

**Publix**®

2019 CO-OP BRAND IDENTITY GUIDE



**To** Participating Publix Suppliers  
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**Date** 9/1/2018  
**Subject** **Publix Co-op Brand Identity Guide for Supplier Co-op Advertising**

**Purpose** The purpose of this document is to provide the requirements and standards for all Publix co-op advertising.

**Background** Co-op advertising provides our customers the opportunity to benefit from an alliance of our valued suppliers' brands and the Publix brand. The proper use of the Publix brand image is instrumental in maintaining customer recognition and loyalty. This document was produced to guide all creative development of promotional activities and co-op advertising containing the Publix brand or logotype.

**Requirements** Please review this document to ensure that promotional activities and co-op advertising programs are aligned with these standards.

Provide this guide to your creative team, agency, or marketing representative for use when developing new promotional activities and co-op advertising.

For approval of any new promotional activities or co-op advertising, please continue to work with your current Corporate Purchasing contact, using the Publix Co-op Advertising Form and the established procedures.

**Questions** If you have any additional questions or concerns, please contact your Buyer or Category Manager in the Corporate Purchasing Department.

## INTRODUCTION

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At Publix, we continuously strive to uphold our mission to be the premier quality food retailer in the world. Every representation of Publix must consistently support this unique distinction, and accurately align with the positioning of our brand.

This manual was created to help maintain the integrity of the Publix brand and ensure the appropriate treatment of the Publix logo.

We appreciate your commitment to help us achieve our mission of quality in all aspects of our brand presentation.

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## GENERAL GUIDELINES AND REQUIREMENTS

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### Exclusivity

We require exclusivity. The Publix logo cannot appear on any communication that includes a competitor logo. Publix does not participate in multiple retailer advertising programs. We do not participate in themed programs that are offered to a competitor within a Publix market.

### Positioning

It must be clear to the consumer that the co-op advertising is NOT produced by Publix. The supplier identification should always be more prominent than the Publix identification. Publix logos or product images may not be shown larger than the supplier logo or identification in the promotional space.

### Publix Role

All advertising should communicate the relationship of Publix to the program. This relationship is communicated with the logo we provide, which clearly states **Available at** Publix for your brand, product, or service; **Exclusively at** Publix for promotions available only at Publix; or **Redeem at** Publix for coupons.

### Language Channels

The Spanish translated co-op versions of the logo(s) and tagline(s) should be used only in Spanish-only channels. In bilingual communication channels, only the English version of the logo(s) and tagline(s) should be used. General guidelines and requirements are outlined on page 7.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Obtaining Written Authorization to Use a Publix Logo

To request written authorization to use a Publix logo, suppliers must present co-op program offers to the appropriate Publix Buyer.

- Co-op Advertising Forms must be filled out completely and accurately, and submitted for review and approval.
- All Co-op Advertising Forms must be accompanied by comprehensive audio, video, and/or print representations of the co-marketing program. These include audio tapes, CDs, DVDs, storyboards, typed scripts, and/or print creative (in color if possible). For contests or sweepstakes, a printed copy of the official rules must also be provided.
- All Co-op Advertising Forms must be accompanied by a comprehensive list of the media resources to be used in the co-op program. These include, but are not limited to, radio/TV stations and format by market with frequency and call letters, cable providers and networks, magazines, newspapers, websites, and/or billboard locations.

Once a proposal has been reviewed, the Publix Buyer or Category Manager will contact the supplier with our decision. It is each supplier's responsibility to obtain a signed copy of the Co-op Advertising Form indicating Publix has approved the program before executing the program.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Print

The co-op versions of the logo, **Available at**, **Exclusively at**, **Redeem at**, and the New Item logo, where applicable, are the only acceptable logos. If the **New Item** logo is used, it must be in addition to the **Available at**, **Exclusively at**, or **Redeem at** logo. No logo treatment should ever be used within the structure of a sentence.

See Spanish Tagline requirements on page 12. Formal tone (*usted*) in Spanish is preferred.

### Television

Commercials should be visually tagged at the end with the Publix logo treatment provided and audibly tagged with a voice-over: **Available at Publix, Where Shopping is a Pleasure.**

### Radio

Commercials should be tagged at the end with **Available at Publix, Where Shopping is a Pleasure.**

### Email

Print logo rules (above) apply. Emails containing a Publix logo must comply with all CAN-SPAM legislation. The email sender name must not be Publix. The email footer must disclaim that the customer is not unsubscribing from Publix Super Markets communications, but rather that of the supplier. You may add to the email footer an option to sign up for a Publix.com account to receive communications using this URL: **publix.com/myaccount/register.**

Any email content that includes a link to Publix websites (publix.com, greenwisemarket.com) should include Google campaign tracking codes that will allow Publix to differentiate the source of the traffic. See **Linking to Publix.com and Vanity URLs** section on page 9 for more details.

### Database

Any Publix customer information collected by suppliers should be used exclusively for Publix promotions.

### Digital (display ads and websites/microsites)

Print logo rules (above) apply. The tagline may be omitted, as it is often too small or too low-resolution to be legible. Editorial or blog content cannot appear to be developed or sponsored by Publix.

### Social

Print logo rules (above) apply. In social media, please refrain from featuring in-store photography. Sharing and retweeting content is acceptable as long as credit is given. Brands can tag Publix in their posts, but due to the volume, Publix will not be able to share or retweet other brands' content. Brands should not create Publix-branded hashtags.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Paid Search

#### Bidding

To avoid overlap with Publix, suppliers creating keywords must practice a bidding strategy that will help create the best result based on the user's intent.

For keywords containing **Publix**, suppliers must bid to an average position of 2 using a keyword position strategy. By doing so, users will see two highly relevant results while maintaining efficient cost-per-click (CPC) bids for Publix and the supplier.

When bidding on keywords that do not contain **Publix**, suppliers may bid to their own standard.

Due to the high traffic volume across specific Publix keywords, we ask that suppliers do not bid on top keywords. See the appendix for this list of keywords.

#### Ad Copy

We ask that suppliers do not insert the trademark symbol (®) when **Publix** is used in ad copy.

#### Google

Suppliers will run into issues using the Publix trademark. To authorize a supplier's use of the trademark, the supplier must give Publix the Google Customer ID (CID) that the ads are active in. After receiving the necessary information, Publix will have to complete the [Trademark Authorization Form](#).



## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Influencer (blogs, social media, websites, etc.)

Influencers must adhere to all FTC disclosure guidelines. Print logo rules (above) apply. Please refrain from featuring in-store photography. It must be clear to the consumer that the influencers' posts are NOT produced or paid for by Publix. Influencers must adhere to all blog disclosure laws and other relevant laws. The supplier identification should always be more prominent than the Publix identification. Publix logos or product images may not be shown larger than the supplier logo or identification in the promotional piece.

### Linking to Publix.com and Vanity URLs

Digital, social, and email advertising may link to publix.com, so long as it is done in a way that maintains the separation between the supplier and Publix. Should there be a need to promote publix.com on non-digital advertising (such as radio or print) and a vanity URL would be helpful, it will be necessary for Publix Marketing to provide approval and set it up. A specific vanity URL can be requested, but it should not be assumed available simply because it is not in use at the time of the request. Likewise, it should not be assumed that because a vanity URL was approved for a prior campaign that it will be available for future campaigns.

### Tracking Links to Publix Websites

This applies to any digital property that links to Publix websites (publix.com, greenwisemarket.com). To track effectiveness and differentiate co-op placements from regular referral traffic, any app or website links to the Publix web properties should include Google Analytics tracking parameters.

No content should link to Publix vanity URLs. Vanity URLs are specialized redirect web addresses that allow Publix to track usage of offline media (newspaper ads, in-store signage, etc.). You can determine if a web address is a vanity URL if the resulting web page URL in the address bar is different than the original URL you used (for example, **www.publix.com/bogo** redirects to **http://weeklyad.publix.com/publix/browsebylisting/bycategory/?categoryid=5117977**)

Contact your Buyer or Category Manager in Corporate Purchasing for proper tracking parameters at least two (2) weeks before placement of the links or campaign launch.

### In Store

In-store coupon holders, tearpads, and other methods of coupon distribution must include directions for customers to request additional materials when the in-store allotment is depleted.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Sweepstakes

Publix should NOT be identified as a sponsor of any supplier-created sweepstakes. It is permissible in supplier sweepstakes advertising to state the sweepstakes is **Available at Publix** or **Exclusively at Publix**. Sweepstakes sites cannot appear to be developed or sponsored by Publix. The supplier is solely responsible for all legal obligations for sweepstakes, including documentation or written assurance that the sweepstakes has been registered with the appropriate parties, and fulfillment of the prizes.

### Sponsorships

Publix should NOT be identified as the sponsor of any co-op event. It is permissible in approved supplier sponsorships to state **Available at Publix** or **Exclusively at Publix**. The supplier is solely responsible for all legal obligations related to sponsorships. All sponsorships must be approved by Sr. Manager, Corporate Marketing Communications – Retail Markets.

### Cause or Charitable Contributions

Publix proudly supports causes that align with youth, education, hunger, and homelessness. If your co-op campaign supports a charitable cause, please submit the campaign to Maria Brous, Director of Media & Community Relations for review and approval to ensure alignment with our charitable contribution strategy.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Media Guidelines

Publix prefers programming of a family-friendly nature. Co-op activities and sponsorships should not associate Publix with corporate or service entities that do not share our family-friendly values.

Publix will not approve English and/or Spanish media buys that will air:

- during sensational programming.
- during programs with adult or violent content.
- during pageants.
- during special or sports programming sponsored by our competitors.
- on radio stations with a news/talk or shock radio format.
- on radio stations with a hip-hop or religious format.

Digital, social, and influencer co-op advertising cannot appear on websites or social media sites not appropriate for family viewing, including:

- sites containing adult or violent content or images.
- sites with sexual photography/images and content.
- sites (news/reporting) that position food in a bad light.
- gambling sites (not to be confused with gaming sites).
- controversial, extremist sites and blogs (including those religious or political sites representing extreme positions).
- sites using foul language.

## GENERAL GUIDELINES AND REQUIREMENTS (CONTINUED)

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### Access to and Use of Publix Logos or Trademarks

Publix logos are registered trademarks and property of Publix Asset Management Company, licensed to Publix Super Markets, Inc. ("Publix"). Each use of a Publix logo requires documented approval by Publix. Upon receipt of specific written authorization from Publix, the supplier will be granted a one-time, nontransferable, and nonexclusive license to use the applicable Publix trademark. Upon being given the right to use the applicable Publix trademark, the supplier must acknowledge and agree that Publix maintains the exclusive right and ownership to the trademark.

### Publix Resources

Co-op advertising cannot feature or contain promotional themes, icons, or logos developed by Publix for corporate events or programs unless stated within these guidelines. When a Publix brand product is being used as a premium or giveaway, images of the Publix product(s) may be shown (e.g., gift cards or reusable bags). The design must make it obvious to the customer that the activity is a supplier promotion, and not Publix-sponsored. The supplier logo and other identification should be more prominent than the Publix logo and identification. All materials should reflect the supplier brand, NOT solely the Publix brand.

### Right of Approval

Publix has the right of approval with respect to any advertising bearing its trademark. Suppliers must further agree that use of the trademark shall not give any right, title, or interest in or to the trademark, but all uses of the trademark shall be to promote Publix products and services.

### Logo Request

Once you have obtained written authorization to use a Publix trademark, please contact your Buyer or Category Manager in Corporate Purchasing to verify your specific logo requirements and format.

## GRAPHIC STANDARDS

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Graphic standards serve as guidelines for maintaining the quality and strong visual expression of our corporate symbol. Consistency in logo usage, company colors, graphic style, proportions, and other elements contribute to the strength of our overall brand identity—ultimately distinguishing us from the competition in the hearts and minds of our customers.

### Publix Logotype

Consistent use of this logo ensures the brand's integrity. The Publix logo has been customized with unique character sizes, scaling, and spacing. No attempt to recreate this logo from standard type should be made. Use only approved artwork provided by Publix.

### Color

The ideal representation of the Publix logo is in color, specifically PMS 363. Alternately, for 4-color process printing, the CMYK mix is C-68, M-0, Y-100, K-24. For digital applications, the RGB mix is R-95, G-143, B-56. The co-op tagline and the Publix tagline should be printed in black.



### Black & White

When using a single color, this logo should be reproduced in black only.



### Reverse

If the Publix logotype is to be used over a dark background color, the logo can be reversed out (appear in all white). Care should be taken to ensure adequate contrast between the logo and background. Reverse logos are unavailable for coupon use.



# GRAPHIC STANDARDS (CONTINUED)

## Clear Space

The preferred clear space is twice the type height of the **P** in Publix, measuring in all directions. When space constraints are very tight, one times the type height is acceptable.



## GRAPHIC STANDARDS (CONTINUED)

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### Tagline

Our tagline, **WHERE SHOPPING IS A PLEASURE®**, is a summary of our company's positioning statement and appears in conjunction with the Publix logotype. The tagline has been created with custom character sizes, scaling, and spacing; no attempt should be made to replicate using standard type.



### Spanish Tagline

**DONDE COMPRAR ES UN PLACER®** is the Spanish translation of our tagline, **WHERE SHOPPING IS A PLEASURE®**. The tagline should appear in conjunction with the Publix logotype in Spanish-only communications. Use the English version in bilingual communications. The tagline has been created with custom character sizes, scaling, and spacing; no attempt should be made to replicate using standard type.



# GRAPHIC STANDARDS (CONTINUED)

## Minimum Size

The minimum acceptable sizes of the Publix logo are illustrated below. Please note the type in the reverse option is slightly larger.

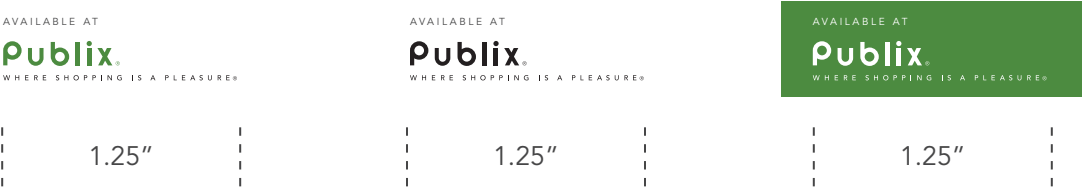
### Preferred Logos



### Stacked Logos



### Left Justified Logos





## GRAPHIC STANDARDS (CONTINUED)

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### Publix Co-op Logos (Available At)



English, Preferred, Color



English, Preferred, Black



English, Preferred, Reverse

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English, Stacked, Color



English, Stacked, Black



English, Stacked, Reverse

---



English, Left Justified, Color



English, Left Justified, Black



English, Left Justified, Reverse

---



Spanish, Preferred, Color



Spanish, Preferred, Black



Spanish, Preferred, Reverse

---



Spanish, Stacked, Color



Spanish, Stacked, Black



Spanish, Stacked, Reverse

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Spanish, Left Justified, Color



Spanish, Left Justified, Black



Spanish, Left Justified, Reverse

## GRAPHIC STANDARDS (CONTINUED)

### Publix Co-op Logos (Exclusively At)



English, Preferred, Color



English, Preferred, Black



English, Preferred, Reverse



English, Stacked, Color



English, Stacked, Black



English, Stacked, Reverse



English, Left Justified, Color



English, Left Justified, Black



English, Left Justified, Reverse



Spanish, Preferred, Color



Spanish, Preferred, Black



Spanish, Preferred, Reverse



Spanish, Stacked, Color



Spanish, Stacked, Black



Spanish, Stacked, Reverse



Spanish, Left Justified, Color



Spanish, Left Justified, Black



Spanish, Left Justified, Reverse

## GRAPHIC STANDARDS

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### Publix Co-op Coupon Logos (Redeem At)

**Redeem at** Publix is available for coupon use, and is the only acceptable use of the logo without the tagline **Where Shopping is a Pleasure**. The color logo is the preferred version; the black logo is acceptable. Reverse option is not available. The logo is designed for positioning in the bottom left corner of the coupon.

REDEEM AT **Publix**®

English, Color

REDEEM AT **Publix**®

English, Black

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USE EN **Publix**®

Spanish, Color

USE EN **Publix**®

Spanish, Black

## GRAPHIC STANDARDS

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### Coupon Layout Guidelines

Please use the examples below, presented in various coupon sizes, as your guide to the correct positioning of elements of the Publix logos in a coupon.

- Location of LU# must be in the bottom right corner of all coupons. Point size must be 10. Suggested font for the LU# is Helvetica Light Condensed.
- **Redeem at** Publix logo must be placed in the bottom left corner of all coupons.
- Product/Item must be on the left; offer details must be on the right.
- Effective dates for coupons must be centered across the top, reversed in a box or bar. Suggested font is Helvetica Bold Condensed.
- Suggested fonts used for coupons are Helvetica Bold Condensed for price copy; Helvetica Light Condensed for body copy.

### Corporate Standard Coupon Copy

#### DISCLAIMER #1

Dollar Off Total Purchase (\$00.00 Off Your Purchase of \$00.00 or More)

Limit one coupon per household per day. Excluding all alcohol, tobacco, lottery items, money services, postage stamps, gift cards, and prescriptions. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited.

Offer good through XXXXX at your neighborhood Publix.

#### DISCLAIMER #2

Department-specific coupons (e.g., Meat Department, \$0.00 Off Your XXXX Department Purchase of \$00.00 or More)

Limit one coupon per household per day. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through XXXXX at your neighborhood Publix.

#### DISCLAIMER #3

Single Item (\$0.00 Off the Purchase of One (1) or More)

Limit one coupon per item. Customer is responsible for all applicable taxes.

Reproduction or transfer of this coupon is strictly prohibited. Offer good through XXXXX at your neighborhood Publix.

## GRAPHIC STANDARDS

### Corporate Standard Coupon Copy (Continued)

#### DISCLAIMER #4

Multiple Item (\$0.00 Off the Purchase of Two (2) or More)

Limit one deal per coupon. Customer is responsible for all applicable taxes.

Reproduction or transfer of this coupon is strictly prohibited. Offer good through XXXXX at your neighborhood Publix.

#### DISCLAIMER #5

Free Item

Limit one coupon per household per day. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through XXXXX at your neighborhood Publix.

### Examples of Correct Usage

<p>Coupon valid August 4 – August 24, 2016.</p>  <p><b>\$1.00 off</b></p> <p>Any One (1) Brand X Bacon Naturally Hickory Smoked or Applewood Smoked, 24-oz; or Brand X Bacon, Naturally Hickory Smoked, 48-oz</p> <p><small>Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through X/XX/XX at your neighborhood Publix.</small></p>  <p>1 23456 78901 2</p> <p>REDEEM AT <b>Publix.</b> LU #13677</p>	<p>Coupon valid August 4 – August 24, 2016.</p>  <p><b>\$5.00 off</b></p> <p><b>ON ANY TWO (2) MIX or MATCH:</b> Centrum® 50 to 220-ct.</p> <p><small>Use all products only as directed. Limit one deal per coupon. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through X/XX/XX at your neighborhood Publix.</small></p> <p>REDEEM AT <b>Publix.</b> LU #13677</p>
<p>Coupon valid August 4 – August 24, 2016.</p>  <p><b>\$1.00 off</b></p> <p>Any One (1) Brand X Bacon Naturally Hickory Smoked or Applewood Smoked, 24-oz; or Brand X Bacon, Naturally Hickory Smoked, 48-oz</p> <p><small>Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through X/XX/XX at your neighborhood Publix.</small></p>  <p>1 23456 78901 2</p> <p>REDEEM AT <b>Publix.</b> LU #13677</p>	<p>Coupon valid August 4 – August 24, 2016.</p>  <p><b>\$1.00 off</b></p> <p>Any One (1) Brand X Bacon Naturally Hickory Smoked or Applewood Smoked, 24-oz; or Brand X Bacon, Naturally Hickory Smoked, 48-oz</p> <p><small>Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Offer good through X/XX/XX at your neighborhood Publix.</small></p>  <p>1 23456 78901 2</p> <p>REDEEM AT <b>Publix.</b> LU #13677</p>

## GRAPHIC STANDARDS

Manufacturer coupons should follow this example:



### New Item Logo

The **New Item** logo must be used in conjunction with approved **Available at**, **Exclusively at**, and **Redeem at** co-op logos. For 4-color process printing, the CMYK mix is C-100, M-62, Y-0, K-20. For digital applications, the RGB mix is R-25, G-75, B-136. Express permission must be given to use this New Item logo. Items must be deemed to qualify for use by Corporate Purchasing. Please contact your Buyer or Category Manager for details.



## GRAPHIC STANDARDS

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### Unacceptable Logo Use

It is important that the Publix logotype be used consistently to maintain the brand's integrity. The logo must never be modified or rescaled in any manner or printed in colors other than the approved corporate colors.

The examples below show samples of incorrect uses of the Publix logotype. These or any other variations must be avoided to ensure the effectiveness and success of the Publix brand.



Do not place the color logo over a dark color.



Do not place the logo over a busy background.



Do not "customize" the colors in the logo.



Do not customize the logo with artwork add-ons.



Do not reposition the elements relative to one another.



Do not distort or alter the logo in any manner.



Do not reduce the size of the logo beyond the minimum dimensions.



Do not substitute the font.