



## 2018 Usage Guidelines

for Target Corporation Licensed Materials

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# 2018 Usage Guidelines

## Visual Guidelines

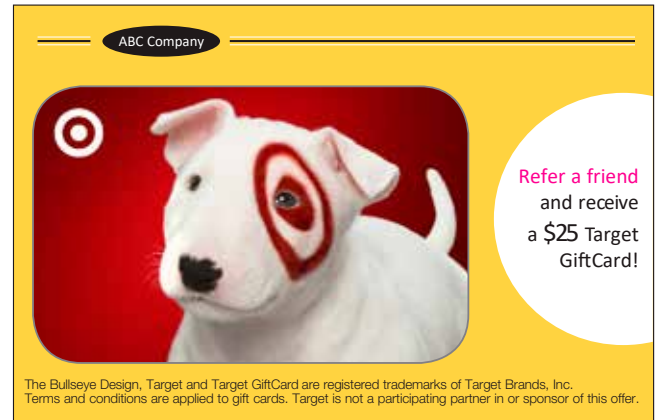
**Sizing:** All Target GiftCard images must be less visually prominent than your company's identity.

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

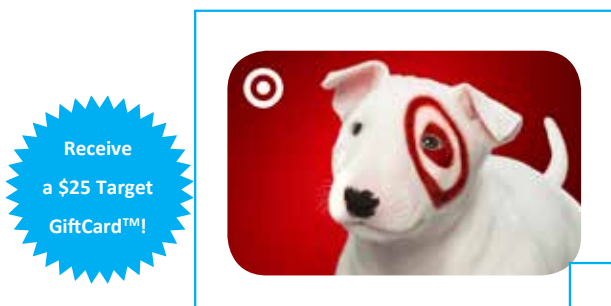


Incorrect Usage



**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



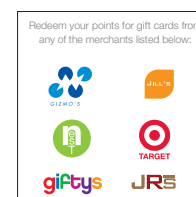
**Placement:** It is preferred that the Target Signature be used only in promotional materials in which several redemption options are featured, and all the participating retailer logos are displayed together for selection purposes. Whenever possible, Target should have prominent placement. In all other 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:

**Trademarks:** The first (or most prominent) time you refer to Target GiftCard, Target GiftCards, Target eGiftCard or Target eGiftCards in copy, please label with a trademark symbol:

Target GiftCard™

Target GiftCards™

Target eGiftcard™

Target eGiftcards™

**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 your 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 at over 1,700 Target stores in the U.S. and online at Target.com. They can also be used to buy groceries, the newest and coolest electronics product, or a stylish outfit from one of our design partners and more.

**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.



### 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.

### Prohibited Marketing Material:

Target will NOT approve Licensed Materials used to promote the following:

- Alcohol products
- Tobacco products
- Firearms
- Gambling Activities
- 'Games of chance' or scratch offs to win a gift card

Reference the Target GiftCard Licensed Materials Agreement for complete terms and conditions regarding the use of Target Corporation Licensed Materials.





# 2018 Usage Guidelines

## eGift Cards

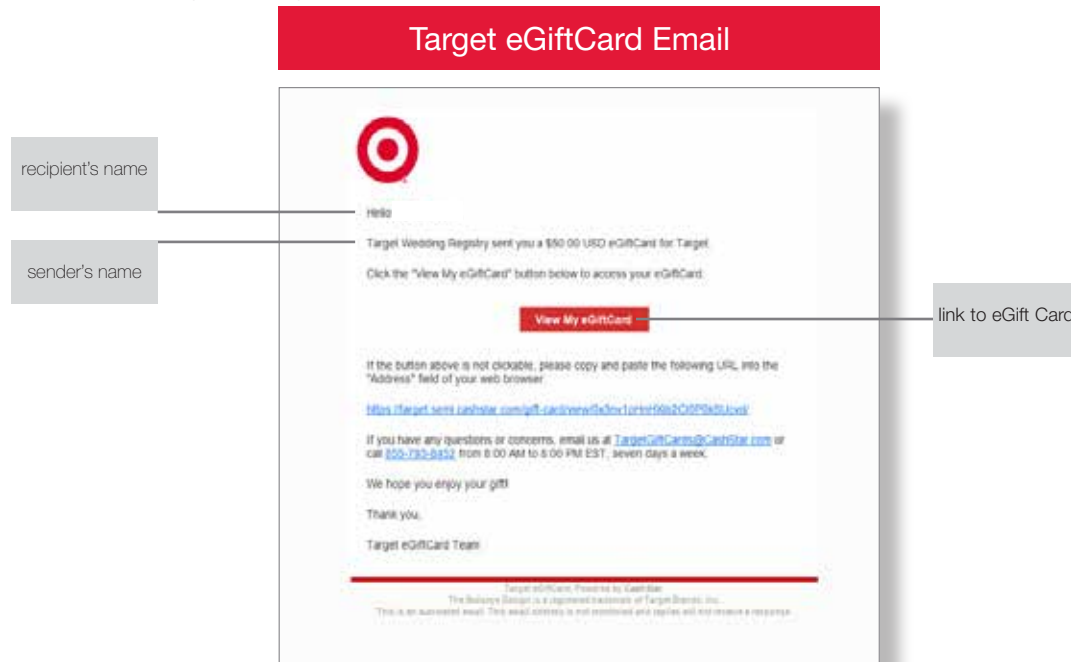
### eGift Cards:

All eGift Card emails and templates must follow Target Usage Guidelines.

Target can provide codes, URL's or send eGift Cards directly to the end user on your behalf. Target eGiftCards are mobile optimized and can be redeemed in store via mobile device or paper print out or online at Target.com

Below is an example of when Target would send an eGift Card to the recipient on your behalf.

To learn more about our eGift Card process, email TargetGiftCardApprovals@Target.com or call 1-800-5GIFTS5 (5443875).



### Target eGiftCard- Desktop



### Target eGiftCard- Mobile



### 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, @TargetNews 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
- 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 and appears with a trademark symbol (p. 7)
- Offer is stated in correct order (p. 7)
- Target standard disclaimer is shown (p. 8)

### Sample Promotion: Incorrect Usage



#### Incorrect

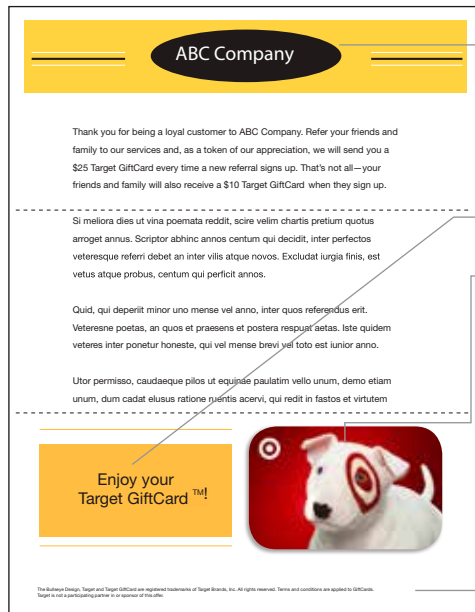
- Design implies Target sponsorship or endorsement
- Target GiftCard is spelled incorrectly and does not appear with a trademark symbol (p. 7)
- Multiple Target GiftCard images are used (p. 3)
- Target GiftCard images are tilted (p. 3)
- The clear space is violated (p. 4)
- Incorrect drop shadows are used under the Target GiftCard images (p. 3)
- Offer is stated in the incorrect order (p. 7)
- Avoid using phrases with Target-related words (p. 7)
- Target standard disclaimer is missing (p. 8)
- 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.

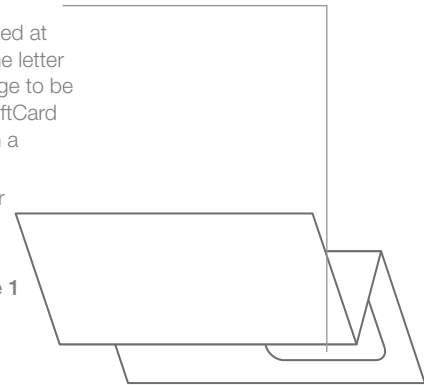
### Sample Promotion: Correct Usage



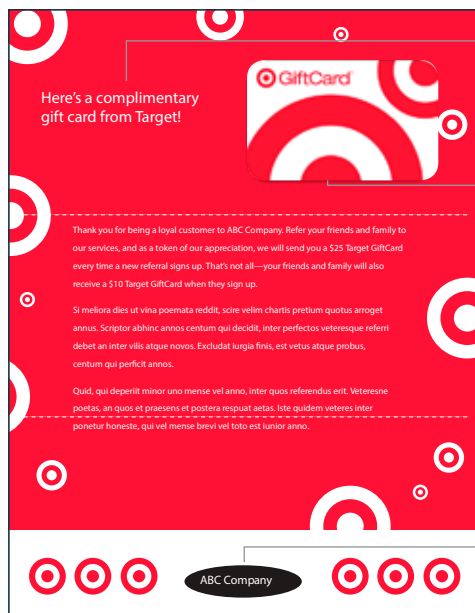
#### Correct

- 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 and appears with trademark symbol (p. 7)
- 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. 8)

Figure 1



### Sample Promotion: Incorrect Usage



#### Incorrect

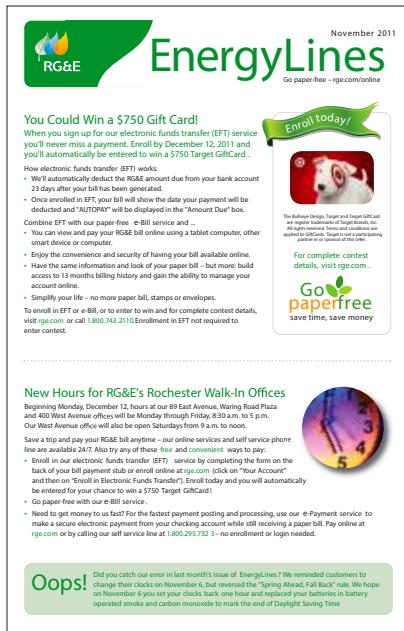
- Incorrect use of Target and Target GiftCard in headline copy (p. 7)
- Design and messaging imply Target sponsorship or endorsement
- Target GiftCard is positioned at top right side of the letter
- Company creating the promotion is subordinate to Target branding
- Target standard disclaimer is missing (p. 8)

Figure 2



### Examples:

**Print Ads:** The Bullseye Design or Target GiftCard image can be used on collateral intended for promotional purposes.



**EnergyLines** November 2011  
Go paper-free - rge.com/online

**You Could Win a \$750 Gift Card!**  
When you sign up for our electronic funds transfer (EFT) service you'll never miss a payment. Enroll by December 12, 2011 and you'll automatically be entered to win a \$750 Target GiftCard.

**Enroll today!**

**How electronic funds transfer (EFT) works:**

- We'll automatically deduct the RGE amount due from your bank account 23 days after your bill has been generated.
- Once enrolled in EFT, your bill will show the date your payment will be deducted and "AUTOPAY" will be displayed in the "Amount Due" box.
- Combine EFT with our paper-free e-Bill service and...
- You can view and pay your RGE bill online using a tablet computer, other smart device or computer.
- Enjoy the convenience and security of having your bill available online.
- Have the same information and look of your paper bill - but more: build access to 13 months billing history and gain the ability to manage your account online.
- Simplify your life - no more paper bill, stamps or envelopes.

To enroll in EFT or e-Bill, or to enter to win and for complete contest details, visit [rge.com](http://rge.com) or call 1.800.763.2121. Enrollment in EFT not required to enter contest.

**For complete contest details, visit [rge.com](http://rge.com).**

**Go paperfree**  
save time, save money

**New Hours for RGE's Rochester Walk-In Offices**  
Beginning Monday, December 12, hours at our 89 East Avenue, Waring Road Plaza and 400 West Avenue offices will be Monday through Friday, 9:30 a.m. to 5 p.m. Our West Avenue office will also be open Saturdays from 9 a.m. to noon.

Save a trip and pay your RGE bill anytime - our online service and self service phone line are available 24/7. Also try any of these free and convenient ways to pay:

- Enroll in our electronic funds transfer (EFT) service by completing the form on the back of your bill payment stub or enroll online at [rge.com](http://rge.com) click on "Your Account" and then on "Enroll in Electronic Funds Transfer". Enroll today and you will automatically be entered for your chance to win a \$750 Target GiftCard!
- Go paper free with our e-Bill service.
- Need to get money to go fast? For the fastest payment posting and processing, use our e-Payment service to make a secure electronic payment from your checking account while still receiving a paper bill. Pay online at [rge.com](http://rge.com) or by calling our self service line at 1.800.295.7323 - no enrollment or login needed.

**Oops!** Did you catch our error in last month's issue of EnergyLines? We reminded customers to change their clocks on November 6, but reversed the "Spring Ahead, Fall Back" rule. We hope on November 6 you set your clocks back one hour and replaced your batteries in battery operated smoke and carbon monoxide to mark the end of Daylight Saving Time.

#### Things to consider

- The Bullseye Design or Target GiftCard image must stand alone
- Company creating the promotion must be prominently identified
- Design must not imply Target sponsorship
- Target standard disclaimer must be shown

**Television and Video:** The Bullseye Design or Target GiftCard image can be used in television commercials. It's preferred to place the Bullseye Design or Target GiftCard image prominently, relative to other retailers' logos if applicable.

**Online:** This includes online banner ads, websites, email, social and mobile communications.



**FIJI WATER** PROMOTIONS PRODUCTS PLANS ACCESSORIES 800.876.8652

**Back to School With FIJI Water**  
Subscribe today and receive a Target GiftCard® worth up to \$50

Get ready for back to school with a new water bottle and a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50.

Delivery starts at just \$10

**3 Month Subscription**  
Subscribe today and receive a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50.

**6 Month Subscription**  
Subscribe today and receive a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50.

**Annual Subscription**  
Subscribe today and receive a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50. Receive a new water bottle and a Target GiftCard® worth up to \$50.

**FREE SHIPPING ON EVERY ORDER**

#### Things to consider

- Offer must be stated in the correct order
- The Bullseye Design or Target GiftCard image must stand alone
- The Bullseye Design or Target GiftCard image must be smaller than your logo
- Clear space must always surround the Target GiftCard image

