



# Brand Standards

2018



Whether your store is historical, new, rural, by the beach or in the middle of town, you are all part of a long, proud history that makes Four Square the loved brand it is today.

These Brand Standards embrace this individuality that makes Four Square unique, whilst creating a framework for the brand to be presented consistently, no matter where it is experienced.



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***Please do not recreate or alter any of the artwork or elements within this document.***

***All elements are available for you to download on our asset library, Helium, for ease and consistency.***

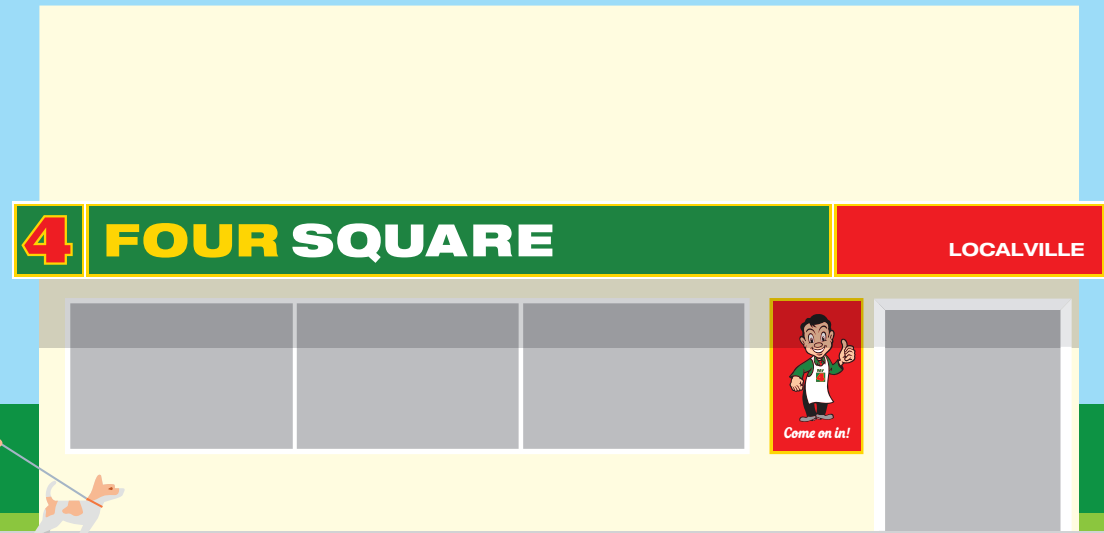
## **Helium, our Online Asset Database**

This document is liable to change. The latest Four Square standards and assets are always available on Helium, our online asset database, for you to download.

If you don't have access to Helium please email [helium.admin@foodstuffs.co.nz](mailto:helium.admin@foodstuffs.co.nz) to get set up with a login.

# Big enough to compete, small enough to genuinely care.

## Four Square Brand Promise





# Our Brand Story

**The essence of Four Square was imagined back in 1924, when close relationships with neighbours was a part of everyday life. When it wasn't unusual to have a chat over the fence, or pop across the road for an unannounced cuppa.**



And while that feeling might seem like it's fading in some corners of our world, it's alive and well in the little pockets of New Zealand we know as Four Square.

And you know what? The warmth that comes with developing great relationships makes you feel good – about yourself and about the community you live in. But forming meaningful relationships isn't just about warm fuzzies – it's about following through for our customers. Firstly, by supporting the things that matter to them; be it the rugby club, the local school or any other worthy initiative. And then using the strength of our number to ensure that every Four Square, no matter how small, boasts a range of stock that's wide and diverse enough to cater to the community it serves.

Our ever-cheerful and welcoming Grocer character, Mr Four Square, has become firmly entrenched in New Zealand's pop culture. Which is wonderful, because he epitomises our friendly and thoughtful attitude. We're always glad to meet you; always glad you came. We believe in treating everyone like they're our next-door neighbour – because some of them actually are – but beyond

that, it's how we'd like to be treated, regardless of race, age, what car we drive or where we live. We genuinely accept people for who they are, what they do and what they wear... where else could you turn up in Red Bands, a Swanni, or your togs and not be given a sideways glance?

That's when we become the go-to destination for not just the weekly shop, but all those occasions you didn't see around the corner – the unexpected visitors, the emergency top-up, the scramble for a bunch of flowers on Mother's Day. And it's why customers keep coming back again and again, even if there's other options closer to home.

We've built our reputation by staying true to hometown values and by being the place locals gather, and visitors return to, for the past 90-odd years. And we look forward to more of the same for the next 90 years. Because we love doing the things that make such a remarkable difference to our customers and make such a rewarding difference to us.

# Section One: Core Elements

# Mr Four Square

Mr Four Square epitomises our friendly and thoughtful attitude. We're always glad to meet you; always glad you came. He is our icon and as such does not move or have a voice.

***To protect the integrity of Mr Four Square, he is to be used only in the pose shown and in the outfits that have been supplied by Four Square. Please do not alter, rotate or flip Mr Four Square.***

## Variations

From time-to-time he may appear in a different outfit for seasonal use. Please see the following page for the only available variations.

## If Colour is Not Possible

The colour version should always be used but if this is not possible there is a black and white version available.



BLACK AND WHITE IS AVAILABLE



DO NOT ROTATE MR FOUR SQUARE



DO NOT FLIP MR FOUR SQUARE



# Mr Four Square Variations

From time to time Mr Four Square may appear in a different outfit for seasonal use.

Shown are the variations that will be made available to stores at the appropriate times.

Please note that Mr Four Square always remains in his iconic pose.

***If any other variations are needed, please get in contact with Foodstuffs NZ Marketing.***



# Mr Four Square Cropped

Sometimes Mr Four Square may need to be cropped to fit into a space.

Shown are how he should and shouldn't be cropped.

YOU CAN CROP THE BOTTOM



BUT DO NOT CROP THROUGH THE LOGO



OR CROP A SMALL AMOUNT



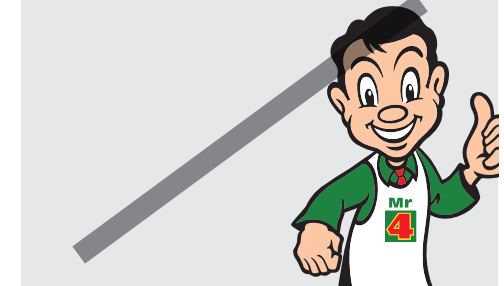
YOU CAN CROP THE LEFT HAND AND ARM



BUT DO NOT CROP INTO THE SIDE OF HIS HEAD



OR CROP ON THE RIGHT SIDE



YOU CAN CROP TOP AND BOTTOM



BUT DO NOT 'OVER-CROP'



AND DO NOT CROP TOP ONLY



# Primary Logo Suite

Our primary logo suite consists of three logos: vertical, horizontal and long horizontal.

*These logos and their relative proportions have been carefully considered. Please do not re-create or alter the relationship of any of these elements.*

## Background Colour

Each of the logos has a white border so that the same logo can be placed on either a white or coloured background.

## Clear Space

Other design elements must never overlap the logo or be placed right up against it. There is no defined clearspace around the logo.

## Minimum Widths

Primary Vertical:  
minimum 10mm wide

Primary Horizontal:  
minimum 15mm wide

Primary Long Horizontal:  
minimum 25mm wide

PRIMARY VERTICAL



PRIMARY HORIZONTAL



PRIMARY LONG HORIZONTAL



# Logo White Border

On all versions of the logo there is a white border.

***Please do not remove the white border as it forms part of the logo lock up.***

The white border is an essential logo element that has a few purposes:

- It enables the Four Square logo to be placed on any of our primary brand colours
- It brings together the elements of the logo as one
- It adds freshness to the logo



# Secondary Logo Suite

These secondary logos are only to be used when 'Supermarket' is needed to communicate what we do. Their usage must be signed off by Foodstuffs NZ Marketing.

The secondary logo suite consists of three logos: vertical, horizontal and long horizontal.

***These logos and their relative proportions have been carefully considered. Please do not re-create or alter the relationship of any of these elements.***

## Background Colour

Each of the logos has a white border so that the same logo can be placed on either a white or coloured background.

## Clear Space

Other design elements must never overlap the logo or be placed right up against it. There is no defined clearspace around the logo.

## Minimum Widths

Secondary Vertical:  
minimum 17mm wide

Secondary Horizontal:  
minimum 25mm wide

Secondary Long Horizontal:  
minimum 30mm wide

SECONDARY VERTICAL



SECONDARY HORIZONTAL



SECONDARY LONG HORIZONTAL





# Mr Four Square Logo Suite

Sometimes Mr Four Square needs to be locked up with the logo. These are the acceptable versions that can be used.

*These logos and their relative proportions have been carefully considered. Please do not re-create or alter the relationship of any of these elements.*

## Background Colour

Each of the logos has a white border so that the same logo can be placed on either a white or coloured background.

## Clear Space

Other design elements should never overlap the logo or be placed right up against it. There is no defined clearspace around the logo.

## Minimum Widths

Primary Mr Four Square Vertical:  
minimum 25mm wide

Primary Mr Four Square Horizontal:  
minimum 45mm wide

Secondary Mr Four Square Vertical:  
minimum 35mm wide

Secondary Mr Four Square  
Horizontal: minimum 45mm wide

PRIMARY MR FOUR SQUARE LOGO VERTICAL



PRIMARY MR FOUR SQUARE LOGO HORIZONTAL



SECONDARY MR FOUR SQUARE LOGO VERTICAL



SECONDARY MR FOUR SQUARE LOGO HORIZONTAL



# Primary Store Personalisation Logo Suite

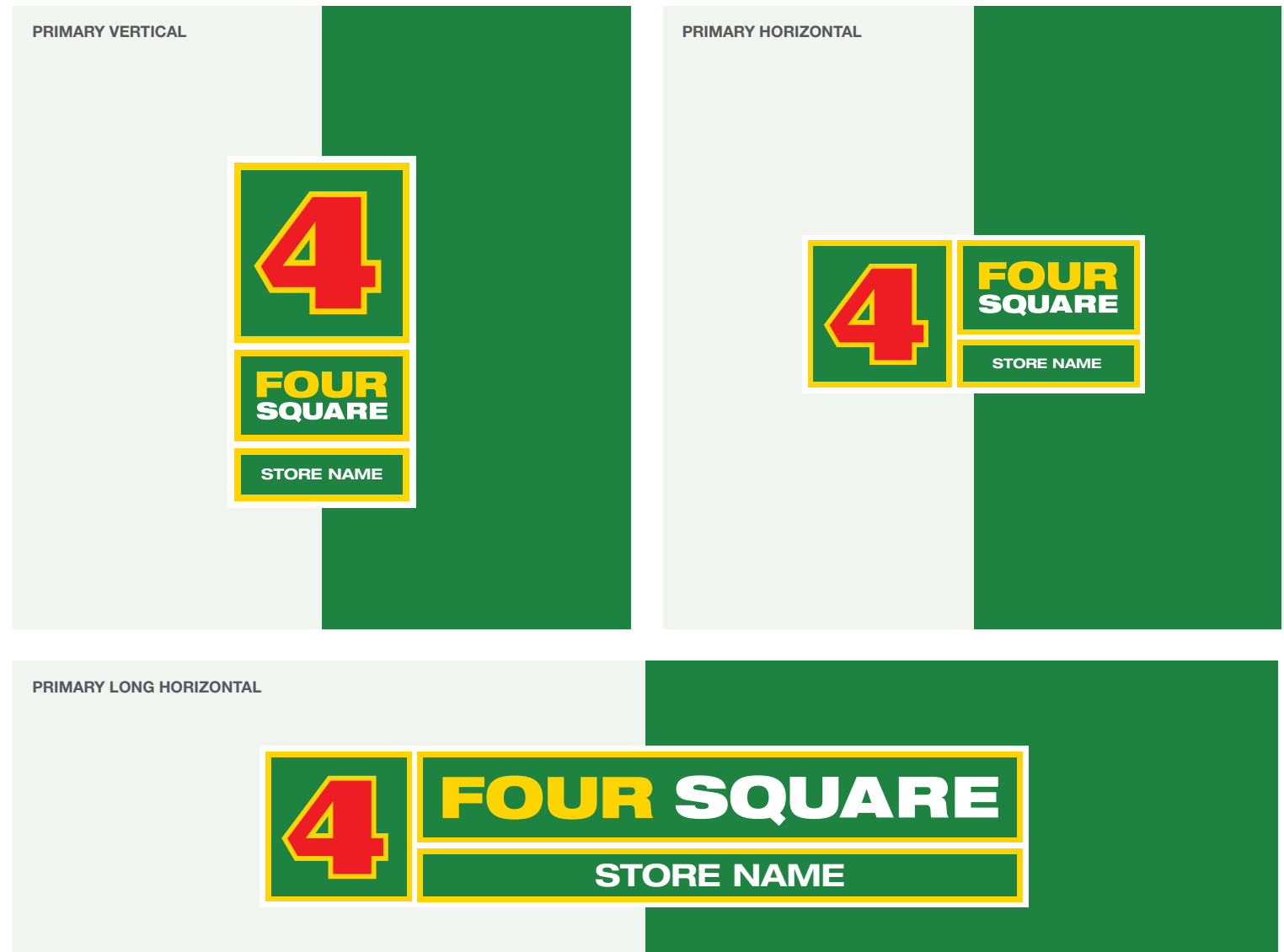
This lockup is NOT to be used on the exterior or interior of stores.  
For use on stores please refer to p.22.

This can only be used where credit needs to be given to an individual store in marketing communications or sponsorship.

***These logos and their relative proportions have been carefully considered. Please do not re-create or alter the relationship of any of these elements.***

## Editable Store Name

The artwork has an editable store name area. The square that contains the store name must not change size. We have demonstrated how longer names can fit to the space.



# Secondary Store Personalisation Logo Suite

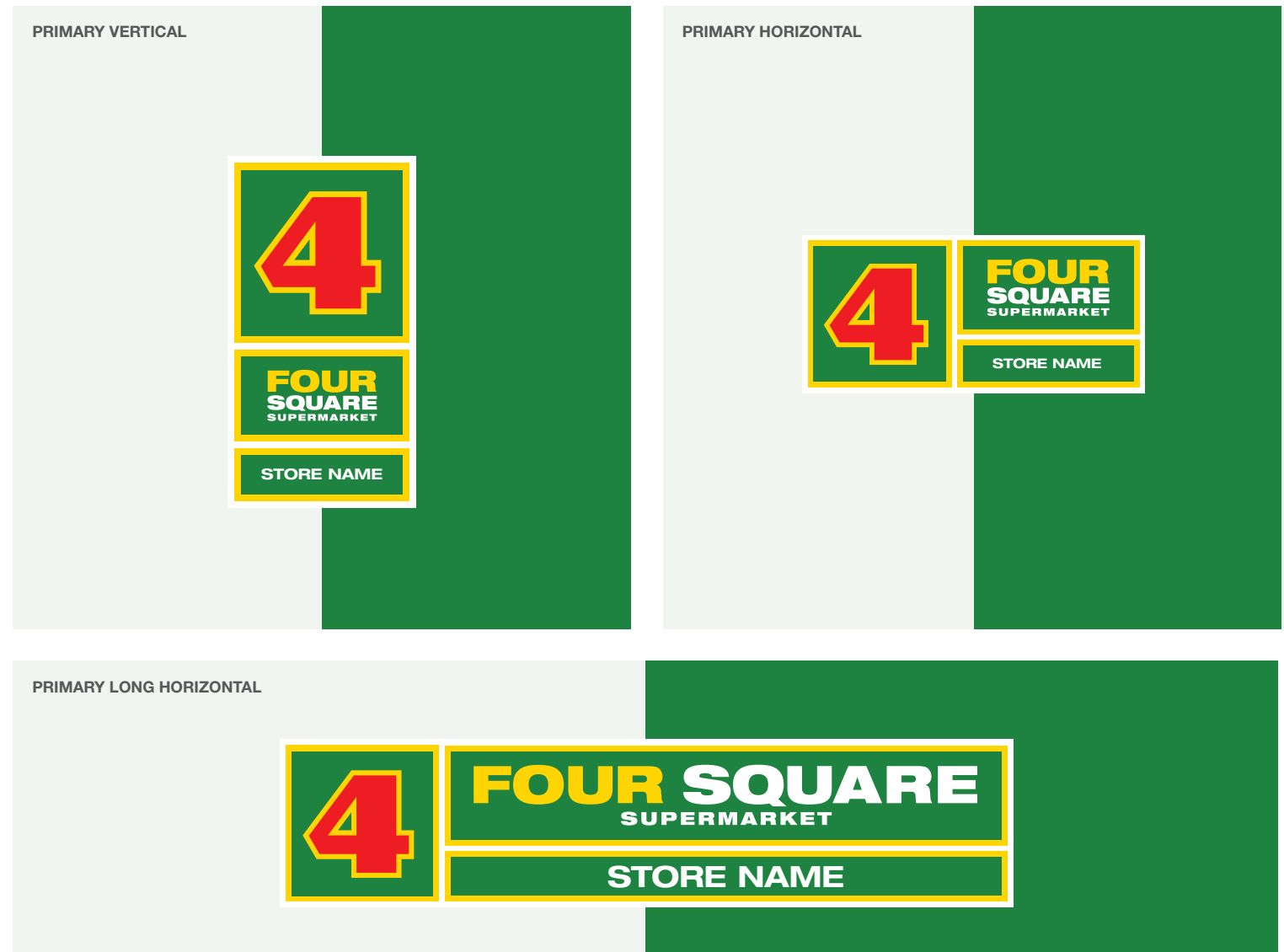
This lockup is NOT to be used on the exterior or interior of stores.  
For use on stores please refer to p.22.

This can only be used where credit needs to be given to an individual store in marketing communications or sponsorship.

*These logos and their relative proportions have been carefully considered. Please do not re-create or alter the relationship of any of these elements.*

## Editable Store Name

The artwork has an editable store name area. The square that contains the store name must not change size. We have demonstrated how longer names can fit to the space.



# Store Personalisation Layout

Longer store names can be arranged to fit the defined space in the ways shown on this page.

For your store's lockup please contact Foodstuffs NZ Marketing.

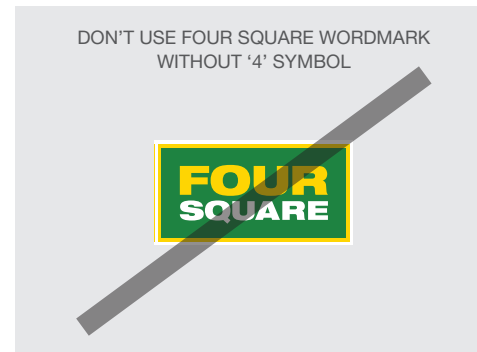
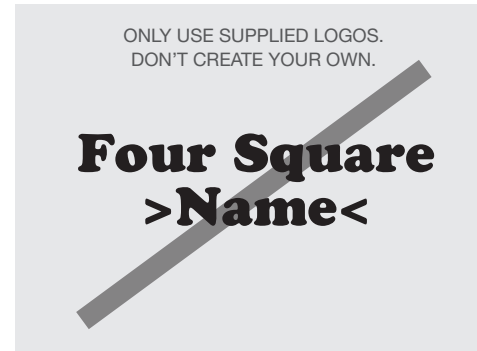
## NAME LAYOUT VARIATIONS



# Logo Don'ts

Shown here are a few examples of how not to use our logo. Please use only approved logos as shown on previous pages.

If you are ever in doubt about how to use our logo and these brand standards haven't answered your question, please contact Foodstuffs NZ Marketing.



# Four Square in Text

When using Four Square in text do not use abbreviations e.g. 4 Square or 4SQ.

However, 4SQ may be used for internal emails/communications use.

When using a store name, Four Square always comes first and the store name second e.g. Four Square Kaikoura.

# Primary Colours

The Four Square brand is primarily delivered through four key colours: Four Square Green, Yellow, Red and White.

It is a careful combination of these colours that gives Four Square its iconic look.

***These colours and their breakdowns have all been carefully selected. Please do not alter or use any variations of these colours.***

## Four Square Green

PRINT  
SPOT: PANTONE 356 C  
CMYK: C85 M27 Y100 K9

SCREEN/WEB  
RGB: R0 G122 B51  
HTML: 007A33

SIGNAGE  
VINYL: AVERY SEAMOSS 91580  
PAINT: RESENE FOUR SQUARE GREEN

## Four Square Yellow

PRINT  
SPOT: PANTONE 116 C  
CMYK: C0 M14 Y100 K0

SCREEN/WEB  
RGB: R255 G205 B0  
HTML: FFCD00

SIGNAGE  
VINYL: AVERY BRIGHT YELLOW 928  
PAINT: RESENE FOUR SQUARE YELLOW

## Four Square Red

PRINT  
SPOT: PANTONE 186 C  
CMYK: C0 M100 Y100 K0

SCREEN/WEB  
RGB: R200 G16 B46  
HTML: C8102E

SIGNAGE  
VINYL: AVERY MEDIUM RED 906  
PAINT: RESENE FOUR SQUARE RED

## White

PRINT  
SPOT: WHITE  
CMYK: C0 M0 Y0 K0

SCREEN/WEB  
RGB: R255 G255 B255  
HTML: FFFFFFFF

SIGNAGE  
VINYL: AVERY WHITE 900  
PAINT: RESENE WHITE



# Secondary Colours

The secondary colours are the extra colours that are used to make up Mr Four Square.

***These colours and their breakdowns have all been carefully selected. Please do not alter or use any variations of these colours.***

## Four Square Black

### PRINT

SPOT: PANTONE PROCESS BLACK C

CMYK: C0 M0 Y0 K100

### SCREEN/WEB

RGB: R0 G0 B0

HTML: 000000

### SIGNAGE

VINYL: AVERY BLACK 901

PAINT: RESENE FOUR SQUARE BLACK

## Four Square Grey

### PRINT

SPOT: PANTONE 423 C

CMYK: C0 M0 Y0 K47

### SCREEN/WEB

RGB: R153 G155 B158

HTML: 999B9E

### SIGNAGE

VINYL: AVERY GREY 918

PAINT: RESENE FOUR SQUARE GREY

## Four Square Skin

### PRINT

SPOT: PANTONE 475 C

CMYK: C0 M25 Y35 K0

### SCREEN/WEB

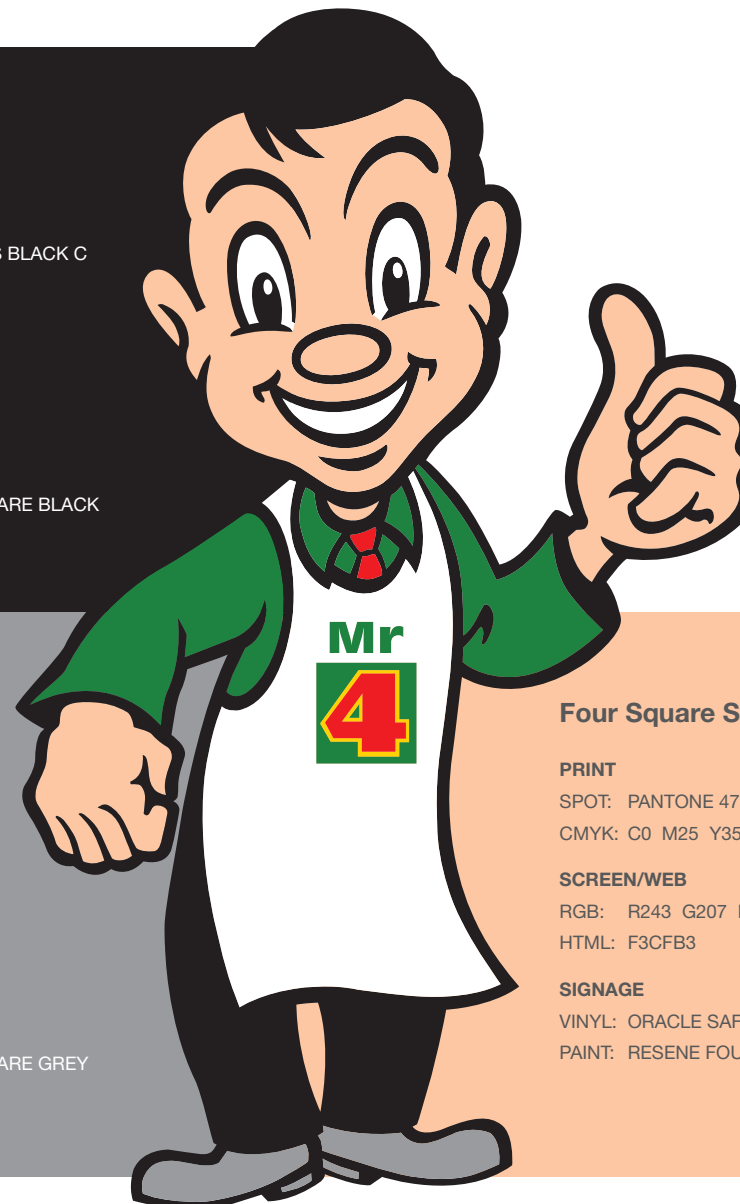
RGB: R243 G207 B179

HTML: F3CFB3

### SIGNAGE

VINYL: ORACLE SAFFRON 818

PAINT: RESENE FOUR SQUARE FLESH



# Fonts

The Helvetica Neue font family is our brand font and it has been selected for its legibility at all sizes.

Navigation, pricepoints and bodycopy use Helvetica Neue Bold and Roman.

Store personalisation uses Helvetica Neue Bold Extended.

## Tracking

Tracking is used to adjust spacing of a whole word or sentence. It is recommended that a tight tracking is used of -30em for Helvetica Neue and no tracking used for Helvetica Neue Extended.

## If Helvetica is unavailable

When stores need to create small store messages and/or pricepoints and Helvetica Neue is unavailable, Arial should be used.

### HELVETICA NEUE

TRACKING = -30em

**Navigation, Pricepoints and other main messages are set in Helvetica Neue 75 Bold**

Bodycopy is set in Helvetica Neue 55 Roman

### HELVETICA NEUE EXTENDED

TRACKING = 0

**STORE PERSONALISATION IS SET IN HELVETICA NEUE 73 BOLD EXTENDED CAPS**



# Stationery

We have stationery artwork available on request.

There are two kinds of business cards to choose from. The main difference between the two is that version one has a bold red reverse with Mr Four Square and version two has a store personalised Four Square logo. Either is able to be used.

A standard A4 letterhead template is also available.

***This artwork has been carefully considered and is available on request. Please do not re-create or alter any of these pieces of artwork.***

## BUSINESS CARD VERSION ONE



## BUSINESS CARD VERSION TWO



## LETTERHEAD



Date

The Manager  
Company Name  
Private Bag 0000  
City  
New Zealand

Attention: Person's name

Dear Sir/Madam

Re: Subject

To convey the overall picture of an efficient, progressive company, it is important that a consistent style of letter is used throughout the organisation.

A letterhead is not complete until the typed message is in place. Shown here is the recommended format designed to compliment the overall letterhead style.

The type size used is 9pt with a leading of 14pt, set ranged left and ragged right, with a line space between paragraphs.

The date sits 40mm from the top of the page, followed by the address details. This means the date and the address details finish before the first fold. The rest of the letter should begin after the first fold and continue no deeper than 30mm from the bottom of the page. The left margin is 20mm in from the left edge of the page and the right is 20mm from the right edge of the page, thus giving space for all follow-on pages to start 40mm from the top.

The letter should always be folded into thirds with the logo facing out, then placed face up in the envelope. This allows for immediate impact when the letter is opened.

Yours sincerely,

Person's name  
Title Description

# Section Two: Store Exterior

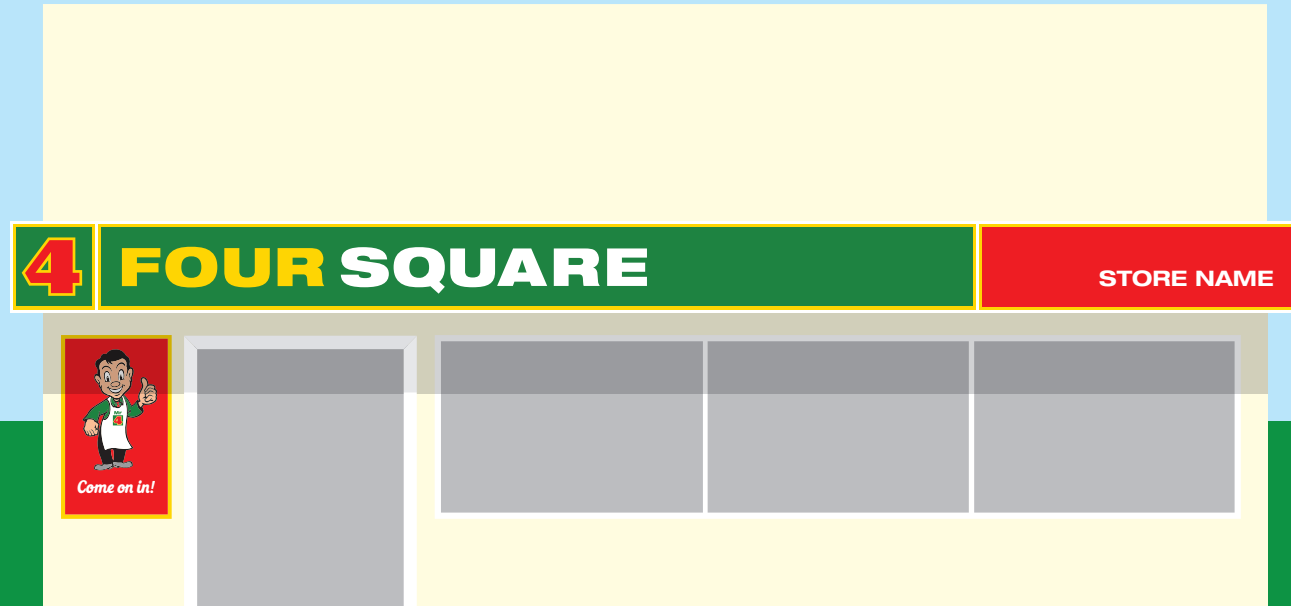
# Store Front Signage

**Four Square's exterior front signage is *the* most important part of the store's signage.**

It contains the brand name, store name and creates the distinctive look that is unmistakably Four Square.

The main front signage, depending on the store's design, will be on the front of the store's canopy or installed directly on to the building.

Please see the following pages for more detailed instructions on how to correctly install it.



# Front Signage Width

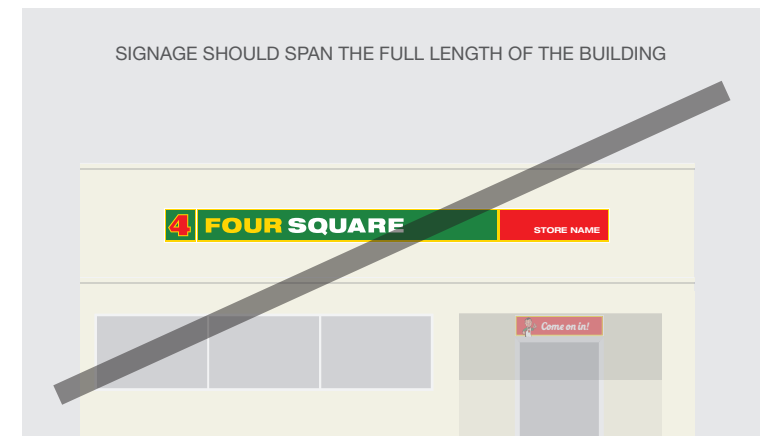
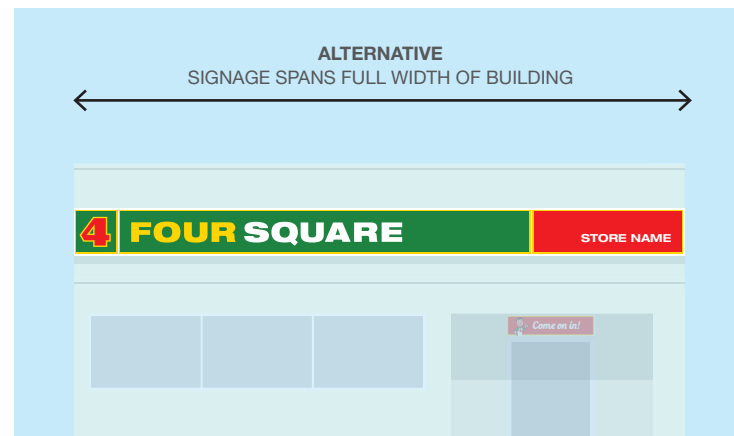
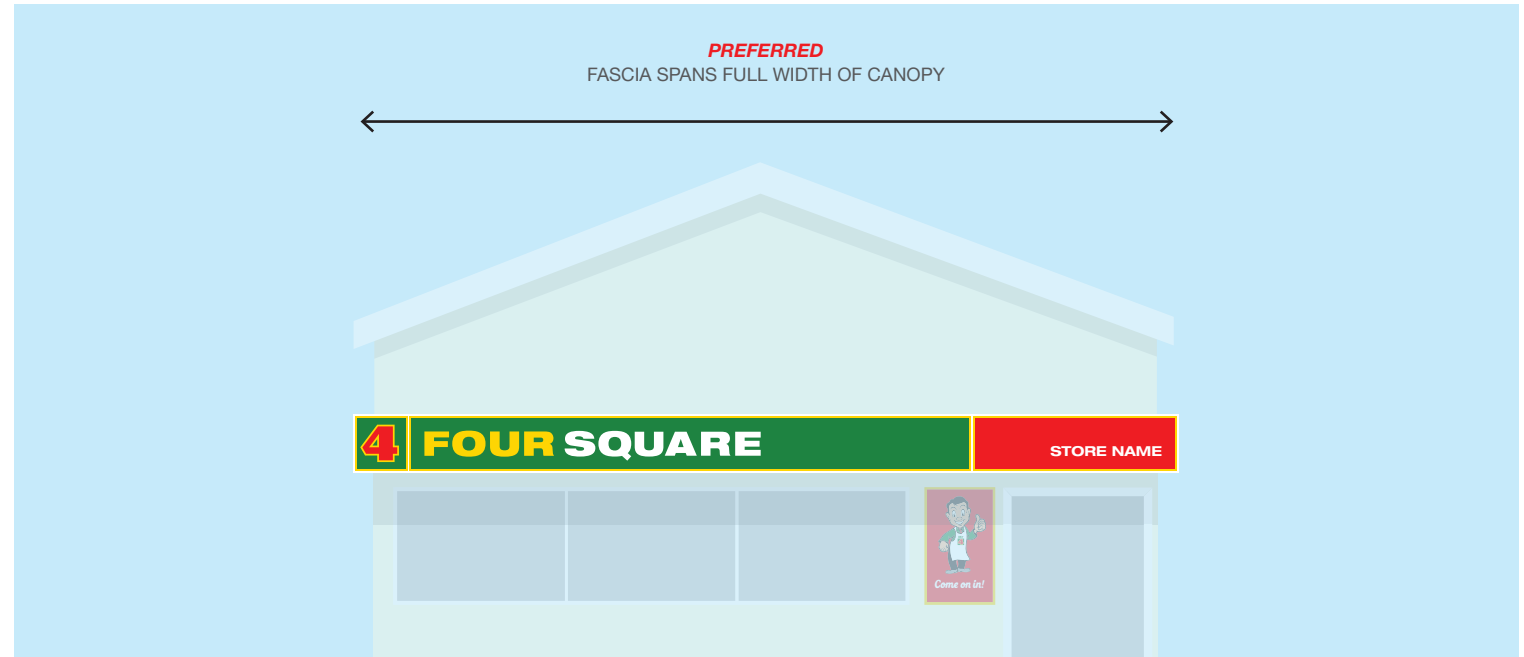
Wherever possible, the front store signage should span the full length of the building.

## Preferred Canopy Fascia

The preference is for signage to be on the front of the canopy as shown to the right.

## Alternative Building Signage

If a store does not have a canopy it may be installed directly on to the building as shown.



# Front Signage Rule of Quarters

## Rule of Quarters

Four Square's exterior fascia is constructed using a rule of quarters: 3/4 Four Square Green – 1/4 Four Square Red. This is to ensure that all signage maintains the right proportion of green and red.

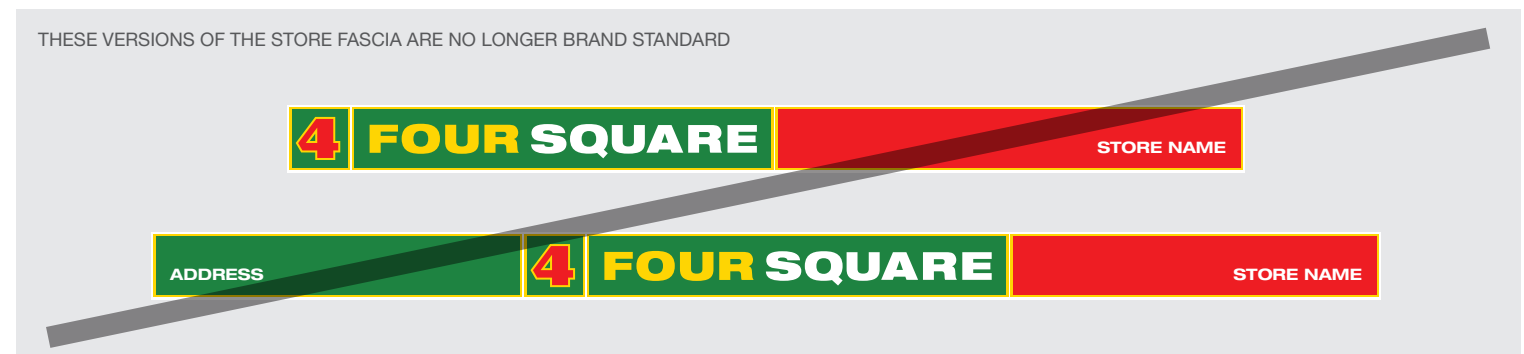
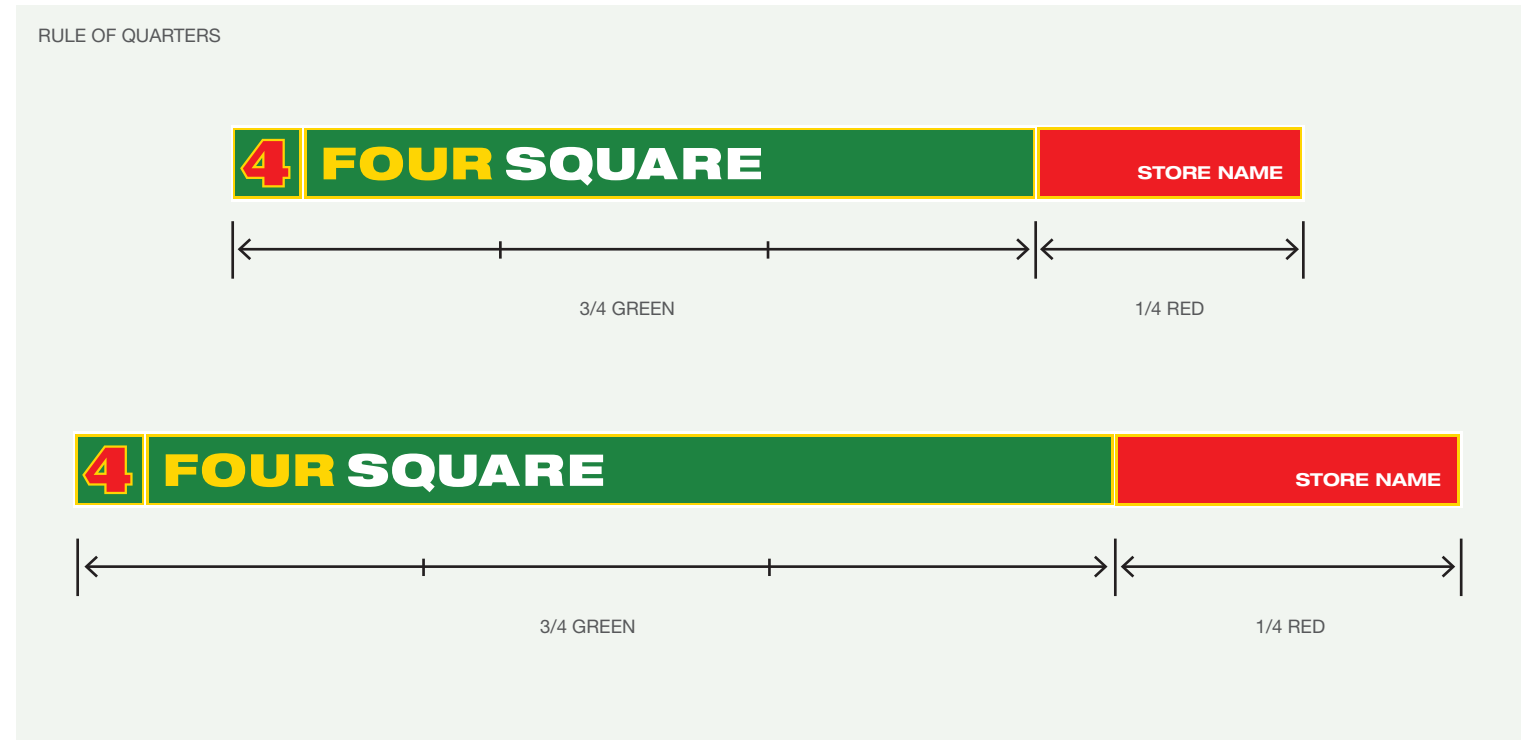
*Please do not re-create or alter the relationship of any of these elements other than what has been allowed for.*

## Logo On the Left

The logo always appears on the left with the store name on the right.

## Store Name But No Address

The store name still remains as an integral part of the signage but the address of the store has been removed.



# Side Signage

The rule for side signage is one large logo and one Mr Four Square to be seen from side on. Shown are four possible scenarios that use this rule.

## Preferred Scenario One

- Elevated Mr Four Square sign
- Side canopy fascia constructed to exact proportions to fit the logo

## Scenario Two

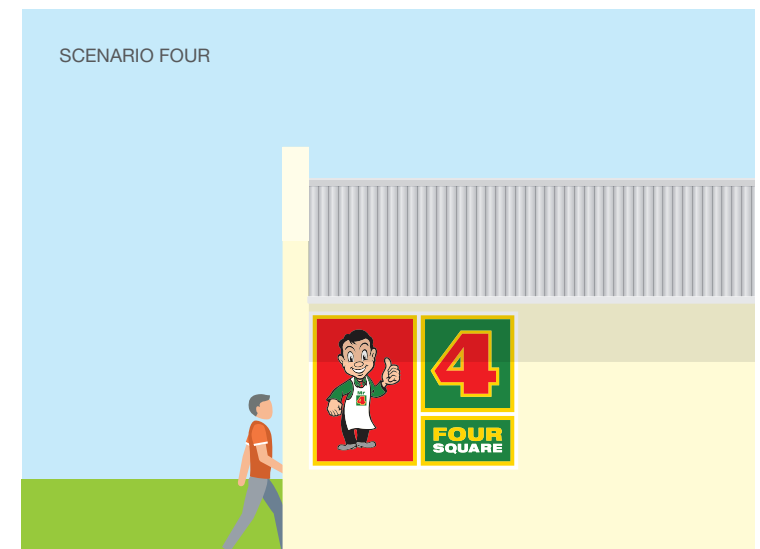
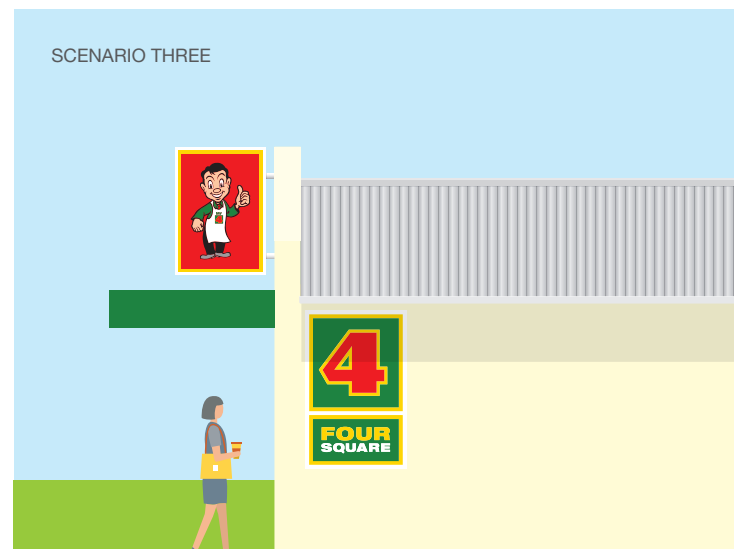
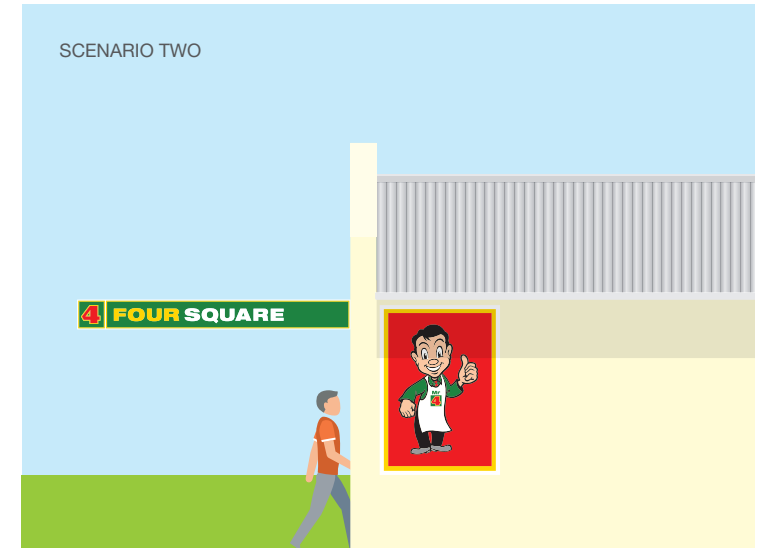
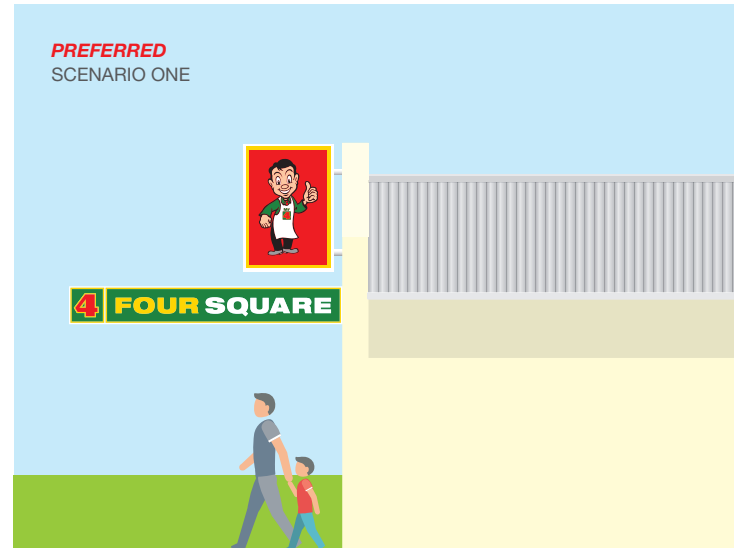
- If it's not possible to install an elevated Mr Four Square sign, an alternative sign can be placed on the side of the building
- A long canopy can use an extended logo like the front signage (see p.25) to fit perfectly

## Scenario Three

- Elevated Mr Four Square sign
- If a canopy fascia is too small for a logo, it should be painted green and a logo can be placed on side of building

## Scenario Four

If none of the above can be installed, a Mr Four Square logo can be applied to the side of the building.

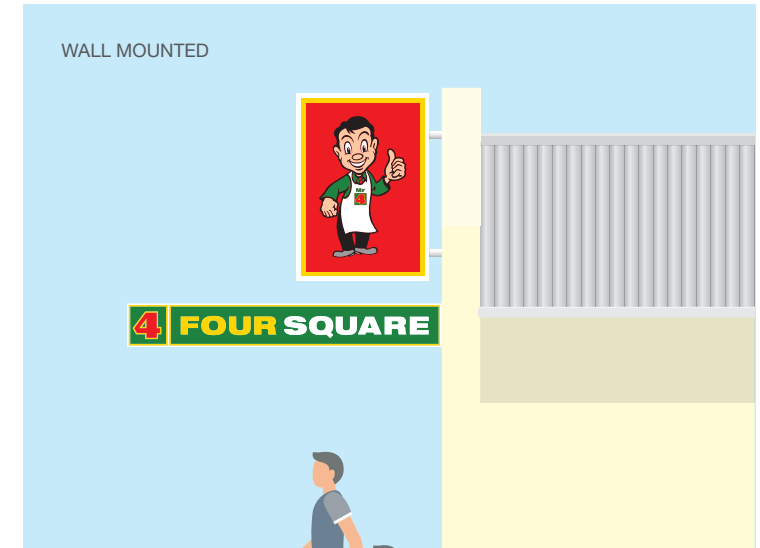
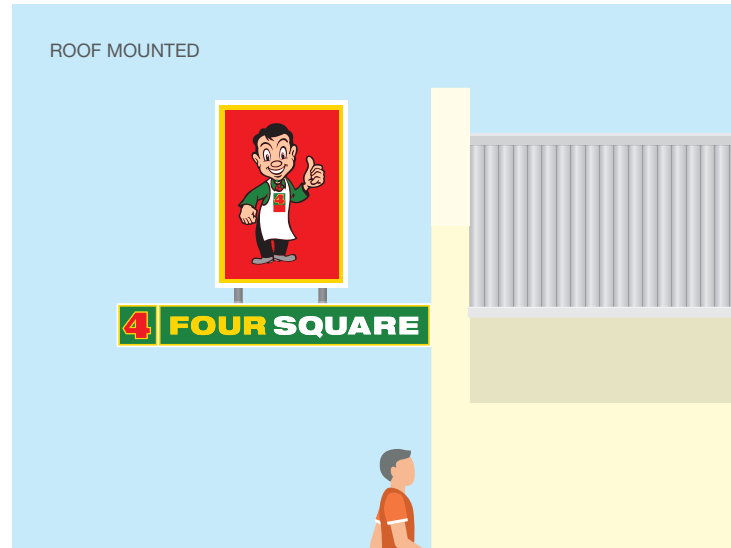


# Mr Four Square Elevated Sign

Our highest Mr Four Square sign is our beacon that is seen from afar. There are two acceptable ways to display as shown to the right:

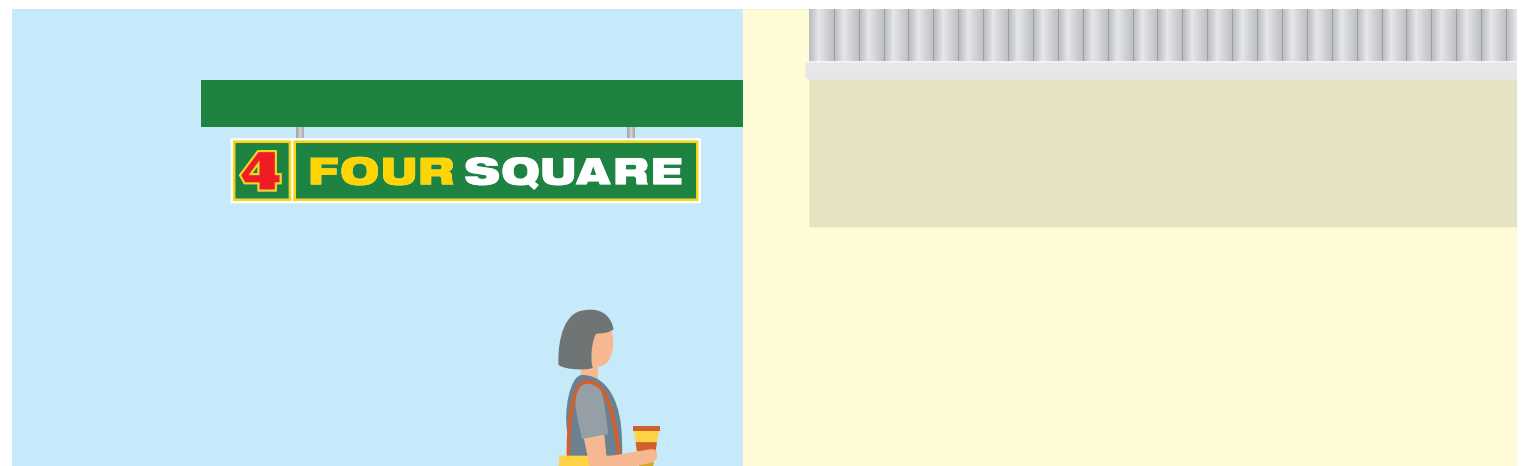
- Roof mounted
- Wall mounted

***Please do not re-create or alter the relationship of any of these elements.***



# Under Canopy Sign

When a logo cannot be placed on the side of the canopy, an under canopy option may be used. This is especially useful in places with high foot traffic.



# Pylon

If a store requires a pylon there are two variations that can be used. Council restrictions for height and/or wind restrictions will determine the finished construction.

## Pylon Proportions

The proportions of the pylon should be led by the size of the logo. The logo should be the full width of the pylon so that the white border bleeds off the edge.

Recommended size proportions are shown on the two examples.

## Store Personalisation

The pylon uses the store personalisation lockup (see p.14) and displays the hours of the store. Formatting of the hours should be similar to the hours signage on the front of store (see p.37).

## Shared Pylon

In instances of a shared pylon with other stores, these are solved on a case-by-case basis because of the unique nature of most. For further assistance please contact Foodstuffs NZ Marketing.





# Exterior Colours

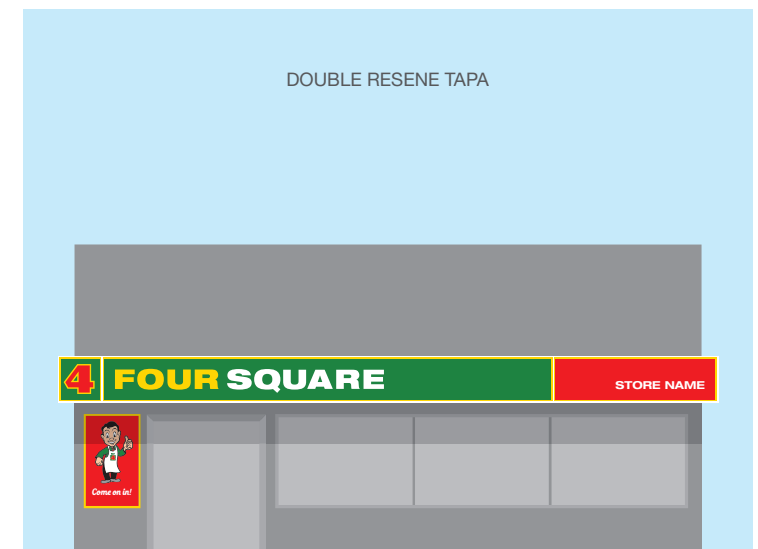
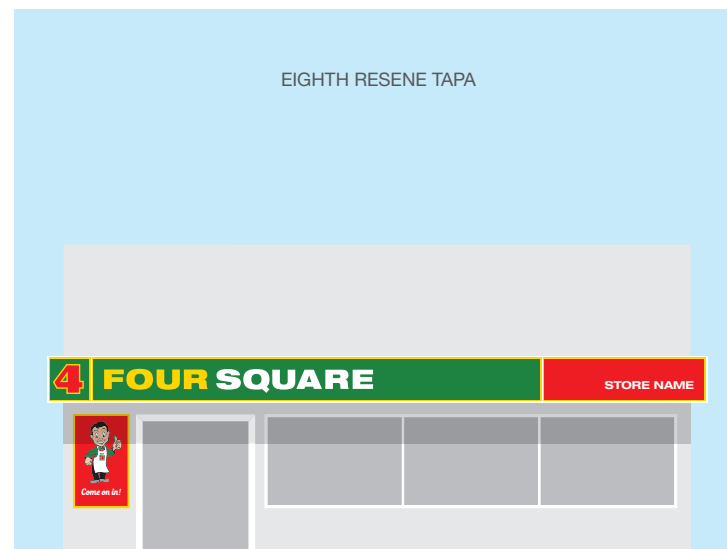
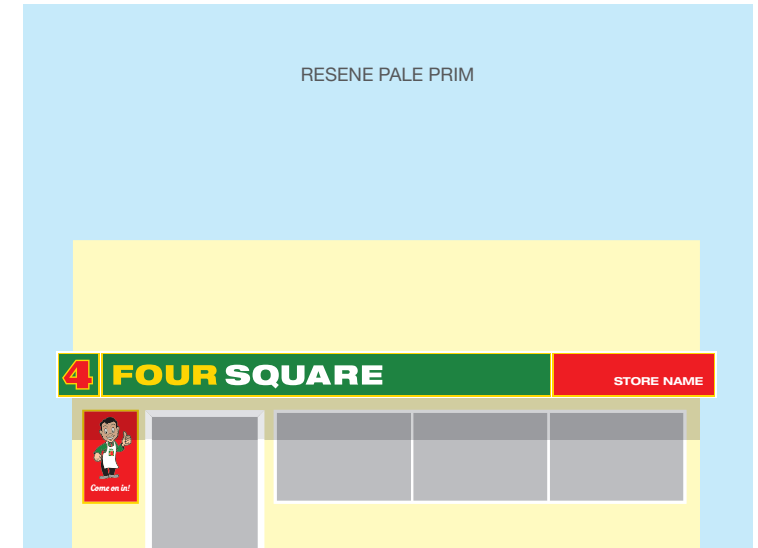
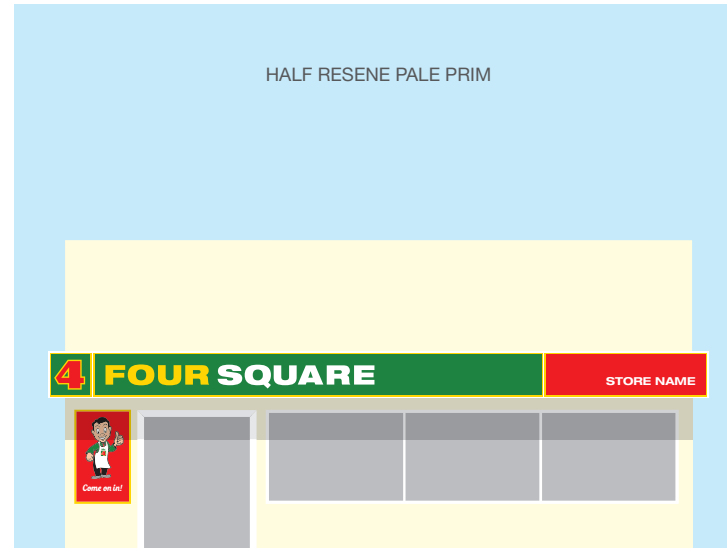
Historically, our stores have been painted in Pale Prim. This colour will still remain as a standard but the colour range has been extended to cater to a variety of buildings and environments.

The preferred colour ranges are:

- **Resene Pale Prim**  
Half or Full Strength
- **Resene Tapa**  
Eighth or Double Strength

## Exceptions

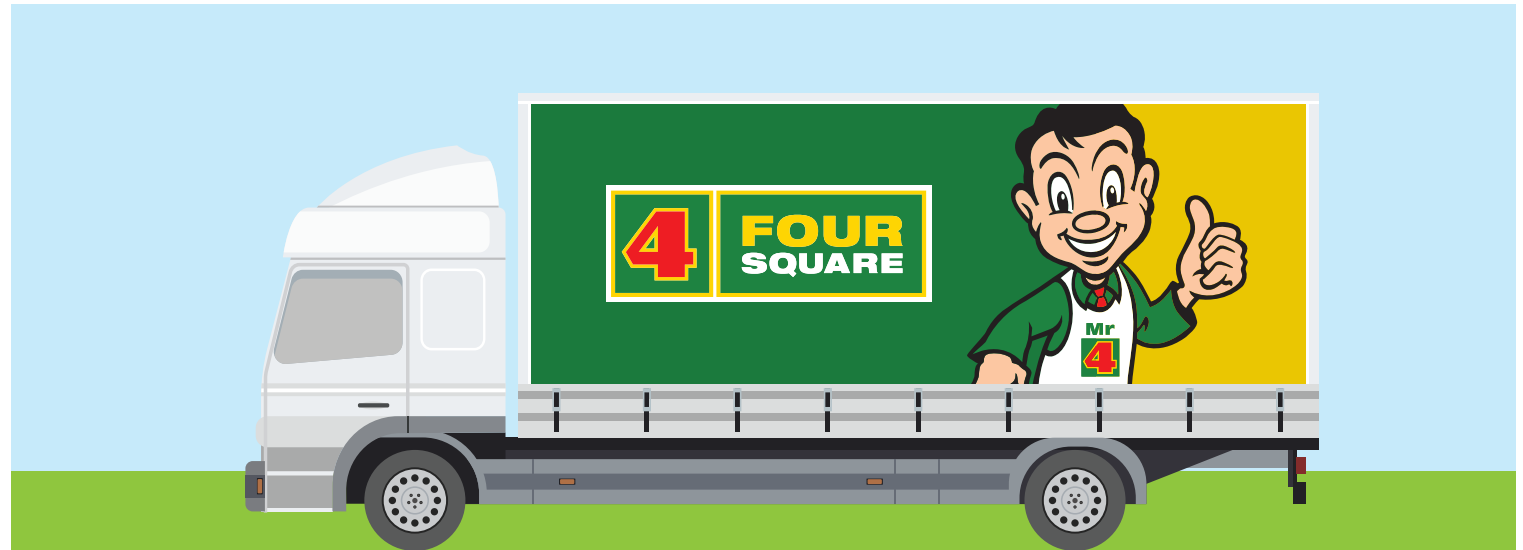
On exception, there may be times where these colours are not possible or appropriate for good reason. Please discuss this with your regional Property team for the best solution in your circumstance.



# Vehicle Graphics

## Truck Side Graphics

Shown is the approved truck side graphic.



## Vintage Vehicles

Four Square branded vintage vehicles are allowed to be placed outside stores. As well as a nod to Four Square's proud history, it adds character and individuality to stores.

Please contact Foodstuffs NZ Marketing for artwork approval and assistance.



# Carpark Entry and Exit

When needed, these signs can be used to indicate the entry and exit to a carpark.

# Trolley Parking Sign

When needed, this sign can be used to indicate the trolley bay.



# Mr Four Square Welcome

Wherever possible, Mr Four Square should be welcoming customers to our stores.

We have created a specific graphic for the entrance with the warm and friendly welcome of 'Come on in'.

Please see the following pages for different iterations to fit each store's individual size and space specifications.



# Welcome Sign Styles

There are three styles of welcome signs to fit spaces available on the store front.

## Large Welcome

The large welcome is used where there is a large wall space available on the store front. This is not to go over a window. The dimensions of the graphic should line up with building features. The example shown lines up with the top and bottom of the window to create a visual band across the middle of the building.



## Vertical Welcome

This is used when the space available is smaller than space allowed for the Large Welcome sign. The same principles apply in that the graphic should visually line up with building features.



## Above Door Welcome

Where there is no wall space a Welcome sign can be placed above the door.



# Welcome Sign Variations

Shown are how the three styles of signs can be changed to fit individual stores.

***Please do not re-create or alter the relationship of any of these elements other than what has been allowed for.***

LARGE WELCOME



VERTICAL WELCOME



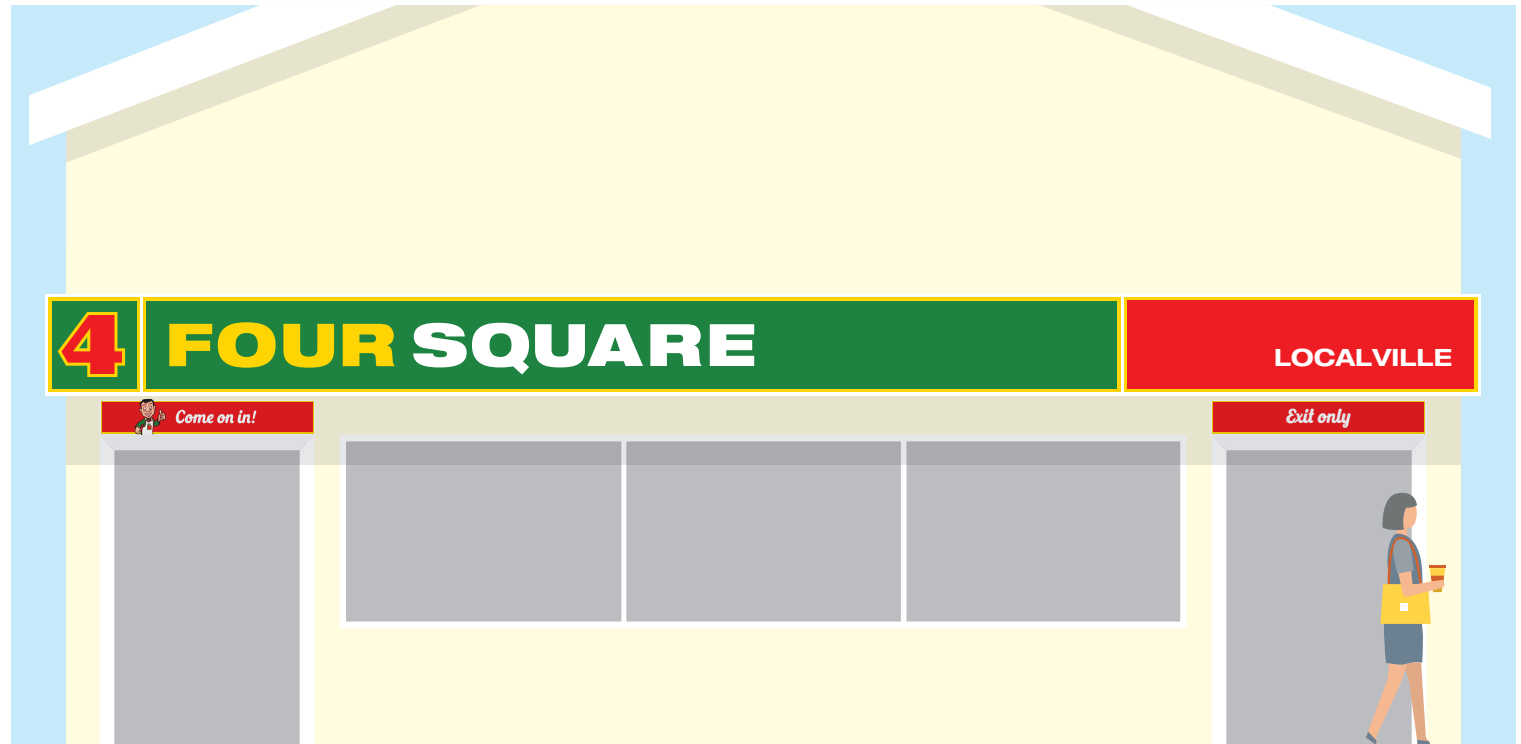
ABOVE DOOR WELCOME



# Exit Only Sign

When there is a separate entry and exit, a sign can be placed above the exit to prevent people from entering the wrong door.

The width of the sign can be changed to fit individual store requirements.



WIDTH VARIATIONS



# Functional or Characterful Small Signs


There are two ways of treating exterior signage: functional and characterful.

## Functional Signs

As the name suggests, these are signs displaying functional messages.

See following pages for examples of these.

FUNCTIONAL



Four Square is  
not responsible  
for damage to  
cars using the  
carpark

## Characterful Signs

When messages lend themselves to expressing our brand personality, they are treated in a more characterful way as shown.

See following pages for examples of these.

CHARACTERFUL



**DIRTY  
BOOTS?**  
*Please*  
TAKE THEM  
OFF HERE





# Functional Sign Suite

This is the suite of functional signage available.

## Hours

There are four versions of the hours sign depending on a store's requirements.

## Information Sign

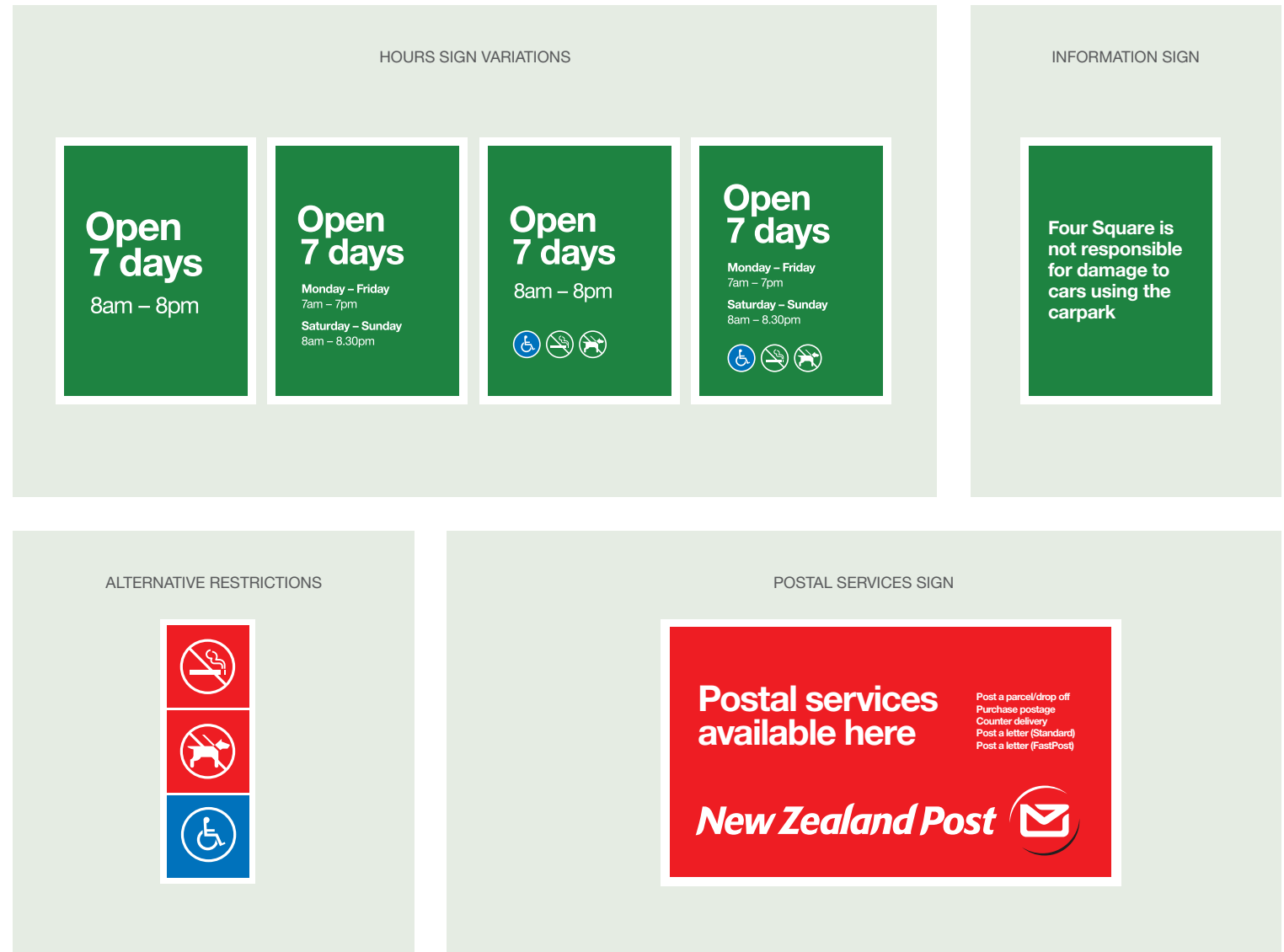
Whether it is an information sign in the carpark, or on the exterior of the building, this is the style of sign that can be used.

## Alternative Restrictions

If a store needs to be more obvious with its restrictions, this can be used.

## Postal Services

For stores that provide an NZ Post service, there is a sign that can be used that fits in with the Four Square signage suite. It has an updateable field that can be customised to list available services.



# Characterful Sign Suite

When messages lend themselves to expressing our brand personality, they are treated in a more characterful way as shown.

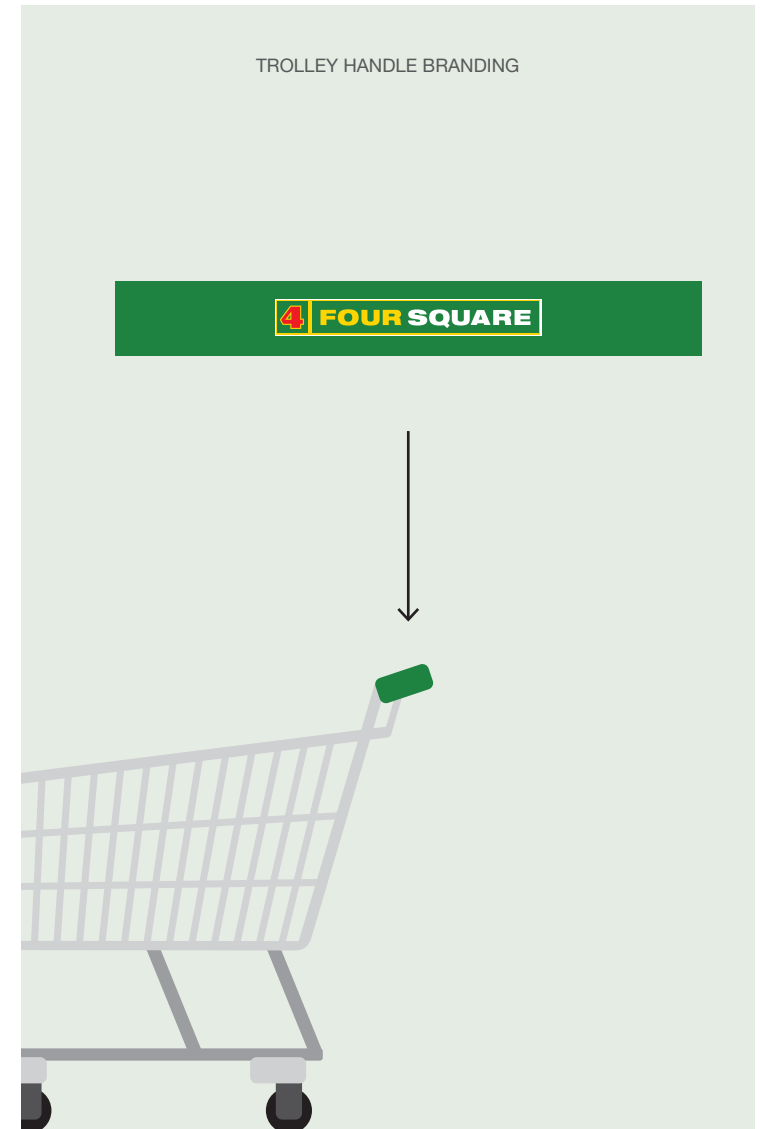
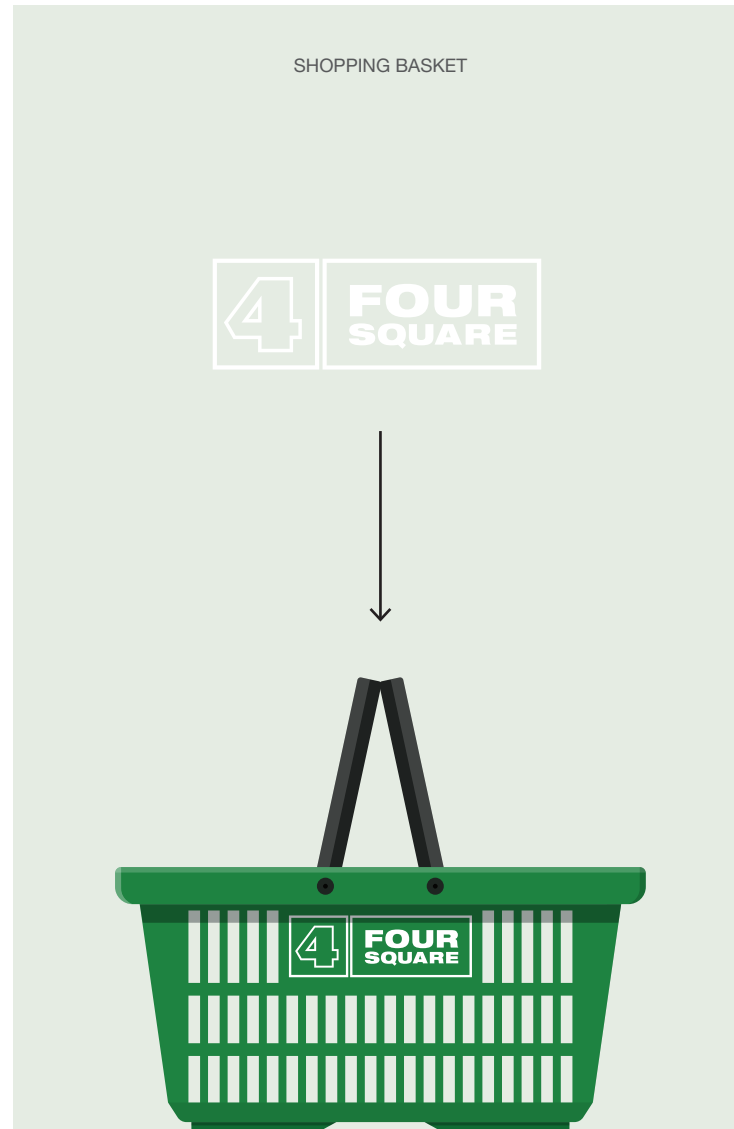
***Because of the complexity of this style of sign, new characterful signs are not to be created by stores. Any requests for this style of sign should be sent to Foodstuffs NZ Marketing.***



# Baskets and Trolleys

Green baskets are to be used and should have a white Four Square logo that best fits the space for it.

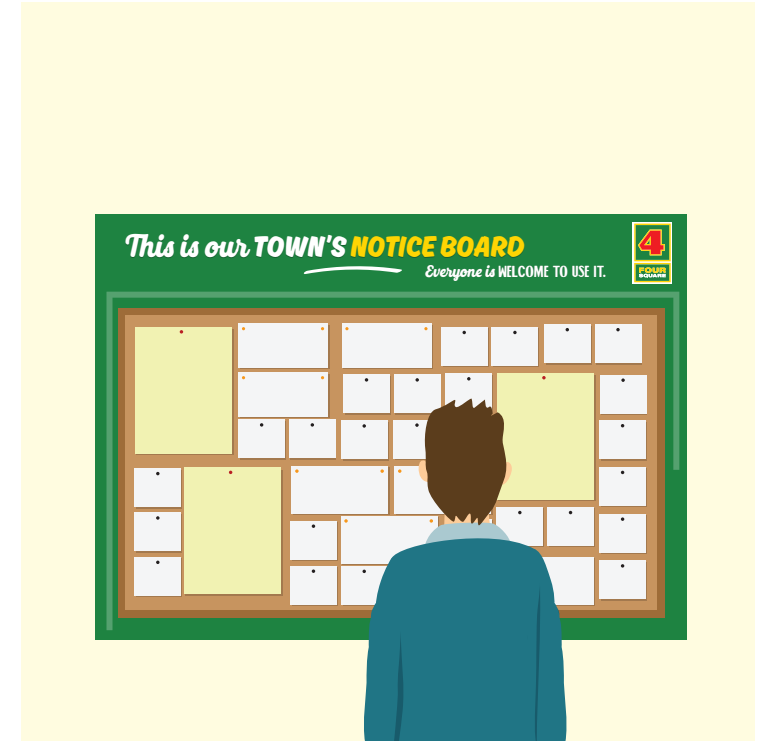
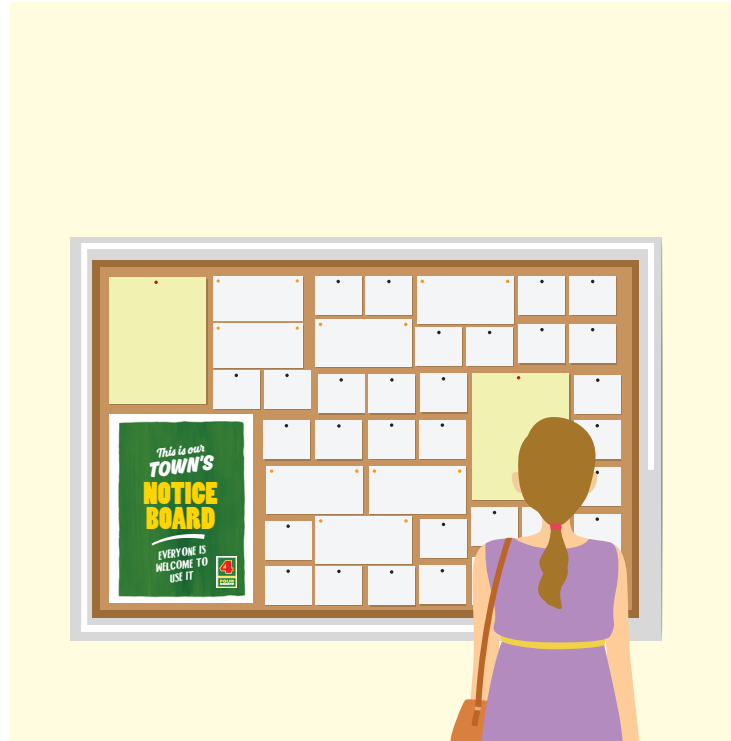
Trolley handle sizes may vary so please adjust flat artwork shown to suit.



# Community Notice Board

Community notice boards can be retrofitted to add a bit of brand character as shown.

Please contact Foodstuffs NZ Marketing for artwork to fit individual requirements.

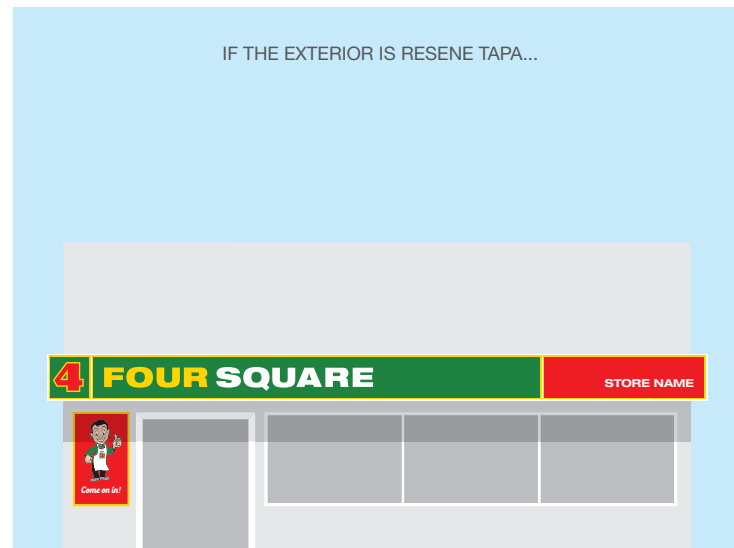
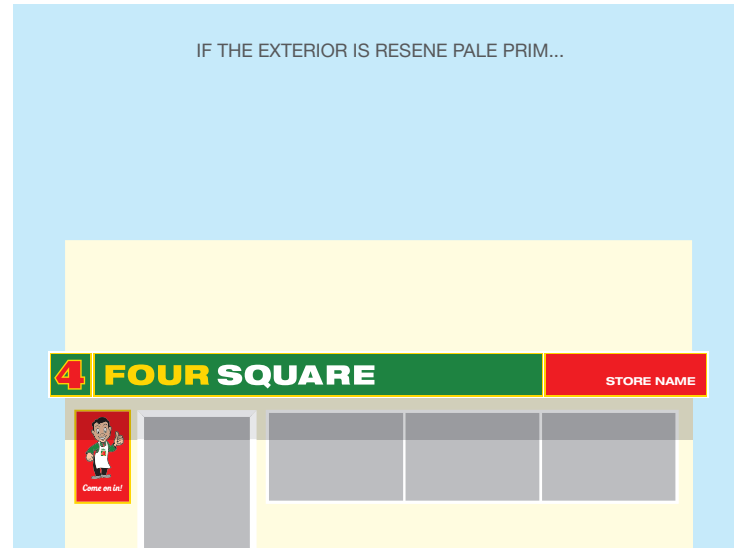


# Section Three: Store Interior

# Interior Colour

The interior colour should be a light off-white colour that is in keeping with the exterior of the building.

For example, if the store is Pale Prim on the outside, we suggest that a warm white is used to complement it. If the exterior of the store is a Resene Tapa, then a cooler white should be used.



# Proudly Local Graphic

The Proudly Local graphic is for Four Square stores to use on an interior wall to celebrate being a local in communities all around New Zealand.

## Preferred Stacked Lockup

The preference is for the stacked lockup to be used.

## Alternative Horizontal Lockup

Where there isn't enough space to use the stacked lockup there is a horizontal version that can be used.

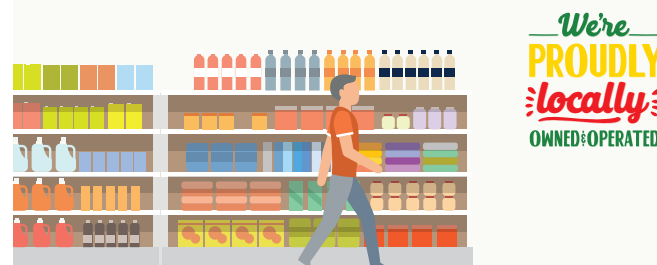
PREFERRED STACKED LOCKUP

*We're*  
PROUDLY  
*locally*  
OWNED & OPERATED

ALTERNATIVE HORIZONTAL LOCKUP

*We're*  
PROUDLY *locally*  
OWNED & OPERATED

PREFERRED INSITU



ALTERNATIVE INSITU



# Department Headers

There are two department header options available for our stores. Both of these options work with the aisle navigation solution.

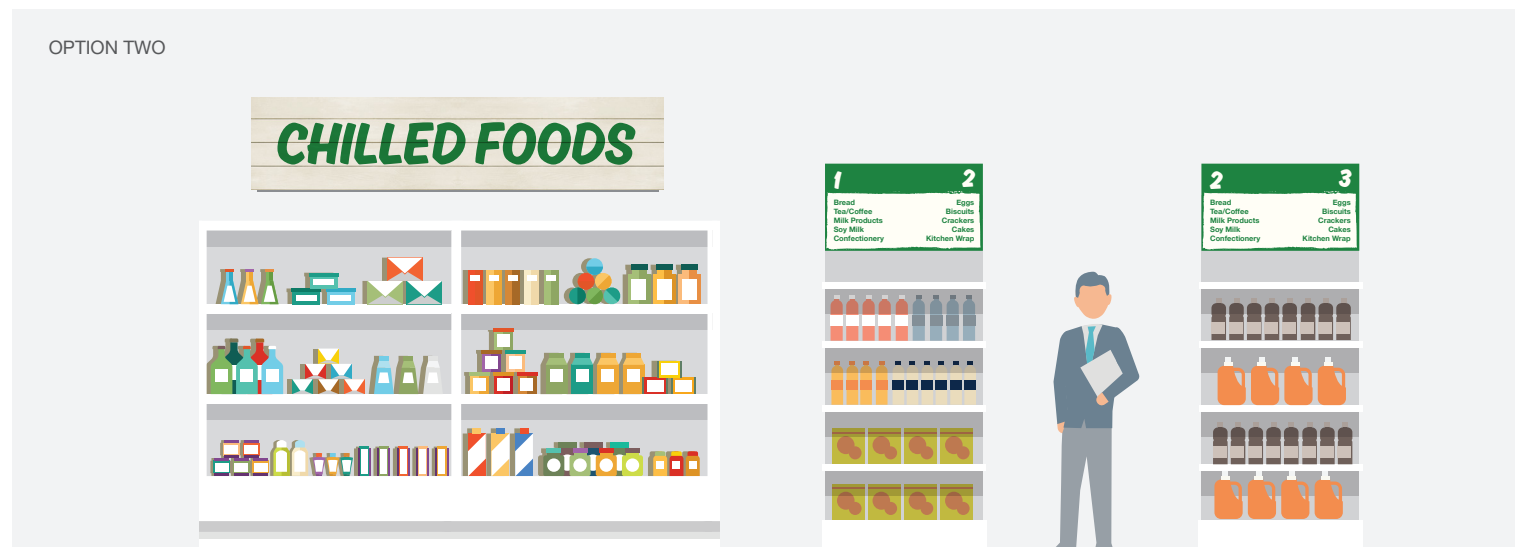
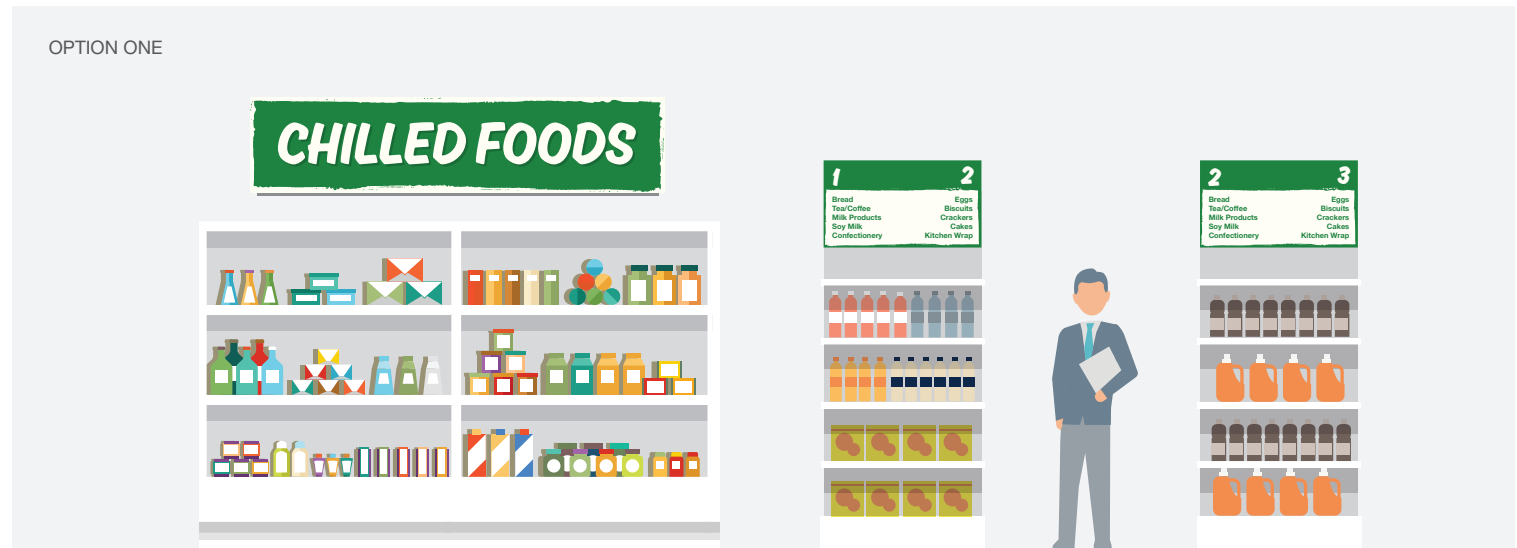
## Option One

Made from ACM, this is designed to go into all stores whether it be historical, new or rural.

## Option Two

Made from tongue and groove timber, this is for stores that have character and would suit this style of header.

These stores may be by the beach, have more wood finishings or just suit this style.





# Department Header Construction

## Option One Construction

- Acrylic sheet covered with vinyl adhesive
- Optional 10mm acrylic laser-cut text

## Option Two Construction

- Tongue and groove wood background
- Painted text in Four Square Green

## Header Size

Specific size of the department header will vary depending on the space available at each store.

OPTION ONE

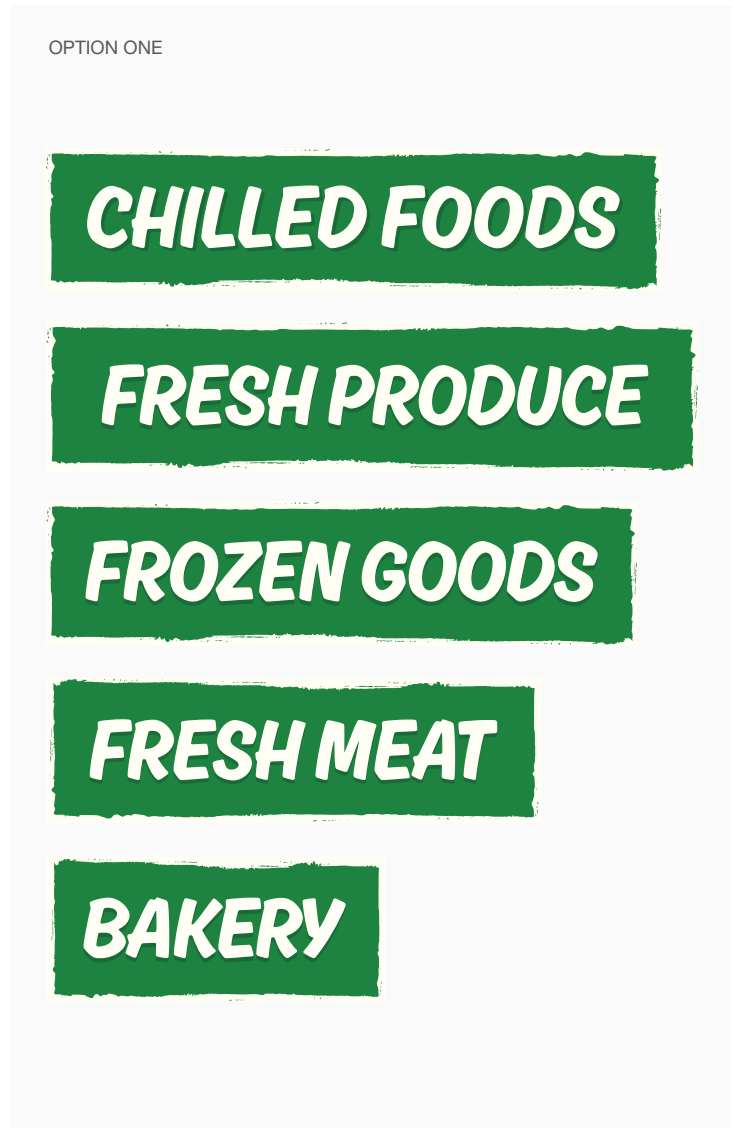


OPTION TWO



# Department Header Variations

Shown are various sized department headers.



# Aisle Navigation

There are two types of aisle navigation; aisle-end and mid-aisle.

## Aisle-end navigation

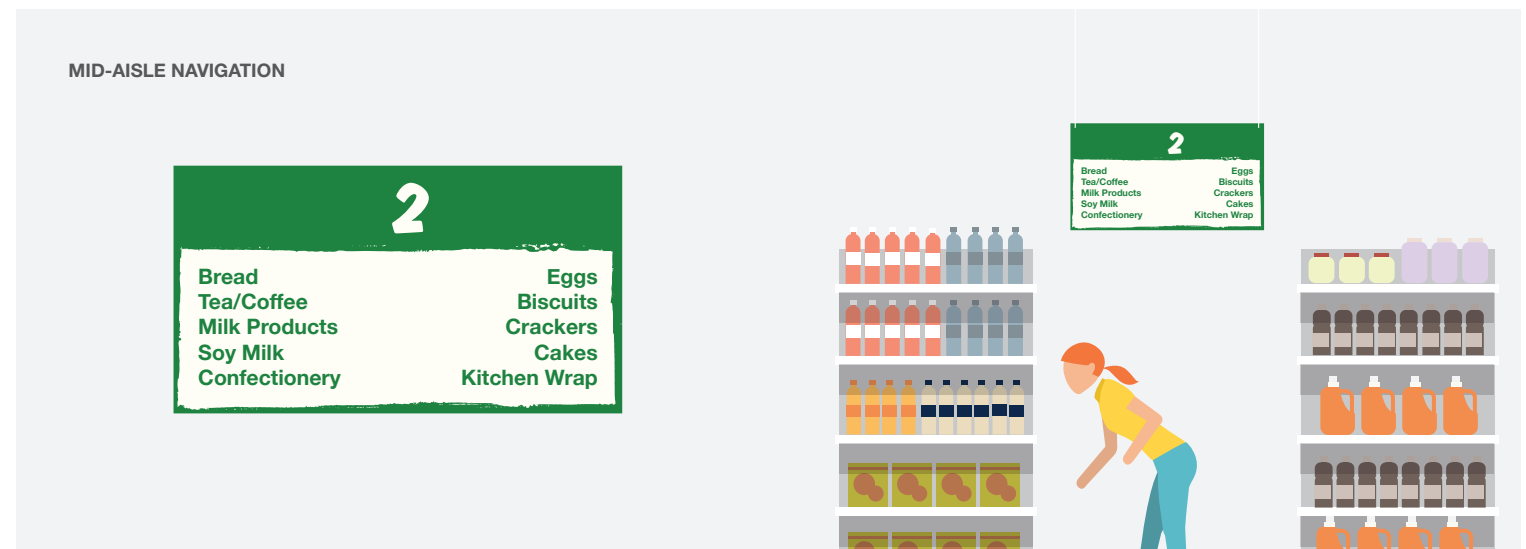
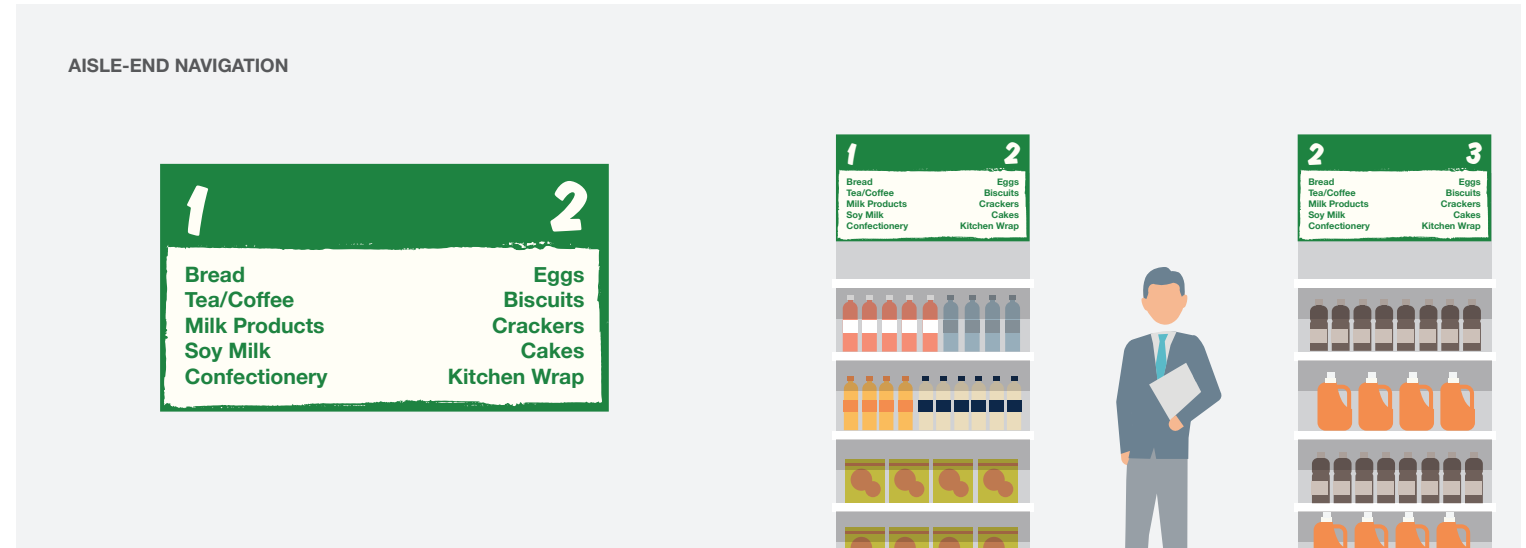
This is attached to the end of the aisle. It has two numbers that indicate the two aisles it straddles.

## Mid-aisle navigation

This is a double sided sign and hangs mid-aisle with one number to indicate the aisle.

## Construction

Acrylic sheet covered with vinyl adhesive.

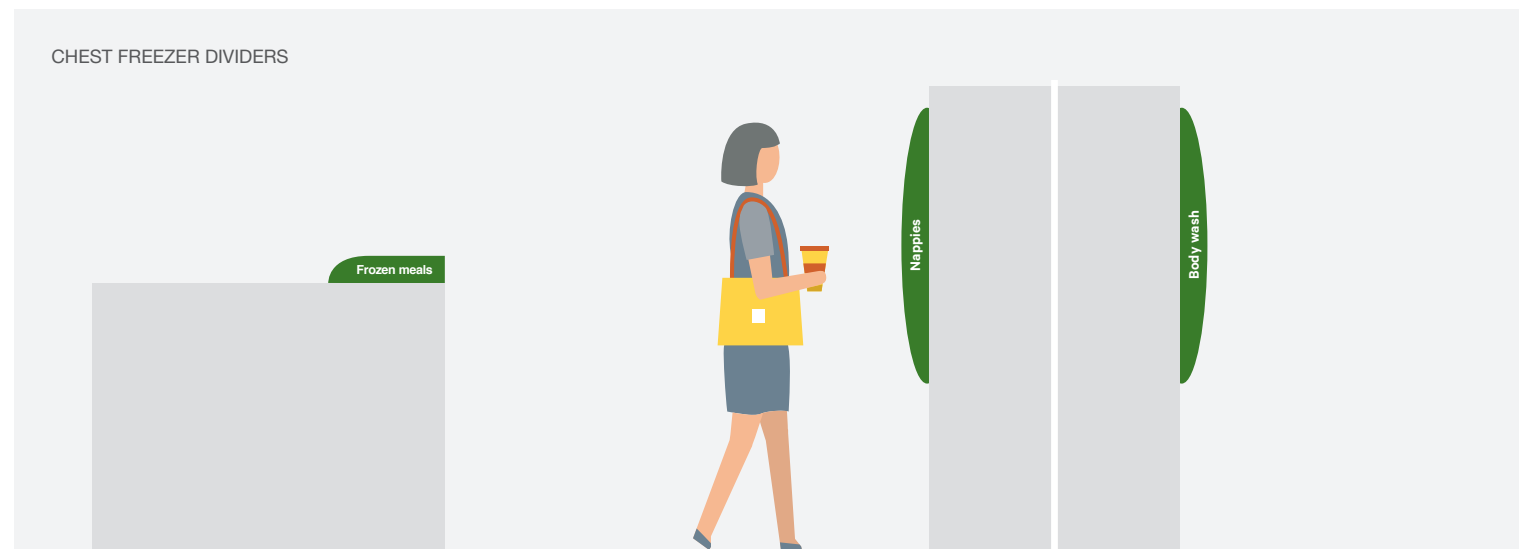
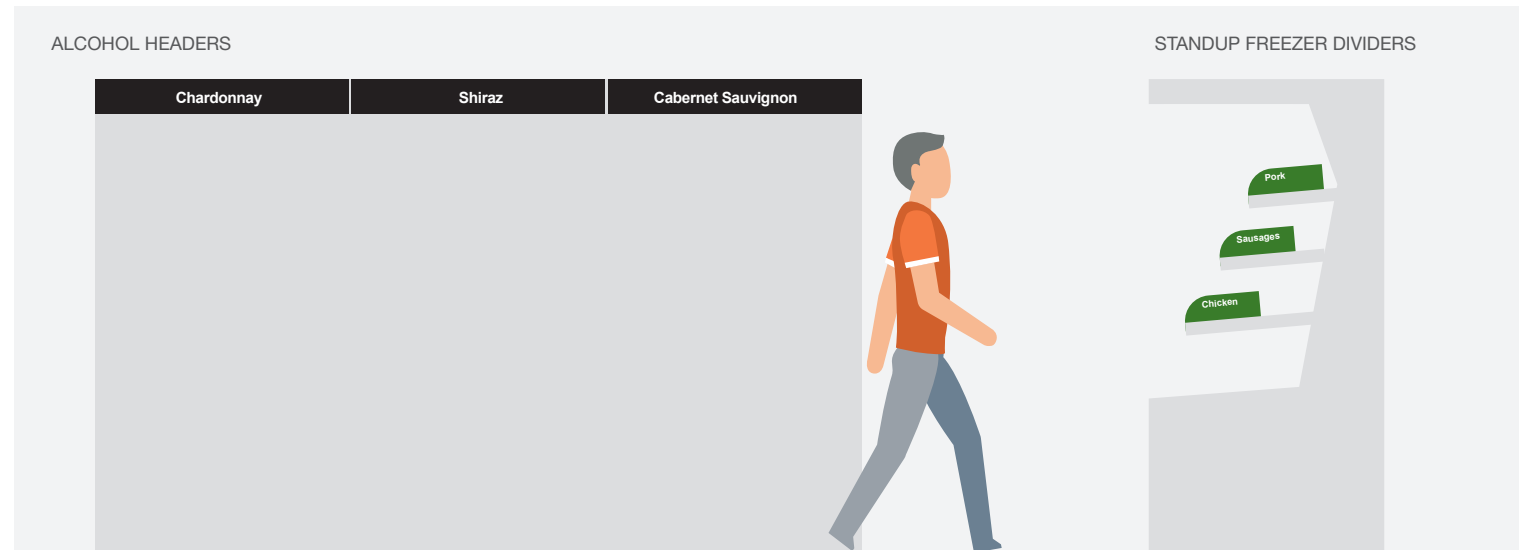


# Small Store Navigation

There is a selection of small store navigation available for stores to use.

## Colour

Four Square Green is used for all navigation except alcohol which is black.



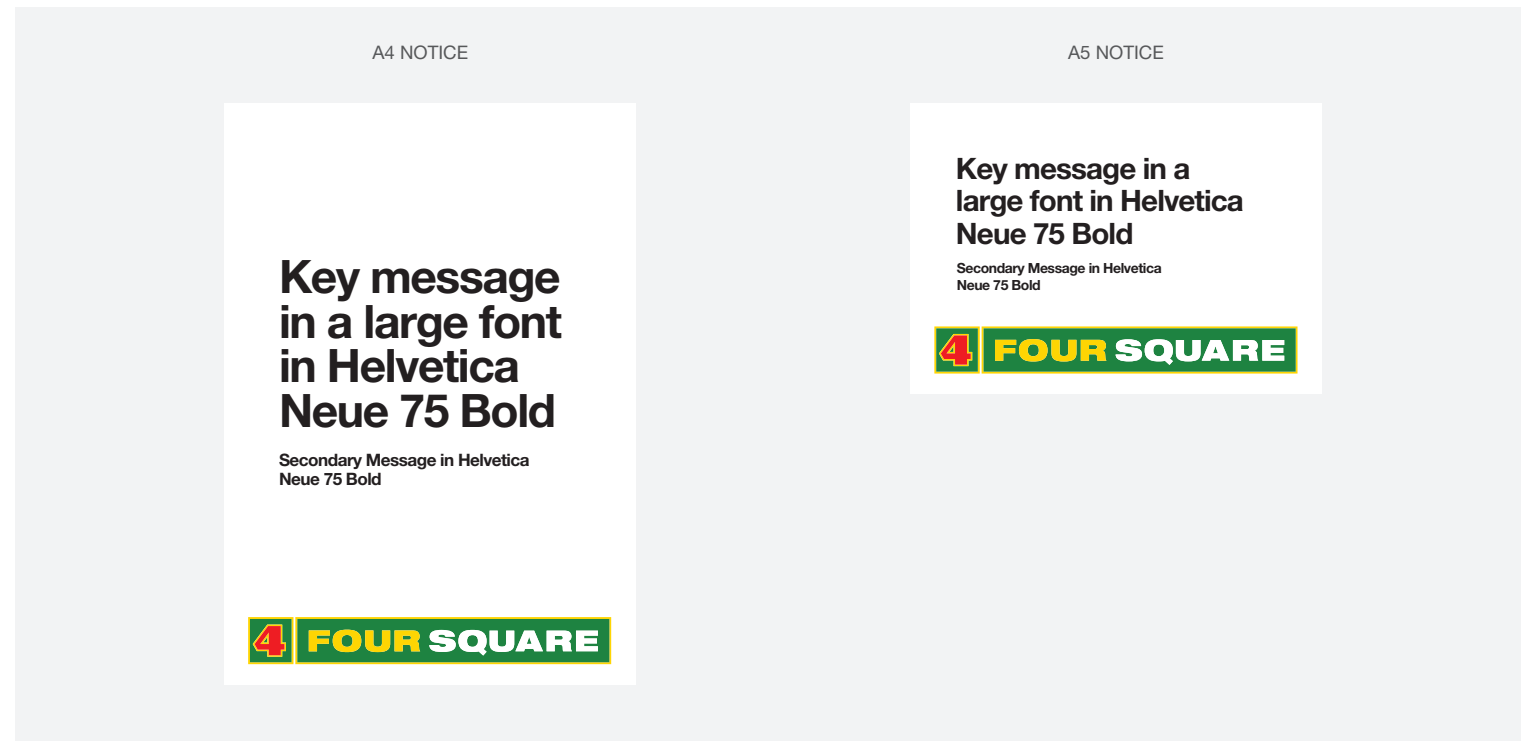
# Store Notices

Shown are two different sized store notice templates that are used to communicate with customers.

All customer information shown in store should use these templates.

## Font

All store notice messaging should use the font Helvetica Neue 75 Bold. If this is not available, please use Arial Bold.



# Checkout Divider

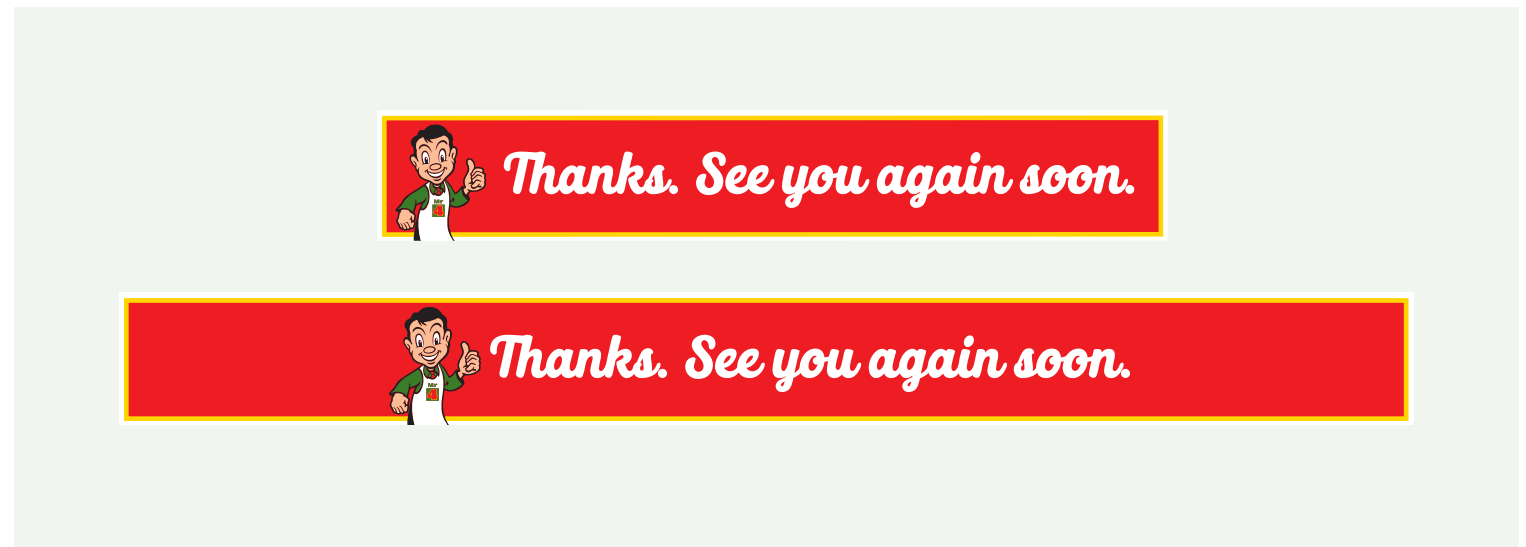
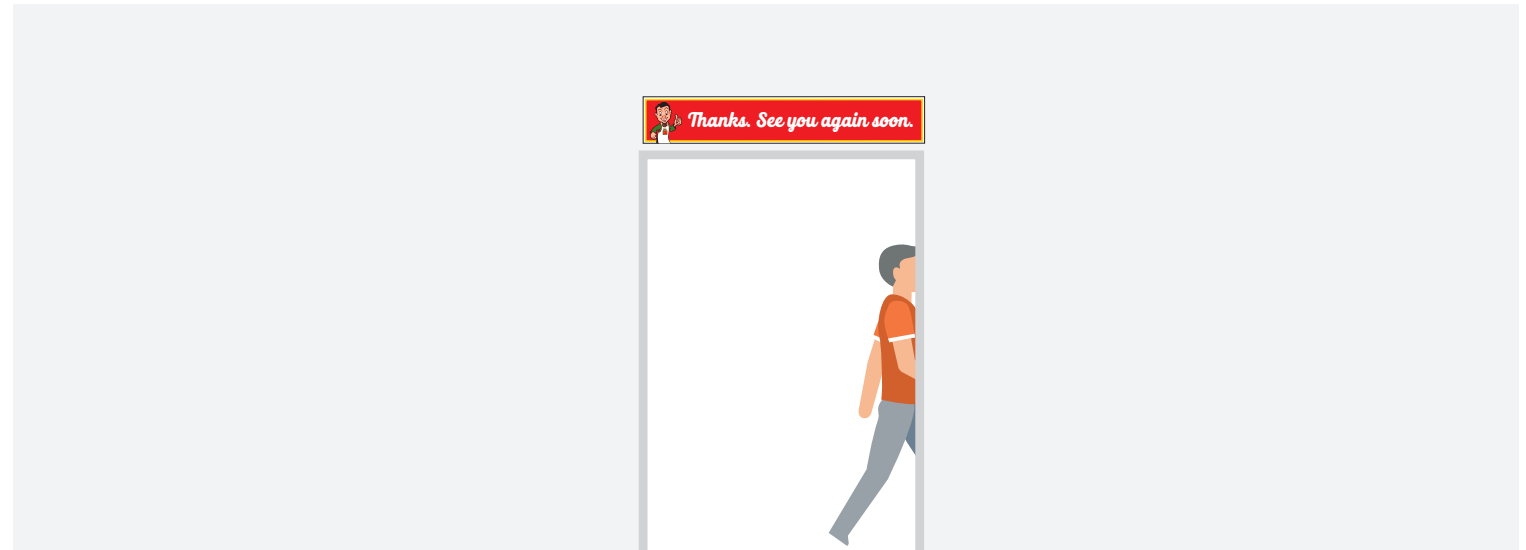
Shown are two sides of the store checkout divider. Each side of the divider alternates between these two pieces of art shown.



# Thank You Sign

The thank you message is a warm farewell to customers at the end of their shopping journey. These can be scaled up and down depending on the size of the space.

These are two different size formats to cater for various store spaces.



# Section Four: Marketing Communications

# Colour Palette

Four Square marketing communications have an additional secondary colour palette.

Having eight colours to use in different combination (3 to 4 per artwork) allows each piece of communication to have it's own look and feel. This helps it stand out in store for customers.

## PRIMARY PALETTE



**Four Square Red**

CMYK: C0 M100 Y100 K0



**Four Square Green**

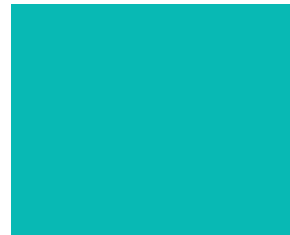
CMYK: C85 M27 Y100 K9



**Four Square Yellow**

CMYK: C0 M14 Y100 K0

## SECONDARY PALETTE



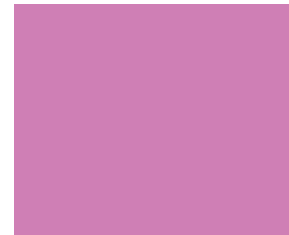
**Teal**

CMYK: C74 M0 Y35 K0



**Orange**

CMYK: C0 M50 Y94 K0



**Pink**

CMYK: C16 M60 Y0 K0



**Purple**

CMYK: C70 M80 Y10 K0



**Dark Blue**

CMYK: C100 M70 Y20 K5



# Background Textures

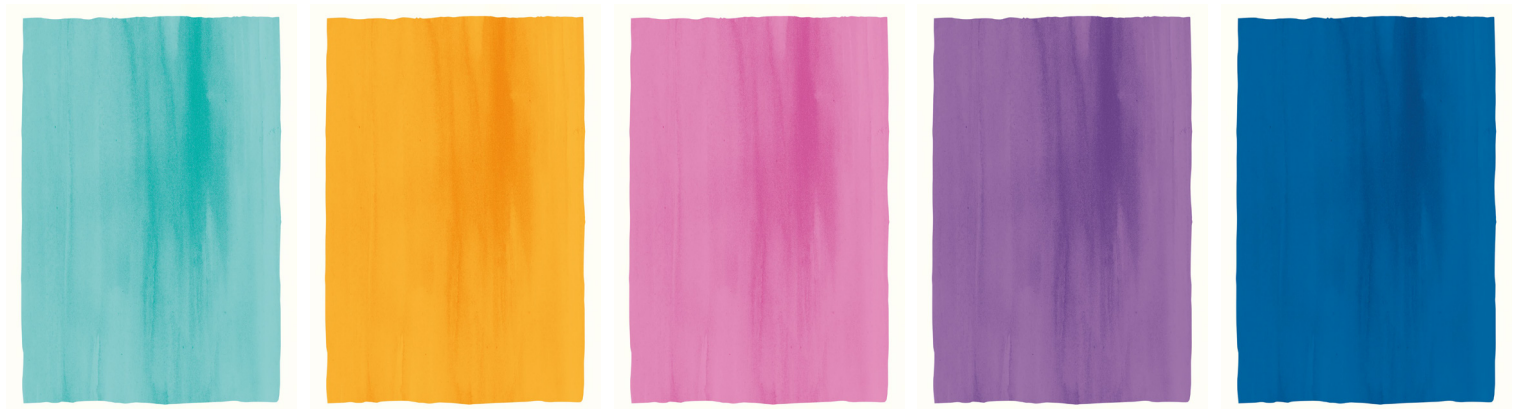
Marketing communications use background textures that are shown to the right. Each is made from the colours shown on the previous page. These are always to be used and no other colour or texture should be used.

***The colour palette and the background textures are both available on Helium.***

PRIMARY COLOUR BACKGROUND TEXTURES



SECONDARY COLOUR BACKGROUND TEXTURES



# Fonts

Four Square has a variety of fonts that can be used for Marketing Communications and select brand assets.

## Ahkio

A brush script that can be used in both upper and lower case.

## Selphia

A connected script font. This can be used in case or lower case.

## Poplar

A display face that can be used upper and lower case.

## Onehunga Sans

A display face that is upper case only.

AHKIO THIN:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

AHKIO LIGHT:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

AHKIO REGULAR:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

AHKIO BOLD:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

AHKIO BLACK:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

SELPHIA:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

POPLAR STANDARD:

*abcdefghijklmnopqrstuvxyz*  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

ONEHUNGA SANS:

**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890**

# P.O.S Promotional Templates

There are two kinds of P.O.S promotional templates; Themed Brand and Partner Promotion.

## Themed Brand P.O.S

Themed brand P.O.S is used to recognise holidays, seasons, national occasions and the like. It will always feature Mr Four Square, is simple, and colourful.

## Partner Promotion P.O.S

This is used for in store supplier competitions and promotions.

Please see the following pages for more detailed instructions on how to create these.

THEMED BRAND P.O.S



PARTNER PROMOTION P.O.S



# Creating Themed Brand P.O.S

## Mr Four Square

Mr Four Square should always appear either in his original form or in one of the approved themed options.

He should always be in the foreground without any objects obstructing him.

The name Mr Four Square or Charlie should not be used. We do not name him or give him a voice.

### Style

Do not use any photography for the Brand P.O.S. All elements should be illustrated in the 2D Mr Four Square style.

Use illustrations and/or icons that relate to the messaging.

No logo is needed on the Brand P.O.S as this only appears in store.

### Fonts

Only approved Four Square brand fonts are to be used (see p.54).

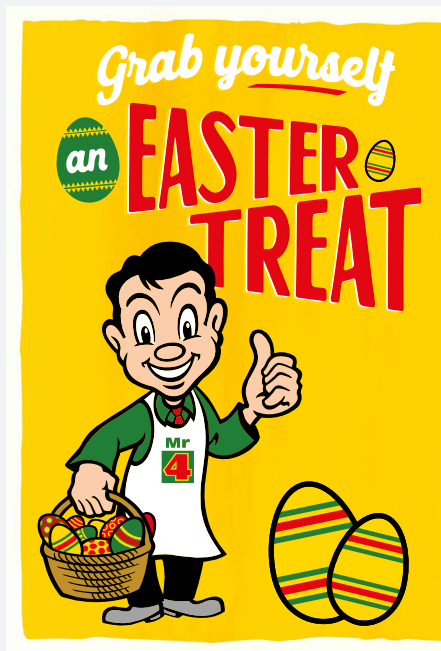
### Colours

Only approved Four Square brand colours are to be used (see p.52).

Avoid too many colours on any given execution. Our recommendation is a background texture colour plus 2 or 3 additional primary or secondary colours for text and icons.

Avoid using colours that clash or make text difficult to read e.g. yellow on orange, green on red.

## PARTNER PROMOTION P.O.S EXAMPLES



# Creating Partner Promotion P.O.S

These posters should stand out as being Four Square branded, so we suggest using a brand texture background as a base for consistency (see p.53).

## Fonts

Only approved Four Square brand fonts are to be used (see p.54).

## Colours

Only approved Four Square brand colours are to be used (see p.52).

Avoid too many colours on any given execution. Our recommendation is a background texture colour plus the addition of 2 to 3 accent colours (selected from the colour palette) for text and icons.

Avoid using colours that clash or make text difficult to read e.g. yellow on orange, green on red.

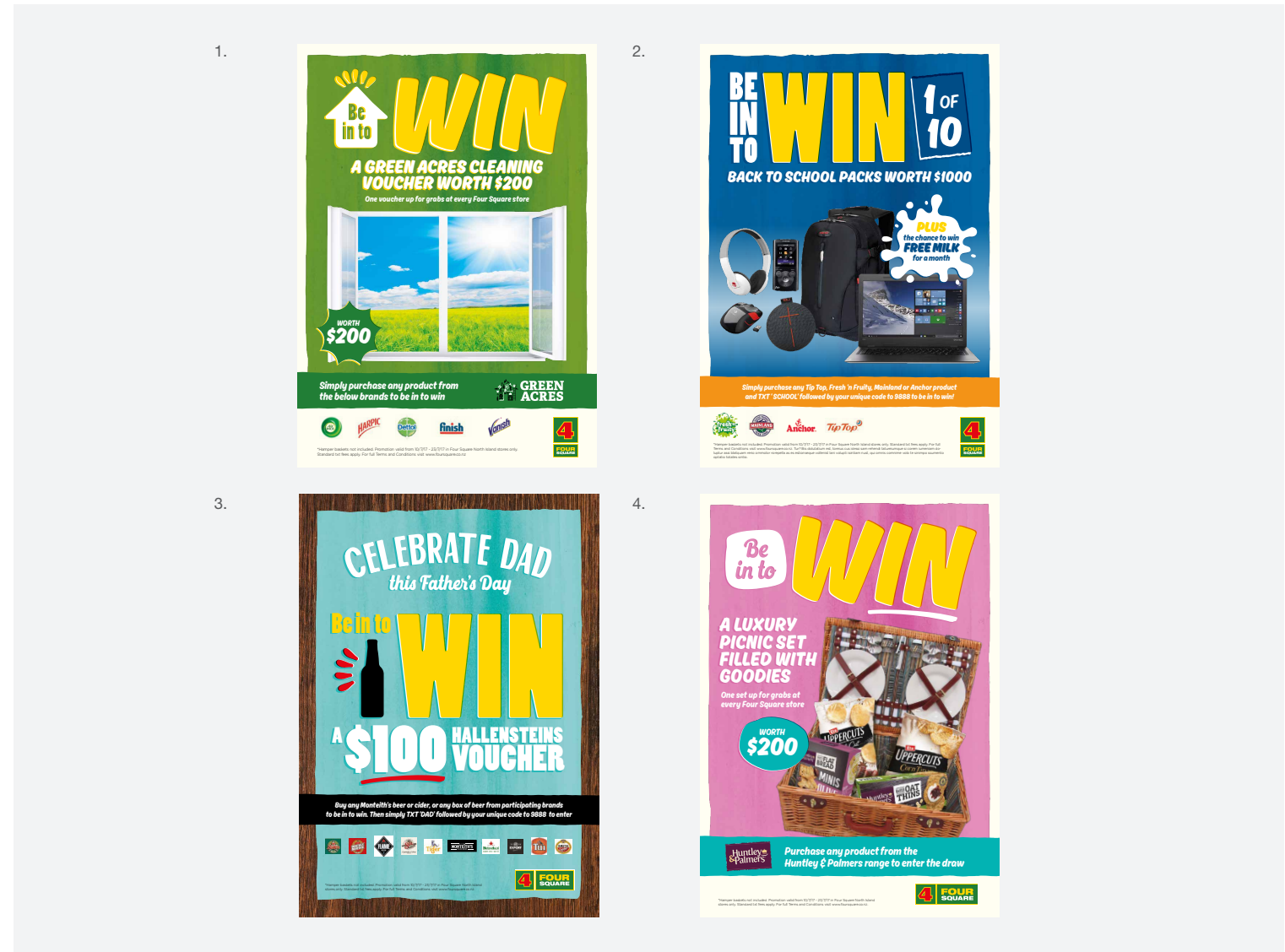
## Logo

Use the vertical Four Square logo whenever possible. Example 3 and 4 use the horizontal format to fit in the space available in these ads.

Where appropriate, a plain and relevant image can be used in the background with the texture placed over the top housing the information as shown in example 3. This works well where there is no prize image to show.

Where the promotion is only paired with one brand, place their logo in the coloured strip alongside entry details, as shown in example 4.

Continued over page...





# Creating Partner Promotion P.O.S

P.O.S messaging should follow this hierarchy:

1. 'Be in to WIN'
2. Prize details
3. Prize imagery
4. Prize value call-out / Secondary prize
5. How to enter information – A coloured strip is used to hold competition entry details. This should either be one of the secondary colours (see p.52), or the solid CMYK colour that matches the background (as shown on example 1 on previous page).
6. Mandatory Information – The base is used to house mandatory information, i.e. Four Square logo, partner logos and terms and conditions. This will ensure consistency and clarity.

**1** Be in to **WIN**

**2** A DOG OR CAT HAMPER WORTH \$75  
One of each hamper up for grabs at every Four Square store

**3** [Prize Imagery]

**4** WORTH \$75 EACH

**5** Purchase any product from the participating brands below, collect your code card and text 'CAT' or 'DOG' followed by a space and your unique code to 9888 to be in to win!

**6** [Logos: Whiskas, Dine, Smacks, MyDog, Pedigree, Temptations, Four Square]

\*Hamper baskets not included. Promotion valid from 10/7/17 - 23/7/17 in Four Square North Island stores only. Standard txt fees apply. For full Terms and Conditions visit [www.foursquare.co.nz](http://www.foursquare.co.nz)

**If you have any questions  
and/or enquiries please  
contact Foodstuffs NZ.**

**Thanks.**

