From toys to electronics and clothing to housewares, find exactly what you’re looking for at Target. They’re the rewarding choice.

Celebrate. Motivate. Reward. Target GiftCards are redeemable in over 1,700 Target stores in the U.S. and online at Target.com. They can also be used to buy groceries, to refill prescriptions at a Target pharmacy or to receive treatment at a Target Clinic®.

**Check your spelling:** When referring to Target GiftCards, the correct spelling and capitalization is “Target GiftCards,” “corporate gift cards,” “Target eGiftCards,” “eGift Cards,” “gift cards” or “gift card”.

Correct: Target GiftCards are the most popular gift card out there.

Incorrect: Target gift cards are the most popular GiftCard out there.

**Foreign Languages:** Materials created in Spanish, or any other language, must include a complete English translation and must list the Spanish disclaimer (see page 8). “Target” and “Target GiftCard” must always be in English.

**Registration Marks:** The first time you refer to SuperTarget in copy, please label with the following registration marks:

SuperTarget®



### Legal Copy:

Target's standard disclaimer must be included on all marketing pieces and must be one click away from all banners and/or social media updates that refer to a Target brand. The preferred placement for this disclaimer is directly under the Target GiftCard image. Target is not covered under generic disclaimers. Use 6-point type for disclaimers.

#### Standard Disclaimer:

The Bullseye Design, Target and Target GiftCard are registered trademarks of Target Brands, Inc. Terms and conditions are applied to gift cards. Target is not a participating partner in or sponsor of this offer.

#### Spanish Disclaimer:

El Diseño de tiro al blanco (Bullseye), Target y Target GiftCard son marcas registradas de Target Brands, Inc. Las tarjetas gift cards están sujetas a términos y condiciones. Target no está asociado ni es patrocinador de esta oferta.

#### Radio Disclaimer:

Target GiftCard is a registered trademark of Target Brands, Incorporated. Terms and conditions apply to gift cards. Target is not a participating partner in or sponsor of this offer.

#### Canadian English Disclaimer:

The Bullseye Design, Target and Target GiftCard are registered trademarks of Target Brands, Inc. Terms and conditions are applied to gift cards. Target is not a participating partner in or sponsor of this offer.

#### Canadian French Disclaimer:

Le logo de la cible, Target et la carte-cadeau Target sont des marques déposées de Target Brands, Inc. Des conditions s'appliquent aux cartes-cadeaux. Target n'est pas partenaire participant ni commanditaire de cette offre.





## eGift Cards:

eGift Cards must follow all Usage Guidelines. Target can provide codes, URL's or send eGiftCards directly to the end user on your behalf. Target eGift Cards are mobile optimized and can be redeemed in store via mobile device or on Target.com. (Message and data rates may apply.)

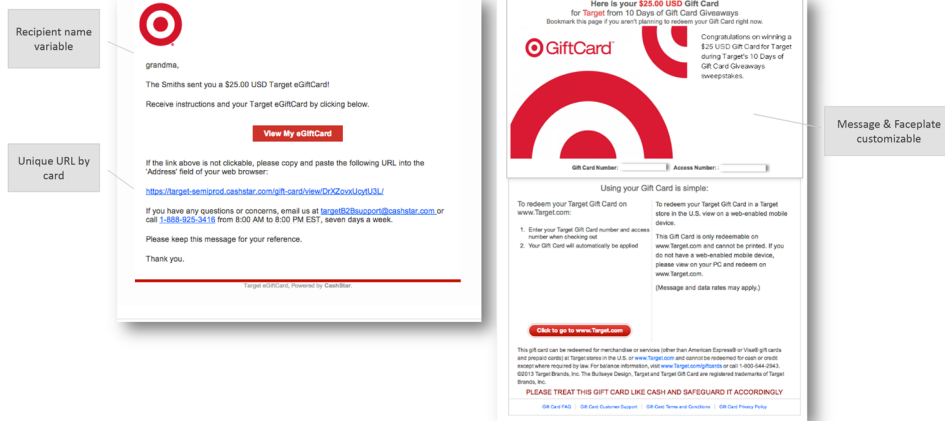
To get more information on our eGift Card process, send an email to [TargetGiftCardApprovals@target.com](mailto:TargetGiftCardApprovals@target.com) or call us at 1-800-5GIFTS5 (5443875).

## Target eGiftCard Email



### eGiftCard

We provide fulfillment of eGiftCards with unique URL inserted into the email. It displays standard template with custom messaging option.



## Mobile Optimized Target eGiftCard



### Mobile GiftCard

This is the eGift Card recipients will view when opened up on a mobile device. The space to the right is real estate for any type of desired brand message. Or, brand artwork may cover the entire space as shown below:

Faceplate Art option when there's no message desired

Here is your \$10.00 USD eGiftCard for Target from ABC Company



### External Agency and Vendor Communications Policy:

Target asks its agencies and vendors to adhere to a strict communications policy to ensure Target leads all communication about its business, products, services, partnerships and marketing efforts. Target's Public Relations team manages the company's media relations efforts, understands the company's broad communication priorities, and will determine how, when and in what channels Target news will be shared. External agencies and vendor partners should not release any news or publically disclose information related to their partnership with Target without prior consent from Target Corporation.

Additional details follow. Under no circumstances should Target's agencies and vendor partners break Target news or seek singular credit for work done on behalf of Target.

Agencies and vendor partners are **allowed** to do the following **with prior consent and approval** from Partner Management Group:

- Post past work (including images or Target logo) on company's blog, website, newsletters or vehicles used to communicate publicly following the completion of a campaign or project
  - Credit Target, campaign name and date
    - No additional information should be included
  - Agency must follow talent usage rights for assets and remove from site when terms of agreement have expired
  - If posting broadcast, must use Target YouTube embeddable link
- Retweet @Target, @TargetStyle, @ABullseyeView when appropriate
- Tweet new content that highlights work that has already been made public and clearly communicates that the work is a result of the agency/vendor's partnership with Target
  - Prior to event/campaign, agency and/or vendor partner and Target must agree upon approved timing of social media activity
  - When posting social media content ask, "is it clear that we are working on behalf of Target?"
- Mention Target as a client in a meeting (i.e. conferences, new business pitches, etc.)
  - Any presentations including case studies must be approved 2 weeks prior to presentation and **cannot** include specific results or budgets
  - All potential presentations must be approved by Target's Partner Management Group

Agencies and vendor partners are **not approved** to:

- Distribute any media materials that identify or discuss Target, or projects conducted on behalf of Target
- Engage or participate in proactive or reactive press opportunities including pitches, media interviews (live or email), or spokesperson quotes/statements regarding Target partnership or campaign
  - This includes media meet-and greet-activities with agency's PR team and media
  - If contacted by media, please pass media contact to Target PR (appropriate contact information below)
- Tweet or post **new content** including images or video on any agency/vendor social platforms (campaign, behind-the-scenes on set, event space). Please see above for pre-approved potential social media opportunities.

**All exception requests should be submitted through the external partner's Target contact.**



### Promotion Tips:

To avoid confusion, keep your promotion clearly focused by making sure your products, trademarks and logos are prominent on all materials. Use of the Target name and the Target GiftCard image should be secondary. Also, your messaging, layout and design must not imply Target sponsorship or endorsement of your products, services or website. Remember, it's your promotion, not ours.

### Sample Promotion: Correct Usage



#### Correct

- Company creating the promotion is prominently identified
- Target name and Target GiftCard image are secondary
- Design does not imply Target sponsorship
- Target GiftCard image is used correctly and has not been altered (p. 3)
- Target GiftCard is spelled correctly (p. 6)
- Offer is stated in correct order (p. 6)
- Target standard disclaimer is shown (p. 7)

### Sample Promotion: Incorrect Usage



#### Incorrect

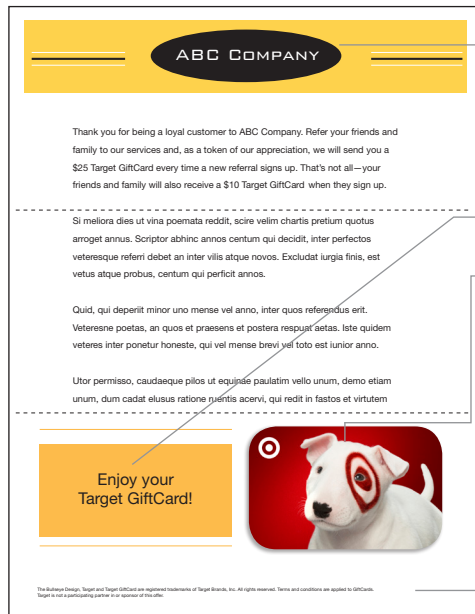
- Design implies Target sponsorship or endorsement
- Target GiftCard is spelled incorrectly (p. 6)
- Multiple Target GiftCard images are used (p. 3)
- Target GiftCard images are tilted (p. 3)
- The clear space is violated (p. 4)
- Incorrect drop shadows are used under the Target GiftCard images (p. 3)
- Offer is stated in the incorrect order (p. 6)
- Avoid using phrases with Target-related words (p. 6)
- Target standard disclaimer is missing (p. 7)
- Company creating the promotion is subordinate to Target branding



### Delivery Tips:

When presenting Target GiftCards to recipients, keep the look and feel of your delivery mechanism (Target GiftCard carrier) consistent with your company's brand standards. The carrier should be letter-sized and bifolded for easy delivery (see Figure 1). The Target GiftCard should be positioned on the bottom right side of your letter. This will help to avoid brand confusion, ensuring that your brand is prominently displayed. Always be mindful of your own brand standards.

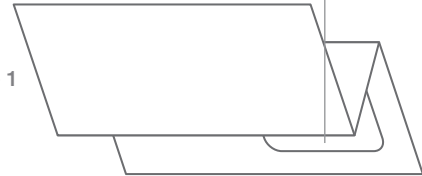
### Sample Promotion: Correct Usage



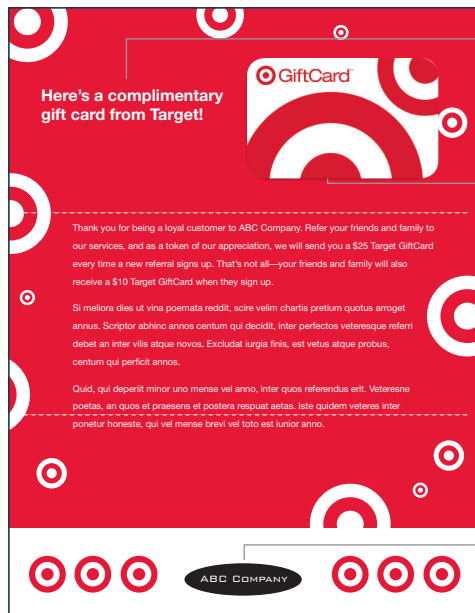
#### Correct

- Company creating the promotion is prominently identified
- Target name and Target GiftCard image are secondary
- Design does not imply Target sponsorship
- Target GiftCard is spelled correctly (p. 6)
- Target GiftCard is positioned at the bottom right side of the letter (8.5x11)—allowing the page to be bifolded and the Target GiftCard concealed when mailed in a #10 envelope
- Target standard disclaimer is shown (p. 7)

Figure 1



### Sample Promotion: Incorrect Usage



#### Incorrect

- Incorrect use of Target and Target GiftCard in headline copy (p. 6)
- Design and messaging imply Target sponsorship or endorsement
- Target GiftCard is positioned at top right side of the letter
- Company creating the promotion is subordinate to Target branding
- Target standard disclaimer is missing (p. 7)

Figure 2

