


# **2024** BRAND GUIDELINES

# RACK ROOM SHOES GETS IT.

**There are only 24 hours in a day and your life is BUSY.**

We realize shoe shopping for the family can sound daunting. The kids' feet have grown, your spouse's sneakers are worn out and quite frankly, you could use a new pair of boots to freshen up your look! **That's where we come in.**



# BRAND NARRATIVE

Rack Room Shoes is all about real people, living real lives.

You don't have all day to shop for shoes. Or an unlimited budget. So, we've created a one-stop shoe shop for the entire family. Our prices are fair, and our sales are incredible. We offer BOGO 50% OFF* select styles every day, which makes it easy to purchase multiple pairs. We carry the most-popular brands everyone wants like Nike, Dr. Martens, HEYDUDE, Timberland, Crocs, adidas, PUMA, Birkenstock and more! You can also find the latest trends with our exclusive brands, so you can feel confidently stylish. We have enough diversity in our inventory to please everyone, but not so much that it's overwhelming. Sometimes you need to just get in and out of the store quickly.

Whether you're looking at styles for yourself or the whole family, Rack Room Shoes makes it a breeze to shop for the perfect pair. If you need any help, associates are there with a ready hand. Our sole purpose (no pun intended!) is to make your shopping experience as seamless, simple and enjoyable as possible. Can't find your size in store? We'll ship it FREE to your door because we want you to leave happy and satisfied that you found just what you were looking for.

Sometimes you don't feel like leaving the house, so rackroomshoes.com offers an even larger assortment of top styles and brands with FREE SHIPPING for Rewards Members! That makes everything easier. Need the shoes in a hurry? Try In-Store Pickup for a fast and convenient shopping experience, you'll even earn bonus points toward your next $15 Reward. Now THAT is a win-win

However you like to shop, Rack Room Shoes will be there for you. We are a Real Company, dedicated to serving the needs of Real People.

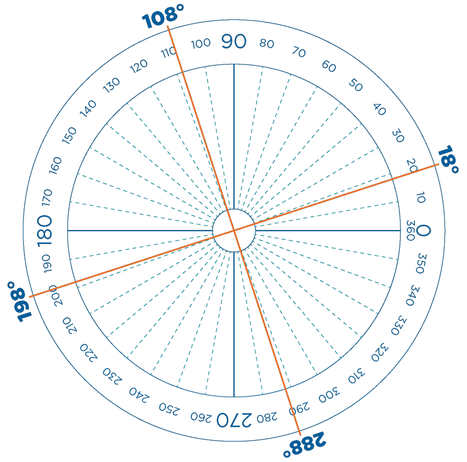
# LOGO
# GUIDELINES

# PRIMARY LOGO

CMYK | PMS 165 | RGB

REVERSE

BLACK




In this “full circle” diagram, 0° is assumed to be on the horizontal axis. Rotated design elements should align with the orange line(s) shown here. Non-rotated elements presumably align with the solid blue lines.

# SECONDARY LOGO

CMYK | PMS 165 | RGB

RACK ROOM SHOES®

BLACK

RACK ROOM SHOES®

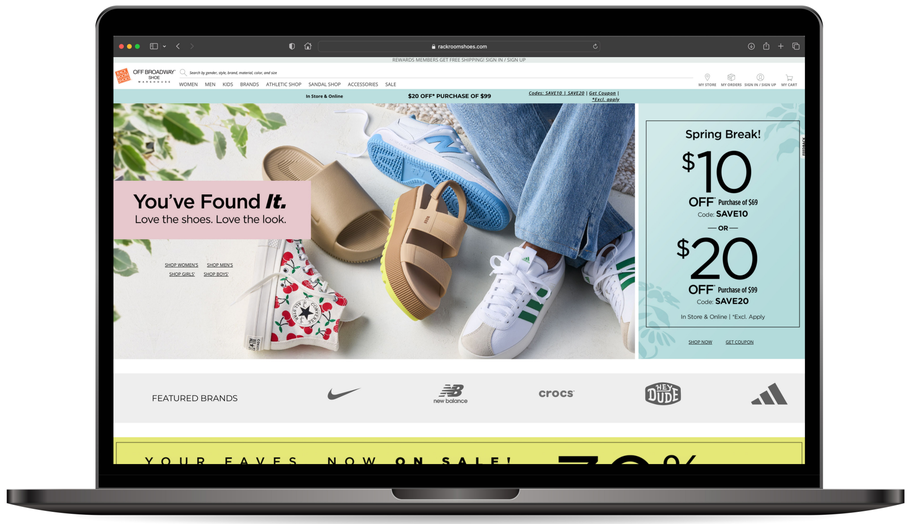
REVERSE

RACK ROOM SHOES®

# DUAL BRANDED LOGO

## DESKTOP

RACK ROOM SHOES® OFF BROADWAY® SHOE WAREHOUSE




## MOBILE

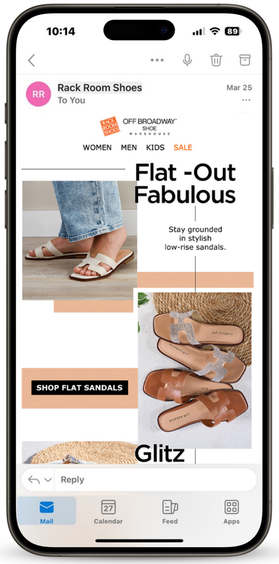
SITE

RACK ROOM SHOES | OB




EMAIL

RACK ROOM SHOES® OFF BROADWAY® SHOE WAREHOUSE




*Use Bracketed OB Logo with Tipped Square treament for height/spacing constraints

# COLOR PALETTE

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These color swatches are for color break information only, and are not intended to be used for color matching due to inevitable variances in monitors and inkjet/laser printers. To ensure accuracy, always specify Pantone® Matching System (PMS) ink colors. PANTONE® and other Pantone, Inc., trademarks are the property of Pantone, Inc. Additional colors may be added during seasonal campaigns.

## PRIMARY COLORS

**ORANGE**
**PMS:** Pantone® 165
**CMYK:** 0c 70m 100y 0k
**RGB:** R=255 G=100 B=0
**HEX:** #ff6400

**BLUE**
**PMS:** Pantone® 293
**CMYK:** 100c 50m 0y 20k
**RGB:** R=0 G=90 B=170
**HEX:** #005aaa

## SECONDARY COLORS

**DARK BLUE**
**CMYK:** 100c 94m 17y 9k
**RGB:** R=0 G=33 B=132
**HEX:** #002184

**TEAL**
**PMS:** Pantone® 7711
**CMYK:** 100c 0m 30y 0k
**RGB:** R=0 G=170 B=190
**HEX:** #00aabe

**PLUM**
**PMS:** Pantone® 2425
**CMYK:** 40c 100m 20y 10k
**RGB:** R=137 G=24 B=102
**HEX:** #891866

**BOGO RED**
**PMS:** Pantone® 485
**CMYK:** 9c 97m 100y 1k
**RGB:** R=218 G=41 B=28
**HEX:** #da291c

Use **this link** to view our web safe colors.

# **TYPOGRAPHY**
# GUIDELINES

# TYPOGRAPHY

## PRIMARY FONTS

GOTHAM BOOK/BOOK ITALIC
(web-alternate Montserrat Regular) Primary font for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BLACK/BLACK ITALIC
(web-alternate Montserrat Extra Bold) Primary font for headlines; always use in ALL-CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

GOTHAM BOLD/BOLD ITALIC
(web-alternate Montserrat Semi-Bold)Primary font that can be used in sentence-case or ALL-CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

GOTHAM MEDIUM/MEDIUM ITALIC
(web-alternate Montserrat Medium) Primary font that can be used in sentence-case or ALL-CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

## SECONDARY FONTS

GOTHAM CONDENSED BOLD
Font used for coupons/promotions especially BOGO 50% OFF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

GOTHAM CONDENSED MEDIUM
Font used for coupons/promotions especially BOGO 50% OFF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

GOTHAM CONDENSED BOOK
Font used for coupons/promotions especially BOGO 50% OFF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

# **BRAND**
# ELEMENTS

# KIDS CLUB

The simplest form of the mark is without a Rack Room Shoes logo. This is the base mark in the suite of Rack Room Kids logos, and is the constant between each lockup (only changing when Rack Room logo replaces the tipped square over the “i”).  Select the version that is most legible in the tactic at hand, while ensuring that Rack Room Shoes will clearly be interpreted as the author of the communication in context.

STACKED LOGO




HORIZONTAL LOGO




DUAL LOGO




REVERSE LOGO




*For reverse, just change the “CLUB” portion to white.

# SHOP LOGOS

## THE ATHLETIC SHOP

In-store signage must only use the horizontal logo for The Athletic Shop. Stacked variations and logos for The Boot Shop, The Trend Shop and The Sandal Shop are exclusively used in digital channels such as email and web.

BLACK







REVERSE







## THE BOOT SHOP

BLACK







REVERSE







## THE TREND SHOP

BLACK







REVERSE







## THE SANDAL SHOP

BLACK







REVERSE






# REWARDS

## REWARDS LOGO

RGB

RACK ROOM SHOES®
REWARDS

ORANGE + WHITE

RACK ROOM SHOES®
REWARDS

REVERSE

RACK ROOM SHOES®
REWARDS

## TAGLINE LOGO

RGB

RACK ROOM SHOES®
REWARDS
Rack up points with every pair!

ORANGE + WHITE

RACK ROOM SHOES®
REWARDS
Rack up points with every pair!

REVERSE

RACK ROOM SHOES®
REWARDS
Rack up points with every pair!

## REWARDS ICONS

**SHOP TO EARN**
$15 Rewards

**SHOP TO EARN**
1 point for every $1 spent
200 points = $15 Reward

**BIRTHDAY GIFT**
$10 Reward to celebrate

**BIRTHDAY GIFT**
$10 Reward to celebrate your birthday

**BONUS POINTS**
to earn faster

**BONUS POINTS**
2x points events to earn your $15 Reward even faster

**FREE SHIPPING**
on every order

**FREE SHIPPING**
on every order

# REAL PEOPLE

Real People is a Rack Room Shoes campaign that involves using *real* customers in our photoshoots. When using images from our Real People photoshoots, bug as REAL PEOPLE and list FIRST names only. Real People logos should only be used on images specifically shot by Rack Room Shoes for a Real People campaign..

- When first speaking to/introducing any family in a campaign, include the LAST name of the family (ex. Introducing OR Meet) and location.
- Include the Real Families bug and call out the family members by FIRST name in sub copy or in image, depending on what creatively works best

HORIZONTAL LOGO




STACKED LOGO




OFFICIAL BUG




ABBREVIATED BUG



# **PROMO**
# TREATMENT

# BOGO LAYOUTS

Additions to this layout may happen during certain promotional periods - for example, “More Styles Added” or “BOGO+”

**Disclaimers:**

- Selects Brands | *2nd pair must be of equal or lesser value. Additional exclusions apply.
- Online Only | *Excl. Apply ***OR***
- In Store & Online | *Excl Apply















# COUPON TREATMENT

Coupon lockups should stay consistent across the board and through campaigns.

**Hero:**

Headline/Offer/CODE: ALL CAPS

- In Store & Online | *Excl. Apply
- Online Only | *Excl. Apply
- Today & Online Only | *Excl. Apply

**Banners:**

“Code: ALLCAPS | In Store & Online | *Excl. Apply"

**Specialty:**

Up To % or Specialty Promotions Sale = Select Styles



# **COPY**
# GUIDELINES

# TONE

**First and foremost, we speak directly to HER, the mom buying for herself and her family.**

We are:

- **Family-oriented**
- **Reactive** - Relevant to modern trends, while remaining in our “speaking to mom” lane
- **Aspirational but realistic** - Fashionable styles to refresh her look at prices she’ll love
- **Brand dominant** – Our customer can find their favorite brands at Rack Room Shoes
- **Concise, punny and clear with our messaging** – Capture attention with brevity
- **Positive** – Make the customer feel good about themselves and their style

Women’s product: “for you” “your style”
Men’s product: “for him” “his style”
Kids’ product: “for them” “their style” “for your little one”

**On-brand words:**

- Fresh
- Chic
- Sporty
- Must-have
- Fierce
- Cool
- Popular
- Statement-making
- Stylish

**NOT on brand:**

- References to:
- Sex, looking sexy, showing off skin, direct body appearance
- Romance
- Ultra-luxurious experiences
- Wealth, elitism
- Alcohol (“Girls’ night” is okay, but a vodka reference is not)
- Drugs or smoking
- Swearing or language that walks the line of being offensive to any group of people



# CAPITALIZATION

Rack Room Shoes uses **The Chicago Manual of Style.** For title-case headlines, follow its capitalization rules.

**Capitalize:**
“Rewards”
“Rewards Program”
When possible, refer to the program as “Rewards”
“$15 Reward” & “Birthday Reward”
“Rewards Points”
“Rewards Members”
“Members”
[Try to stick to “Rewards Member(s)” as much as possible]

**Lowercase When Used in Sentence-Case:**
“bonus points”
“2x points”
“Earn 25 points”
[Only capitalize Points when it is immediately preceded by Rewards]

**Rewards:**
Rewards Members
Rewards Program
Rewards Points
Birthday Reward
$15 Reward
Flash Sale
Athletic Sale
NAME Sale
BOGO FREE
BOGO 50% OFF* Select Styles
*Excl. Apply
__% OFF*
$__ OFF* $__
Up to 25% OFF
In-Store Pickup

**Brands:**
adidas (all lowercase)
PUMA (all uppercase)
KEEN (all uppercase)
REEF (all uppercase)
ASICS (all uppercase)
HEYDUDE (all uppercase, one word)
Koolaburra by UGG
SOREL (all uppercase)

**Never plural:**
Nike (no “Nikes”)
Birkenstock
*Refrain from using any brand name in the plural tense as a best practice.

Never abbreviated:
Birkenstock (no “Birks”)

**Jibbitz ™ Charms:**
**Jibbitz™ charms** if used within a sentence.
Example: Personalize your Crocs with fun Jibbitz™ charms!

**Jibbitz™ Charms** if used within a headline.
Example: JIBBITZ™ CHARMS TO COLLECT

Note: Trademark symbol does not need to be used in captions on social media.

**Abbreviations OK:**
Dr. Martens (“Docs”)
Converse Chuck Taylor All Star (“Chucks”)

# PUNCTUATION

**Hyphens:**
- In-Store Pickup
- Slip-Ons
- Lace-Ups
- Must-Haves
- In-Stock Shoes
- Most-Wanted Styles
- Retro-Inspired Shoes
- High-Tops

**Apostrophes:**
- Women's Starting at
- Men's Styles
- Kids' Favorites
- Boys' Shoes
- Girls' Shoes
- Select Women's Styles/Men's Styles/ Kids' Styles

**No Hyphens:**
- Pick up in Store
- Valid In Store & Online
- Available in Store Only
- In Store Only
- Scan in Store
- Sign In
- Sign Up
- Log In
- In Stock
- Curbside Pickup
- Ready for Pickup

**No Apostrophes:**
- Styles for Kids
- Kicks for Girls
- Kicks for Boys
- New Styles for Women/Men/Kids

**CTAs:** Shop Women's, Shop Men's, Shop Kids', Shop Girls', Shop Boys'

**Other Punctuation:**
**Ellipses:** 3 DOTS... ALWAYS 3
**Dates:** Exp. 12/25 | Valid 11/25 – 11/30
**Oxford comma:** We do NOT use it.



# CUSTOMER PERSONAS

# CUSTOMER PERSONAS

Rack Room Shoes customers are extremely diverse, yet most fall into the following personas anchored around life stages. Each with some similarities and distinct differences.











| | Young Mom Megan | Middle Age Mom Monica | Grandma Gwen | Family Man Michael | Digital Danielle |
|---|---|---|---|---|---|
| Age: | 18-29 Years Old | 30-59 Years Old | 60+ Years Old | 30-60 Years Old | 30-65 Years Old |
| Income: | >$35,000 | $50,000 - $74,999 | >$50,000 | $35,000-$49,999 | $50,000-$74,999 |
| Gender: | Female | Female | Female | Male | Female |
| 12 Month Spend: | $200-$499 | $200-$499 | $200-$499 | $200-$499 | $200-$499 |
| Status: | Married | Married | Married | Married | Married |
| # of Children: | 2 | 2 | 1 | 2 | 2 |
| Retailer Influencers: | 1. Price<br>2. Quality<br>3. Style | 1. Price<br>2. Quality<br>3. Availability | 1. Quality<br>2. Price<br>3. Availability | 1. Quality<br>2. Price<br>3. Availability | 1. Price<br>2. Quality<br>3. Free Shipping |

# PHOTOGRAPHY
STYLE

# LIFESTYLE














# PRODUCT











# SOCIAL




# ATHLETIC SHOP





# **SOCIAL** RESPONSIBILITY

RACK ROOM SHOES gives

**RACK ROOM SHOES GIVES** is our charitable umbrella that provides a variety of ways our customers can strengthen local fundraising initiatives. We give to the communities we serve through four key programs: Shoes That Fit, Local Community Fundraising, Corporate Donations and Rack Room Shoes Grants.

## DONATIONS

We are proud to support a variety of national civic organizations, military and disaster relief programs, as well as other community-related sponsorships.

## FUNDRAISING

We offer the opportunity for individuals to make requests for a $100 Rack Room Shoes Gives donation card to support local nonprofit organization fundraising events.

## GRANTS

We encourage and recognize employee contributions and volunteer efforts in nonprofit organizations.

## SHOES THAT FIT

Rack Room Shoes is proud to partner with Shoes That Fit, a national nonprofit organization that provides new shoes to students in need, to help them focus on their studies.

IDEA COUNCIL

We are committed to creating an environment that promotes **Diversity** by embracing the differences in culture, race, ethnicity and the life experiences of our associates. We ensure **Equality** by examining our procedures and processes so that all employees are treated fairly with equal pay and opportunities. We champion **Inclusivity** by encouraging a respectful and nondiscriminatory culture where everyone feels a sense of belonging.

RACK ROOM SHOES gives TEACHER OF THE YEAR

The Teacher of the Year Contest allows customers to nominate deserving teachers who have made a positive and influential impact. Each winning teacher is awarded a $10,000 grant for their school, along with a $500 Rack Room Shoes gift card.



# RACK ROOM SHOES®

**BRAND GUIDELINES** \\ 2024